OLD TOYS - APRIL/MAY 2023

CONCEPT REPORT

OUR DUO :

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INTRODUCTION

In the document you will go over:

01 The concept that includes: the reasoning behind the topic that was chosen

02 The features in our product

03 The final product that we managed to build

In this document, we aim to introduce our concept and the different steps we took in order to reach the current point of development. In the beginning, we present our product "ToyHero" and the goals we would like to achieve with it. After that, we show our findings that were gathered from our primary and secondary research.

Our primary research includes an interview analysis, and the target group, combined into two personas. With the help of secondary research, we dig deeper into why we think the topic is essential and show this with the use of statistics.

TOYHERO – YOUR DONATIONS, THEIR JOY

ToyHero is an app that connects people with unused or unwanted toys with families in need. It is designed to make it easy for donors to find deserving recipients who will benefit from their generosity, while also making it easier for families who are struggling to provide toys for their children.

Using ToyHero, donors can create a profile and list the toys they want to donate. They can then browse through the profiles of families in need and choose whom they would like to donate to. ToyHero also offers a rating system that helps donors and recipients rate each other based on their experience, which helps to build trust and ensure the donations are going to the right place.

The app is user-friendly and easy to navigate, with a simple interface that allows users to search for toys, view profiles, and connect with others in just a few clicks. ToyHero's mission is to promote the importance of play and bring joy to children who might not otherwise have access to toys, while also helping to reduce waste by giving unused toys a new home.

Overall, ToyHero is a platform that aims to foster generosity, kindness, and community spirit by enabling people to share unused toys with those in need.

Transform your clutter into cherished memories and spread happiness to those in need by using ToyHero to donate your unused toys.

FEATURES

No. 01 — Donation

The "*Donation*" feature in the app enables users to upload toys to an existing database where people would be able to list their old toys. The old toys can be donated to less fortunate families, which can't afford toys or kindergartens, which are in need of toys for the children. The donator gets a discount on new toys.

No. 02 — Communication between parties

The "*Communication*" feature in the app allows users to communicate with each other, whether that may be with two private parties or with a kindergarten. Both parties will be able to confirm the trade, in order for people not to take advantage of the discounts.

No. 03 — Uploading toys

The "*Uploading*" feature in the app enables users to upload a picture of the toy, which will show the other party information about the toy.
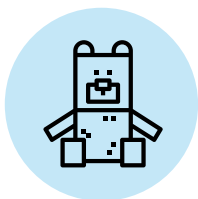
No. 04 — Virtual toy

The "*Virtual toy*" feature in the app provides users with a virtual toy, which is customizable for the users' liking. When getting a new toy, or getting rid of it, the app can scan the toy and you can have it on your phone. Minigames with it are also possible for a more entertaining and interactive experience.
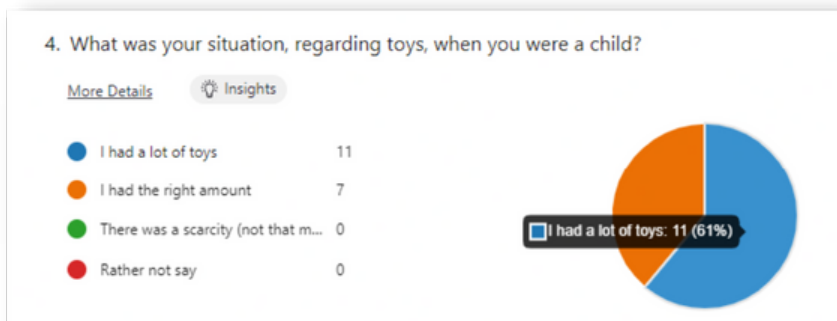
PRIMARY RESEARCH

The survey that we conducted, aimed to investigate the users' opinions on donation old toys.
In this analysis, we will go over all the responses we got from the survey, as every question has a purpose, that will lead toward the development of our product.
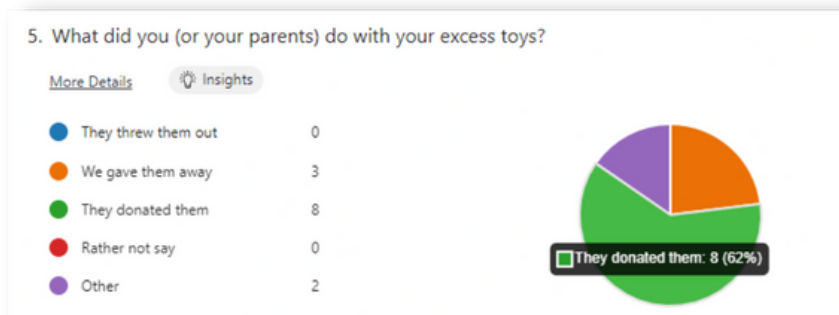The survey got a total of **20 responses**
Link to the survey - *https://forms.office.com/e/xKJL3nt2ET*

From the beginning, we wanted to see our target group, as we can see, it's young adults from 18-30 (18 - 100%)

After that, 11 (61%) answered that they had a lot of toys and just 7 (39%) said they had the right amount of toys.

