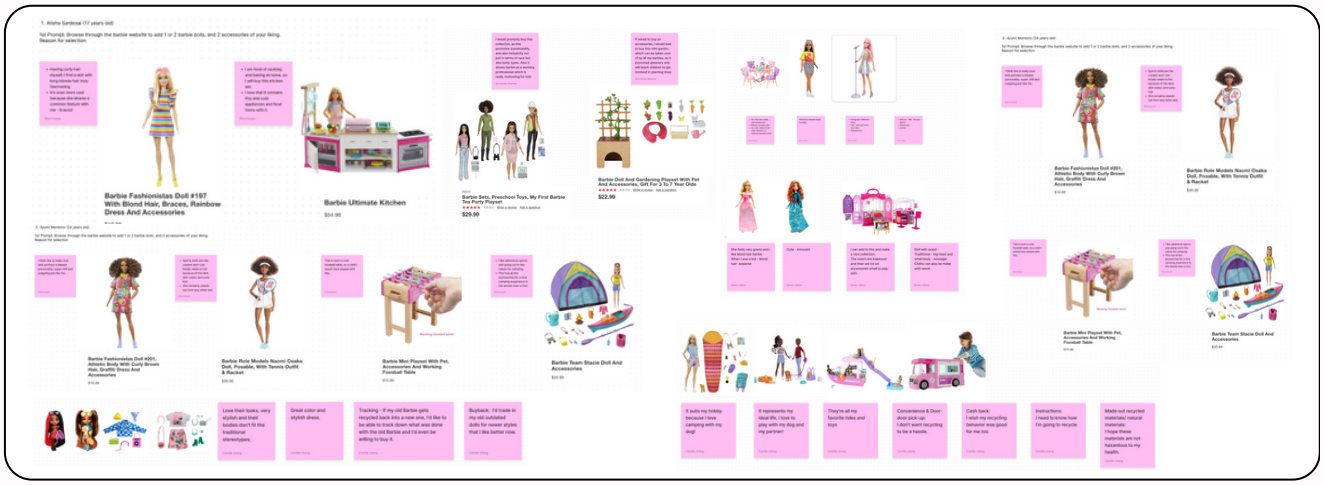
Cultural Probe

Research Guide & Synthesis

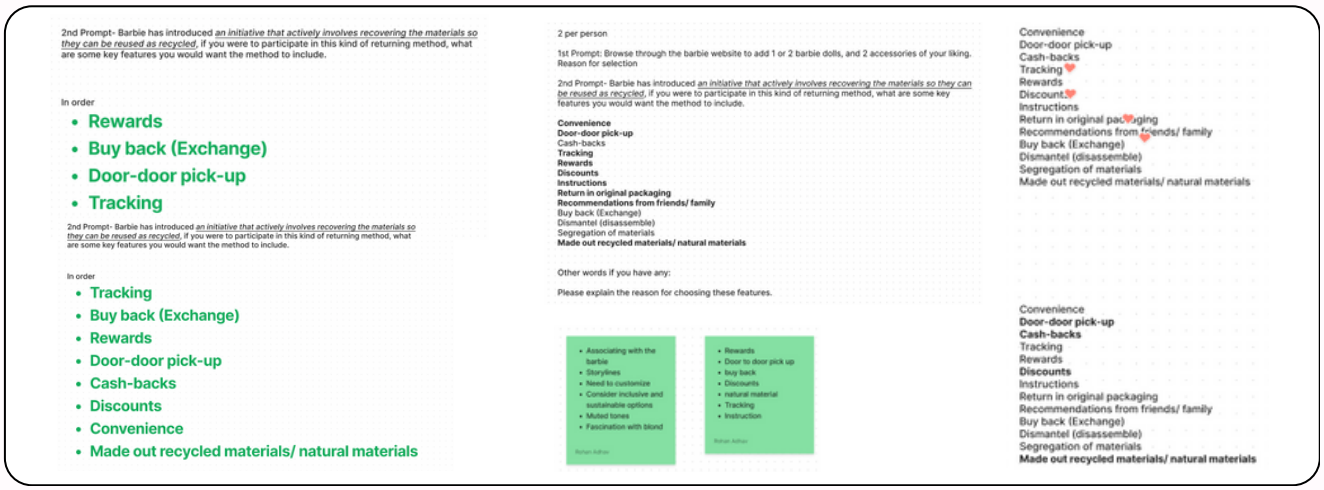
FIRST PROMPT

Select 1 or 2 Barbie dolls and 2 accessories that you like. Explain why you selected each item.



SECOND PROMPT

If you were to participate in Barbie's recycling initiative, what key features would you want the method to include?



Insights

USER BEHAVIOUR TOWARDS PRODUCTS AND SERVICES

- Associating with the barbie doll
- Storylines
- Need to customize
- Consider inclusive and sustainable options
- Muted tones
- Fascination with blond

USER EXPECTATIONS FROM RETURN AND RECYCLE

- Rewards
- Door to door pick up
- Buy back
- Discounts
- Natural material
- Tracking
- Instruction