

Luna design studio
Research report
Greek Toys project
4 April 2023



Research report



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A. Introduction

In this research report we cover the clients requirements as well as the data we've learned by studying and defining our target audience. All this research will be used to back up the choices we make towards creating a final website for our client, Fenia, and it offers details on the data analysis, research techniques (cmd methods), and conclusions that will be used to create the website. It's also worth pointing out that some of our research questions were based only on our assumptions, as we had to start with something.

This research report only account for the data we've collected so far and we're planning to extend it with new, more relevant data from users, who we believe closer resemble our target audience, therefore final research conclusions might differ from the ones that are presented in this document.

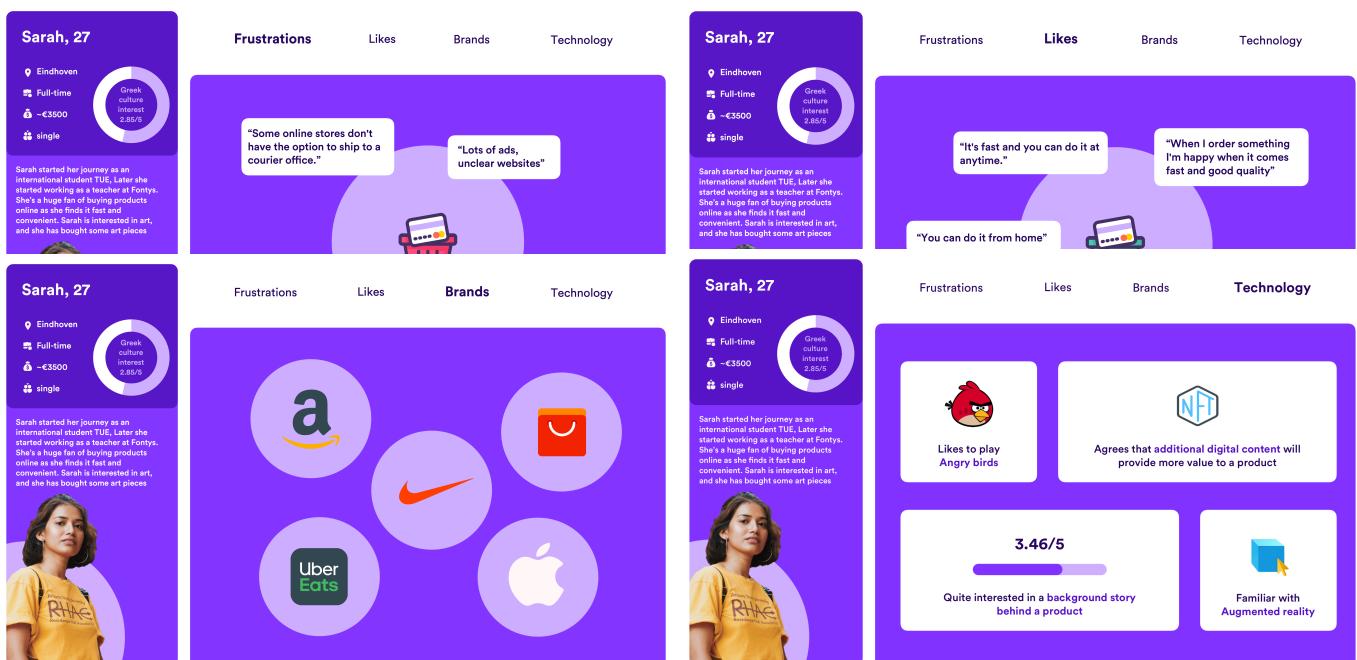
B. Client interview

Before we started the research, we've decided to have all the client requirements clear, therefore we've scheduled an interview.

C. Survey results

CONCLUSION: having analysed the data presented above we were able to spot some trends: the participants who are likely to buy art in general are also more likely to buy Fenia's products, most of the participants would like to have additional digital content with the toys and a 3d model of a toy is the most preferable option. Most of the participants are familiar with e-commerce and buy products online frequently.

