Define Phase Report

The The Five Guys

Table of Contents

Introduction

In this report we are going to outline the research we've conducted in the Define Phase of the project "Great Greek Love", the information we've gathered, the CMD methods that we used to collect that information and the outcome of the research we did in this phase.

Interviews

For our project we've conducted two interviews at the moment, one of these was with our client in order to gain an insight on what our client wants and one on a potential user in order to find out what our users want.

For the first interview we interviewed our client Fenia with the goal to find out what she wanted our end product to be. We achieved this by making questions which should answer all of our subquestions, which resulted in this;
Interview questions are in appendix 2.1

After asking some feedback on our interview questions our teacher noted that we should note down the entire question, since some questions weren't clear, but I was able to explain the questions to our teacher. He told us that the question did make sense after my explanation and therefore I should include that in the questions.

After we finished our questions we conducted the interview, we recorded our team's meeting and we also transcripted the call live. After the interview was finished we checked the transcript and fixed the mistakes.
Interview transcript is in appendix 2.2

With this interview we found what our clients wants and needs are and those being:
- That we should include some information about Fenia, her CV, her studies and some information about her project and how she produces her toys.
- She wants to sell her toys in museum stores and our website should focus more on being elegant and focus on the aesthetics to target the museum.
- The website should be simple and include some playful games as in what kind of game the children can play with toys.
- The museums she wants to be in are the archaeological museums, since they will fit her product.
- Fenia would like the website to be an art gallery instead of it being a webshop, she wants there to be information about the toys so the toy has a certain value and can tell a story.
- Fenia has a logo for her project which she made herself (just black and white).
- Fenia would like it if we would made a logo for her and if she likes it we can implement it on our website.
- As for the games she doesn't have an idea on which games she wants us to include, but the toys that she currently has were used as some sort of doll.
- Fenia would prefer it if people contact her in order to order toys instead of people being able to order them online.

These results help us a lot, since they give us an insight on what our client wants, which allows us since we now have a general idea of what we have to do. Which means that we can take these results and run them by our users in order to find what they want and if they would be interested in this.

Surveys

Introduction
In order to get a considerable amount of data from a multitude of users we made and sent out a survey to help us get an idea of how the preferences and likings are divided between the users.

Our target group in this case were the parents of children, since our client wants to be able to sell her products not only to museums but also to a more general and wide audience - kids. Therefore we had to conduct a survey exploring the ways that kids' parents search for toys for their children, if there are types of toys that they refrain from buying, how they decide to get what toys and so on.

Some findings from the Survey:
- There's a common trend where people who have children between 4-10 years old buy new toys for them every couple of months, with a small exception where some do that every month
- Unfortunately for our client, almost no parents buy plushies or dolls for their kids, and they'd rather buy educational toys, puzzles etc.
- Another question that we had was what people thought was the worst thing about modern toys. We wanted to check and see if the materials that our client uses to create her work would not be liked by people or if they wouldn't mind that. Some of the results that we obtained were valuable, some not really. An example of useful information that we got from this question is that parents don't like it if the toys are made from cheap materials such as plastic or made from sharp metal. Another response mentioned that everything is ready and just out there.
  - A very interesting finding is that one particular response stated this "The market is overflowed with toys and that restricts the kids from being creative". This is a good thing for our client, because the toys that she creates have a historical and sentimental value, aren't just any random same toy that has arguably thousands of variants and this can push the kids to approach ways to play with them in a more creative, multi-dimensional way.
- Lastly, even though it's the minority, some parents are ready to give more than usual amount of money (30-50 euros) if they really like the product. This also is important, because according to our survey, almost everyone who participated is interested in the history of the toy if it has any.

Conclusion
The survey that we conducted with our target group (parents of children between 4-10 years old) proved to be relatively helpful and has proved to us that there are people who would go out of their way to search for better toys for their children to play with, so they can make sure it doesn't end with that particular object being thrown away at one point, just like every other, but it adds a sentimental and ethical value to kids' everyday lives.

Personas

Introduction
Persona refers to a fictional character or archetype that represents a group of users who share common characteristics, needs, and behaviours.

A persona typically includes information about the user's demographics, such as age, gender, and occupation, as well as their motivations, goals, and pain points. The persona may also include details about the user's preferred methods of communication, device usage, and browsing habits. By creating personas, designers can gain insights into the user's perspective and design interfaces that meet their specific needs and preferences.

