

LIVE CARDS

USER RESEARCH

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RESEARCH METHODS

OBJECTIVES

Our goal with our research is to understand user's past experiences, if any, with augmented reality and their perceptions of the technology. Since it is a new and notable technology, we are interested to know the depths of consumer's understanding. As well, we desire to know the price point processing, design advice and general views of our concept would be. Greeting cards are not a new or notable concept, but we are curious to see what consumer's perceptions of those are as well in terms of if they see them as useful or wasteful. We want to use visuals to show the full capacity of what we can do so that we can get a full picture of what consumers think.

METHODOLOGY

For our research, we wanted to make sure we had macro-scale, micro-scale and individual scale research to try to encompass as much information as possible. For macro-scale research, we conducted outside research about compiled data around the world about greeting card usage and which demographics used greeting cards the most. For micro-scale, we sent out a survey to about 27 individuals to gain an overarching perspective about app clip knowledge, augmented reality experience, greeting card opinions and other questions relevant to our project. For our individual scale, we conducted in-depth interviews with different potential customers with varying demographics. Our interviews ranged in questions from AR inquiries to logical questions regarding pricing and usage of our concept. Our questions are listed below prior to the interviewee profiles and information. Some limitations to the research we conducted is that we were interviewing mostly women, so that does not provide information about male perspective. As well, we were forced to have interviews virtually or over the phone in order to keep ourselves and others safe due to the pandemic.

OUTSIDE RESEARCH

Since our limited time and limited reach in our own research, we decided to look at what other institutions determined about the broader greeting card market.

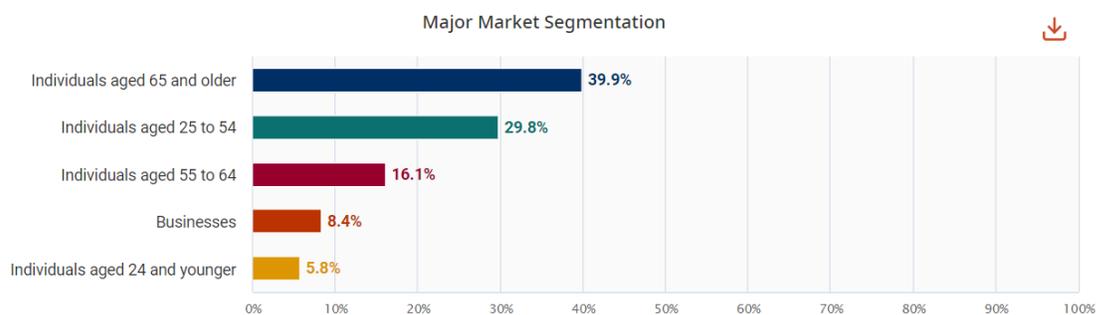
The Greeting Card Association had compiled research data at February 1st, 2020. This was shortly before the pandemic, so while it may not perfectly reflect what the world looks like post-pandemic, this data should help give us some decent insight into what we can expect during normal, long term conditions.

According to the Greeting Card association:

- 9 out of 10 households buy greeting cards every year.
- Birthday cards are the bestselling card type.
- When it came to seasonal cards, Christmas was by far the most dominant in sales.
 - More than 80% of greeting cards are purchased by women.
 - The majority of card buyers are between 35 and 60.
 - Millennials spend more money on greeting cards in the United States than Baby Boomers, but Baby Boomers purchase more units.

IBISworld, an industry market research organization, gave us a different perspective on the issue (although it still incorporates Greeting Card Association data) in their September 2021 update. It should be said that IBISworld was looking into greeting cards and “other publishing”, which includes postcards, calendars, yearbooks, etc. while excluding published items like newspapers, books, maps, and so forth. Greeting cards provide 75.5% of the revenue for this sector.

We learned that, while 35-60 does comprise the largest market, people 65 and older still make up a significant portion of the market. People 24 and younger by far make up the lowest portion of the market, which IBISworld attributes to this demographic’s focus on digital media.



Conclusions: This data suggests we need to seriously consider an older crowd for our product, and that we may have a harder time getting the Gen Z demographic to buy this product. We still have a sizeable market we can access, but it’s a little unclear how people in the 30-50 age bracket would interact with an AR card.

