

Interview & Survey Data Report



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Research Objectives

and the key questions used to understand them

The research that is analyzed in the following report is from a set of gathered data dealing specifically with the branding that the company LEGO uses. Three major objectives to better understand what to research were identified as finding branding that subjects considered to be 'playful', understanding the current perception that subjects had of current LEGO branding, and learning about what LEGO could do to cater their branding towards the subjects specifically. Key questions came out of these objectives which are detailed in the following paragraphs.

'Playful' was already a broad term, and grew even broader when considering that subjects of all different ages and backgrounds would be asked to define it. Key questions that helped to better define this objective were about the playfulness of different colors, ways to describe creativity and what different color schemes reminded them of. Participants were also asked to describe brands outside of LEGO that they found playful and brands they did not like.

When describing a company's branding that is as well known as LEGO, it was difficult to consider ways to effectively research an individual's unbiased viewpoint. We asked participants some key questions to understand this objective, including what they thought the purpose of LEGO was, whether or not they perceived the branding as effective, to describe the LEGO brand with adjectives, and their thoughts on different visual appeals in the logo and marketing.

Strategies to gain insights on personal interest held by participants about the brand LEGO strayed from asking about their perception of the visual branding. This objective was more focused on the personal wants and desires of those surveyed. Key questions used to analyze this were asking the participants to pick different sets they were interested in, their levels of usage and understanding of LEGO, likelihood of purchase, important factors they would consider while buying, and to explain if there was a way that LEGO could better market to them personally.

Methodology

To aid our research, we utilized a variety of different surveys, interviews, and analysis methods. We began our research by performing surveys and interviews focused on understanding the current LEGO experience related to branding. We gathered and analyzed our research using the bottom-up analysis method, grouping our data statistically, and grouping information into themes and relationships.

Survey Methods

- **Surveys** are a method of collecting highly-structured, self-reported information from people about their thoughts, feelings, attitudes, and behaviors towards a particular topic.
- The main survey methods we used are **questionnaires** and **crowdsourcing**.
- **Questionnaires** are the formal term for a survey that collects information. A questionnaire can be conducted in a public place at random or can be given to predetermined participants to fill out and return.
- **Crowdsourcing** is a survey given to an undefined, large group of people who voluntarily respond to an open call to complete tasks or answer simple questions.

Cultural Probe Methods

- **Cultural probes** are provocative instruments given to participants to inspire new forms of self-understanding and communication about their lives, thoughts, and interactions.
- The main cultural probe methods we used were a **guided diary** and **photo study**.
- **Guided diaries** allow people to express personal thoughts or details without a researcher present. The participant is “guided” by prompts created by the researcher to gather information about thoughts, feelings, or behaviors.
- **Photo studies** allow participants to capture events through pictures that follow prompts given by the researcher for where to direct their camera, while the participants determine what photograph satisfies the prompt.

Interview Methods

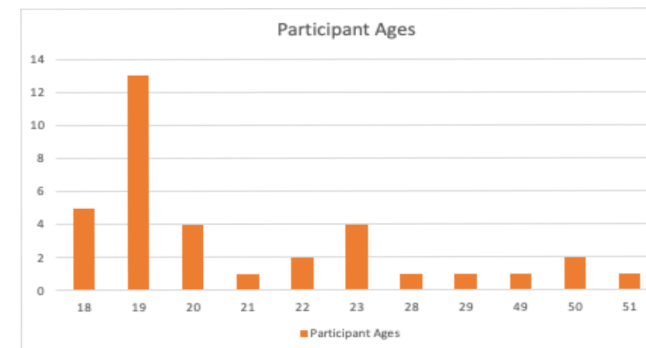
- **Conducting interviews** with individuals allows researchers to build empathy, uncover unspoken feelings and emotions, as well as understand personal experiences.
- The main interviewer methods we used were **semi-structured interviews**, **structured interviews**, and **collaging** that all utilized a **discussion guide**.
- **Semi-structured interviews** are interviews where the researcher knows who they want to talk to and what topics need to be touched on. The researcher has a set of pre-planned questions to guide them, however, the conversation is still allowed to happen organically.
- **Structured interviews** have a predetermined set of questions that are strictly followed and the flow of the interview is executed according to a concrete plan.
- **Collaging**, also known as creative toolkits, allows participants to visually express their thoughts, feelings, desires that may be otherwise difficult to articulate by using physical objects to build a collage.
- **Discussion guides** provide structure to interviews and ensures researchers are capturing relevant and consistent data necessary for identifying patterns, themes, and expectations.
- Our discussion guide consisted of yes/no, multiple choice, ranking, rating, semantic differentials, and open ended questions.