D. Interactive Persona



E. General user story

F. MoSCoW chart

G. User interviews

H. User tasks

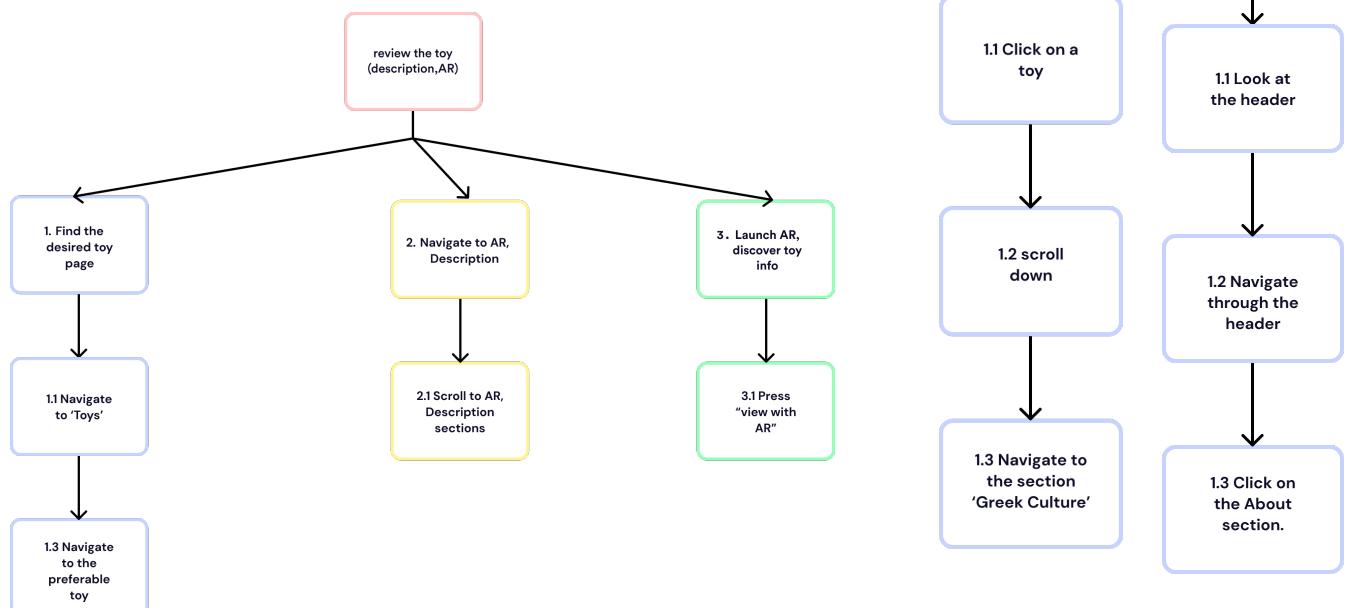
User tasks are the specific activities that users perform when using a product, service, or system. Understanding user tasks is essential to designing a product or system that is user-friendly. This includes identifying the different tasks that users want to perform, understanding their needs and providing the right functionality to perform those tasks.

The User tasks we have performed for this project:

Task 1 - Learn about Fenia the artist

Task 2 - Learn about greek culture

Task 3 - Review a toy



I. Manifesto

J. Conclusion

K. Materials

SURVEY

PART 1

| ID | What's your age? | What's your gender? | What's your occupation? | What's your nationality? |
|----|------------------|---------------------|-------------------------------|--------------------------|
| 1 | 18-25 | Male | Studying | Belarusian |
| 2 | 18-25 | Female | Studying | Bulgarian |
| 3 | 18-25 | Female | Studying | Bulgarian |
| 4 | 18-25 | Male | Studying with a part-time job | Bulgarian |
| 5 | 18-25 | Male | Studying with a part-time job | bulgarian |
| 6 | 18-25 | Male | Studying | Bulgarian |
| 7 | 18-25 | Female | Studying with a part-time job | Polish |
| 8 | 18-25 | Male | Studying with a part-time job | Chinese |
| 9 | 18-25 | Male | Studying with a part-time job | Bulgarian |
| 10 | 18-25 | Male | Studying | Bulgarian |
| 11 | 18-25 | Male | Studying with a part-time job | Bangladeshi |
| 12 | 18-25 | Male | Studying with a part-time job | Bulgarian |
| 13 | 18-25 | Male | Studying with a part-time job | Bulgarian |
| 14 | 18-25 | Male | Studying | Dutch |
| 15 | 18-25 | Male | Studying with a part-time job | Bulgarian |
| 16 | 18-25 | Male | Studying | Bulgarian |

| | | | | |
|----|-------|--------|---------------|-----------|
| 17 | 18-25 | Male | Studying | Norwegian |
| 18 | 18-25 | Female | Studying | Bulgarian |
| 19 | 26-34 | Female | Full-time job | Bulgarian |
| 20 | 18-25 | Female | Studying | Bulgarian |

