

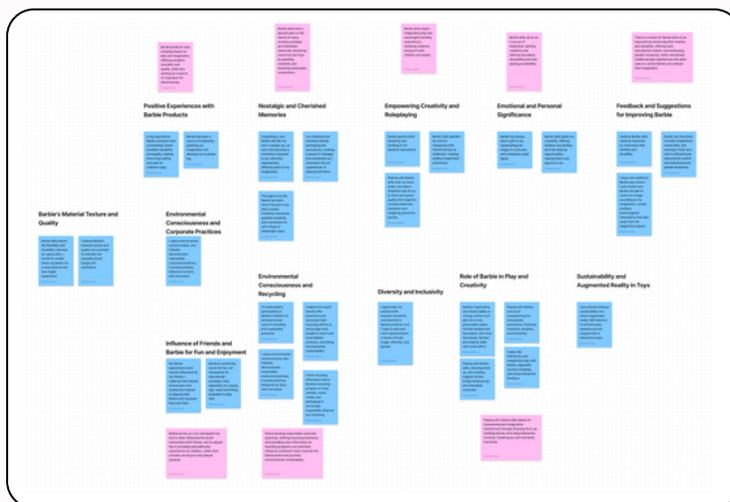
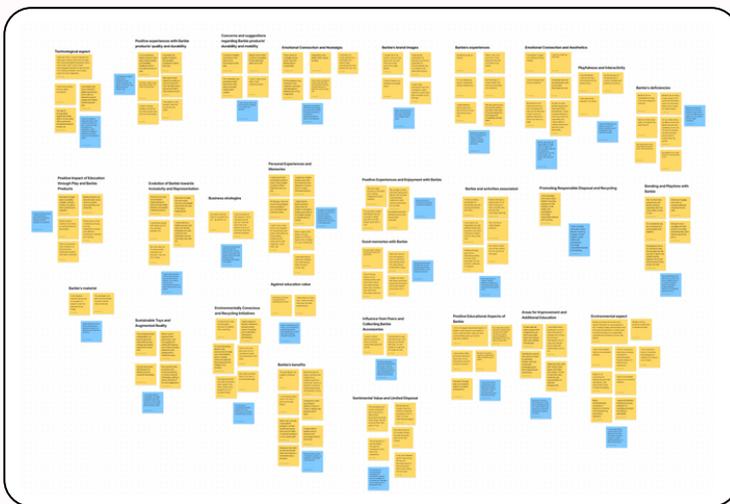
### Interview Questions

**INTRODUCTORY QUESTION:** Have you or someone you are related to ever engaged with Barbie products? If yes, then when was the last time you/they engaged with them?

- Can you tell us about your experiences with Barbie products? How do you or your (relative mentioned in the 1st question) engage with them?
- Why do you like Barbie dolls and what appeals to you most about Barbie compared to other toys?
- Do you like to collect Barbie products? What makes you purchase new Barbie products?
- Tell us about one of your key memories playing with Barbie? Are you satisfied with the current play experience offered by Barbie?
- How would you describe your unpacking experience for Barbie? How do you dispose of the packaging?
- What factors influence your decision of discarding Barbie products? How do you discard them?
- What are your thoughts on education through play? How do you think Barbie offers that?
- What, according to you, are some other benefits of playing with Barbie products?
- In your opinion, how well does Barbie represent diversity in terms of body image, ethnicity, and gender? Are there areas where you feel Barbie falls short?
- How do you perceive the overall quality and durability of Barbie products compared to other toy brands you've encountered?
- When it comes to being environmentally conscious, what does it mean to you in the context of toy brands like Barbie? (And how does this impact your purchasing decisions?)
- Are you familiar with any digital experiences or innovations associated with Barbie, such as apps, online games, or virtual platforms? If yes, please share your thoughts on them.
- Are there any specific digital features or experiences you would like to see incorporated into Barbie products to make them more engaging or interactive?
- Barbie has introduced an initiative that actively involves recovering the materials so they can be reused as recycled, how willing would you be to participate, are you aware of this initiative? If not, how do you think they should make their users aware of this program?



Analysis & Synthesis



KEY INSIGHT

Barbie dolls hold a special place in the hearts of many, evoking nostalgia and cherished memories, becoming more than just toys by sparking creativity and fostering meaningful connections.

Barbie dolls inspire imaginative play and meaningful bonding experiences, encouraging creativity and joy in both children and adults.

Barbie dolls serve as a...

- Source of inspiration
- Igniting creativity
- Creativity
- Joy in both children and adults

Barbie products have a lasting impact on play and imagination, offering excellent durability and quality, while also serving as a source of inspiration for dreaming big.

Some individuals feel that Barbie dolls could be improved by enhancing their mobility and durability, offering more educational content, and further representation in terms of body image, ethnicity, and gender. While maintaining traditional play experiences that allow users to control Barbie and unleash their imagination.