

QUALITATIVE ROADMAP FORM (FOCUS GROUPS)

TEAM MEMBERS:

	Full student names	FIRST NAME USED IN CLASS
1.	Jorge Barros	Jorge (J)

CLIENT'S BUSINESS ISSUE: how nostalgia can be the driving force behind the quest for certain items, we can unlock valuable insights into the dynamics of the collecting market and bring value to trading cards made by Dart Flipcard

YOUR TEAM'S TOPIC: Generate finding that help Dart Flipcard inc to generate product based on IPs that have value for collecting market.

PRIMARY OBJECTIVE: To explore the underlying motivations and emotional drivers that lead individuals to collect objects.

SECONDARY OBJECTIVES:

1. To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections.
2. To generate a structured understanding of collection types and their needs
3. To understand the emotions that influence the choice of collectible.

Note:

- Align each and every "box" to the left (do not use "justify" or centre).
- Write legibly; it *has* to make sense.
- Bullet point is fine, except quotes.

Remember to add as many rows in this document as you require to ensure a comprehensive document. There is no set limit on the number of pages. Don't forget your pie chart after you complete your table.

1. QUESTION FROM YOUR MODERATOR'S GUIDE (List each question (including questions in the Introduction section and the Warm-up section) contained in your Moderator's Guide).	2. INSIGHT(S) (Use as many bullet points as required. Write clearly and concisely. REMEMBER TO INCLUDE TEAM MEMBERS' INITIALS AFTER EACH INSIGHT TO INDICATE OWNERSHIP)	3. THE SPECIFIC SECONDARY OBJECTIVE (if any) BEING MET	4. QUOTE(S) THAT MIGHT BE USED TO SUPPORT THE INSIGHT REMEMBER TO INCLUDE TEAM MEMBERS' INITIALS TO INDICATE OWNERSHIP	5. RECOMMENDATION(S) AS A RESULT OF THIS/THESE INSIGHTS (List each record separately). ENSURE IT IS WRITTEN IN ACTIONABLE TERMS	6. RATIONALE TO SUPPORT EACH RECOMMENDATION. ENSURE YOU USE ONE BULLET POINT FOR EACH POINT OF RATIONALE.
1. Introduction:					
<i>The data gathered in this activity will be used to develop the quantitative research.</i>	Activity: Fill out FORM-01 <i>Note: This helps the moderator understand the respondents' preferences regarding movies, TV shows, and cartoons. It also serves as a quick personal warm-up activity to remember important shows for each respondent.</i>				
2. Warm-up:					

<p>2.1 What kind of movies, cartoons or series do you watched as a kid? Explain</p>					
	<p>Respondents tend to say they like anything, but only a few come to their mind. These are the ones we need to identify. (J)</p>	<p>To understand the emotions that influence the choice of collectible. (J)</p>	<p><i>"Dramatic series, any cartoon..." (J)</i> <i>"That(Pokemon) was the first that comes to my mind..."(J)</i> <i>" I just remember powerpuff girl, sponge bob...those kind of cartoons" (J)</i></p>	<p>Find a way to identify which IPs are top of mind and generate a ranking to cross-tabulate with the most popular IPs to determine if there is a correlation between remembrance and the value generated by the IPs. (J)</p>	<p>It's important to understand the relationship (positive or negative) between IPs and product sales based on the remembrance within the target market. (J)</p>

2.1. Which one was your favorite and why?					
	Respondents tend to remember the cartoons/tv series that brought them good times, and in most cases, humorous or comedy-related shows (J)	To explore the underlying motivations and emotional drivers that lead individuals to collect objects. (J)	<p><i>"I like Tom & Jerry because you don't need to concentrate... if you're in a bad mood, it will make you laugh." (J)</i></p> <p><i>"I don't know why...They (cartoons) are in a sweet spot in my heart." (J)</i></p> <p><i>"I prefer comedies...funny ones" (J)</i></p>	Develop a system to classify and give a score to the IPs based on the feelings generated in the target audience. (J)	In order to identify which IPs have value, it's better to look at the strength of the feelings that the audience has, instead of trying to do it according to other categories like genre. (J)
2.2.1 Why did you choose that?		???	<i>"I grew up watching that... anything he does (Mr. Bean) makes me laugh." (J)</i>		
	Respondents tend to engage with series that help them to understand	To explore the underlying motivations and	<i>"...I could swear that after 13 seasons (Grey's Anatomy) I became a</i>	Create a scale of categories to evaluate the IPs based on the	Identifying a niche is fundamental to target specific products, taking