PART 2

| Which online marketplaces do you use most often ? | How much time do you spend on online shopping per week? | Are there any frustrations you can think of when shopping online, if so which ones? | Are there things you like about online shopping, ID and if so, which ones? | |
|---|---|---|---|---|
| | <30 minutes | delivery times | | 1 |
| | <30 minutes | | It's fast and you can do it at anytime. | 2 |
| | <30 minutes | A lot of ads | It is fast and easy | 3 |
| | <30 minutes | | yes when I order something I'm happy when it comes fast and good quality | 4 |
| | <30 minutes | Some online stores don't have the option to ship to a courier office. | It's faster and has more variety. | 5 |
| | <30 minutes | Unclear websites | Fast and non-problematic service | 6 |
| | <30 minutes | | You can do it from home | 7 |
| | <30 minutes | Ads | I can search for a specific product and find it immediately, not like in the actual store where I have to search for 30 minutes and not find it | 8 |
| | | | | 9 |

| | | | | |
|------------------------|---------------|---|---|----|
| | <30 minutes | | I buy everything from home | |
| Amazon | <30 minutes | Size doesn't fit | Free delivery | 10 |
| Amazon, Nike | <30 minutes | I cant think of nothing | You dont have to wait for sizes. In the physical store they might not have all the sizes all the time | 11 |
| | | | | 12 |
| Amazon, bol, coolblue | 30-60 minutes | When products don't ship out the same day or paying shipping costs when it's below 20\$ | The convenience of being online and not having to go somewhere and being able to easily price compare on other websites | 13 |
| Facebook Marketplace | <30 minutes | I don't have any | I have more options | 14 |
| wish.com and ebay | <30 minutes | No | | 15 |
| wish.com and ebay | 30-60 minutes | expensive shipping prices | sales | 16 |
| Amazon | <30 minutes | You can never know the quality of the products for sure until you receive them. | It is convenient and you can get a better sense of your options before purchasing something. | 17 |
| bol.com, amazon, shein | <30 minutes | credit card only payments, a product being sold many times by different sellers | the reviews with pictures | 18 |
| shopsector | <30 minutes | Slow pages | It's fast and easier | 19 |
| | | | | 20 |

PART 3

| On a scale from 1 to 5 how would you rank your interest in the Greek culture. | Have you ever bought art pieces ? | How likely are you to spend money on art pieces like these? | Have you ever played simple online games? | Which one of these games are you most likely to play ? | To which extent do you agree with this statement: "Additional digital content which is bundled with a physical product provides value to me" | ID |
|---|-----------------------------------|---|---|--|--|----|
| | | | | | | |
| 2 Yes | | 2 Yes | Game 4 | Fully agree | 1 | |
| 3 No | | 2 Yes | Game 3 | Neutral | 2 | |
| 3 No | | 1 Yes | Game 2 | Somewhat agree | 3 | |
| 2 No | | 2 Yes | Game 1 | Somewhat disagree | 4 | |
| 1 Yes | | 2 Yes | None of the above | Somewhat agree | 5 | |
| 2 Yes | | 2 Yes | Game 3 | Somewhat agree | 6 | |
| 2 No | | 1 Yes | Game 1 | Somewhat agree | 7 | |
| 3 No | | 1 Yes | Game 2 | Somewhat agree | 8 | |
| 3 Yes | | 2 Yes | Game 3 | Fully agree | 9 | |
| 4 No | | 1 Yes | Game 1 | Fully agree | 10 | |
| 3 No | | Yes | Game 3 | Fully agree | 11 | |
| 3 No | | 1 Yes | Game 3 | Somewhat agree | 12 | |
| 2 No | | 1 Yes | Game 2 | Neutral | 13 | |
| 3 Yes | | 2 Yes | Game 4 | Somewhat agree | 14 | |
| 4 No | | 1 Yes | Game 1 | Somewhat agree | 15 | |
| 4 Yes | | 1 Yes | None of the above | Fully disagree | 16 | |
| 3 Yes | | 1 Yes | Game 2 | Neutral | 17 | |