Analysis & Synthesis Methods

- For this assignment, we focused on using **bottom-up analysis** to code our qualitative data, while analyzing our quantitative data statistically.
- After organizing our data, we identified themes and grouped them into buckets to then identify theme relationships.
- **Bottom up analysis** is a coding method where codes are generated based on what emerges from the data rather than predetermined codes.
- **Mean, median, mode, range, and distribution** were used to analyze our qualitative data.

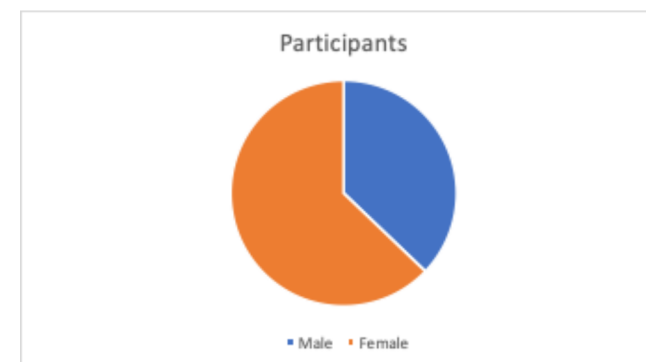
Participants

During our research into what the LEGO experience is and how people view the LEGO brand, we inquired various participants via crowdsourcing polls, questionnaires, interviews, as well as a photo diary and collage. These participants were obtained through convenience. The COVID-19 virus has made interacting with new people very difficult and unsafe for us as the researchers and them as the participants. We had to rely on those around us to answer the questions.



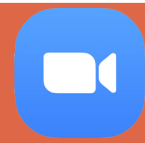
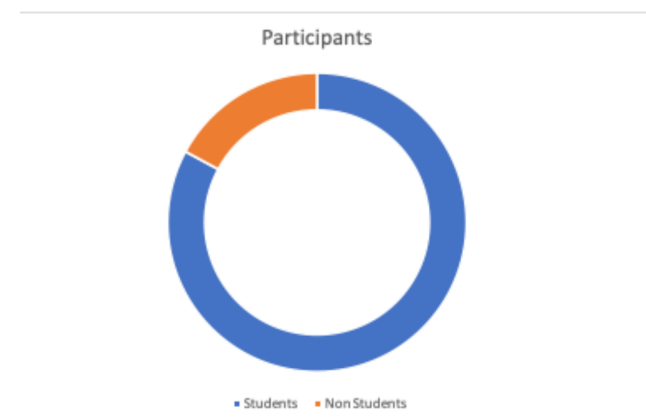
The crowdsourcing participants were by far the most in numbers and diversity. They ranged in ages from 12 to 45, involve more than 6 ethnicities, and participated from 4 different countries. In total, we got over 500 responses. The basis for those participants was that they followed one of us on Instagram and willingly answered the questions posted.

The questionnaires, interviews, diary and collage required a more direct request of the participant. We asked roommates, classmates, friends, and family to provide insight on the LEGO brand with these tools; nevertheless, with the pandemic it was carried-out virtually, so only those with an electronic device could be involved.