SURVEY RESEARCH QUESTIONS

1. How old are you?
2. What gender do you identify as?
3. Which of these best fits you? (Undergraduate, graduate, not a student)
4. What are you majoring in/ what degree are you pursuing?
5. Have you ever used an app clip?
6. What app clips have you used?
7. How often do you use QR codes?
8. Are you familiar with NFC codes?
9. How often do you use app clips?
10. How often do you use AR?
11. Which of these AR apps have you used? (Pokemon Go, Google Lens, Sketch AR, BBC Civilisations AR, Ikea Place, MeasureKit, InkHunter)
12. Do you receive greeting cards?
13. Which of these groups tend to send you a greeting card? (parents, relatives, siblings, friends, coworkers)
14. How often do you buy a greeting card?
15. Where do you tend to buy a greeting card? (In a store, online, etc)
16. Who do you tend to buy a greeting card for? (Parents, relatives, siblings, friends, coworkers)

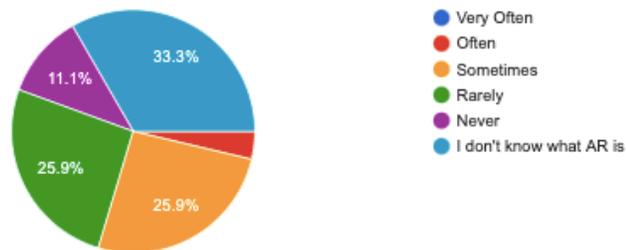
SURVEY RESEARCH

A survey was taken by undergraduate students ranging from ages 18-23 years old. The students were male and female.

all participants said they had never used app clips, which was to be expected. About 44.4% of the participants said they used qr codes frequently, so they are comfortable with the technology.

How often do you use AR?

27 responses

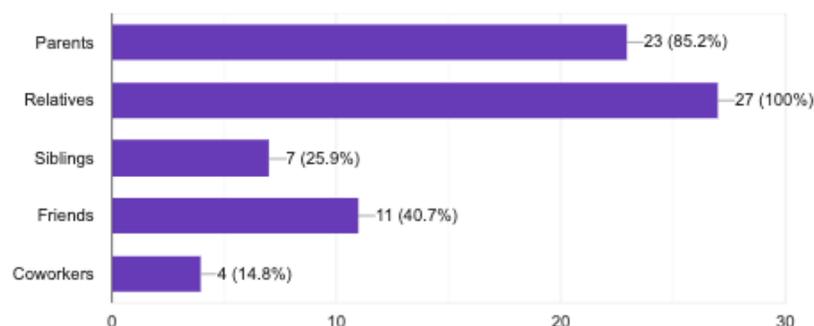


When asked about ar, 33.3% admitted to not knowing what ar actually entailed. This was interesting as 85.7% had used pokemon go and quickly realized that they did have some understanding of ar.

Majority of participants said they received greeting cards for special occasions, with some saying they received them for most occasions or holidays. Parents and relatives were the most common answer for who would send a greeting card to the participant. as well, participants said they were most likely to send a card to a relative or parent.

Which of these groups tend to send you a greeting card? (Leave blank if none).

27 responses



INTERVIEW QUESTIONS

1. What is the first thought that comes to mind when you hear the words augmented reality?
2. Have you ever experienced or had an interaction with augmented reality? If so, what was that like?
3. What would put you off to AR/ what would keep you from AR?
4. Have you ever heard of app clips?
5. App clips are a snippet of a larger app that you can download immediately to complete some task or function-- what do you think of that concept?
6. Do you have any elements of a greeting card that draw you to it? Music, aesthetic?
7. When was the last time you purchased or received a greeting card?
8. How does receiving a greeting card make you feel/ what does it make you think of?
9. What would you think of a greeting card that could show an AR experience also? (show more of a visual, maybe reword to tell more of concept)
10. What kind of occasions would you want to be able to use that kind of greeting card for?
11. How much would you pay for that enhanced experience?
12. What kind of AR experience would interest you or make you excited in a greeting card?
13. What colors or designs would “wow” you in an AR greeting card experience?
14. What would make you want to use an AR greeting card?
15. With explaining the technology, what reservations would you have?

INTERVIEW #1

Diane Friend (53)

Diane is the mother of a teenage daughter. She has a middle-class income, and she buys greeting cards every two or three months, usually for friends and family members. When she chooses a card, she prefers something that has a good graphic without being overly complicated.

Diane: “I don’t like what I call the “real flowery cards”, something your grandmother would send you. Sometimes I like photos with a silly saying. Sometimes the more simple the card is better. Sometimes simple graphics read better.”