Personas can be based on user research, such as surveys, interviews, and usability tests, or they can be created using existing data about the target audience. Ultimately, the goal of creating personas is to create user-centred designs that address the needs and goals of the users, resulting in a better user experience.

Process
Conducted user research
The first step we did is gathering information about the target audience through user research methods like interviews and surveys. This helped us to identify common characteristics, needs, and behaviours among our users.

Identified user goals and behaviours
Based on the research data, we began to identify the primary goals, motivations, and behaviours of our target audience.

Created user personas
Using the data gathered in the previous steps, we created fictional characters that represent the different user types. We gave each persona a name, photo, and a brief description of their characteristics, goals, and behaviours.

Developed scenarios
Developed scenarios that describe the user's goals and how they interact with your clients' product. This helped us to understand how our design can meet the needs of each persona.

Refined personas
Reviewed our personas with a client and stakeholders, and refined them based on feedback. Ensured that they accurately represent our target audience.

Main challenges
The main challenge we faced was a lack of user research. Our product is mostly made for people who live in Greece or interested in Greek culture. That is why we couldn't make personas as accurate as we wanted. Of course we did some interviews and surveys, but since we study in the Netherlands we got feedback only from international people who mostly neither lived in Greece nor interested in Greek culture.

Results
Improved understanding of users
By creating personas, we gained a better understanding of our users' needs, behaviours, and goals. This understanding allows us to create user-centred designs that better meet the users' needs and preferences.

Possibility to make more effective design decisions
Personas provide a clear and tangible representation of the users, allowing us to make more informed design decisions. We also can refer to the personas throughout the design process to ensure that the design decisions align with the users' needs and goals.

Enhanced empathy
Personas helped us to develop empathy for our users by humanising them and highlighting their needs, goals, and pain points.

Personas are in Appendix 1.1

Future usage
We plan to use personas for guiding design decisions because we got a clear understanding of our users' goals and needs.

One more thing personas can help us is prioritising features. Using personas we can identify which features are most important to our target audience. This ensures that the most critical features are included in the design and helps to create a more effective product.

User Requirements

CMD methods: Expert interview, interview, survey

- Client:

    - Providing a space like a portfolio/a gallery for the artist.

    - Knowing about the prices via email.

    - Website provides some information about the artist and the way that toys are produced for the users.

    - Website mainly focuses on adults and parents and is playful for adults and children.

    - Target for museums: archaeological museums.

- Parents(Survey):

We got seven responses from the survey, which targeted adults and parents. The survey included seven questions. Here is the result of the survey:

    - Five participants have children between 4-10 years old.

    - How often do you buy toys for your kid(s)?

    2 every month, 1 every week, 4 every few months

- What type of toys do your kids like?

2 for dolls, 3 for educational, 4 for puzzles, 3 for action figures, and 1 for other

- Worst thing about modern toys:

    1. Robotic ones can be scary

    2. The materials they are made of(plastic and sharp metal elements)
    3. The superhero models don't have a value system or materials. Sometimes they are very expensive

    4. the playground is cluttered with toys and this prevents children from showing creativity and self-initiative

    5. Lots of plastic.

    6. That everything is ready.

- What is the most important thing you look for when buying toys for your children?

    1. I look for their favas

    2. To be educational and safe

    3. The price and purpose of the toy

    4. Be safe and meet the child's interest

    5. Be age appropriate

    6. To be safe, to develop thinking.

- How much are you willing to pay for handmade toys?

    1. Maximum of 30 euros.

    2. 20-30 BGN

    3. 30-40 BGN

    4. If I liked it, I wouldn't look for a cheap toy

    5. 20-30 BGN

- Would you like to know more about the history of a toy you bought?

1 not really, 1 not sure, 5 yes

As can be seen in the survey most of the participants buy toys every few months for their children. Puzzles are the most popular choice among children, and action figures and educational toys are in second place. For parents, the most important thing to choose a toy for their kid/ kids is being educational, helping children use and improve their creativity to build or solve something and be safe for their children. (safe materials and not having sharp elements). Along with these features look for toys that their kids like.

Additionally, the money they are willing to pay for handmade toys is an average of 30 euros. And they are interested to know about the toys and their history.

- Parents(Interview):

    - Our interviewee has three children.

    - She finds this kind of toy (the artist's work) suitable, even for children older than 10.

    - Interested in this feature of toys that are historical

    - Interested to buy stuff from museums

    - Kids mostly like to play quietly and keep on playing with toys with someone else. That's the reason to keep on using a toy or a game.