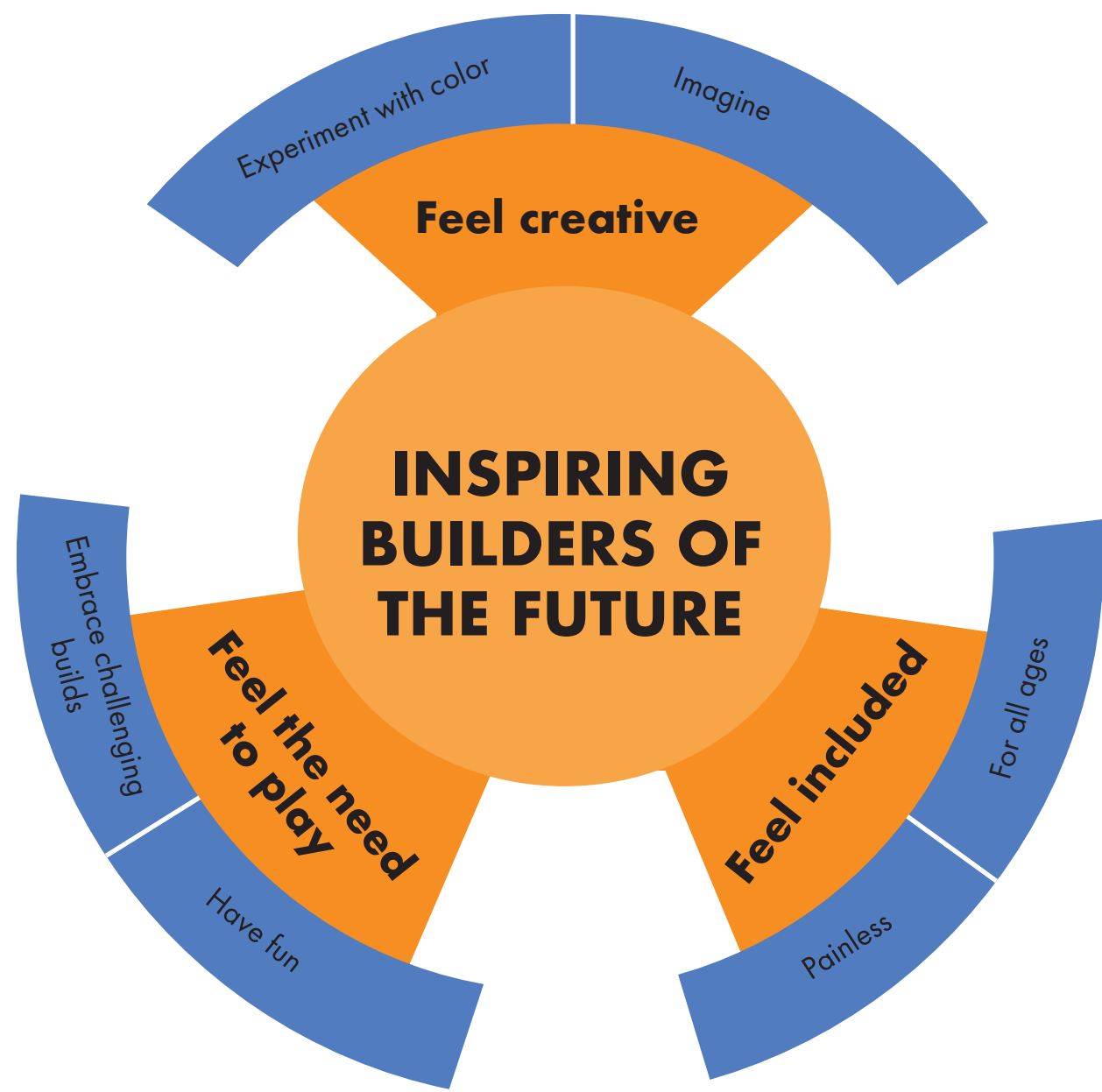
The participants selected were, for the most part, college students in their late teens and early twenties. This is reflective of who we are as researchers. The environment this research was done in is the largest contributing factor to why that population is the majority. This is because the research was done on a college campus; nevertheless, that group does not encompass the entirety of the participants.

