In my presentation.

Talk about how I approached my research.

uch categories help order the social environment and offer quick ways of understanding each other.

“For most of my life I was usually an extreme procrastinator for Christmas. I would usually find myself in toy stores like a day or two before Christmas trying to pick something. I don’t think It ever occurred to me to buy toys online until maybe last year. Even though I have been a pretty active online purchaser online now for all things amazon.”

“So with the boys I kind always preferred going to go to like a toy store that look that was like small or had a lot educational stuff. Really more educational stuff like. cause with them I was going to buy an educational thing, like a kit or something that they wouldn’t already have. because they have a lot of toys. And I wouldn’t really begin to guess what thing they were into because like if it was pokemon or which pokemon or whatever because I figured they got a lot of that from their parents. So with my nephews I always wanted to get them a science kit or some kind of experience or activity. Like a flying remote control airplane or something that was more of an event or an activity. Than just a toy.”

I would rely on age things

I would never talk

I would know their. Would you go on your way.

**People are easily overwhelmed by the big box store experience but tend to procrastinate purchases until it’s too late to order online. Parents feel reduced stress when shopping is “in and out” convenient.**

The store needs a way to connect their presence and communicate convenience with local shoppers.

User needs a way to feel like their purchases are going to be educational.

Users need to know that the toys provide a learning opportunity.

User needs a way to know that the store that matches their parental philosophy.

User needs a way to know that the store matches their parental philosophy.

User needs to know toys are safe.

Customers know they want to buy toys that will meet their children’s learning goals.

**People want to raise successful children by tailoring instruction through educational play. By using developmentally focused toys parents are looking to experts to guide them on how to provide that.**

A design direction would be to provide developmental categories that shows how to best encourage safe childhood growth, and developmental learning.

“Even though I was colorblind I was drawn to the colors in the store. Colors are like textures some of them warm you as you look at them. I gravitate to the yellows and reds and blue. Again, I think they tend to evoke an emotion. Calm, strength, everything is bold. Everything nothing was a mere shade.”

“I actually enjoyed going into the toy stores. There is a little bit of a little boy that lives in all of us adults.”

Nostalgia is a powerful tool.

**People are looking for a way to map their own positive childhood memories onto other children.**

**People are looking to impart their positive childhood memories. The bright colors and physical textures of a toy store anchor memories and emotions in shoppers.**

**Parents are looking to encourage their children to be playful, silly, and captivated throughout their childhood.**

**Learners are unique individuals**

A design direction would be to map the online retail experience with aura of the toy store captured in people’s memories.

To evoke the spirit of play.

User needs online shopping experience to be familiar.

Parents need a stress-free way to shop without kids.

User needs way to understand age range and product information concisely.

**People are looking to buy toys without the stress and chaos of the instore experience and they are often confused and irritated by disjointed online shopping experiences.**

A design direction must remove obstacles that feel obtrusive and meet user expectations of shopping for toys through a smooth online retail experience.

Provide a robust search function.

User needs to know the store is close and open.

User needs to know what sales are going on.

Store needs way to provide clarity regarding in store inventory.

User needs to know that they can pick up last minute gifts that they have view online and quickly and easily purchase them.

**Shoppers are seeking easily accessible and accurately depicted location specific store information (locations, hours, and inventories) but struggle to find information that will mirror an instore retail experience.**

A design direction must remove confusion regarding brick and mortar locations and the items they carry.

**Parents want to raise successful children through engaging their children in educational play by providing developmentally focused toys.**

* Match the online retail experience with the goals parents have for their kid’s childhood development.

Enhance search capabilities

that show how to best encourage childhood growth, and developmental learning through safe productive play.

**The solution must:**

* Remove obstacles that feel obtrusive in order to meet user expectations of shopping for toys through a smooth online retail experience.
* Provide parents, friends, and family members an easy way to map toys to learning styles
* help users find and reserve items in brick and mortar stores that they find online.
* evoke the spirit of play.

**People are easily overwhelmed by the big box store experience but tend to procrastinate purchases until it’s too late to order online. Parents feel reduced stress when shopping has “in and out” convenience.**

**Parents want to raise successful children and they are looking to engage those children with developmentally focused toys that can provide an educational experience.**

**People are looking to impart their positive childhood memories onto children. Bright colors and physical textures anchor memories and emotions in shoppers. Learning is fun! Make it appealing.**