When it comes to technology, she has used a QR scanner with her iPhone before. She wasn’t familiar with App Clips or AR; however, after both technologies were explained to her, she thinks that adding AR to greeting cards would be “interesting” and that App clips would make the process easy. However, she admitted that she would not go out of her way to buy the card.

Diane: “I think it would depend on who I would be sending it to. I’m more of a mindset that I don’t necessarily want that [AR functionality] in the greeting card.”

One of the main reasons for her reluctance to this product is that she liked being able to personalize her cards.

Diane: “Sometimes I get a greeting card and then put my own picture in it. Or I draw my own picture or I might add something to it. Sometimes I make my own greeting cards. It depends on the person I'm sending them to.”

She feels that she wouldn’t be interested in getting a card like this unless it was impressive and conveniently acquired.

Diane “I would have to be in the store or something and see it happening and think ‘oh that’s really good’.”

She also believes that she would be more inclined to get this card if it were the same price as a normal card. The person she sends the card to also has a significant bearing on whether or not she buys the card.

“I wouldn’t send it to somebody like one of my aunts who doesn’t use her phone that much, but someone like my niece who just graduated from college I’d send it to her, or my daughter.”

INTERVIEW #2

Richard Bergen (77) and Marianne Bergen (77)

Richard and Marianne are both retired individuals who live in a retirement community. They are upper-middle class. Richard was a telecommunications engineer while Marianne was a receptionist. Both buy greeting cards for Holidays (Christmas and Easter) and other special occasions (Birthdays, Anniversaries, etc).

Richard: "Marianne buys birthday cards about once a month."

They both also noted that get-well cards were frequent for their community. In fact, card exchanges are something of a past-time in their community. The cards they exchange are mostly store bought.

Marianne: "I hate to say this. I usually go to the Dollar Tree. They have Hallmark Cards, and they are quite inexpensive."

The reason they preferred inexpensive cards is that they thought most of them are disposable. Neither of them knew if adding something like an AR feature would make it less disposable.

When they were introduced to the idea of AR and App Clips, they couldn't quite understand the concept without further explanation. Neither of them had experience with AR, but Richard did have experience with QR codes, as he had used them frequently at Chick-Fil-A. When they were familiarized with the idea of an AR functionality with LiVE CARD, Richard was more interested than Marianne.

Marianne: "You know, it's not really something Richard and I would even think about."

Richard: "I would try it. I mean, I'd like to see it. It might be interesting because you can put a lot of originality in there."

Neither of them felt they would know what to do with these cards without some kind of sign. While both have an iPhone, both also felt that the interface would be too complicated.

Marianne: "With my iPhone, it's basically in case of emergencies. And if I'm sitting in a doctor's office, I might do an app or something like a Jigsaw puzzle."

Richard: "The thing with the iPhone is that the more you learn, the more there is to learn. If you don't spend four hours or six hours a day on the iPhone, when you use it periodically, it doesn't have that same value because, you know, you would have to relearn what you did."

Both also preferred the iPad to the iPhone, because of the size of its screen; however, they took picture much more often on the iPhone.

When it came to greeting cards, both felt that personalization and simplicity made them worthwhile more than anything.

Richard; "I think it's the words. Words are relevant to the situation."

Marianne: "Yeah, writing something on it, you know, personalizing it."

Neither of them felt the card was something their generation would appreciate, but they thought people 50 and younger might appreciate it.

Marianne: "It's just the technical, all of the different things involved, you know, that obviously we didn't grow up with and live with for a long period of time."

INTERVIEW #3

Karen Spalding (54)

Karen Spalding is a realtor and a mother of two. She is upper-middle class, and she buys cards about three or four times a year. She typically buys cards for her husband, children, parents, in laws, and friends.

Karen: “I buy them for Birthdays, Christmas, Mother’s Day...about three times a year.”

When asked about what kind of cards she liked, she stated a desire for simple, humorous cards.

Karen: “I really like the ones that make me laugh, and I like the ones that are more simple, that have a cool design to it, versus, you know, the ones that are jumbly with a lot of things going on.”

When the topic of AR was introduced, Karen imagined VR. She also wasn’t familiar with APP Clips, but she was aware of QR codes but never used them. After she was shown a video of Echo Integration Group’s AR-enabled health pamphlet, she had a better understanding of what our project entailed.