    - Mostly on special events like in October, November, December, and Christmas.

    - Not agree with buying from cheap companies like Shien too much. But also not ignoring their wishes.

    - For the budget to be spent on toys up to 30 euros it is ok to buy an item but items which are more expensive just for special events.

- Museums:

User Stories

We conducted some research in the form of user stories, to find out what a user needs to do to perform a certain task and what kind of steps they have to take along the way.

This gives you an insight on the steps a user will have to make and what their thinking process can look like. Which means that you can analyse the steps and see where it can be confusing and how you can improve these steps to make it easier for the user to complete the task.

In order to do this you'll have to choose some tasks to break down, but first we have to know what a user story is. For example a simple task "washing your hands", you start of with turning the tap on, you wet your hands, you'll grab some soap, scrub your hands, wash of the soap, turn the tap off, grab a towel and finally dry your hands. Now we have to do this but with a task that is applicable for our website or product.

User Stories are in appendix 3.1

With the results that we gathered we found out that parents might want to know if the toy can be harmful for their children and we have to do a few things to take that into account.
- We should list the materials that are being used to make the toys.
- We should mention the use of any sharp materials.
- We should mention if the toys are flammable .
- We should include pictures of the toys which allow our users to see if the toys have any sharp edges.
- We should include the dimension of the toys so the parents can determine if a kid can swallow the toy.
- We mention any features the toys have, so the parents can determine if ant feature can harm their children, for example if the toy makes any loud noises.
- We should also mention any costs the parents will have to pay to receive the toy, which includes;
    - The price of the toy
    - The shipping fee
    - Any import fees regarding the location of the client.

With this information we now know some important components we have to include on our website for the user, so now we can proceed to find out how we can implement any of the results we mentioned above.

Manifesto

Manifesto is a declaration of intentions, views and inspirations of the person/people who make it. It shows and states norms and values that the issuer/s abide to stand by.

We made one and the values that we follow are:
- That we aim to **captivate** and **inspire** people with our work in such a way that subjects who come by our work look at it and exclaim with amazement.
- We want to show and **activate** people's creative parts of their brains to make them achieve and taste how rewarding it is to go out of your comfort zone to explore new fun and challenging tasks, which help you grow as a person, but also as a creator.

Project Details

Appendix

1.1 - personas

Alex Smith

Age: 34
Occupation: Museum Manager
Gender: Male

Alex is a museum manager who is looking for products to sell in his gift shop related to the museum's current exposition of Ancient Greek Culture. He is interested in selling something more original and playful outside of the typical magnets, posters, etc. That is why he is looking into the prospect of selling toys related to ancient greek culture.

Frustrations:
- **Small amount of products** representing **Greek history** in the museums gift shop
- **Lack of varieties** in the gift shop market

Expectations:
- **To get nice product** for his gift shop, which will be **bought by people**

Maria Nilson

Age: 40
Occupation: Bussiness women
Gender: Female

Maria is a married business woman with little to no free time that she can spend with her family. Because of that she often buys her children (6 and 10 years old) toys to play with while she's not home.
She likes buying them toys that can both keep them entertained while also helping them learn something new.

Frustrations:
- **Lack of educational toys**
- **Low quality** toys materials

Expectations:
- To get **nice toys** which will help her children to **learn something new.**

2.1 - interview questions Fenia

Interview Questions Fenia

We are working on a project for Fenia Xatzimixail in which we are making a website for her project "Great Greek Love" *on this website we want to gather people's interest for the ancient Greeks and allow them to get more familiar with it. The website will feature the art about the ancient toys the great Greeks used to play with and we want to get kids to play with these toys while teaching them a bit about the ancient Greeks.*

1. The website should be about the toys, but would you like the users to get to know a bit about you?
   - Would you like us to promote you?
   - How can we describe you as an artist?
   - What would you want us to include about you, your work or your story?

2. What do you mean by selling your toys to museums, do you want your toys to be displayed in the museum or would you like for your toys to be sold in the museum?
   if applicable;
   - Are there museums which have interest in your art, if so which museums?
   - Is any of your art in museums, if so which museums?
   - Should the museums buy your art by contacting you personally, e-mail, etc. or should the museums buy the toys on your website?

3. Would you like to have a website which functions as an online art gallery that displays your toys and gives people an experience, while they are on your website and if they like the toys they can buy them. instead of having a webshop?
   - If not, would you like the website to be a webshop or something else?