8 (62%) of the users said that they donated their old toys, so in the next questions we wanted to see if the process was hard.

PRIMARY RESEARCH

6. What was the process of donating them?

9 Responses

ID ↑	Name	Responses
1	anonymous	We donated toys that I now longer played with to schools or hospitals.
2	anonymous	I gave them to a woman collecting toys for children with no parents
3	anonymous	Giving them to friends and family who have children
4	anonymous	Giving them to a charity house
5	anonymous	Donating to a nearby kindergarten
6	anonymous	they donated them to friends
7	anonymous	Mostly to kindergardens
8	anonymous	To families, that's all i know
9	anonymous	I don't know

The process of donating is them (or their parents) giving them away to either friends and family, or to nearby kindergartens or hospitals.

7. Was the process difficult?

More Details

● Yes		5
● No		4
● Rather not say		0
● Other		0

Yes: 5 (56%)
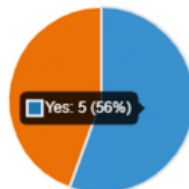
The bigger part of the users - 5 (56%) said that the process of donation was difficult, so with our app, we want to make it as easy as possible for families to donate (or to receive) toys.

8. How did you cope with it?

More Details

|		
● I felt unsatisfied		0
● Didn't feel the absence too much		1
● It was horrible		0
● Rather not say		1
● Other		0

We did not make this question mandatory, as some people would not want to answer it, as it happened, it's 50-50, but the valid answer is that the person did not feel the absence so much when he or she did not have enough toys.

PRIMARY RESEARCH

9. If you had the opportunity to ask other people for help (toys), would you?

More Details — Insights

●	Yes	6
●	No	4
●	Rather not say	3
●	Other	0

Yes: 6 (46%)
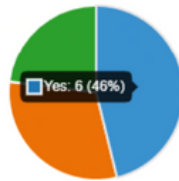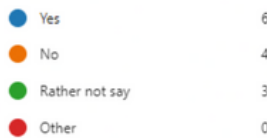
6 (46%) of our users say that if they had the opportunity to ask other people for help, they would, which is a good thing for us, as we want people to want to use our app.

11. If you get a discount for new toys every time you donate your old toys, would that motivate you?

More Details — Insights

|		
●	Yes	12
●	No	1
●	Other	2

Yes: 12 (80%)

12 (80%) said that if there is a discount for new toys every time they donate their old ones, they would get motivated to do it again. This shows us that a discount feature is a very good idea, which will motivate our users.

### 12. Would you use an app that may potentially improve your situation regarding toys?

More Details — Insights

●	Yes	14
●	No	3
●	Rather not say	1
●	Other	0

Yes: 14 (78%)
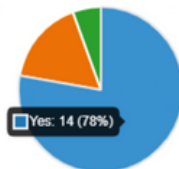
14 (78%) said that they would use an app that would improve their situation with old and new toys.

13. Would you want to be able to communicate easily with the donators/donatees?

More Details

●	Yes	15
●	No	3
●	Rather not say	0

Yes: 15 (83%)
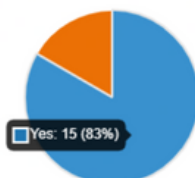
With this last question, 15 (83%) of the users answered "Yes", so we know that a feature like a live chat would be beneficial for our app.

PRIMARY RESEARCH

Interview Questions

Hi, first of all do I have your consent to be recorded for university purposes. Your response will be used for our research. Your participation is voluntary so if you want to withdraw from this at any time you are allowed to. You have the right to request from us to not upload your responses.

1. Introduce yourself (tell me about yourself, age, name)
2. When you were a child, did you have lots of toys?
3. What did you do with them once you grew up?
4. If you could easily donate them with a help of an app, would you?
5. To whom would you prefer to donate it to - kindergartens or less fortunate families?
6. Would you like to have direct communication with the other party?
7. What feature do you think might be most helpful to make the process and experience better?
8. Do you think an interactive virtual toy would be a good idea?
9. Do you think a discount would stimulate people to more actively donate their old toys? (they get a discount on a new toy when they donate an old one)

Interview materials:
- Phone with a working microphone;
- Remote video interview or on-site, without a camera;
- Teams / Discord to talk with the users or on-site;
- Average time: 5-6 mins.

