

INTERVIEW REPORT

BOLDERPLAY

NOEL SANCHEZ

Description of Interview

On Wednesday, October 17 2024, I interviewed Rebecca Burk Brubaker concerning her position with the company Bolder Play. Bolder Play is a corporation that manufactures toys focused on motivating children to be physically active and playing outdoors. They have a multitude of products such as, 'Stair Slide,' 'Ninja Line,' and 'Play zone Fit' all designed to enhance childhood fun. Part of my team's project for Bolder Play is to understand their consumer's needs and the circumstances in which they would purchase these products.

Rebecca Brubaker is the mother of three children and is seen as a woman who brings the fun. For family gathering, church activities, and parties, Rebecca brings items that can be enjoyed by people of all ages, focusing on human connection. I chose to interview her because Rebecca has shown an interest in the Bolder Play products in the past and is the target market for the company.

Themes & Summary

While interviewing Rebecca, it became apparent that there were three main themes that she would emphasize on while being questioned. Those themes were: 1) the value of interacting with nature, 2) the importance of limited screen time, and 3) the need for an accessible purchasing systems.

The Value of Interacting with Nature

Bolder Play's mission is to get kids off technology and playing outdoors; this principle resonated with Rebecca because while reflecting on her childhood she felt that outdoor activities were important. When I inquired about whether she felt Bolder Play products would enrich her children's lives she stated "Yes absolutely! It would require physical activity, which would enrich their mental health. Being outside is very healthy. It could improve their social skills, or problem solving with others." This response helps reaffirm the value consumers recognize when purchasing Bolder Play products.

The Importance of Limited Screen Time

Recent technological advances has led to a huge increase in screen time, both for adults and children. It's not surprising that that Rebecca's children spend on average 2-3+ hours a day on an electronic. When discussing her children's interaction with the internet, Rebecca exclaimed, "*I used it to keep peace, it was unhealthy. When I was overwhelmed I used it to keep the peace with my disabled son.*" This quote gives us an insightful fact about Rebecca's thoughts with technology and even though it was unhealthy, she felt she needed it because of the disorders her son had.

The Need for an Accessible Purchasing Systems

Designing a friendlier B2B sales system is one of the main focuses for my group's project. Naturally I spent some time inquiring about how Rebecca, the potential consumer would want her purchasing process to look like. Without hesitation, Rebecca exclaimed her preference to be shopping online. During the interview she stated "*I prefer to shop online for sure... Because I am lazy! I don't want to leave home.*" There is a clear need for simplistic online purchasing options for customers.

Analysis

The company does an amazing job at designing a product that meets some of the needs of the consumer. By focusing on the opportunities for physical/outdoor activities, Bolder Play products are very attractive toys for parents. A need for the company that I noticed after looking at these three categories is that Bolder Play products need to be easily accessible and promoted in a way that highlights the core product to the buyer.

Interpretation

This interview provided a lot of insightful findings related to consumer behavior/needs. The first takeaway I had was that Bolder Play's mission statement truly resonates with parents and is partially what motivates them to purchase the product. My next thought was that occasionally parents feel like technology is a temporary solution to the trials of parenting, however this could be a marketing opportunity for Bolder Play to offer their products as a better and healthier solution. Lastly, my final takeaway is that accessibility of products matters to consumers. Perhaps there is an experiential marketing campaign that could both build awareness and offer products ready for purchasing at the event.

REPORT APPENDIX

Interview Guide

I structured the following interview guide to gain deeper insights with potential customers about their perception of Bolder Play products. Near the end of the interview guide, my team focuses on the consumer's expectation for accessibility and product purchasing systems so that we could include these needs for Bolder Play's upcoming Shopify account. This guide will help my team gather the context we need to make a useful product recommendation to Bolder Play.

Main Focus Question: How could Bolder Play products benefit your life?

Intro Questions:

1. What's your name?
2. What do you (or your child) like to do for fun?
3. What is you/your child's relationship with technology? How much time do you spend on screens per day?

- Bolder Play's mission is to get kids off technology and playing outside. How does that make you feel?
- Would Bolder Play products enrich your child's life?
 - Elaborate why you feel that way?
- Reflecting on your childhood, would you feel like Bolder Play products would have enriched your life?
 - Do you feel like your childhood included enough outdoor play?
- What is your ideal purchasing method for a new toy? Do you prefer online shopping or in-store shopping?
 - Why do you prefer that method?
- What is the longest amount of time you would feel comfortable waiting for the product to ship/delivered to your home?
- If purchasing a Bolder Play product, are there particular occasions you would choose to buy one for? Ex: Camp out, birthday, Christmas, etc.

Affinity Diagram

[Lucid chart link here!](#)

Transcript Sample

Noel Sanchez:

"What is you/your child's relationship with technology? How much time do you spend on screens per day?"

Rebecca Brubaker:

"Too much... 2-3 hours a day depending on how old you were. (Relationship with technology) Used it to keep peace, it was unhealthy. When I was overwhelmed, to keep the peace with my disabled son."

Noel Sanchez:

"Bolder Play's mission is to get kids off technology and playing outside. How does that make you feel?"

Rebecca Brubaker:

"Hopeful"

Noel Sanchez:

"Why is that your response?"

Rebecca Brubaker:

"I would be grateful if there was a product that encouraged outdoor activities instead of being on their phones."

Noel Sanchez:

"Would Bolder Play products enrich your child's life? Elaborate why you feel that way?"

Rebecca Brubaker:

"Yes absolutely. It would require physical activity which would enrich their mental health, being outside is very healthy. It could improve their social skills, or problem solving with others."

Noel Sanchez:

"What is your ideal purchasing method for a new toy? Do you prefer online shopping or in-store shopping?"

Rebecca Brubaker:

"I prefer online for sure."

Noel Sanchez:

"Why do you prefer that method?"

Rebecca Brubaker:

"Because I am lazy! I don't want to leave home."

Noel Sanchez:

"What is the longest amount of time you would feel comfortable waiting for the product to ship/delivered to your home?"

Rebecca Brubaker:

"The longest? I prefer same day delivery, just kidding. A week!"