4. Do you have a logo which is connected to your brand or do you have a logo for the Great Greek Love project
   - If not, would you like one? (Ask for guidance, ask if she has anything in mind, make a bunch of prototypes and make her choose some that she likes).
   - Should it be a logo for your art/ your brand or should be a logo for the project.

5. What do you mean by the website being playful, is it in terms of the design or about how we present the toys?

6. You mentioned having a game on the website, do you see that as us giving options on what kind of games they could be playing with the toys, or do you want an actual game on the website?
    - should the game be with the toy or could it be a card game with the different toys for example

7. Who is your target group, because you mentioned parents, kids and museums before, but we can't make a website which satisfies all of them, so should the website be targeted at;
    - the parents who are going to be using the website in order to buy toys
    - the kids who aren't going to be on the website, but are going to use the toys
    - the museums

8. Do you have high quality photos of your toys? If so, could you send them?

9. You mentioned that you want people to be able to purchase your toys,
    - Do you want people to be able to purchase directly from your website?
    - Do you want people to be able to purchase the toys by sending an E-mail or something along those lines?

10. If the parents are the target group, how should we make the website engaging/ interesting?
    - Should we still feature a game?
    - Should we tell a story about the toys and the ancient Greeks to gather the parent's attention?

11. You mentioned having an information box for the toys, what do you mean when talking about an information box?
    - Should it be a story about the history of the toy?
    - Should it be about how the toy is made?
    - Should each specific toy have a specific feature or story?
        - Are you going to provide the information or should we do our own research?

2.2 - interview transcript Fenia

E: Greetings.

M: Okay. Today we wanna do a small interview and ask you some questions about the website. And also we wanna ask you if it's okay if we gonna record this meeting to analyze it later?

C: Yes. No worries. Record it. Yeah.

Maksim: Okay. Thank you. So should we start?

C: Yes.

M: Okay. So the first question will be easy and I want you to think about it a little bit. The website should be about the toys, but would you like to show users some information about you?

C: Yeah. We will use some information about my history, let's say yourself, my cv, my studies, etc.

M: Mm-hmm. Maybe you also want to include your work story or how the toys are done. Like the process.

C: Yeah. Yeah. So information about *coughs*. Sorry that I look like this. I'm sick. Three or four days. I don't know what is happening.

T: Hopefully, you feel better soon.

C: Some information about the way that I produce the toys, I assume.

M: Mm-hmm. Can you share with us the text you want to implement or maybe the story in the mail, for example?

C: Yeah. I will do it.

M: Okay. Thank you so much. The second question is, like, what do you mean by selling your toys to museums? Because, in the previous meeting you told us that yeah, you would like to sell your toys also to the museum retailers, and, how do you see it? Maybe we will have to implement something on the website, which will be useful for museums to buy your toys. I don't know, maybe some information.

16

C: Yes, I was thinking about the museum stores, and I think the website should focus on a more aesthetic type of view. Because I want to focus, not now, but in a few months, let's say, when the product is more ready, to go to the museums, to be there in the shops. I really want the website to be more elegant, more assembly, in order to touch the aesthetic of the museums. Something like this. But this is why I told about the museums.

M: Okay. But, the thing is, it'll be kinda hard to implement both of your ideas. Like, making a playable website for the kids. And also for museums and parents because it's absolutely different types of looking, like for the website.

C: I understand. So, maybe focus, not on the museums, ect. But, to be more elegant and focus on the adults, parents and children to be more playful. All the website to be more simple. And maybe the playful things are for the parents and the children, some *illegible* games to play together. Simple things that they can do together. Something like this. So about the museums, if it's confusing you - keep it out.

M: Mm-hmm. Okay. And, maybe you have any museums you already were thinking about, like the name of this museum, so it can be helpful.

C: Of course. Let's say that all the toys that I am producing are inspired from ancient greek and the culture, etc. So theological museums, all the archeological museums, they will be very *illegible*, for the product, I think, but more archeological, let's say.

M: Okay and also, would you like your website to look like a web shop or, maybe just a gallery where you have a possibility to buy these toys.

C: The second one, it'd be nice like a gallery. Not like shops with just a lot of products, let's say a lot of information, just like a gallery, like a beautiful portfolio or something like this.

M: Mm-hmm. Okay. Understood. Also, do you have any logo which is connected to your brand?