PRIMARY RESEARCH

Interview Analysis

We conducted interviews as the first step in our main research to learn more about the customers' knowledge of current applications that can help them in donating toys and helping other unfortunate children that have never had the chance of owning their own. We asked them more specific questions for our research and they proved to be quite useful.

Video / Audio Links:

Toni's interview link with **Radoslav**
Denisa's interview link with **Peter**

Based on the interviews conducted with potential users, several insights were gathered regarding the app's potential success. Firstly, there is a high level of interest in donating toys to those in need. Secondly, ease of use and convenience were cited as important factors in encouraging people to use the app. Thirdly, trust in the donation process and transparency in the distribution of donated toys were highlighted as critical to building and maintaining user confidence. Overall, these insights suggest that there is a significant opportunity for the app to succeed in connecting toy donors with those in need, but that a user-centric design and a strong focus on trust and transparency will be crucial to its success.

TARGET GROUP

As a duo, we studied the subject of donating old toys. Our primary goal was to understand our target audience's needs, people between 18 to 30 years old and parents. We compiled this data using the survey and the interviews that we conducted.

People who have a lot of toys at home and don't know what to do with the unused ones, can simply download our app "ToyHero" and quickly and easily donate their old toys to either family in need, or nearby kindergartens or hospitals. It depends on the donator to whom he wants to donate the toys to.

The important part is that the donator will do it in a friendly, quick manner, without any complications.
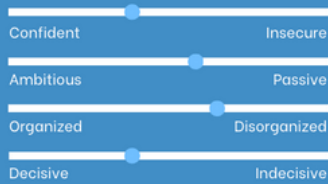
PERSONAS

NICOLETA

Gender   : Female
Age   : 22
Education : Student
Job   : JavaScript Developer
Address   : Eindhoven, NL

BIOGRAPHY

I am a student in the forth year. My house is full of toys that I do not use and my apartment is too small for storing them.
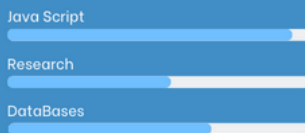
PERSONALITY

Confident — Insecure
Ambitious — Passive
Organized — Disorganized
Decisive — Indecisive

MOTIVATIONS

I love creating apps and develop my own products. Every day I have a training session with my dog and go for walks

TECHNOLOGY

Java Script
Research
DataBases

GOALS

Make my apartment feel spacious
Being more into donations
Start my career

FRUSTRATIONS

No space in my apartment
Do not have where to store my clothes
I need a job

BRANDS

Final results of our research in the forms of personas that are representing our target:

01 A person that wants to make some room into their apartment and donate their old toys

02 A person that want to help unfortunate children by donating their toys

SOFIA

Gender   : Female
Age   : 30
Education : Bachelor's degree
Job   : Advocate
Address   : Eindhoven, NL

BIOGRAPHY

I am an advocate in the Netherlands. I love fighting for my clients. In my leasure time I watch crime movies or go out with my dog.
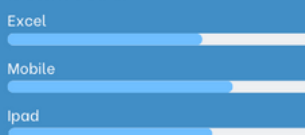
PERSONALITY

Confident — Insecure
Ambitious — Passive
Organized — Disorganized
Decisive — Indecisive

MOTIVATIONS

I like making things right and have strict rules in my life. Even my dog is well trained.

TECHNOLOGY

Excel
Mobile
Ipad

GOALS

Be more into charity
Make my own company
Have my own house

FRUSTRATIONS

Store too many things in my parents' house
Not being involved into charity
No free time

BRANDS

Old Toys

The insights gained from these articles underscore the significance of toy donations and showcase the immense potential of technology, especially mobile apps, in facilitating and enriching the donation experience. The research strongly advocates for the creation of a user-centered app that nurtures empathy, offers convenience, ensures transparency, and prioritizes donor satisfaction. By embracing these principles, the app has the ability to make a meaningful and positive difference in the lives of children.

Resources

The Joy of Giving: How Toy Donations Impact Children in Need" (Source: www.childfund.org)
"The Benefits of Donating Toys to Charity" (Source: www.parenting.com)
"Promoting Generosity: How Toy Donations Impact Donors" (Source: www.psychologytoday.com)
"Leveraging Technology for Toy Donation: An Innovative Approach to Giving" (Source: www.nonprofitquarterly.org)
"The Role of Mobile Apps in Enhancing Charitable Giving: Opportunities and Challenges" (Source: www.taylorandfrancis.com)
"The Power of Apps: How Technology is Transforming Charitable Giving" (Source: www.forbes.com)

Competitor analysis

YoungPlanet

Pros

- Has a lot of different children's items ;
- Soothing colors ;
- Already published.

