DOLLECTORISTAS

UX Design Sprint | Chloé Letendre

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AREA OF OPPORTUNITY

INTRODUCTION

Many of us remember can remember the joy of receiving a doll or action figure as a kid. This feeling of pure delight at the sight of a new, beautiful shiny toy is something that most of us have left in the past... but not quite everyone.

As a matter of fact, countless adults have kept their love for dolls alive through the years, and together make up the doll collecting community. This vibrant and bustling community welcomes collectors from all walks of life to share their passion and love for dolls in their warm little corner of the Internet.

Many subgroups exist within the doll collecting community, each of which centering their discussions around a favoured doll type, whether it be ball-jointed dolls, baby dolls or antique doll. In this design sprint, I will focus specifically on the fashion doll community.

While they all belong to the same community, fashion doll collectors each experience the hobby in a unique way. Many view dolls as beautiful pieces of art; some appreciate their potential for storytelling and restyling; and others enjoy creating art or photography of their favourite dolls.

No matter how collectors choose to enjoy their dolls, the fashion doll community allows them to feel united in their hobby. Countless collectors take to social media and forums each day to share their collection, celebrating each other's passion and creativity.

DESIGN OPPORTUNITY

Doll collecting can be a great hobby, yet it does have detrimental implications when left unchecked. While there is nothing inherently wrong with expanding one's collection, concerns do arise when a perceived need to acquire new items leads to compulsive purchases. Here, the problem is not the act of collecting, but that of over-consuming.

PERSONAL IMPLICATIONS OF COLLECTING

COMPULSIONS

Collecting can lead to compulsive purchases

FINANCES

Frequent doll purchases can strain one's finances

CLUTTER

Growing one's collection can cause cluttering

ENVIRONMENTAL IMPLICATIONS OF COLLECTING

MANUFACTURING

Plastic production requires high quantities of energy and water and releases toxic waste

TRANSPORTATION

Fossil fuels are required to ship items overseas

SHIPPING WASTE

Retailers receive items in packaging containing cardboard and plastic

PACKAGING WASTE

Doll packaging contains large quantities of plastic and cardboard

DISPOSAL

About 80% of toys end up in incinerators, landfills and the ocean

PROBLEM

How might we foster more conscious collecting behaviours in the fashion doll collecting community?

RESEARCH

RESEARCH QUESTIONS

1. What are some problems currently affecting the fashion doll community?
2. What are doll collectors' current collecting behaviours?
3. How important is the sense community to collectors'?
4. What are collectors' attitudes regarding the carbon footprint associated with doll collecting?
5. What collection appreciation behaviours do collectors have?
6. How would focusing on appreciating their collection affect collectors' experience?
7. How would collectors feel about an app focused on their existing collection rather than its expansion?
8. What features would users want in a collection appreciation app?
9. Is there a market for a collection appreciation app?

RESEARCH METHODS

SOCIAL MEDIA INSIGHTS

Explore community posts and media from fashion doll content creators to determine collectors' attitudes and behaviours

BACKGROUND RESEARCH

Assess the psychology of doll collecting in adults and evaluate the toy industry's impact on the environment

COMPETITIVE ANALYSIS

Examine existing collection tracking apps to identify gaps in the market

SURVEY

Acquire primary data on the behaviours, feelings and attitudes of doll collectors

SOCIAL MEDIA INSIGHTS

1. Fear of missing out (FOMO) is a prevalent issue within the doll collecting community
2. Collecting can become a cycle where only acquiring the next doll matters
3. Collectors who feel the need to constantly purchase new dolls experience "doll burnout" when they are not able to keep up with releases
4. Some collectors consider their compulsive collecting to be an addiction or a maladaptive coping mechanism
5. Many collectors feel influenced by the trends they see on social media
6. Many collectors have developed their own mechanisms to prevent FOMO and doll burnout
7. Collectors who consider themselves "completionists" buy every single doll in lines they collect, even when they don't like the dolls that are released
8. Many collectors are unaware of the toy industry's colossal carbon footprint or do not consider it to be an issue

These insights were gathered from watching approximately 7 hours of videos from fashion doll YouTubers and reading the accompanying comments. Refer to Appendix A for the full video list.

