

Questionnaire Results:

Product Name and Descriptions

Name of Product

“My First Aid Friend”

Description

Our product is a bundle with an interactive first aid educational doll, storybook, first aid accessories and three different doll outfits. The doll lights up with LED lights at certain areas to indicate injuries that the child must fix. The child then selects the correct sequence accessories from the first aid kit and applies it to the injury. The sensors will turn the lights off when the child taps the right accessories on the doll in the correct order. The child will have chances to play and learn at higher "levels" if they complete a certain number of tasks smoothly.

Key Benefits

- Interactive, hands on learning using chip sensors and LED lights.
- Hours of independent play with 12 levels of difficulty and a “random mode”
- Exposure to general, multi-step first-aid training on relevant real-life scenarios.
- Providing both entertainment and education advancements.

Change of Segment

We changed our segment of “Parents who believe in the need of first aid training” because we don’t have the data to support that this variable plays a role in our segment size. We changed to a new segment of “Parent who spend <6 hours per day actively with their children” because our data indicated busy parents are more likely to buy.

Segment Adjustments

	Primary Segment
Description of segment demographic, psychographic, geographic	“Education, Independence and Health”: Households with Income > \$35k with kids under 6-11 y/o, likely working parents whose children are physically active. They believe in the effectiveness of educational products.
Revenue Maximizing Price	\$80.60
Price decided/need to charge	\$85
Segment Size	6.45M HH
Number surveys collected within target segment	102
# Definitely Buy who will pay your price within segment	6
% Definitely Buy (adjusted at 80% and for selected price)	4.71%
# Probably Buy who will pay your price within segment	27
% Probably Buy (adjusted at 30% and for selected price)	8.24%
Total CSR % increase	1.19%
Total adjusted Purchase Intent including CSR	14.14%

Questionnaire Results:

Purchase Intent vs. Frequency of Child’s Physical Activity

Frequency of Physical Activity	Definitely Not Buy		Probably Not Buy		Not Sure		Probably Buy		Definitely Buy		Totals	
Never	0	0%	0	0.00%	1	100.00%	0	0.00%	0	0.00%	1	100%
1–3 Times Per Week	0	0%	3	12.50%	6	25.00%	13	54.7%	2	8.33%	24	100%
4–6 Times Per Week	1	4.17%	4	16.67%	4	16.67%	12	50.00%	3	12.50%	24	100%
7 or More Times Per Week	0	0.00%	0	0.00%	0	0.00%	2	66.67%	1	33.33%	3	100%
Grand Total	1	1.92%	7	13.46%	11	21.15%	27	51.92%	6	9.80%	52	100%

Key Takeaway:
Parents with more physically active children (active more than one time a week through sports, going to the playground, etc) are more likely to buy our product, indicating that physical activity plays a role in purchase intent.

Action: Our doll and storybook should cover a wide variety of first aid scenarios, including those involving physical activity like playing soccer, in order for the child to relate to the story and doll more.

Questionnaire Results:

Purchase Intent vs. Perceived Value in Educational Toys

Effectiveness of Educational Toys	Definitely Not Buy		Probably Not Buy		Not Sure		Probably Buy		Definitely Buy		Total	
Very Ineffective	0	0%	0	0.00%	0	0%	2	100%	0	0%	2	100%
Slightly Ineffective	1	16.67	0	0%	3	50.00%	2	33.33%	0	0%	6	100%
Moderately Effective	0	0%	4	22.22%	5	27.78%	8	44.44%	1	5.56%	18	100%
Very Effective	0	0%	2	10.53%	1	5.26%	14	73.68%	2	10.53%	19	100%
Extremely Effective	0	0%	1	14.29%	2	28.57%	1	14.29%	3	42.86%	7	100%
Grand Total	1	1.92%	7	13.46%	11	21.15%	27	51.92%	6	9.80%	52	100%

Key Takeaway:
Parents that find educational toys effective indicated that they are more likely to buy our product, confirming our original target segment.

Action: To cater to this segment, our product should emphasize educational factors over entertainment (but still contain entertainment factors).

