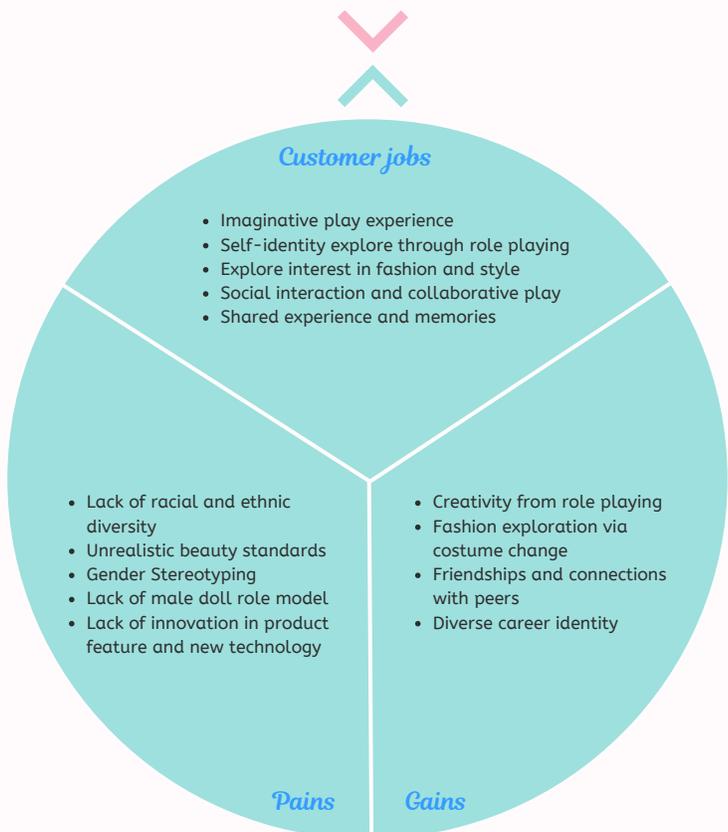


Value Proposition Canvas



Core values offered by brands



Provide users with **aspirations and inspirations** for their future identity



Social connection with Barbie community



Provide fashion trends and popular culture choice, representing **customers' taste and self-image**



Provide them with **creative and storytelling explorations**

What is missing?



Barbie is more **female-oriented toy** with fewer boy characters



Lack of proper guidance: Misguide girls that looking attractive is all-important