| | | | | |
|-------|-------|--------|----------------|----|
| 3 Yes | 3 Yes | Game 4 | Somewhat agree | 18 |
| 4 No | 2 Yes | Game 3 | Fully disagree | 19 |
| 3 Yes | 1 Yes | Game 1 | Somewhat agree | 20 |

PART 4

| What kind of content could it be? | How interested are you in seeing a 3D-model of a physical product you'd buy? | Are you familiar with AR (Augmented reality)? | How interested are you in the background story ID of creating a product? | |
|-----------------------------------|--|---|--|----------|
| NFT | 5 Yes | | 5 | 1 |
| Behind the scenes footage | 2 Yes | | 2 | 2 |
| Digital 3D model | 4 No 4 Yes | | 3 4 | 3 4 |
| NFT | 4 No | | 4 | 5 |
| Digital 3D model | 4 Yes | | 3 | 6 |
| Behind the scenes footage | 4 No | | 3 | 7 |
| NFT | 3 Yes | | 3 | 8 |
| NFT | 5 Yes | | 5 | 9 |
| Digital 3D model | 3 No | | 2 | 10 |
| Digital 3D model | 4 No | | 5 | 11 |
| NFT | 4 Yes | | 3 | 12 |
| Digital 3D model | 3 No | | 3 | 13 |
| Behind the scenes footage | 3 Yes | | 3 | 14 |
| Digital 3D model | 4 Yes 1 Yes | | 2 4 | 15 16 |
| None of the above | 1 Yes | | 3 | 17 |
| Digital 3D model | 4 Yes | | 3 | 18 |

| | | |
|------------------|------|------|
| | Yes | 19 |
| Digital 3D model | 5 No | 3 20 |

CUSTOMER INTERVIEW

"

Ancient Greek toys website

On: Friday 10-3-2023 12:30 - 13:30

So first, we were thinking a lot about the content itself. I mean, the content of the website and we've realized that we need high resolution pictures. We were also thinking a lot about implementing 3D models so that people can kind of rotate the toy. So, I'm wondering whether you have such content, or you will be able to provide us with that.

I just got the high-resolution pictures but the rotation thing I don't have something like this.

So, we were thinking about this and there is a way to make it. I don't know if you have an iPhone.

I have. I have. Yeah.

OK. Is it 12 and newer or is it older?

Yes, it is. But OK, if it's if I can do it via my iPhone, I can find the way because OK, I don't have technical knowledge, but my husband is so he will help me if you tell me what you want me to do. I will do it.

Yeah, that would be very nice because without it the simplest way to do it is for you to scan it with your phone and send the model to us. That will be very helpful.

Yes, OK. I will do it.

Yes. OK. Then we kind of want to know everything about your products. We want to know how many there are because that's a huge uh point. If there are not that many, then we can.

Pay more attention to each product and advertise it more. If there are many, then we need a kind of catalog so that user can go through all the products, maybe filter them if there are many.

It's not that it's not a law. They are only 12 or \$13.00. Something like this. It's they're not many till now and the.

We will focus on these products only 12 of them.

OK. So, you're not planning to add any?

I'm planning but I don't. I don't know if we'll. We'll have the time to put it or not.

OK. Yeah, that's fine.

Uh, so are they separated into categories or are they kind of the same category?

They they are almost the same to the little they are four models of this lagoon, as we say here in Greece.

So, I took this for models that we found in ancient Greek and added a scarf 3/4 of them and the four of them in several send several colors and save Petra.

Hey so there may then there are four main sort of those cases and in several colors.

Something like that.

What's your opinion?

Well, it depends on how you treat them. If you treat each of 12 dolls as a unique piece of art, like as a separate unique piece of art, then maybe for them.

Ah yes, you put it all together.

Marketing reasons it would be better to advertise each one as a unique one and not like as different colors because like I think it could mean that the product is not that valuable if you just give it in different colors. But if yeah, but if each color is like a unique piece of art and each color is important, then maybe we can advertise it as more of a sophisticated product.

