



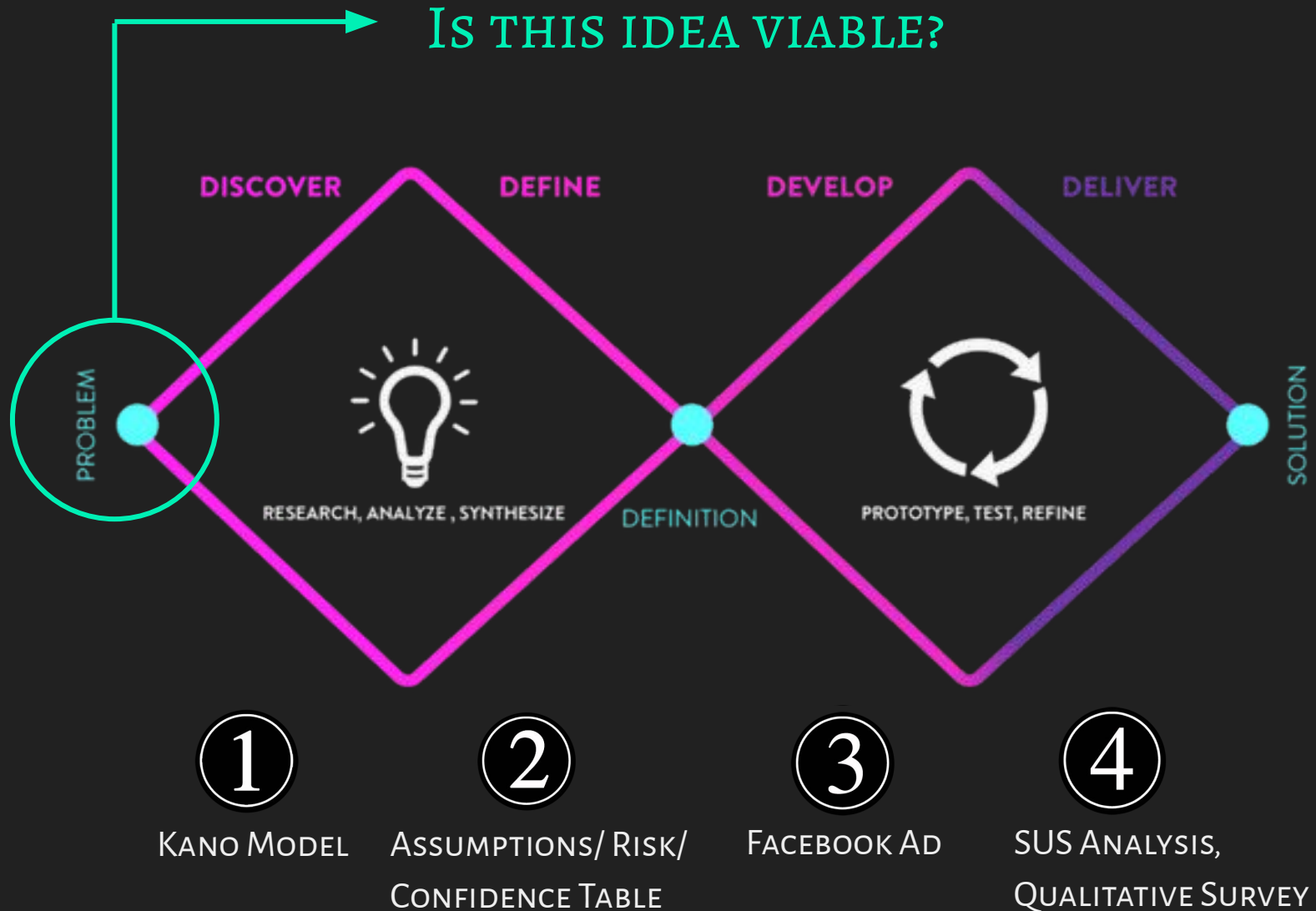
CAND<sup>EMO</sup>

COMPANY EVALUATION

AMY ZASADZINSKI

EVIDENCE BASED DESIGN

# PROPOSITION: EMO THEMED CANDY STORE



# ① KANO MODEL

THE FIRST STEP WAS TO INVESTIGATE AN AUDIENCE'S FEELINGS ABOUT POTENTIAL FEATURES OF THE COMPANY.