	topics they don't know and learn about it (J)	emotional drivers that lead individuals to collect objects. (J)	<i>medical doctor... and I also got a law degree because of 'Law and Order'." (J)</i> <i>"I really enjoy watching Criminal Psychology ones..." (J)</i>	topics they cover in order to identify and measure which niches may be interested in them. (J)	into consideration not just size but also demographic information (income, product saturation, willingness to pay, etc.) (J)
	Respondents seem to like IPs according to their feeling and bound with characters values (J)	To understand the emotions that influence the choice of collectible (J)	<i>"I really like Indiana Jones because the kind of character that he is...he is an ordinary person, but does extraordinary things...I feel inspired from its"</i> (J)	To identify which IPs are valuable for collectors, a scale is needed to measure the values of the characters and compare them with the target audience to assess the strength of the relationship. (J)	Big IPs are based on the demand of people that feel a connection with it. More people feeling related more people as possible target audience. (J)
3. Body:					

3.1 Have you ever bought an item from a TV show, movie or an old cartoon just because it belongs to that franchise?					
3.1.1 Why do You buy it?	Normally, this is a tricky question. Respondents tend to make up answers for fear of societal prosecution (social desirability bias). However, in this case, respondents who already claim to be collectors or enjoy buying products based on IPs respond truthfully about it. (J)	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"...was the concept (the Deathly Hallows from Harry Potter) really deep." (J)</i></p> <p><i>"It's look so cool and relatable (to me)" (J)</i></p> <p><i>"...I want to show how much love have for a character"(J)</i></p> <p><i>"If I see a cup I like...I feel you men"(J)</i></p>	Knowing that respondents (at least males) are more open to explain why they buy this thing, quantitative research will be helpful to avoid biased responses (J)	Social desirability bias affects the results because respondents tend to want to fulfill society's expectations. In the case of collectors, they often appear very proud of their decisions. (J)
3.1.2 What do you buy? (Extracted from Introduction, warm up and Body)	The relationship between the items they have purchased and the shows/movies they mentioned at the beginning seem to be significant (J)	To generate a structured understanding of collection types and their needs. (J)	<p><i>"I got an harry potter bracelet..." (J)</i></p> <p><i>"I have some (Funko Pop) from The Office" (J)</i></p> <p><i>"Actually, I just follow fashion trends...Saving Screenshot of it" (J)</i></p>	Same from 2.1: Find a way to identify which IPs are top of mind and generate a ranking to cross-tabulate with the most popular IPs to determine if there is a correlation between remembrance and the	It's important to understand the relationship (positive or negative) between IPs and product sales based on the remembrance within the target market. (J)

			<p><i>"...Also have keychains that keep in my bag about anime series"(J)</i></p> <p><i>"yeah, I have action figures, about minios of Despicable Me...5 or 6 of them" (J)</i></p> <p><i>Just because Im Asian Im into anime stuff... I have from anime series....there one serie called One Piece...having a lot of figures" (J)</i></p> <p><i>"back in my home...I love buying cups" (J)</i></p> <p><i>"Some friends we used to have in our childhood, they used to buy Barbies" (J)</i></p> <p><i>"I used to collect some soccer team jerseys, so yeah was like a hobby I like"(J)</i></p>	value generated by the IPs. (J)	
3.2 Do you consider yourself a collector?	Note: 7 out of 11 respondents identify themselves as collectors 5 males and 2 females (J)				
	Men are more willing to identify as collectors, while women tend to avoid being labeled this	To employ in-depth interviews and gain rich insights into	<i>"... I just want to say that I feel like the word collector can sound like as if it was something negative. But maybe some people collect</i>	Care must be taken when collecting information from women, avoiding the	Women tend to avoid being labeled this way. It seems that, for them, being