While 82.86% of our participants were students, the remaining few were professionals in their field of work. This skews our data to a younger perspective with a focus on learning and growth. This may factor into the insights or not, but it is important to keep in mind.



Experience Model

This model informs the experience surrounding the LEGO brand and the public’s perception that supports the brands’ goals. The main focus of the model, “inspiring builders of the future,” is one of LEGO’s mission statements. All these components are essential to their operation in order to complete that mission.





Feel A Need to Play

Feeling the need to play is a strong theme that is actively present in the research findings. The need to play also support embracing challenge and having fun.

While crowdsourcing, one of the questions posed was “LEGO is for __,” to which many people responded the word “playing.” Additionally, the data found that forty-eight percent of these participants thought that LEGOs were more recreational than educational.

These three data points reveal not only that people associate “playing” and recreational use with LEGOs, but that they would continue to feel the need to play if the LEGO products were available for older audiences.

When asked to rank factors on a scale from least important to most important, participants put complexity as more important. Even further, participants asked for more complex builds and challenges when asked how the brand could cater to them.

Combined with the responses “challenging” and “fun” for describing LEGO with adjectives, one can assume complex, challenging LEGOs are fun. The brand’s strong associaton with play isn’t hindered by challenge, it is

embraced by consumers.

The brand association with fun is further emphasized in our collage. Participants commonly picked the word “fun” out of a wordbank.

A large data point in the research was the association of the words “built” and “build” with LEGOs. When performing research using collages, also known as creative toolkits, the questions “what words would most likely be heard in a LEGO ad” and “what words feel most like the brand LEGO” were posed. These questions included a series of words in a word bank, which included the words “built” and build”. Most of our research participants selected the two words, which supports a strong connection between physically playing with the LEGO sets, as building with LEGOs can be done freely or with intention.

This data supports two themes that were analyzed: building has a strong connection with the LEGO brand and the word “building” came up as a mode for various questions for crowdsourcing and the questionnaire. With building being a form of playing, the need to play is strongly associated with LEGO and their brand in a variety of ways that all serve as a way to inspire builders of the future.

Feel Included

The model displays how a painless and all-ages experience make up inclusivity. Through the data, the established inclusivity and need for improvement were discovered.

LEGO has a perception in the public as being for all ages and experiences. In the questionnaire, participants found the brand to be inclusive with an eight rating. Ten was the most inclusive.

A commonality in the data was participants knowing about LEGO from a young age and having their perception strengthen over time. The average age of brand recognition was around five years old.

One of the most telling data points was from crowdsourcing the question “LEGO is for __.” The results varied, but a common response was “everyone” with twenty data points falling in this theme. This is the third

most used response for the question.

Although, in the questionnaire and structured interview, participants revealed that they wished LEGOs were more age inclusive by creating sets for adults.

Despite LEGO being perceived positively for its inclusion, participants also associated LEGO with pain. Any negative associations hinder a feeling of inclusion.

When asked in a questionnaire to list adjectives they would use to describe LEGO, a few participants responded with painful.

This association became important when participants also selected pain in a word collage. The collage prompted them to pick which words feel most like the brand LEGO.

The link between LEGO and pain hurts the image of inclusivity because consumers would have negative feelings toward the brand.





Feel Creative

Strong associations participants had with LEGO were feelings of creativity. After analyzing the results, they consistently put imagination and color as subsequent brand identifiers.

In one of the largest research methods, crowdsourcing, the question, “LEGO is for __” was posed. Creativity was one of the most used answers with twenty participants writing this response.

Even further, the collage participants chose “creative” when asked to select words that feel most like the brand LEGO. Out of twelve words, creative was selected six times.

The participants showed a strong urge to create without instructions as well. Six participants would pick the Classic set. This set highlights creative builds where there is no final product. A preference like this proves the consumer’s need to imagine and create. LEGO enables and inspires this

need.

The need to imagine was shown in a collage question, “what words would you most likely see/hear in a LEGO ad?” Imagination was a top choice, with five participants choosing the word out of twelve words.