SURVEY RESPONDENTS: 229 TOTAL, FACEBOOK AND MECHANICAL TURK PARTICIPANTS

SAMPLE QUALIFICATIONS:

- INCLUDED RESPONDENTS RATING THEIR ENJOYMENT OF EMO MUSIC AS A 3, 4, OR 5, OUT OF 5 (1 = HATE IT, 5 = LOVE IT)
- EXCLUDED RESPONDENTS THAT SAID THEY "NEVER" OR "RARELY" LISTEN TO EMO MUSIC

MECHANICAL TURK:

SAMPLE USED: 100

NOT ENOUGH AUDIENCE MEMBERS FAMILIAR WITH THE EMO GENRE OF MUSIC AND TOO MANY SURVEY SPEEDRUNNERS

FACEBOOK:

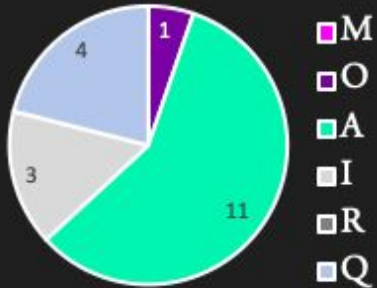
SAMPLE USED: 19

USED THIS SAMPLE FOR ANALYSIS

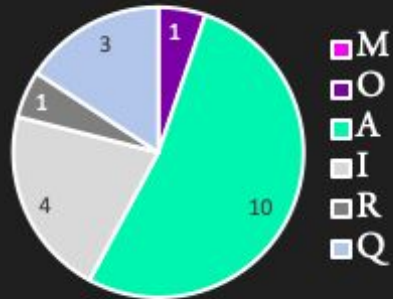
# 1 KANO MODEL

## ATTRACTIVE

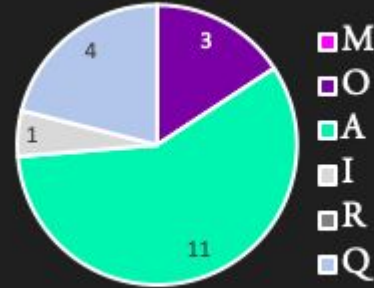
Emo Themed Candy



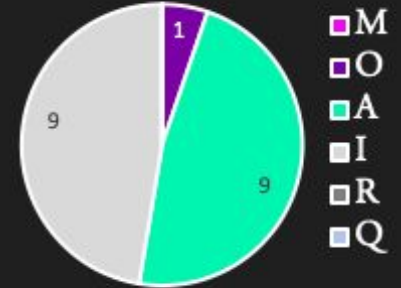
Brand Communication



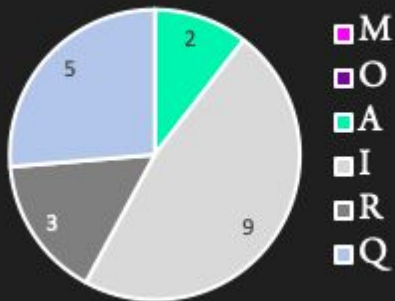
Sustainable Packaging



"It's ok to not be ok"