C: Yes, yes. I will send it to you. My logo is the great Greek love. This is my main logo.

M: Okay. And, what's the color palette of this logo?

C: The, the colorful? The color?

M: Color palette. Like what's the main color of the logo?

C: No, it's not, it's only black because all the things that I produce, I'm doing in via *illegible*. So the Greek Great Love, it's a logo that I made by my hands. So it's not colorful, it's only black. A very simple one. I will send it to you.

M: Okay. Is it okay if we're gonna make a new logo and show it to you? And if you like it, we'll include it on your website.

C: Yeah of course. I will love it.

M: *laughs*. Okay.

C: Thank you.

M: Well, so we'll look at your logo and try to make something inspiring by it.

C: Thank you, guys. Thank you.

M: Okay. Let's talk a little bit more about the games on your website, because for us it could be clearer. What kind of games do you want to see? Should it be, I don't know, like a puzzle game?

C: Yes. I don't have it very specific in my mind yet. The main thing that I was thinking about is the fact that all the toys that I'm producing now are the toys that, let's see, they used to play outside the houses. Like the doll, let's say that they used to play outside with the other children. It has a history about all these toys and I will send it to you. And all the other toys that I'm using. And the children used to play with them outside the house. So, I was thinking about making something simple, like *Greek word*. We say, here in Greece. I don't know how to translate it. I will find it and I will send it to you. But very simple, interactive, like a funny simple thing, something like this. Not very complicated. I will send you all the information that you need and, for the other toys maybe, how they used to play with them, what they did, materials, etc. And maybe we can take something from this and create a game.

M: Okay. What we're thinking about with my team is making another type of a website, but it's not a separate website. So it'll be like a small button on the top of the navigation menu, for example. And, it'll redirect to the games for example, interesting facts about toys. Because, it's hard to implement these types of games on the website, which should be also seen by museums, parents, and It's a lot of information for a one website?

C: Yes, I agree with you. It's a lot of information.

M: Do you have any good photos of your product?

C: Yes, I have. And I will send you in high quality.

M: Okay. It's so nice because you mentioned that you wanna see an art gallery on your website, and it'll be so useful for us. Maybe you have something else you'd like to see on your website.

C: I have seen some websites I like and I will send them to you to have inspiration. Let me note it.

M: Let me think one more minute about other questions we have. What social media would you like to include on your website? Do you have any of them? Like Facebook?

C: Yes, I have Facebook. I have Instagram, and I have Etsy.

M: Etsy. Oh, okay. Nice.

C: Yeah, I have 3 of them.

M: It'd be also nice if you share it with us as well.

C: Yes, yes, of course.

M: Okay, team, do you have any other questions you'd like to ask?

T: About purchasing the toys, would you like people to purchase them directly from the website or they can contact you first and you can arrange the whole purchase like that.

C: Yeah. The second one, I prefer.

T: Okay. Alright here. I think that's it for today. Thank you very much for taking the time.

C: Thank you, guys. And whenever you want anything else you can send me.

T: Sure. Thanks for your time.

M: Next week we will also arrange a meeting, so we'll show the progress of what we have done.

E: Parting

3.1 - user stories

As a parent, I want to ensure the toy is not harmful to my children.

- As a parent, I want to know the materials of the toys in order to find out if the toys are harmful to my children.

- As a parent I want to find out if the toys are using any hard materials in order to find out if the toys are harmful to my children.

- As a parent I want to find out if the fabrics are flammable in order to find out if my children can set the toys on fire

- As a parent I want to find a list of materials in order to find out if the materials are harmful to my children.

- As a parent I want to know if the toys have any sharp edges in order to find out if the toys are harmful to my children.

- As a parent I want to see pictures of the toys in order to find out if they have sharp edges

- As a parent I want to find out what size the toys are in order to find out if the toys are harmful to my children.

- As a parent I want to see pictures of the toys in order to find out how big or small they are.

- As a parent, I want to know if the toy doesn't make any loud noises in order to find out if the toys can harm my children's hearing.

As a parent I want to find out the prices of the toys in order to find out if I can afford the toys.

- As a parent I want to find out if there are any shipping costs in order to find out if I can afford the toys

- As a parent I want to find out where the toys are shipping from in order to find out I have to pay any import fees

- As a parent I want to find out if the toys are durable in order to find out if I have to buy new toys every now and then

- As a parent I want to know if the toys have a warranty in order to be able to claim the warranty if a toys breaks