

## Questions

### Customers

#### *Adults*

Basic info: job, kid's age, kid's gender

Who do you buy this toy/these toys for?

Do you have a clear goal before entering here?

What kind of toy are you looking for? Can you quickly find them in the store?

Why do you choose this toy?

What are your concerns?

Are you confused about the categories?

What's your budget for the toy?

How often will you buy toys for your kids?

Why do you choose this toy store?

Do you love this store? How often will you be here?

Do you prefer to buy toys online or offline? Why?

Who finally decides your purchase?

Would you like to know other people's reviews?

Do you want to have any customized suggestions before purchasing?

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#### *Kids*

What kinds of toy do you like?

Would you want to share your toys with your friends?

### **Shopkeepers**

How many categories have you got? How do you sort the toys?

What's your best seller for each category?

Will you hold any events or give some discounts to attract customers?

Will there be more people during holidays?

What's the percentage of people end up buying things?

What's the busiest hour in the day?

How's your online selling?

## Summary

### Inquiry

#### **An old man in Tinkersphere**

Buy things for himself

He often goes to this store.

Mailing is too slow, sometimes would take 1 week.

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#### **Shop assistant in Toys Tokyo**

*How many categories have you got? How do you sort the toys?*

Over eight. By art style, theme,

*What's your best seller for each category?*

A lot of people love the blind box. They are not expensive, some people love to collect them.

*What is your customer demographics?*

70% 17~27

30% little kids

*Will your customers ask for your help?*

Most people love to look around, maybe they are a little shy.

Some will ask us to point out for them and have a quick tour.

*Will you hold any events or give some discounts to attract customers?*

They usually don't have any discounts or memberships.

Official membership for regular customers or people have great passion for their toys.

Regularly hold art events with famous artists

*What's the percentage of people end up buying things?*

On weekends, about 30% people will end up buying.

On weekdays, the percentage will goes down, but at the end of the week, people would like to spend more money.

*What's the busiest hour in the day?*

On weekdays, 3-7pm, kids will come after school.

On weekends, almost busy all day, from opening to 5pm.

*How's your online selling?*

They have an online store, things sell pretty good. They have online-only products and store-only products.

They have give away and lottery events online.

They also have social platforms.

### **An adult man in Toy Tokyo**

He is a tourist here. He wants to buy something for himself. He has no clear goals

He goes to the store because he has a toy network and his friends in the circle recommend him to go there.

### **A father with his 5 year old daughter in Toy Tokyo**

The father is an artist and he teaches.

This is his first time here. He is waiting for his friends and just want to spend some time.

He prefers to buy toys online but his daughter loves to go to stores.

His daughter loves animal toys(cat), and character toys.

His daughter decides what they will finally buy.

His budget depends, on her birthday or holidays, they will have higher budget, but usually under 60.

Sometimes she will share her toys with her friends, sometimes won't. It depends.

The father don't know STEAM toys.

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## **Toy r us (Times Square)**

### **Shop assistant in the play area**

#### *Community*

They have a play area on the second floor where kids can play LEGO, karaoke, and other toys together.

After playing, a lot of people will finally buy the products.

They have an AR play app. If you scan the map on the floor, the game will load. If you have high score, you can unlock more toys.

She thinks community vibe is important. It brings people together.

#### *Categories*

They have a lot of categories, age, boys/girls, themes, sports, education, game

#### *Learning toys*

She thinks they can teach kids a lot of things in a different way. The interactions and hands-on experience are valuable. They make kids learn and have fun at the same time.

#### *Events and sales*

Toy r us have memberships and store credit card. Members can have rewards and some extra discounts.

They have holiday sales, almost every holiday.

They will put hot toys at the front door. They will give out flies.

They will hold theme days, Saturday is LEGO day.

#### *Busiest hour*

Most busy on weekends 2~7pm. They play area will be packed with people.

There will be less people on weekdays.