Questionnaire Results:

Purchase Intent vs. Active Play Time with Child

Hours of Active Play with Child	Definitely Not Buy		Probably Not Buy		Not Sure		Probably Buy		Definitely Buy		Totals	
Less/Equal 1 Hour	0	0.00%	1	12.50%	0	0.00%	5	62.50%	2	25.00%	8	100%
2–3 Hours	1	3.33%	3	10.00%	7	23.33%	16	53.33%	3	10.00%	30	100%
4–5 Hours	0	0.00%	2	16.67%	3	25.00%	6	50.00%	1	8.33%	12	100%
6 or More Hours	0	0.00%	1	50.00%	1	50.00%	0	0.00%	0	0.00%	2	100%
<u>Grand Total</u>	1	1.92%	7	13.46%	11	21.15%	27	51.92%	6	11.54%	52	100%

Key Takeaway:

The fewer hours the parent plays with the child, the more they are to purchase the toy indicating parents who are busy or working are our target market.

Action: The toy and its guidance should be simple and intuitive enough so that the child can follow and play with it independently.

Backup: Demand Curve

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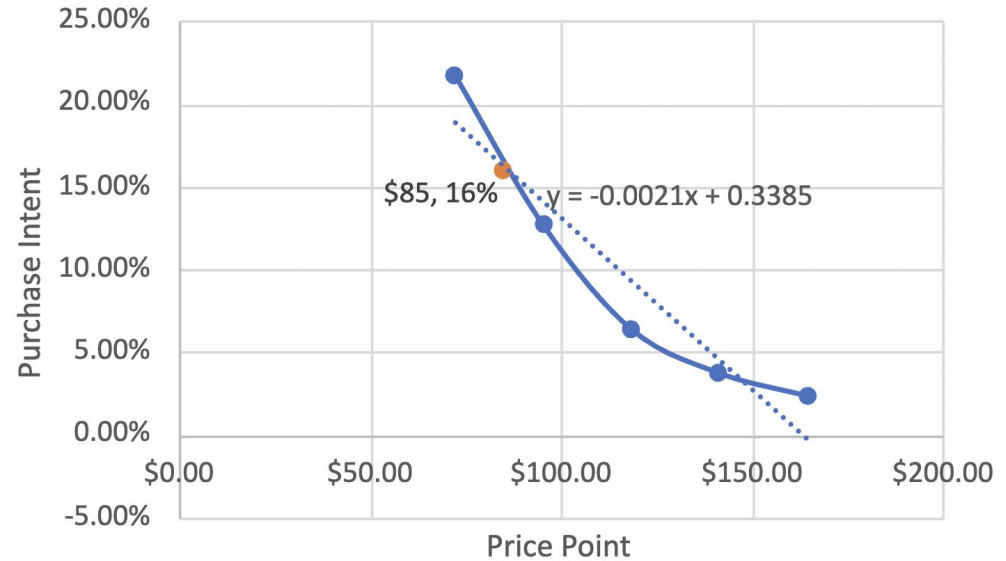


RM Price: \$80.60

Cumulative PI: 16.93%

Total Revenue: \$87,982,799

Adjusted Purchase Intention



Backup: Interesting Findings

Our Name of Business is “My First Aid Friend”

Hours of Active Play with Child	Probably Buy (numbers not updated)		Definitely Buy (numbers not updated)		Totals (numbers not updated)	
Boo Boo Blake	2	7.41%	1	16.67%	3	9.09%
My First Aid Friend	12	44.44%	0	0%	12	36.36%
Heal Me Hannah	5	18.52%	1	16.67%	6	18.18%
First Aid Pal	6	22.22%	4	66.67%	10	30.30%
Helping Hands Doll	1	3.70%	0	0%	1	3.03%
Other	1	3.70%	0	0%	1	3.03%
Grand Total	27	100%	6	100%	33	100%

Looking only at those “Probably Buying” and “Definitely Buying”, the most popular name, by percentage is:

“My First Aid Friend”

Backup: Interesting Findings

Parents Who Are More Prepared for First Aid Scenarios Are More Likely To Purchase