	<p>way. It seems that, for them, being called collectors carries a negative connotation(J)</p> <p>Despite being based on sort of IPs woman's products cannot be labelled as collectors items and they have collectors habit with its. (J)</p>	<p>collectors' experiences, behaviors and narratives surrounding their collections. (J)</p>	<p><i>some things. And they as a way to said it "what's the limit?" like if it was something wrong it's just like that people that like to save things. I feel like some people feel like buying things, you know, in material things. Like it's sentiment (feelings) are saved in that material things and then some of us don't feel that way. Right. That's why we don't feel the need to buy.... " (J)</i></p> <p><i><u>Moderator:-</u> . So from the females. Nobody has bought any thing from?... that's fine." (J)</i></p> <p><i>"no! Im not a collector, buying make up products doesn't make me a collector" (J)</i></p>	<p>use of the word 'collection,' as it can affect the answers and potentially introduce bias.(J)</p>	<p>called collectors carries a negative connotation (J)</p> <p>The way women engage with these types of IPs is different, and women might not realize that they are collecting many items related to specific IPs, for example, makeup. (J)</p>
3.2.1 What this mean to you?	<p>Displaying the pieces and protecting them are important for collectors. They expect to preserve or increase their investment and perhaps make a profit in the future. Currently,</p>	<p>To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)</p>	<p><i>"I don't even open the boxes (of the figures)...I have this thought in mind that I will sell it sometime like 50 years from now" (J)</i></p> <p><i>"Back in home I have a big glass cabinet, I have</i></p>	<p>The value perceived by potential collectors must withstand the test of time. It's not solely about the current price; they expect it to increase in the future and align with the</p>	<p>Collectors market it's different that regular market the value is given by the collectors it's different from the one given by manufacturing companies. (J)</p>

	they are the ones who perceive value.(J)		<p><i>diffetent kinds of cups, plates...That's why I don't like to go with my ATM card" (J)</i></p> <p><i>"They used to buy Barbies, and they have like a full rack of barbies...like 50-60 barbies and they just want to show the collection...they just love it! " (J)</i></p>	additional value they assign to it .(J)	
	<p>Be part of something bigger, connect and be part of a community and gain respect thanks to the pieces from collections. (J)</p> <p>Also collecting generate a connection with the characters or IPs(J)</p>	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"It's make you feel good, especially in this world of Instagram, where you can post whatever you love...I think they will find it...It give you a RUSH when you see what you're collecting..." (J)</i></p> <p><i>"It's give you happiness"(J)</i></p> <p><i>"Connection with the ghettos or with the thing I support" (J)</i></p> <p><i>"I used to collect some soccer team jerseys, so yeah was like a hobby I like...I don't know a</i></p>	In additions of the collections released, it's important to develop channels to create community between buyers and they can show of their adqusitions and new persons discover the value given by other persons. (J)	In the hierarchy of needs the top you can find the self-fulfillment needs, collecting, be part of a community and receive recognition from others for our achievements. (J)

			<p><i>statement of joy I cant explain it”(J)</i></p> <p><i>“Same thing you mentioned earlier, connection with the characters”(J)</i></p>		
3.2.2 When did you start collecting					
	<p>It seems that respondents who collect things start at different ages, but they have in common the ability to have their own money. (J)</p>	<p>To employ in-depth interviews and gain rich insights into collectors’ experiences, behaviors and narratives surrounding their collections. (J)</p>	<p><i>“When they have money... I don't even know when they start or money by myself. I have money from like the auto league. I stopped buying like irrelevant stuff” (J)</i></p> <p><i>“it's depend on time because like when teenagers I don't have much money I used to buying stuff was like now I earn I can make money by myself. I buy more” (J)</i></p> <p><i>“...a year ago?...Yeah, because that time I was introduced with an email so from that time, I'm buying a lot of stuff. Probably ” (J)</i></p>	<p>Focus on demographic information for different age ranges and generations to have a clear idea of the purchasing power of potential customers (J)</p>	<p>The money that a teenager can invest in collectibles is not the same as that of adults, and it varies even between generations. (J)</p>