#### *Online store*

They have online stores. The sales status is almost equal as the offline store.  
They have email subscriptions for customers and ask what do they think.  
For some products, they will have limited purchasing amount in store, but not online.  
The shipping speed depends on the size and amount. Larger size and amounts of toys will take longer time. It will take no longer than 15 days.

### *Guidance*

Most customers will wandering and won't ask shop assistant.  
Sometimes customers will ask details about the toys(materials...), the assistance will check these information on their menu to let customers understand the products.  
She has her name and "proud mom" on her badge. Sometimes she will make conversations with customers about "mom things".  
They used to have speaking language on the badge to help customers speaking other languages, but now they have cancelled it.  
She knows what kinds of toys to recommend to different customers, and this will help promote sales. 80% of people will finally buy the products after being recommended by her. But for those assistant who don't know the toys well, the percentage may only around 40~50%.  
For the online shop, they usually only include the basic informations like protection, waterproof...  
Their online recommendation is based on data.  
She thinks customized guidance is important, it can help customers spend less time.

### **A mom(finance advisor) with her 10-year-old son**

They have clear goals here. They want to buy a dollar-buy little car today.  
The boy loves to collect cars recently.  
His interest often changes. When he was interested in World War Two, he loved toy guns. Then he was interested in LEGOs, now he loves cars.  
They boy decides what they finally buy.  
The mom's concern about toys is they must be safe, like they won't break into pieces and hurt the boy.  
But he is old enough not to eat small parts.  
Her budget for toys at ordinary time is low, she would like to buy dollar things. But if it is for his birthday, the budget will be higher, but under 100.  
They know where to find certain section of toys. If they don't know, she will ask.  
She won't search toys by age.  
She don't buy STEAM toys.  
The usually go to toy stores once in 2~3 months  
She prefer to buy toys online because it is more convenient, but the boy prefer to go to stores because he can get toys more quickly.  
The boy will share his toys with his friends. Sometimes they will trade them.  
They don't know the store has a playing area.

### **A 50-year-old nanny**

She has a lot of kids to take care of. From newborn to 13.  
She usually buys toys for her kids at their birthdays and on Christmas.  
Her budget depends.  
She have clear goals. She knows which kid loves what kind of toys. She makes the decision. She is buying a toy truck for a boy now.  
Her concern for toys is they must be safe so kids won't choke by them.  
She chooses this store because it has more toys here.

She doesn't like online purchasing because she prefer actually seeing the products.  
She loves educational toys and she bought some before.(puzzle, maze)  
She thinks customized guidance will be helpful.  
A trunk she wants to buy has been sold out.

### **A mom with her 7-year-old daughter(chinese-americans)**

The girl has a clear goal, she wants to buy an egg toy today because her friends have it.  
They don't often go the store. They usually buy toys at target because it is near their home and the toys are cheaper. When they buy other things in target, they may buy toys there if they have needs. They usually buy toys every 2~3 months.  
They goes to this store today because the girl received a gift card for her birthday.  
The girl can quickly find the toys.  
The mom will buy toys online if she is not in hurry. She will go to stores if she needs a present for a birthday party in hurry.  
She has a general idea what kinds of toys she should buy for her kids.  
She bought educational toys before on Amazon.(puzzle, pronunciation, interactive books)  
Her concern for toys is they won't have a lot of small parts and make mess.  
The girl sometimes will share her toys, but she doesn't like other people to play her doll house.  
The mom is very busy so they don't have time to go to the playing area.

### **A couple(father: truck driver; mother:coordinator)**

They have two sons and one daughter.  
They will buy toys based on their kids' interests.  
They decide what toys to buy.  
Their concern for toys is they don't have small parts.  
They have no clear budget.  
They usually buy toys once a month.  
They go to this store because they are walking around.  
The mother prefer online shopping, the father prefer offline shopping because he can take kids here.  
They know educational toys. They used to buy a computer toy for their kids to learn letters.  
They don't like **guidance**, they love to shop on their own.