OK, I agree.

OK. Uh, so we need uh, I think we need some basics like a list of toys with their photos.

Possibly descriptions if you have such. Uh yeah, the description can contain maybe an origin, some history details, because we can include everything.

Yeah.

Yeah, it would be perfect if you included maybe the place of found or founding of that tour or something like this because we could really get a huge use of it. So, we could have interactive maps or something like this.

Ok I agree.

Yeah. Also, we want to know about the age restrictions for if you, if you want the toys for kids.

Are they meant for younger kids or are they meant for adults as well? So, what's the age restrictions?

In my mind this and don't for adults, not for children.

Yeah, OK. Uh, so we were brainstorming the whole principles of our design A lot and we came up with having the main principles as playful and elegant. Do you agree with those things?

Yes.

Great. Also, it would be very nice to have, maybe, you know, uh, some footage of the design process.

If you have such, yeah, and that could include also your personal story as an artist. So maybe some outtakes from your previous works or something like this, or just stop video of you working or designing something that would be very nice to have on the website.

Yes, Perfect.

So, we want to create the website in the form of a storyline. That's one of the ideas so that user is gradually presented with the story because it's ancient history, it's heritage. So, we want to make it like a story. Do you agree with this approach?

Yeah. I like it very much, the idea.

Ohh OK, so if you agree, maybe you can provide us with a kind of a story. We, I mean the basis for his story maybe some historical facts. So, we can think of how we introduce our products.

OK, I will do it now. So, you need all the basic historic descriptions. And you want a description about the origin, history and places that we found on these dolls and uh, high resolution pictures and all this with the iPhone.

Yeah, it doesn't have to be very thorough. So we're not obviously, it's not like a history website. So we only need maybe something which is the most interesting, most interesting outtakes.

OK. Yeah, I agree. I like it very much all the ideas.

Yeah. OK. So the last thing is that I want to show you some of the websites that we found. Maybe you'll, yeah, maybe you'll tell us something you don't like about these websites or maybe you'll say that this is completely wrong or completely right. OK. So I'm going to share the screen in a minute. OK. Do you see my screen?

Yeah.

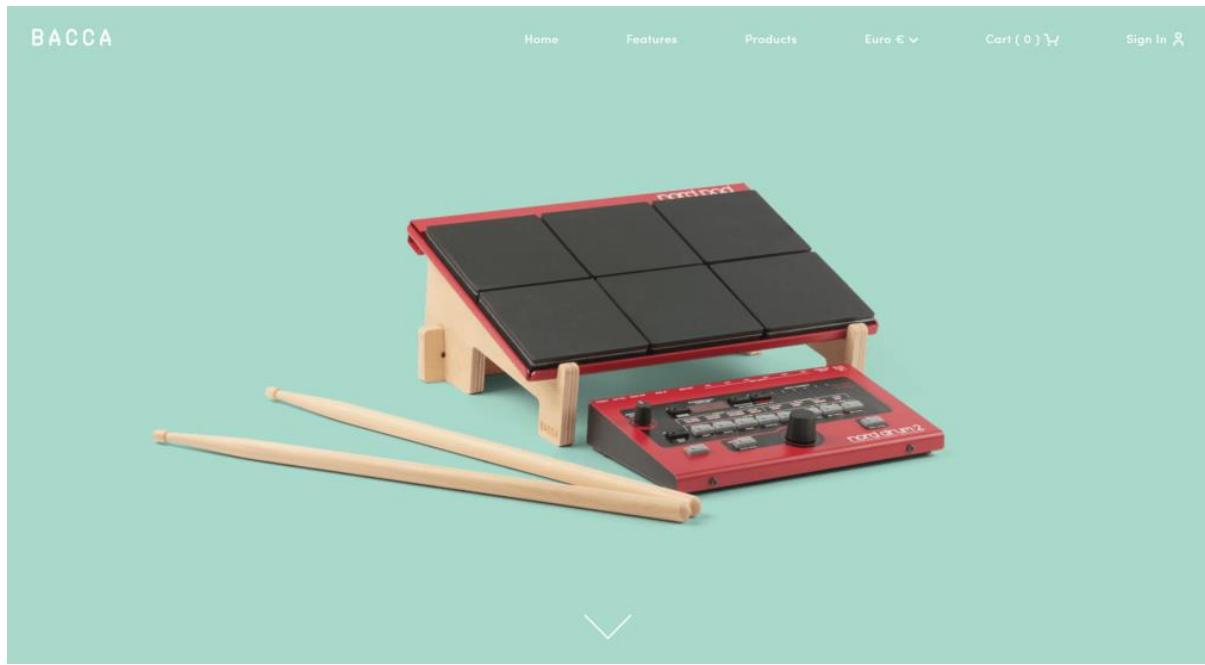
Yeah, it's meant to track attention with colors, and it also introduces all the all the products in a very minimalistic matter. So all the attention is drawn to the product itself.