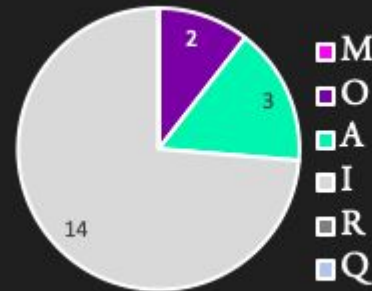
Black and White Candy



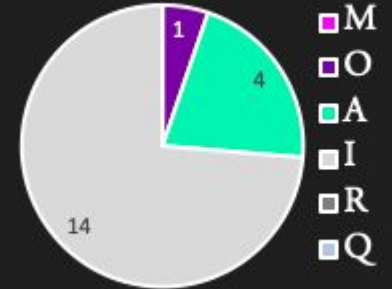
Order Online



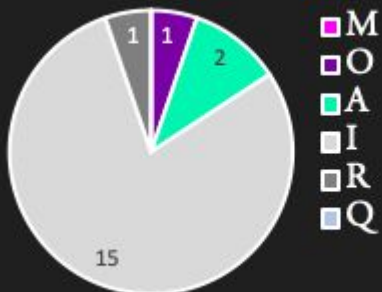
Buy in Specialty Stores



Spotify Playlist



Social Media



MENTAL HEALTH RESOURCES

RATING	HATE IT	2	3	4	LOVE IT
1					
PARTICIPANTS	O	1	3	4	11

MULTIPLE ATTRACTIVE  
FEATURES  
=  
EMO CANDY STORE IS  
VIALE

## 2 ASSUMPTIONS/ RISKS/ CONFIDENCE TABLE

ASSUMPTIONS	RISKS	CONFIDENCE
THE CANDY HAS AN EMO THEME	3	3
THE BRAND COMMUNICATION STYLE IS REALISTIC, BLUNT, AND SARCASTIC	2	3
THE COMPANY MISSION IS TO "SUGAR-COAT LIFE SO THAT IT SUCKS LESS FOR A LITTLE WHILE"	1	3
THE COMPANY UPHOLDS THE MESSAGE THAT "IT'S OK TO NOT BE OK"	2	3
THE CANDY IS COLORED BLACK AND WHITE, NO MATTER THE FLAVOR	3	2
THE CANDY IS WRAPPED IN ENVIRONMENTALLY SUSTAINABLE PACKAGING	1	3
THE CANDY CAN BE ORDERED ONLINE THROUGH THE WEBSITE	1	2
THE CANDY CAN BE PURCHASED IN SPECIALTY STORES	2	2
THE COMPANY WEBSITE CONNECTS CUSTOMERS TO AN EMO PLAYLIST CONSISTING OF SONGS THAT THE CANDY NAMES ARE BASED OFF OF	1	2
THE COMPANY HAS AN ACTIVE ONLINE PRESENCE VIA SOCIAL MEDIA	1	1
THE WEBSITE AND CANDY PROVIDE SUGGESTED MENTAL HEALTH RESOURCES FOR STRUGGLING CUSTOMERS	3	2

PINK = RISKY    GREEN = SAFE

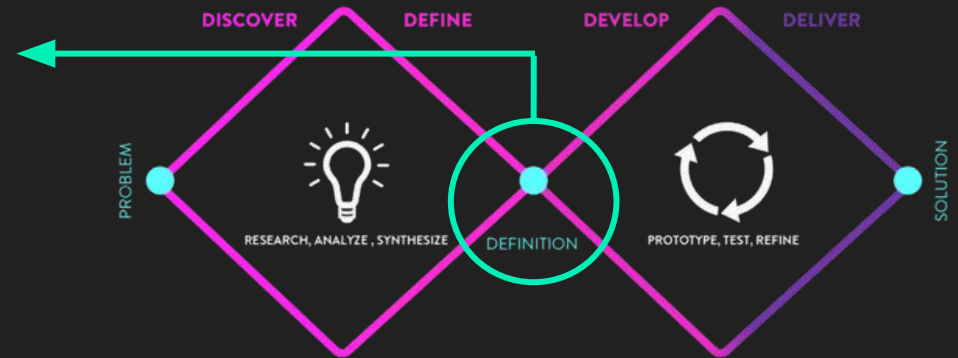
NEXT, THE HIGHEST RISKS OF THE COMPANY NEEDED TO BE DETERMINED

HIGHEST RISKS:

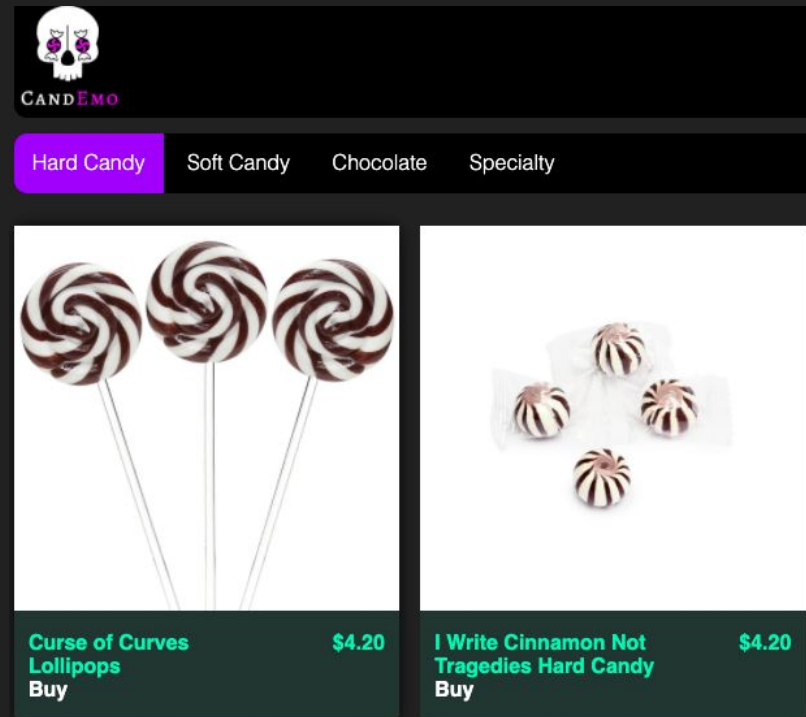
1. EMO THEME FOR CANDY
2. ALL CANDY BEING BLACK AND WHITE
3. PROVIDING MENTAL HEALTH RESOURCES

THESE QUALITIES MUST BE BROUGHT TO LIFE TO EVALUATE WHETHER THEY WILL BE APPRECIATED BY POTENTIAL BUYERS

# DEFINITION: CANDEMO COMPANY AND WEBSITE



MISSION: “SUGAR-COAT” LIFE SO THAT IT SUCKS LESS FOR A  
LITTLE WHILE



[HTTPS://CANDEMO CANDY.NETLIFY.APP/](https://candemocandy.netlify.app/)

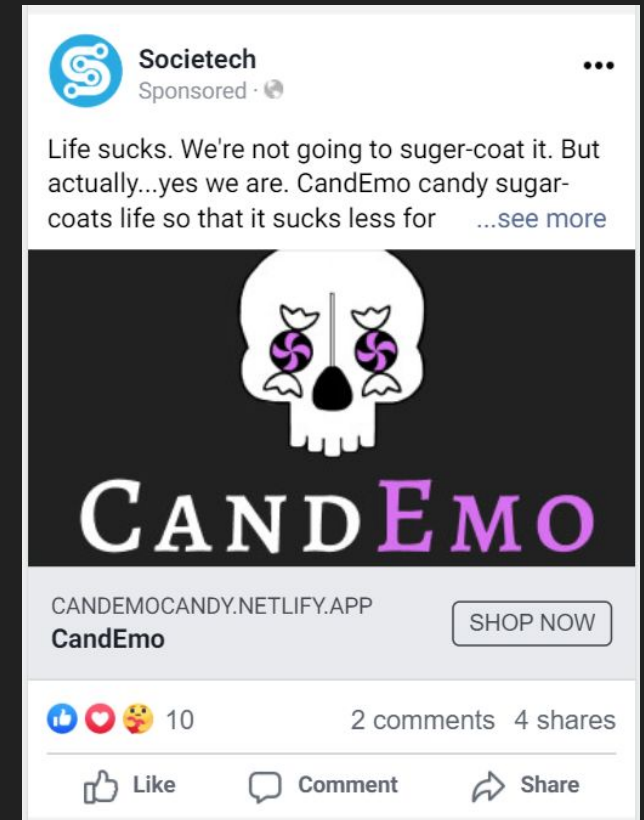
### 3 FACEBOOK AD

NOW THAT A USABLE WEBSITE WAS CREATED, THE NEXT STEP IS TO SEE IF IT COULD ATTRACT POTENTIAL BUYERS AND EVALUATE WHAT THE WEBSITE VISITORS WERE INTERESTED IN.

99 CLICKS/ 3736 IMPRESSIONS ON THE FACEBOOK AD

- CLICK THROUGH RATE = 2.6%
- AVERAGE CTR FOR FACEBOOK ADS = .9%, SO THE CANDÉMO AD PERFORMED ABOVE AVERAGE!