			<p><i>"around 18-19 years. I didn't have much money but well, I could save I could buy a soccer jersey. So yeah."(J)</i></p> <p><i>"Minds started when I when I when I opened my business. That's when I started posting things on the ground. You know, because he wants to show customers what's happening inside. So I actually want to show my customers I have high teas and I have you know nice expensive things. So I had to buy to keep my fans customers, you know inside seemed so that's when it started."(J)</i></p>		
3.2.3 What is the part that you most enjoy of collecting?					
	As previous research said, Hunting the pieces seems to be the part that collectors enjoy the most, this is maybe why mens	To employ in-depth interviews and gain rich insights into collectors' experiences,	<p><i>"Finding the right thing" (J)</i></p> <p><i>"The search(for the piece)" (J)</i></p>	Any launch of new collectible items needs to satisfy the desire for collectors to hunt for them. Completing a	According to psychologist human have the need of collect things, collecting have been an important

	are more proud of been collectors (J)	behaviors and narratives surrounding their collections. (J)	<p><i>"Finding the right item...at the right price" (J)</i></p> <p><i>"For me is the search like there are a lot of things you can buy a lot of things you can collect. When you search you see a lot of things, but I can't explain but sometimes one item like pulls your attention, you think I need to get this...for me is where I get the pleasure of doing it" (J)</i></p> <p><i>"Yes for me is not the purchasing step. Because I wait for money.... I wait a bit for limited edition so should be lucky one to get one. That's one. That's the happiness increment" (J)</i></p> <p><i>"For me, it's when I get to show it off, like when I posted. People start starring at me and its like yeah I've got to my one is worth"</i></p>	collection should involve some level of effort.(J)	hobby for humans from centuries. (J)
3.2.4Are you interested in collecting something?	Again, most of female respondents do not want	To employ in-depth interviews and gain rich insights into	<i>"It's definitely a hobby I don't want to do...like consciously... cuz i i want to work towards</i>	Same as 3.2: Care must be taken when collecting information from women, avoiding	Same as 3.2 Women tend to avoid being labeled this way. It seems that, for them, being called

[illegible]

			<p><i>Moderator: "Would you ever consider even in the beauty line or would you ever consider collecting anything that you wouldn't that you wouldn't be using immediately?" (J)</i></p> <p><i>General female answer "NO!" (J)</i></p> <p><i>Male "What's the difference between having a display of figures and a display of makeup?" (J)</i></p>		
How did you start collecting?					
What does being a collector mean to you?					
Would you wish to continue to be a collector					
What is your most enjoyable time when collecting					

How would you describe your reactions after buying the items you collect?					
3.3 Activity: Projective Technique					
3.3.1 why they think one card is more expensive than the other. (inverse price on cards)	Rarity of a piece it's a huge part of the projected value that collectors give to a product, in this case just by looking at the price, people assumed that the value came from its features, and they are the ones who begin to	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<i>"...for me it is because their rarity...if there is in our world only like 10 cards... when you have that card...that limited (edition) card"</i> (J) <i>"The value of the person (actor in the card) in real life"</i> (J)	Highlight the rarity and higher cost of certain products within the same collection, emphasizing these distinct characteristics can increase their perceived value(J)	Rarity is everything for a collectible; this encourages the need to hunt down that piece, and the scarcity of these pieces makes them fundamental to complete the collections. (J)

	attribute value to these. (J)		<p><i>"one is real and the other is fake"</i> (J)</p> <p><i>"Because the character(actor) in it"</i> (J)</p>		
3.3.1.1 How much are you willing to pay to purchase this cards?	Characters, actors, franchise must be well known by the target audience. Using or creating from old IPs to sell to the wrong audience will decrease demand. (J)	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"none"</i></p> <p><i>"if you're asking me right now it will be zero. But if you had asked me the same question when I was a teenager, I would have placed whatever savings I would have because at that time there was a fashion of collecting these kinds of cards like cricket bats..."(J)</i></p> <p><i>"Maybe depend of what type, for Goku card or something..."(J)</i></p> <p><i>"Just a dollar" (J)</i></p> <p><i>"Im not into those cards I don't value them that much" (J)</i></p>	Create pieces based on the IPs that are well known by the target audience. Using or creating from old IPs to sell to the wrong audience will decrease demand. (J)	It's not the same to try to launch collectibles featuring forgotten team players compared to the current and most beloved team players. The connection with the latter will be stronger. (J)