Cons

- Too many categories ;
- Toys are hard to find ;
- No live chat.

Toy Trader

Pros

- As YoungPlanet, has a lot of different children's items ;
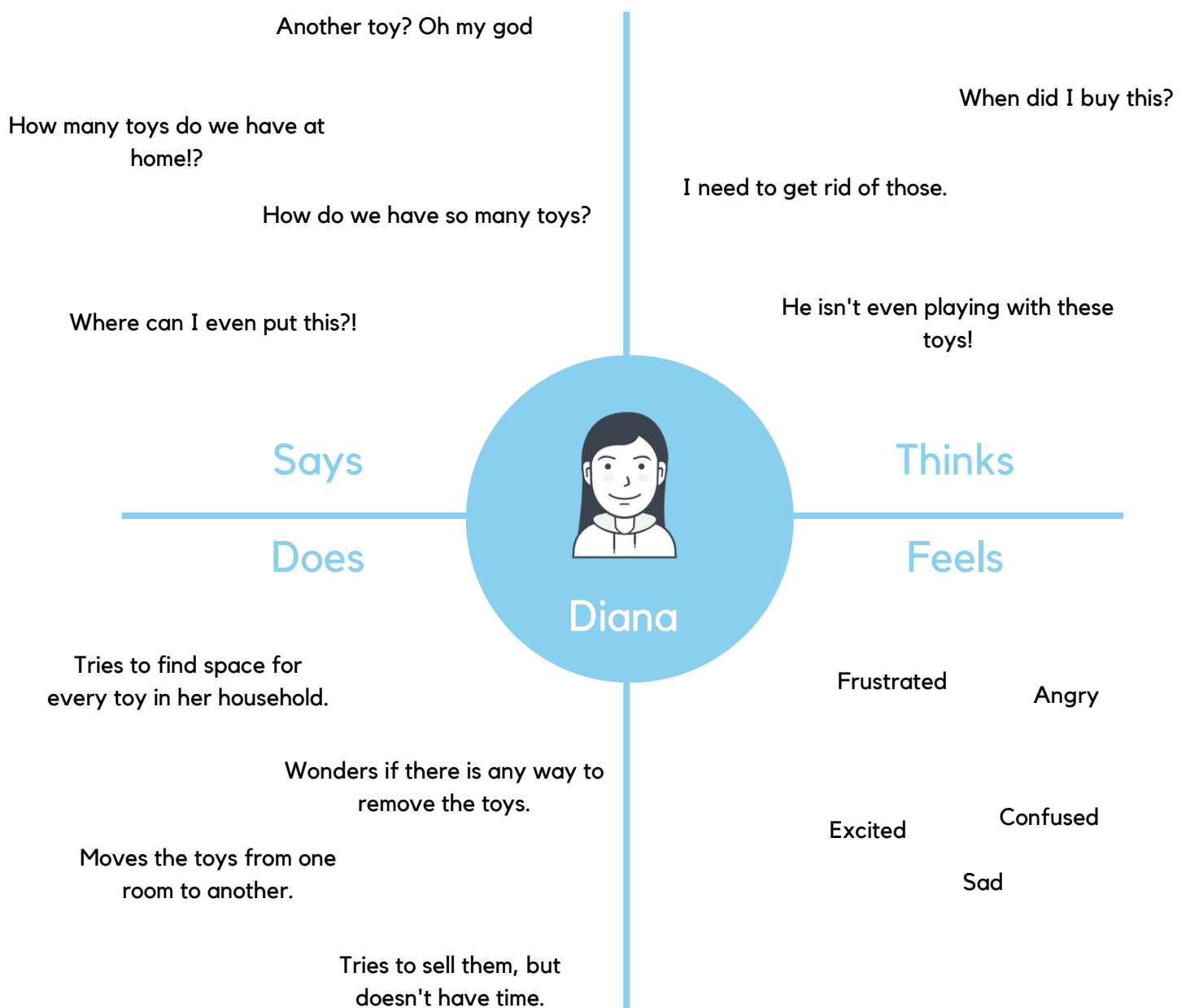- In-App coins ;
- Can buy items.

Cons

- Too many categories ;
- No user verification ;
- No live chat once again.