Karen: “So, it’s like a link to more information, to more parts of the greeting card. It sounds really cool.”

We asked her if she would seek out these cards over a regular card, and she thought that she would under certain conditions.

Karen: “It depends on who I’m getting the card for, and if they would think it was super cool. Maybe for my daughter or son, I would go out of my way for them, but my dad would not appreciate it as much.”

She stated that her dad wasn’t tech savvy enough to take a liking to it. As for pricing, she felt that anything more than \$10 would be ridiculous.

“I want to spend the money on the gift, so I wouldn’t want to spend more than \$7-\$10 dollars, even though [LiVE CARD] is really cool.”

As for the AR experience, Karen considered what she would want to see out of a LiVE CARD.

“I’d like to see a pop-up video of someone’s favorite band. Something like that would be kind of cool for an Instagram story.”

We discovered that Karen was familiar with Instagram and that she used it frequently for her real estate business, which opened our eyes to new possibilities.

Overall, she thought the technology seemed easy to use, and she voiced no other concerns when we asked.

INTERVIEW #4

Janie Millwood (22)

Is a graduate of UGA, who had majored in History. She doesn't get greeting cards very often, and she tends to only get them for major holidays, birthdays, and big life events. Most of the time, however, she prefers to use digital means for her cards, especially with her friends.

Janie: "Personally, I think it's just because [greeting cards] are outdated, and even the digital ones are just, I don't know, you don't have as much for them just because there's text messages now, and social media has it where you can just post something instead of sending an official card."

She said that still receives cards every other holiday from her family, but that's more than she tends to send. When we asked what she looks for in a card on the rare occasion that she buys them, she cited humor as the most important aspect.

Janie: "I go for humorous things. I mean, I like the pun cards, or sometimes I like those that have those cheesy sound effects, but that's just me."

The graphics were not as important to her as the text, but she had a specific taste in graphics.

Janie: "I go more for ones with either the animals, images...something with, like, the text bubbles, instead of just a graphic design."

When we spoke of our technology, the words 'augmented reality' gave her the impression of virtual reality. App Clips were also unknown to her, but she was familiar with QR codes. She was exposed to ARVid and shown videos of Echo Integration Group's AR products. These were enough to help her understand our product.

Janie: "I definitely think [AR-enabled cards] are a lot more streamlined. I mean, from an environmental standpoint, it's definitely a step in the right direction just because there's less of a paper trail. My concern would be for those not technologically aware, just because I'm sure there'd be a lot of pushback from that."

We asked her what circumstances she would buy an AR card, and her response was equally interesting.

Janie: "Two things would really influence me. The first being price just because that's also a thing that kind of comes into play when choosing physical cards. I always go by what they look like first, and then I check the price just to make sure. I would also consider the audience, because if it's somebody I know on a personal level very close in age range to myself, I probably wouldn't get them one."

Janie felt that people her age would appreciate the digital component, while people like her grandmother would only appreciate the physical card. As for price, she thought that \$15 dollars would be her upper limit on a card.

Beyond what she had previously mentioned, her other primary concerns with the technology were ease of use and storage space.

Janie: "I mean, even like the touchscreen computers you use sometimes can be hit and miss with how with how it reacts to how you're touching it and what you're touching it with..."

"...Another thing I like about the actual physical card is that once you've got it, you've got it, even though the ones with the sound get a little demonic sounding after the battery starts to die. But that would be my thing just, could you save the digital card? Could you share it with other people?"

INTERVIEW #5

Mary Charles Hamilton, 21

Mary Charles is a third year student at the University of Georgia from Atlanta, GA. She is a Human Development and Family Sciences major desiring to pursue nursing school. She loves greeting cards and the factor of intimacy it provides.

Mary Charles does not spend a ton of time researching or understanding technology beyond the basics which is surprising for someone her age. We wanted to interview her to give a perspective of young adults who may not be the normal technological person. When asked what she thinks of when she hears about augmented reality, she said “I think of VR or Pokemon Go-- I have used VR before but that is the only time or experience. It was super disorienting. I honestly did not really like the combination of reality with anything virtual.”

In regards to the practicality of app clips and AR greeting cards, Mary Charles was our biggest critic as she kept asking why it was necessary or what made it easier to use than downloading an app or purchasing a normal greeting card. She loves the thoughtfulness of greeting cards and the way that it allows you to give someone a tangible representation of your affection, but does not understand why augmented reality would be combined with such old-fashioned technology.