THE PSYCHOLOGY OF COLLECTING

1. Between 33 and 40% of Americans report having collecting behaviours
2. The brain's pleasure center shows increased activation when individuals encounter objects deemed rare or unusual
3. Collecting is associated with anticipation, which is a strong activator of the brain's pleasure center
4. Activation of the brain's pleasure center diminishes once an object has been obtained due to the elimination of anticipation
5. Collecting behaviours may have evolved as a mechanism to enhance one's chances of survival through the accumulation of desirable items
6. Collecting similar items to others is an indicator of likeness, which expands one's social life by enhancing feelings of belonging
7. Collectors experience positive affect from the accumulation of knowledge they develop on their collected items
8. **Key insights:** Positive affect is derived from the gathering of items, feelings of belonging to a community, and engaging with the items of interest

Refer to Appendix B for the full list of sources.

ADULTS AND DOLL COLLECTING

Doll collecting may seem like an unusual hobby, yet there are various reasons for which adults enjoy collecting dolls, notably:

- An interest for antiques
- An interest for history
- An interest for sewing
- An interest for fashion
- Aesthetics purposes
- Creating displays
- Enjoying childhood nostalgia
- Soothing emotional needs
- Belonging to a community
- Engaging in pop-culture
- Following trends
- Building an investment

Refer to Appendix B for the full list of sources.

A STIGMATIZED HOBBY

While collecting toys has become more socially acceptable in the recent years, doll collecting is still looked down on by other toy collectors. Indeed, even within the general toy collecting community, doll collectors are often considered to be creepy or childish due to the items they collect. It is even considered to be an insult to refer to action figures as “dolls”.

Doll collectors are very aware of this stigma, and as a result are often embarrassed or ashamed to tell others about their hobby.

Refer to Appendix B for the full list of sources.

ADULTS BUYING TOYS

- Adults buying toys for themselves were the main cause of growth in the toy industry in 2022
- Buying toys for oneself has become much more socially acceptable in the past years
- Adults have spent $9 billion on toys for themselves in 2022
- Companies have noticed this trend and started taking advantage of this rise in nostalgia to cater to the rising demand

Refer to Appendix B for the full list of sources.

ON THE TOY INDUSTRY

- The toy industry is a $90 billion industry
- 14 tons of plastic are required for every $1 million in revenues
- 90% of toys currently on the market are made of plastic
- 80% of all toys end up in the trash
- Which means that they end up in incinerators, landfills or oceans

Refer to Appendix B for the full list of sources.

A COLOSSAL FOOTPRINT

- The plastic manufacturing process releases toxic emissions in the atmosphere, including nickel, acetone, styrene, toluene, benzene, ethylbenzene, and many more
- Toy incineration releases toxic gases in the atmosphere
- Discarded toys that end up in landfills use precious land area
- Toy waste that falls into the oceans contributes to acidity imbalances in ecosystems
- Plastic breakdown releases toxic nano and micro plastics
- Many plastics used in toy production contain toxic chemicals
- Most recycling plants won’t accept toys, as their hard plastic blends are difficult to recycle

Refer to Appendix B for the full list of sources.

COMPETITIVE ANALYS

	COLEKA	FUNKO	SQUADAPP	THE TOY POOL
Type of collectibles	Figurines, cards, LEGO, Playmobil, video games and consoles, McDonald's Happy Meal Toys, other toys, comic books, stickers, movies, mangas, books, Kinder Surprise toys, boardgames, miniature cars, other collection objects, magazines; fashion dolls are included in "Figurines", but appear as an afterthought	Only Funko figurines and derivative products	Only Squishmallows and derivative products	Doll lines from MGA (Rainbow High/ Shadow High, NaNaNa Surprise, Mermaze Mermaidz, Deam Ella, Glitter Babyz, Secret Crush, Novi Stars, LOL Surprise), Mattel (Cave Club, Cloudees, Monster High, Ever After High), Hasbro (Lost Kitties, My Little Pony, Littlest Pet Shop) and Moose (The Zelfs, Kindi Kids); sister sites for Littlest Pet Shop, My Little Pony, LOL Surprise, Ever After High, MineCraft, Monster High and Nendoroid
Navigation	**2/5** Bottom nav and burger nav; hamburger nav disappears on some screens; some burger nav items only open in broswer; bottom nav changes depending on what screen you are on	**5/5** Bottom nav gives access to all features on the app; carousel for specific new releases/exclusives/ special editions on home screen	**5/5** Bottom nav gives access to all features of the app; easy to navigate	**3/5** Top nav and side bar; top nav provides all navigation options; side bar allows to easily access different databases; BUT selecting some databases sends you offsite
Search	**2/5** Search bar available, BUT need exact terms; NO filters; NO categories; results displayed in no discernible order; can search in databases; searches through own lists is tedious; can scan product codes	**4/5** Search bar and filters available; can search through databases; can apply filters and order to own lists	**5/5** Great search engine; search bar, filters and order of results available; can search through all databases and shared collectors' lists	**3/5** Search bar and filters available; can search through databases but not own lists
Interface	**3/5** Visually unappealing, but does have an identifiable brand identity; interface is clear and easy to understand, but dated; masculine vintage vibes	**5/5** Visually appealing with clear brand identity; interface is modern and easy to understand; masculine comic book vibes	**3/5** Barebones with no brand identity; interface is somewhat dated but easy to understand; empty vibes	**2/5** Visually unappealing; no clear brand identity; dated interface that seems constrained to a template; 2010s blogpost vibes