<https://bacca.online/>

Yeah, very nice. I like it. It's very elegant, very simple. It's colorful. I like it.

We also went through some tradition traditional toy websites, but I think this is a relevant because you said the toys are meant for adults, so I guess that this is very irrelevant. OK.

<https://www.smythstoys.com/uk/en-gb/>



<https://www.smoothies.com/uk/en-gb/toys/great-value-toys/c/great-value-toys>



Yes, it's irrelevant. The 1st place it's better!

Yeah, I've we've also found the website which actually sells ancient Greek toys. I don't know if you see our competitor. Yeah. Ethic, ethic, black. You know this one.

Ah, No.

Ohh OK yeah. I mean, they sell quite a lot of, I guess.
History connected stuff.

Yeah. So, but you can see here that they've chosen a very traditional, I would say. Boring approach I I don't know what's your opinion on this thing.

<https://www.atticblack.com/>

I don't know, what's your opinion on these websites?

No, I think the first one is one more in in my esthetic.

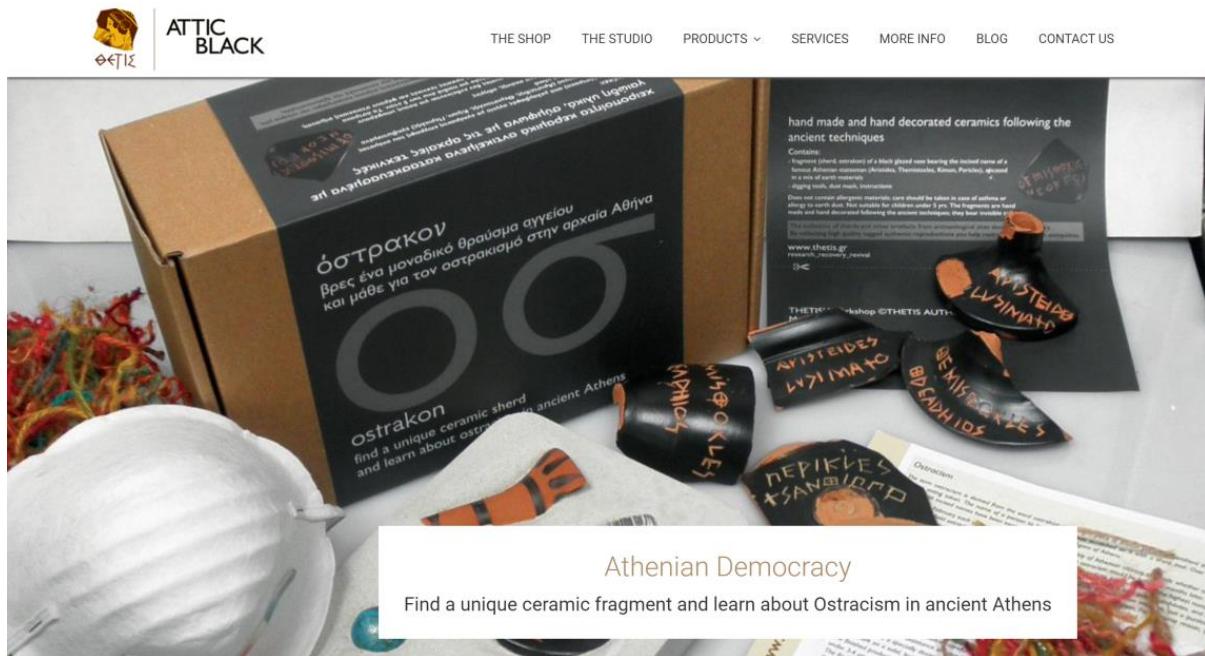
OK. So you're preferred the minimalistic.