10 “LIKES”, 4 “SHARES



#### POSITIVE COMMENTS:

“THE MUSIC IS AMAZING HAHA”  
“I AM DYING FOR THESE PUNS”  
“PROPS ON THE ARTWORK”  
“THE NAMES OF THE CANDY IS EVERYTHING.”

#### NEGATIVE COMMENTS:

“JESUS CHRIST I HOPE NO ONE ACTUALLY BUYS THESE. CHARGING 10X USUAL PRICE FOR SOME BLACK AND WHITE CANDY WITH A QUIRKY NAME? THAT’S EMBARRASSING.”

#### SUGGESTIONS:

“I THINK YOU COULD MAKE THE LIFELINE PAGE MORE CENTRAL TO THE BUSINESS! LIKE A % OF PROFITS ARE DONATED TO THOSE ORGS OR EVEN WHEN SOMEONE IS PLACING AN ORDER. NOT SURE IF THAT’S TOO OUT OF LINE BUT THAT WAS MY FAVORITE PART”



# 3 FACEBOOK AD - GOOGLE ANALYTICS

Page title and screen class	Views	Users	New users	Views per user	Average engagement time
Totals	350 100% of total	77 100% of total	76 100% of total	4.545 Avg 0%	0m 47s Avg 0%
1 CandEmo Hard Candy	83	63	1	1.317	0m 20s
2 CandEmo	75	61	46	1.23	0m 01s
3 CandEmo Soft Candy	53	42	1	1.262	0m 13s
4 CandEmo Chocolate	50	40	1	1.25	0m 22s
5 CandEmo Specialty	39	36	1	1.083	0m 07s
6 (not set)	30	28	26	1.071	0m 00s
7 CandEmo About	14	14	0	1	0m 24s
8 CandEmo Music	4	4	0	1	0m 48s
9 CandEmo Contact	2	1	0	2	0m 03s



NOT LISTED: FRANCE: 1 VIEW

NOT LISTED: CANDEMO BUY: 45 VIEWS, CANDEMO LIFE: 3 VIEWS

~77 TOTAL USERS, 398 VIEWS TOTAL (INCLUDED BUY AND LIFE VIEWS)

- MOST VIEWS ON CANDEMO HARD CANDY PAGE → PEOPLE MAINLY INTERESTED IN CHECKING OUT PRODUCTS (FIRST PRODUCT PAGE VIEWERS ARE SENT TO)
- SOME TRAFFIC ON THE CANDEMO BUY PAGE → THERE WAS SOME INTEREST IN PURCHASING THE PRODUCTS
- LIMITED TRAFFIC TO THE MUSIC AND LIFE PAGE → MIGHT NOT BE PRIORITY OF CUSTOMERS, BUT DOES NOT DISSUADE CUSTOMERS



## ④ SUS ANALYSIS

Participant	SUS Score
p1	95.0
p2	85.0
p3	95.0
p4	70.0
p5	87.5
p6	97.5
p7	85.0
p8	92.5
p9	100.0
p10	70.0
p11	100.0
p12	90.0
p13	87.5
p14	92.5

THE CANDEMO AD ATTRACTED AN AUDIENCE, SO IT IS NOW IMPORTANT TO MAKE SURE THAT THE WEBSITE IS DESIGNED EFFECTIVELY TO ENSURE USER SATISFACTION

AVERAGE SUS SCORE = 89.1

HIGHEST SCORE = 100, LOWEST SCORE = 70

- ALL RATINGS ARE ABOVE THE AVERAGE SCORE OF 68
- MAJORITY OF SCORES ARE IN THE 80TH PERCENTILE OR ABOVE

THIS HIGH RATING MEANS THAT THE WEBSITE WAS EASY TO NAVIGATE AND INTUITIVE FOR USERS

WHAT USERS LIKED:

- LOGO IN TOP LEFT CORNER AS A NAVIGATION TO THE HOME PAGE
- EASY AND STRAIGHTFORWARD NAVIGATION

WHAT NEEDS IMPROVEMENT:

- MOBILE VIEW OF WEBSITE (USEABLE BUT NOT AS GOOD AS WEB)