			<p><i>"...You have to know the series and know it value, like pokemon cards...theres one in like one thousand just one card" (J)</i></p> <p><i>Im not into cards, so if you give it to me for free I would not care..."(J)</i></p>		
3.3.2 Why do you think people pay so much for this?	Social trends are a powerful strategy to increase the demand for collectibles. If everyone is talking about these IPs, the product gains more value as a collection item and as an investment opportunity. (J)	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"Because they are collectors" (J)</i></p> <p><i>"because it's relatable to them" (J)</i></p> <p><i>"They want to make money from it" (J)</i></p> <p><i>"I guess most of collector do it....preserve the card for a while and them sell it for a greater price" (J)</i></p> <p><i>"...there people fascinated by...talking about and Im missing out of this I need to buy it, need to have it" (J)</i></p> <p><i>"The lesser amount of this cards, greater the amount to pay for" (J)</i></p>	Develop social strategies that aim to make the launched products or IPs become trends to attract the attention of non-collector audiences who have emotional connections with the IPs. This can encourage them to jump on the collector bandwagon. (J)	The fear of missing out (fomo) it's a strong feeling that push people to try to get these items even if they don't need it. (J)

3.3.3 What elements from each card do you think give value as a collectible?	Strong community will increase the value of products even for the eyes of non-collectors. (J)	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"I think...How strong cult is..as example there is a cult that follow Star Wars" (J)</i></p> <p><i>"The Fan base" (J)</i></p>	In additions of the collections released, it's important to develop channels to create community between buyers and they can show of their acquisitions and new persons discover the value given by other persons. (J)	It's true that people see collectibles as an investment opportunity. Increasing the presence of a fan base around an IP increases brand awareness and the perceived value for investors . (J)
Now the respondents know that the prices were inverted					
3.3.1 (b) why they think one card is more expensive than the other.	<p>Some collectible items are more valuable only for hardcore collectors due to their rarity or the deep lore behind them (J).</p> <p>Long-life IPs must be aware that the knowledge of the audience is limited to the material exposed during their time. Using material from other</p>	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"We don't know that character (actor) at all... thought it was a Photoshop, nothing else." (J)</i></p> <p><i>"We know the Superman brand but not that Superman (actor)" (J)</i></p> <p><i>"We know that Superman not that other superman... Im not paying hundreds of dollar for that one" (J)</i></p>	At the time of publication of material from the main IPs as a variable to avoid using outdated information for that specific audience or potential buyers (J).	Even if a collectible item has a high price and is old, its value is determined by the most dedicated collectors who seek the rarest products. It doesn't make sense to replicate these products with the expectation of achieving similar prices (J).

	generations may result in a decrease in connections and willingness to collect it (J).		<p><i>"The popularity of the character" (J)</i></p> <p><i>In our generation we are all aware of that person.. We don't know how else play that role" (J)</i></p>		
3.3.4 What would you do to give value to a new Superman collectible card?	Rarity is not a characteristic that products develop over time. It's an expected feature that collectors desire from day one and can be observed during the hunting phase (J).	To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors and narratives surrounding their collections. (J)	<p><i>"Put the number of the card 1,2,3,... like limited edition" (J)</i></p> <p><i>"...that the card said (printed) 1 out 10" (J)</i></p> <p><i>"Add stats, what are it power" (J)</i></p> <p><i>"A certificate of authenticity" (J)</i></p> <p><i>"I think that the card could be made of Kryptonite" (J)</i></p> <p><i>"Something relate to the character, like a part of the cape, the thing he wear(J)</i></p>	Create product with visible characteristics that emphasize the rarity of a card or product, increasing its perceived value for buyers (J).	Labeling a product as a "1st edition" and then launching additional copies as "Unlimited" has been an important strategy in the trading card industry. This encourages pre-sales of products (J).
5. Thanks and Dismiss					

Appendix A – Pie Chart