One of the strongest arguments for creativity and experimenting with color inspiring the builders of tomorrow was a questionnaire question. When asked, “what are some adjectives you would use when describing LEGO?” participants repeatedly wrote creative and colorful. With fourteen writing creative and four writing colorful, the two adjectives met the research floor for being statistically significant.

Throughout the data, there is a correlation with use of imagination, color, and creativity in both the questions and responses. With all three being involved, LEGO has a strong brand identity that support their mission to inspire the builders of tomorrow.

Persona

Our persona features a young woman over the years and reflects her changing situations, needs, and goals. As well as how those attributes factor into her likelihood to use and/or purchase LEGOs.

I am Michelle



“I loved imaginative building as a kid, but didn’t have much time for it in my young adulthood. Now as a working mother of young children, I want a toy that will give them the same creative play experience that I had.”

I am a 7 year old girl from suburban Ohio. I play with LEGOs with my two brothers. My siblings and I got a big LEGO Star Wars set for Christmas and had fun building it together. I like being able to play and create with my hands.

Design for me

- Free-build / roleplay options
- Options that appeal to both girls and boys
- Collaborations with relevant brands

I recently graduated college and moved into an apartment, so I don’t have much time or space to play, and I don’t particularly see myself purchasing a LEGO set at this time, but maybe I will in the future. I think LEGOs are more suitable for and cater more to children than adults. I don’t think I’ve used them in nearly a decade. However, my boyfriend wants to buy a LEGO architecture set for us to build together and I think it would be fun and nostalgic. We are paying off student loans and we don’t have a lot of spending money, and the set we want is on the expensive side, so maybe we will get it for Christmas.



Design for me

- More variety for adults
- Cheaper options / alternatives
- Nostalgia factor



I now have a three year old daughter and am expecting another child soon. I want a toy that will be both an educational and creative outlet for my daughter and a way for her to bond with her younger sibling when they are old enough. I remember how much I loved playing LEGOs with my brothers as a kid. I know some things about the brand, including what the logo and colors look like, but not much about the company itself. When I looked it up, I found LEGO sets to be a little expensive, but I would probably get them for my children on a special occasion if they really want one. I do feel more inclined to buy something since I found out about their sustainability initiative.

Design for me

- Advertise sustainability
- Less expensive options
- Fun AND educational options for my children



I like to build things and play with my creations!

Section One

Childhood

Michelle is first seen as a young girl at the age of seven to reflect the general age of which participants remember first hearing of LEGOs. While answers ranged from two to ten years of age, the average was 4.729 years, with the most common answer being three and four.

Michelle, at seven, has had some time to formulate opinions and memories, as well as articulate her feelings, based on past experiences with the toy, but is still young enough to enjoy play in the present.

We chose our persona to be a woman because over fifty percent of our participants who disclosed their gender are female. She is from Ohio because many of our participants are from or currently reside in Ohio. She has brothers because of the collaborative play aspect of LEGO's marketing.

Michelle and her siblings receive a Star Wars LEGO set because it was the most commonly picked set in our collage question of which images participants thought pertained most to their perception of LEGO. Having a Star Wars set also allows for role-playing, which is an element focused on in LEGO's current brand model.

She uses the words "building," "play," and "create" because those words were used thirty-seven, eight, and fourteen times respectively in response to the open-ended crowdsourcing question: "LEGO is for ____."

At her early age, Michelle reflects our research participants' background and early experiences with LEGOs to set the foundation for how her needs, experiences, and feelings towards LEGO will change throughout her life.



// I don't have much time, money, or drive to buy toys, but I get joy and nostalgia out of making things. //

Section Two

Adulthood

In the second phase, our persona Michelle is in her early to mid-twenties, which is representative of the average age of our participants, 23.1 years old. She is a recent college graduate, which also reflects our participants in that 82.86% of whom are current college students.