## ④ QUALITATIVE SURVEY

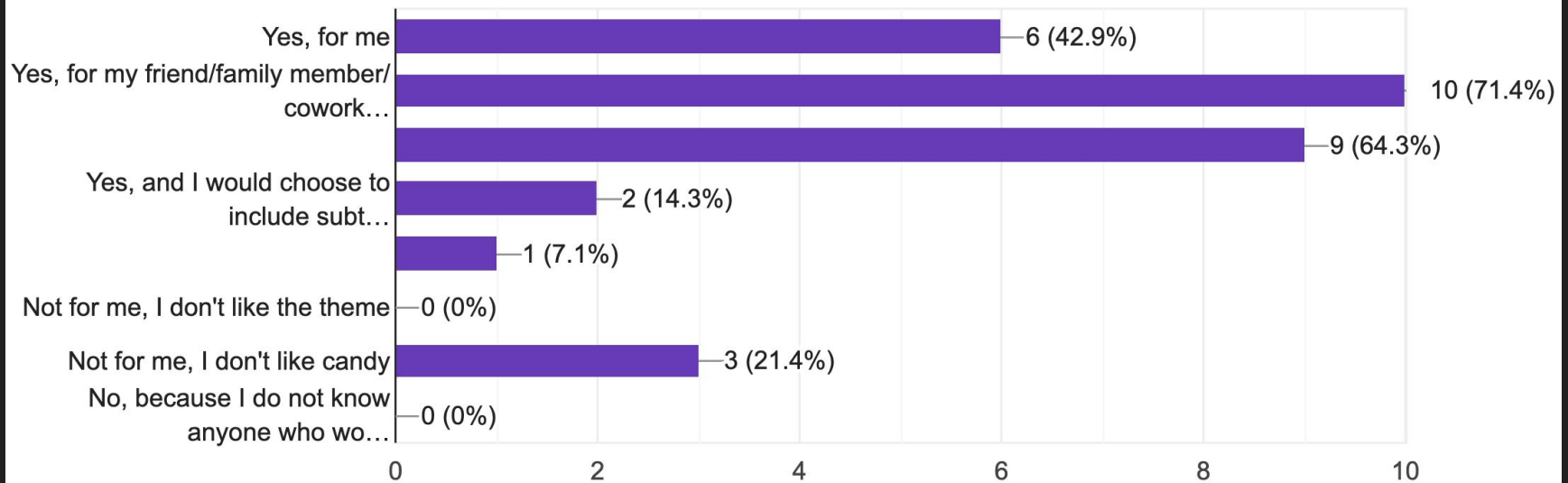
LASTLY, TO SOLIDIFY WHAT THE FINAL WEBSITE/PRODUCTS SHOULD INCLUDE, ONE LAST SURVEY WAS SENT OUT TO DETERMINE PEOPLE'S FEELINGS ON EACH SPECIFIC ELEMENTS OF THE COMPANY OFFERINGS AND WEBSITE, AND GATHER QUALITATIVE FEEDBACK ON THE ELEMENTS.

WEBSITE ELEMENT	TOTAL COMMENTS	POSITIVE	NEGATIVE	NEUTRAL	SUGGESTION
EMO THEME BRANDING	9	7	1	1	0
CANDY NAMED AFTER CLASSIC EMO SONGS	11	10	0	1	0
CANDY BEING BLACK AND WHITE	10	2	3	5	6
SUSTAINABLE PACKAGING	8	7	0	1	0
REALIST/BLUNT/SARCASTIC LANGUAGE	7	5	0	2	0
LIFELINE PAGE/ MENTAL HEALTH RESOURCES	9	7	1	1	1
INCLUDE MENTAL HEALTH RESOURCES IN CANDY PACKAGING	7	4	1	2	1
EMO SPOTIFY PLAYLIST	8	8	0	0	1

## 4 QUALITATIVE SURVEY

If this company was established right now and more specifics were given about the candy (price, ingredients), would you buy any of the products? Select all that apply:

14 responses

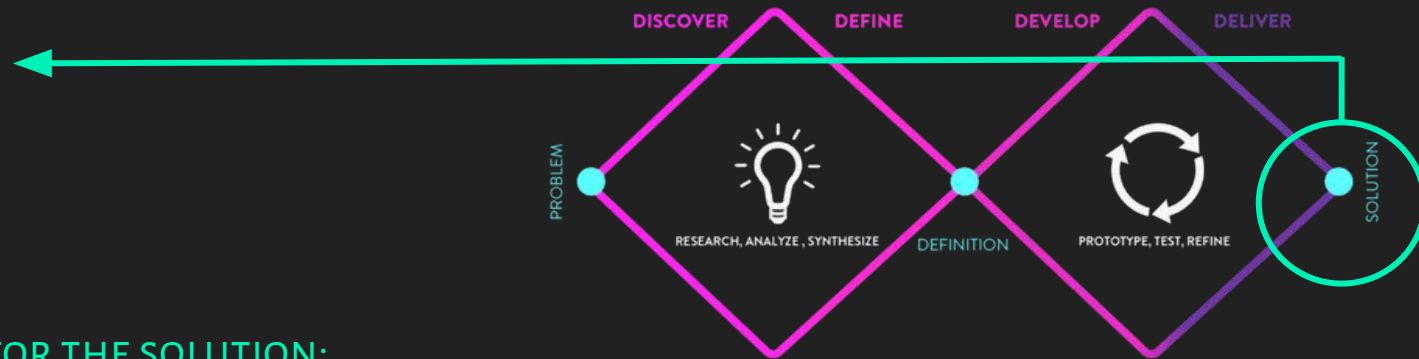


### MAJORITY OF THE RESPONSES REFLECTED THAT CUSTOMERS WOULD PURCHASE PRODUCTS

-MOST PEOPLE WOULD PURCHASE PRODUCTS AS A GIFT FOR ANOTHER PERSON

-ONLY REASON PEOPLE WOULD NOT BUY PRODUCTS FOR THEMSELVES IS THAT THEY DON'T LIKE CANDY

# SOLUTION



## THE MAIN TAKEAWAYS FOR THE SOLUTION:

- EMO THEME WAS A HIGH RISK, BUT RECEIVED ALMOST ALL POSITIVE FEEDBACK ON THE THEME AND THE EXECUTION OF THE THEME ON THE WEBSITE → **EMO THEME IS LOCKED IN**
- BLACK AND WHITE CANDY WAS A HIGH RISK, AND RECEIVED MIXED REVIEWS WITH MANY SUGGESTIONS FOR COLORS → **COMPANY WILL NEED TO PROVIDE COLORED CANDY OPTIONS**
- USERS SPOKE THE HIGHEST OF THE BRANDING LANGUAGE, THE CANDY NAMES, AND THE SUSTAINABLE PACKAGING → **LANGUAGE AND SUSTAINABILITY ARE LOCKED IN**
- USERS LIKE THE PAIRING OF THE EMO THEME WITH THE MENTAL HEALTH, BUT IT SHOULD BE A CHOICE OF THE CUSTOMER WHETHER OR NOT TO INCLUDE MENTAL HEALTH INFO ON THE CANDY PACKAGING → **COMPANY NEEDS TO PROVIDE CHOICE OF INCLUDING MENTAL HEALTH RESOURCES AT CHECKOUT**



# THANK YOU!

(WILL [CANDEMOCANDY.COM](http://CANDEMOCANDY.COM) BE A REAL THING IN THE  
FUTURE? WE WILL SEE!)



# APPENDIX

## 1A. SURVEY LINKS

1. KANO MODEL SURVEY: [HTTPS://FORMS.GLE/436CNvmHTnUTHDPe6](https://forms.gle/436CNvmHTnUTHDPe6)
2. SUS ANALYSIS/QUALITATIVE SURVEY: [HTTPS://FORMS.GLE/AUe9HH4SoH518KxPA](https://forms.gle/AUe9HH4SoH518KxPA)



## 2A. KANO MODEL FEATURES INVESTIGATED

LIKERT SCALE: 1 (HATE IT ) TO 5 (LOVE IT)

1. BRAND COMMUNICATION STYLE
2. CANDY COLOR
3. PREFERRED MEANS OF VERBAL COMFORT WHEN SAD
4. ONLINE ORDERING
5. IN-STORE PURCHASING
6. SUSTAINABLE PACKAGING
7. SPOTIFY PLAYLIST
8. EMO THEME OF CANDY
9. CANDY BRAND ON SOCIAL MEDIA