Yeah, the minimalistic one yeah. So, I think the first one is more in my esthetic.

Yeah, the problem with all the ideas that we have is that now they don't have all the research evidence. So we'll continue researching, asking users about what they want. But we also have thought of adding an additional digital content. So for example, the user buys a type, but also because the user is no dial and dulled. Yeah. So what's your opinion about this?

Uh, yeah. Perfect.

Yeah. So this is, yeah, I must warn you that this is not research based. This is one of our ideas, but I want to know whether you will be looking forward to such ideas of bundling of having bundles of your products with something digital. So we can make use of the digital world.



Yeah, Why not? I'm open to it yeah! Well done guys, very nice.

Then after we do the research, I hope you'll hear from us with some prepositions that we might make because, yeah, that's an important issue. And yeah, but if you're interested, that's very nice.

Of course, and it's very interesting. All the things that you told me. They are very interesting. And thank you very much! So tell me your deadline. When do I have to send all this?

It really depends on how much time you have because we can be busy with actually researching a lot of things. So we'll need high resolution photos only in the very end that this will be like in a month.

Ah, OK.

Yeah. So it will be very nice to have it earlier, of course. But if you don't have time for that, you might as well send the high definition pictures in a month and before that we can use stock images. So that's not a huge problem until we have the working prototype.

Okay so just to make sure you want the description of the toys the pictures and the history of the toys?

Yes, that's perfect. So yeah. So we'll make use of that of the all of the information we get because we want to make it very interactive and yeah, we don't need that much basically.

OK.

OK. So yeah, so I don't have anything else, if any. If anyone else has any questions, but I think, yeah, we just want to thank you for your time.

Me too, guys. Very nice work, very interesting. Thank you very much. So whenever you want what whenever you want to send me anything I will be here for you. OK.

OK. Yeah, that's very nice. OK, so after the research, we'll email you with the ideas.

OK. Thank you guys. Bye!

Thank you. "

USER STORY

Sarah, a 27-year-old ex-international student who works for Fontys, was scrolling through her Instagram feed when she saw an ad for a new e-commerce website featuring ancient Greek-inspired "toys" by a company called Luna. The advertisement was quite simple and elegant (Luna is famous for its outstanding design) but very eye-catching and colourful at the same time. Intrigued by the idea of connecting with Greek culture (which she has dreamed of doing), Sarah decided to click on the link to explore the site.

Having entered the website, Sarah was immediately impressed with the elegant and sleek design and user-friendly layout. As she browsed the homepage, she noticed that she was presented with a section, where she could play cool arcade games with ancient Greek toys. Excited about the opportunity to experience ancient Greek culture in a fun and interactive way, Sarah decided to try those games. After playing, Sarah continues exploring the site together with its products and discovers the 'view in AR feature'. Sarah clicked on the feature when the concept piqued her interest. She was surprised to have the opportunity to see the ancient Greek-inspired toy more interactively. She spent a few minutes experimenting with different toys and angles and was impressed with the level of detail and accuracy of the AR features.

Sarah then decides to see if she can buy an ancient Greek-inspired toy. She was happy that the items were well-organised and easy to browse. She was also impressed with the promotional product page that provided the background history of the toy and its

importance to ancient Greek culture. Sarah appreciated the efforts made to provide customers with a more complete and beneficial experience.

Finally, Sarah decides to read about the artist (Fenia) who created the toys. The artist's background, her devotion towards crafting toys and her creative process intrigued Sarah, and after learning more about the origins and inspirations of toys, she felt a deeper appreciation for them.

Overall, Sarah was impressed with the site and she felt it provided a seamless and enjoyable experience. A typical online shopper, Sarah appreciated the user-friendly interface and streamlined checkout process. She was also pleased with the site's focus on providing customers with an informative and immersive experience. Sarah left the site feeling more connected to the Greek culture . She's definitely looking forward to sharing her positive experience with her friends and family. The toys were supposed to be delivered in a few days...