Gender	Definitely Not Buy		Probably Not Buy		Not Sure		Probably Buy		Definitely Buy		Total Count of Purchase	
Not Prepared	0	0%	1	25.00%	2	50.00%	1	25.00%	0	0%	4	100%
Minimally Prepared	0	0%	1	25.00%	1	25.00%	1	25.00%	1	25.00%	4	100%
Moderately Prepared	0	0%	1	5.88%	4	23.53%	11	64.71%	1	5.88%	17	100%
Familiar	0	0%	3	17.65%	3	17.65%	9	52.94%	2	11.76%	17	100%
Very Prepared	1	10%	1	10.00%	1	10.00%	5	50.00%	2	20.00%	10	100%
Grand Total	1	1.92%	7	13.46%	11	21.15%	27	51.92%	6	11.54%	52	100%

Key Takeaway:

Before conducting the questionnaire, we assumed that parents who are less prepared would be more interested in seeking outside sources for first-aid education. Our target market would be parents who are familiar with first-aid.

Action:

Therefore, our product should cover a decent level of first-aid issues, including those that are familiar to them in order for them to see value in our product.

Backup: Interesting Findings :

Doll Must Be Slightly More Learning Oriented than Entertaining

What is more important in a toy: Learning or Entertainment?	Definitely Not Buy		Probably Not Buy		Not Sure		Probably Buy		Definitely Buy		Totals	
Learning	0	0%	5	13.16%	7	18.42%	20	52.63%	6	15.79%	38	100%
Entertainment	1	7.14%	2	14.29%	4	28.57%	7	50%	0	0%	14	100%
<u>Grand Total</u>	1	1.92%	7	13.46%	11	21.15%	27	51.92%	6	9.80%	52	100%

Key Takeaway:

69% (53%+16%) of all people who value learning will probably or definitely purchase our product and 50% of all people who value entertainment probably or definitely buy our product.

Action:

In order to capture both segments, our product must have a good mix of learning and entertaining and fun elements, with a slightly greater emphasis on learning. This is also supported by our analysis of parent's perception of the effectiveness of educational toys (slide 3).

Profile of Retail Environment

Category Name

Educational Dolls

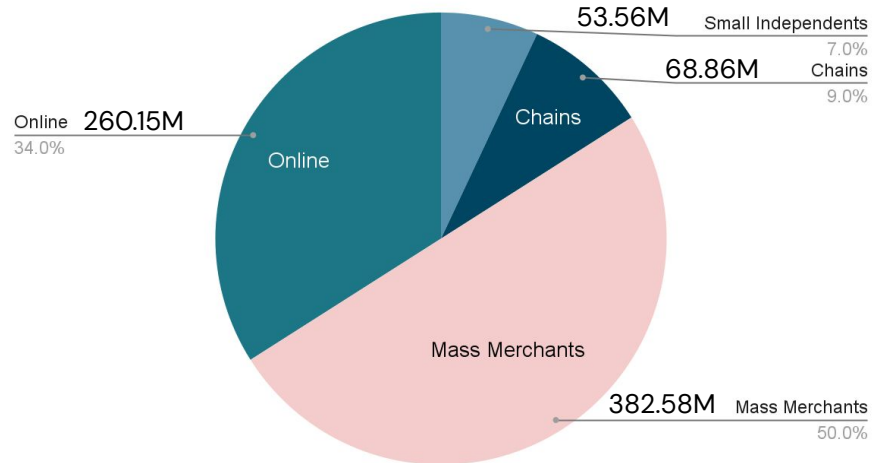
Dollar Size

\$765.15M

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Profile for Retail Environment

Profile for Retail Environment



<https://www.toyassociation.org/ta/research/data/u-s-sales-data/toys/research-and-data/data/us-sales-data.aspx>

<https://www.toyassociation.org/PressRoom2/News/2021-news/npd-us-toy-industry-retail-sales-rose-16-percent-in-2020.aspx>

<https://www.prnewswire.com/news-releases/educational-toys-market-size-to-reach-revenues-usd-31-62-billion-by-2026--arizton-301327918.html>

Profile of Retail Environment

Small Independents (8%)

Lark Toys (<1%)

Rotofugi (<1%)

A2Z Science and Learning Store (<1%)

Other (6%)

Mass Merchants (60%)

Walmart (23%)

Target (12%)

Kohl's (10%)

Other (10%)

Chains (18%)

FAO Schwarz (5%)

Learning Express (2%)

Hobby Town (1%)

Other (8%)

Online (14%)

Amazon (21%, Adjusted Down to 14%)