Through our questionnaires and structured interviews, we found that our participants do not have the time or space to use LEGOs. Michelle says that she has not used LEGOs in nearly a decade. This claim is backed by our crowdsourcing research, where we found that on average, the last time people used LEGOs was 5 or more years ago, 6.8 specifically on average.

Nevertheless, Michelle says that she might in the future, reflecting the 80% of our questionnaire and interview participants that said they can see themselves buying LEGO products in the future. She says that she believes LEGO is much more catered to children. This is backed by 25 responses to the open-ended question of "LEGO is for ____" being children/kids. This is the second-most popular answer (behind "building") and the most popular user/ demographic answer.

This point also comes across in our questionnaire/interview participants' answers to the question of what LEGO could do to cater to them personally. The most common theme for this question (at 32% of all answers falling

into this bucket) was age-inclusive which involves making and marketing more towards adults.

A few participants associated LEGOs with the feeling of nostalgia during activities. According to our crowdsourcing data, only 6.7% of participants had never played with LEGOs, leaving the remaining 93.3% to have at least some experience with building LEGOs. Nine of twenty-five participants chose LEGO Architecture sets as the most appealing option. To solidify this preference for architecture sets, 5 were included in the birthday list activity, which was completed by five people, averaging out at one architecture set per participant.

Because our participants are mostly college-aged students and/or young adults, price was the overall most important factor for them when selecting a LEGO set, with 40% ranking it the very most important, and another 24% ranking it as the second-most important factor. Complicated sets with hundreds of pieces (the sets that appeal most to adult audiences) tend to be on the expensive end of LEGOs product range. As a result, most of them would save buying a LEGO set for special occasions, such as Christmas, or gift-giving.

The second phase of our persona Michelle reflects the majority of our participants' current experiences, emotions, and feelings towards LEGO and their brand as young women.



Section Three

Motherhood

In the third and final phase Michelle is seen with her young daughter and is also pregnant with another child. The fact that she is a mother reflects how many of our participants did not see themselves buying a LEGO set for themselves in the near future, but (80%) could in the future, perhaps as a gift. Participants also see the toy as more relevant to children (as mentioned in the previous section), so a mother doing the purchasing of sets for her children reflects another perspective on children's experiences with LEGO, specifically through supplying for those experiences.

Michelle establishes her goal of providing a toy that is both educational and fun. This refers to LEGO's brand goal to promote learning, as well as our participants' fairly centered response to the question of if they view LEGOs to be more educational or more recreational. 36%, the largest percent, of participants found them to be equally educational and recreational. The results averaged at 7.42% more recreational than educational, contributing to the idea that LEGOs, at their core, are toys.

She also says she wants her daughter to be able to bond with her sibling in the future, going back to the brand goal of sharing and collaborative play. The follow-up statement of her reflection on playing with her brothers also brings nostalgia and references the goal of the LEGO company to provide a generation-spanning toy.

Michelle says that she knows some things about the brand, reflective of our participants' answers averaging at believing they are 47.06% knowledgeable on the brand, or 2.94% more ignorant than knowledgeable. The fact that Michelle remembers the colors and general look of the LEGO logo and palette is due to all of our diary participants' ability to recreate the logo in a generally correct way. Collage participants also overwhelmingly chose the actual brand colors, red and yellow.

Michelle notes that LEGOs are expensive, again serving as an example of our participants' focus on price point, with 64% ranking it as the most or second-most important factor when purchasing a set. However, Michelle is more financially stable at this point than she was as a young adult, so price still matters, but she is more likely to be able to buy for her children on occasion.

Michelle was pleasantly surprised to find out about LEGO's sustainability initiative, and felt better buying from the company knowing that they are working towards being completely sustainable. We found that 14 out of our 25 participants listed sustainability as the answer to the question "What aspect of LEGO would make you more interested in the company". As environmental concerns weigh more and more into the general public's buying habits, people are more inclined to buy from a company that is eco-friendly, as evidenced through our data.

I want a fulfilling toy for my kids that is both fun and educational but won't break the bank.