When asked about specific reservations or thoughts about what types of greeting cards should be sold, Mary Charles gave an interesting perspective. She said, “The thing with that kind of greeting card experience is that it really can only be used for positive situations. You would not really want to send an AR greeting card if someone was sick or had passed away. It just would not make the most sense to have that kind of combination. That’s where I just do not know the practicality of it. I would want to see the actual card in person.”

However, despite her reservations, Mary Charles still said that she would pay up to 10 dollars for an augmented reality card for an important birthday or anniversary. She said she would also use this kind of card for a wedding or birth of a child since it would be an exciting and phenomenal celebration.

“I would really want to use a greeting card like this only if it was able to add an experience that would not be able to be had any other way. Most technological advances are available right on our iPhones so I would want to use it to add something that I could not just do normally on my phone. Pretty visuals and exciting designs would peak my interest also. I think I would use it mostly only if it would be appreciated by the other person, because I am not very technological so the AR might be lost on me.”

Mary Charles gave differing opinions that begs the question of would Gen Z really be using this type of technology? She seems to be confident in its ability to work, but definitely was not sold on the practicality of the technology itself. Some of this has to do with how oversaturated we are with technology and its uses in the world, but some of this also connects with how obsessed Gen Z is about only doing or using the most practical things.

INTERVIEW #6

Amber Clark, 27

Amber is a middle-class mother who works at the Bank of OZK. She buys greeting cards two or three times a year, mainly for Birthdays.

Amber: “I get them for my dad, my husband, and, you know, parents, really, is where I draw the line.”

When it comes to buying greeting cards she was mainly concerned with the content of the card rather than its design.

Amber: “I like something sentimental, that speaks to me and the relationships that I have with the person I buy them for.”

As for the graphics of the card, her interests also echoed sentiments we have heard in other interviews.

“I don’t like very elaborate art on a greeting card. I like very simple art, like floral designs or manger scenes.”

When we discussed our technology with her, she very quickly grasped the concepts we explained. When we mentioned AR, she thought of Pokemon GO.

“My daughter enjoyed [Pokemon GO]. That’s why I have experience with it, and it was interesting that something was on your phone that looks like it was in real life.”

Her limited experience with Pokemon GO - and thus AR - made it difficult for her to critique the technology; however, she had no immediate complaints interacting with it. She wasn’t familiar with App Clips, but she was familiar with QR codes.

“I use [QR codes] pretty often for work, we have to download apps and look at stuff and save contacts with QR codes.”

She thought the idea of LiVE CARD would be interesting, she initially overestimated what was possible in our product.

“I would want to see places. Like, open up a greeting card and maybe be in someone’s house.”
Once we explained the capability of the product, she said that she would like to see a personalized video, although personalization was only somewhat important to her.

When she thought about who she would send LiVE CARD to, she had a quick answer.
“My mom would love that. She would like the experience of seeing something like that happen. I probably wouldn’t get it for my grandparents because they don’t really understand technology like that.”

As for price, she was willing to pay up to \$25 for a card, but she was excited at the prospect that

CONCLUSIONS AND MOVING FORWARD

CONCLUSIONS:

During the process of interviewing individuals, a lot of perspective was given on the desirability of AR greeting cards and the reality of how often greeting cards were used in the first place. Since they are seen as outdated due to new technology, young individuals are more likely to send a quick text or social media post rather than a card. However, there was interest given about the combination of augmented reality and a greeting card, as the interviewees were given more tangible examples of what that could look like. Our younger interviewees were less interested in the product than older interviewees, although people at around 60+ were more reluctant to use the card than they were to give it. We were not expecting older individuals to be more interested, but it makes sense after interviewing them that they are more excited about this prospect since new technology is not always presented to them. Most technology campaigns are targeted at millennials and Gen Z, so we thought it was intriguing to offer to older generations and see their interest piqued. App clips were foreign to most interviewees, but they generally understood QR codes, which suggests that they could understand how to access and APP CLip via NFC codes.

MOVING FORWARD:

Moving forward, we are wanting to continue to develop interest and establish a product that is desirable and exciting to clients. We want to gain more insights from different age groups such as younger teens, middle age adults, and individuals in their 30s. As well, we want to expand our research with males since we were unable to gain as much information about them and their opinions during this round of research. Overall, we are excited about the research conducted and what it means for the future of our product, but are more than ready to continue completing research and understand what the consumer is desiring.

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