BOTH POSITIVE AND  
NEGATIVE QUESTIONS  
INCLUDED IN SURVEY

10. MENTAL HEALTH RESOURCES
11. CANDY COMPANY MISSION

JUST POSITIVE QUESTIONS  
INCLUDED

## 2B. KANO MODEL RESULTS

### MECHANICAL TURK + FACEBOOK RESPONDENT RESULTS

	M	O	A	I	R	Q
Brand						
Communication		0	2	22	36	25 15
Candy Color		1	1	10	46	25 16
Positivity comfort		3	4	17	60	12 4
It's ok to not be ok		2	3	23	54	7 8
Order Online		2	8	29	40	11 9
Buy in Store		2	9	19	58	5 5
Sustainable		1	5	38	32	6 15
Spotify		1	1	27	54	3 9
Emo theme candy		1	2	36	32	6 19
Social Media		2	4	20	62	6 4

Company Mission Positive			Mental Health Resources Positive		
	1	5		1	5
	2	3		2	6
	3	18		3	23
	4	30		4	40
	5	42		5	33

### FACEBOOK RESPONDENT RESULTS

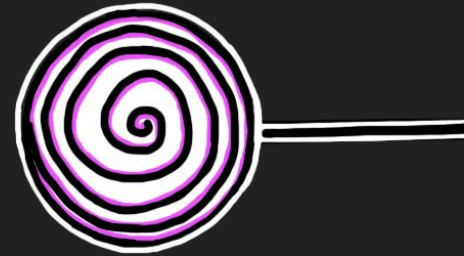
	M	O	A	I	R	Q
Brand						
Communication		0	1	10	4	1 3
Candy Color		0	0	1	9	3 5
Positivity comfort		1	0	0	17	1 0
It's ok to not be ok		0	1	9	9	0 0
Order Online		1	2	6	8	2 0
Buy in Store		0	2	3	14	0 0
Sustainable		0	3	11	1	0 4
Spotify		0	1	4	14	0 0
Emo theme candy		0	1	11	3	0 4
Social Media		0	1	2	15	1 0

Company Mission Positive			Mental Health Resources Positive		
	1	2		1	0
	2	0		2	1
	3	0		3	3
	4	6		4	4
	5	11		5	11

# 3A. PROTOTYPE: CANDEMO COMPANY DESCRIPTION

CANDEMO IS THE ORIGINAL EMO CANDY PROVIDER

MISSION: "SUGAR-COAT" LIFE SO THAT IT SUCKS LESS FOR A LITTLE WHILE



OUR CANDY PRODUCTS...

- ARE BLACK AND WHITE, NO MATTER THE FLAVOR
- ARE INSPIRED BY CLASSIC SONGS FROM THE EMO GENRE
- PAIR WITH OUR CANDEMO SPOTIFY PLAYLIST
- PROMOTE A MESSAGE OF MENTAL HEALTH



## 4A. FULL SUS ANALYSIS RESULTS

Participant	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10	SUS Score
p1	4	1	5	1	5	1	4	1	5	1	95.0
p2	3	2	4	1	4	1	5	2	5	1	85.0
p3	3	1	5	1	5	1	5	1	5	1	95.0
p4	3	2	4	2	4	2	3	2	4	2	70.0
p5	3	1	5	1	4	2	4	1	5	1	87.5
p6	4	1	5	1	5	1	5	1	5	1	97.5
p7	3	2	4	1	4	2	5	1	5	1	85.0
p8	4	1	5	1	4	2	5	1	5	1	92.5
p9	5	1	5	1	5	1	5	1	5	1	100.0
p10	4	2	4	1	4	1	1	2	4	3	70.0
p11	5	1	5	1	5	1	5	1	5	1	100.0
p12	4	2	5	1	4	1	5	2	5	1	90.0
p13	2	1	5	1	5	2	4	1	5	1	87.5
p14	4	1	5	1	5	1	5	3	5	1	92.5

## 4B. SUS ANALYSIS RESULTS PERCENTILES