As we can see from our competitors, all of them want to be able to give away their children's items. We want to be concrete about toys and only toys, in order for the parents that want to get rid of their unused children's toys to have one straightforward app. We don't want to have an in-app buying toys system like ToyTrader.

Although we don't offer all of those different categories that these two apps, for example, have, we offer an easy way to donate toys to families, without such.
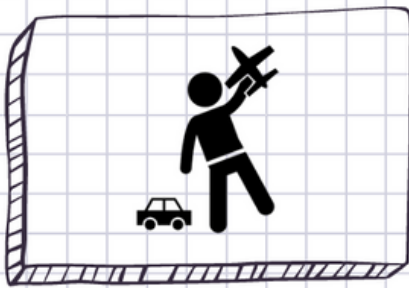
MAIN FINDINGS

Empathy Map (a person with lots of toys)

Another toy? Oh my god

When did I buy this?

How many toys do we have at home!?

I need to get rid of those.

How do we have so many toys?

Where can I even put this?!

He isn't even playing with these toys!

Says

Thinks

Diana

Does

Feels

Tries to find space for every toy in her household.

Frustrated

Angry

Wonders if there is any way to remove the toys.

Excited

Confused

Moves the toys from one room to another.

Sad

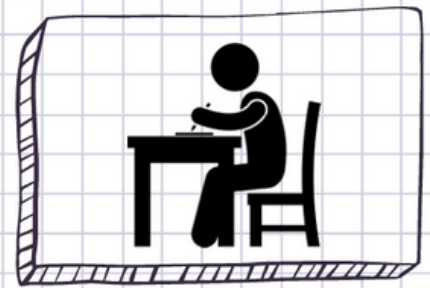Tries to sell them, but doesn't have time.

Storyboard
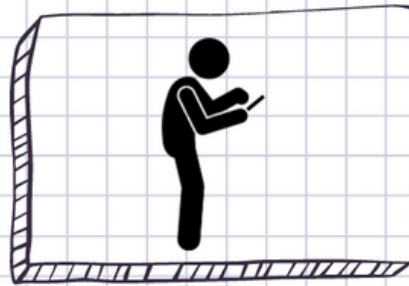
No More Toys – ToyHero

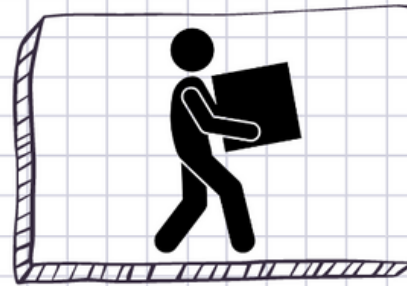**1** Christian likes playing with toys.

2 The old toys are starting to pile up, as he doesn't play with them anymore.

3 His mom notices how many toys are piled up and decides to brainstorm how can she fix that.

4 She finds *'ToyHero'*, an app which helps parents donate their old toys.

5 She finds a person or a kindergarten in need and gets the old toys to donate them.

6 She is happy, as she she knows that if she needs to donate her old toys, she can do it easily, and feels good about what she has done.

With this storyboard, we want to show a person's story, whose child has a lot of toys and doesn't use the old ones. The child's interests shift and constantly wants new ones. The ones that are unused need to be removed from the household, as they pile up. The parent finds our app and decides to try it out and donates the toys to a nearby kindergarten or a person who needs them. In the end, the parents receives a discount on new toys, which is motivating and gives a sense of purpose.

POV & HMW

POINT OF VIEW

A person, whose child's interests shift and the old toys start to pile up. Selling the toys is too much of a hassle, so an app, which enables the user to donate their toys easily with a reward is the perfect match.

HOW MIGHT WE

- Make the experience seamless?
- Give the right discounts to the people?
- Help the less fortunate families?
- Help the kindergartens in need of toys?
- Create a virtual buddy, in order to make the phone the toy?
- Stop the pile up of old toys?

TESTINGS

The testings that have been conducted by Toni, have proven to give us enough feedback, in order to give us that leash to continue with our project.

Links towards Toni's testings:

[Testing with Nikoleta](#)
[Testing with Radoslav](#)

Through these testings, we were able to gather crucial information about the user experience, usability, and functionality of our app. Test participants provided feedback on various aspects of the app, including navigation, filtering, favoriting, how the donation is made, and overall product functionality. This feedback has allowed us to identify areas that require improvement and make necessary adjustments to enhance the user experience. Additionally, the testings provided us with insights into the preferences and expectations of our target users, helping us tailor the app to meet their needs and preferences better. Overall, the testings have been instrumental in guiding us in the development process and giving us the confidence to continue with our project, knowing that we are making informed decisions based on real user feedback.