	COLEKA	FUNKO	SQUADAPP	THE TOY POOL
Tracking	**3/5** Can add items to Collection and Wishlist; can indicate duplicates; tedious system to add items; many items are missing from databases, but can create new listings and add stock image; can scan items barcodes; can only track complete sets (i.e. no orphan clothing)	**4/5** Can add items to Collection and Wishlist; can create additional lists; can indicate duplicates; can track existing items and upcoming releases; can scane Funko products barcodes; items and lists are given a monetary value; can only track complete sets (i.e. no orphan clothing)	**2/5** Can add items to Collection and Wishlist; can add additional sizes that are not indicated; character duplicates are tracked, but not item duplicates; can only track complete sets (i.e. no orphan clothing)	**3/5** Can add items to Checklist and Wishlist, and can create 3 additional lists; cannot indicate duplicates; can only track complete sets (i.e. no orphan clothing)
Customization	**2/5** Can provide rating to items if paid member; cannot create additional lists; cannot upload own images	**3/5** Can create as many additional lists as desired; cannot upload own images	**1/5** No customization; cannot upload own images	**3/5** Can create up to 3 custom lists; cannot upload own images
Appreciation	**2/5** Can share pictures of collectibles and get responses on them	**2/5** Blogposts related to Funko events; interviews with collectors sharing their experience	**2/5** "Top 9" that can be shared on socials and with squish friends	**1/5** None
Community	**3/5** Can make community posts and get likes and comments; cannot follow other collectors	**2/5** Can share lists and view others' lists	**3/5** Some community statistics available; can find friends and follow them; can view other people's lists; separate feed for collectors you follow	**1/5** Can share lists URL
Buy/Sell	**5/5** Options to buy/sell/trade with other collectors; "Complete my Collection" section provides external links and within platform options; can configure alerts for specific items	**3/5** Offsite platform options available (Ebay/Amazon); link to shop directly on Funko.com	**4/5** Live stock updates to track availability and price of squishes across the web; can set alerts for restocks; options to track specific shops or sellers	**2/5** Ebay and Amazon links available on every listing, but many dead linksmazon location

SURVEY OVERVIEW

I developed a survey (Appendix C) addressing different topics related to doll collecting to gain primary data on the attitudes, feelings and behaviours of doll collectors. Topics included collecting habits, personal, interpersonal and environmental implications of collecting, conscious collecting, and demographics.

The survey consisted of 27 multiple choice and short answer questions. It was distributed on multiple doll-related Facebook pages and Reddit communities. Responses were accepted over a period of 2 weeks, for a total of 245 respondents. Some outliers and invalid data points were discarded.

Survey results (Appendix D) were analyzed and used to create a user persona representative of the target audience.

USER PERSONA

LAUREN HOBSON

is a 25 years-old bisexual American woman who works as a communications specialist. She still lives at her parents' suburban house with her two cats, but plans to move in with her long-term girlfriend once their finances allow it. Lauren discovered the fashion doll collecting community in the past year and has been collecting ever since.

PERSONALITY

- Introverted
- Quirky
- Creative
- Influenceable
- Passionate

VALUES

- Authenticity
- Sustainability
- Inclusivity
- Material possessions
- Community

LIKES

- Getting new fashion dolls
- Restyles and customs
- Discussing dolls and releases
- Art and pretty things

DISLIKES

- Being judged for liking dolls
- Paying full-price for dolls
- Missing out on releases
- Packaging waste

MOTIVATIONS

- Manage spending habits
- Have more sustainable behaviours
- Belong to a community of adult collectors
- Reflect on collecting habits

GOALS

- Have a one-stop hub for doll collecting
- Curate/track collection digitally
- Contemplate what dolls are worth getting
- Discuss dolls with other collectors
- Share art, customs and restyles
- Interact with own collection more

FRUSTRATIONS

- Lack of list customizability
- Lack of doll listing customizability
- Forums focusing only on buying/selling
- Only major doll brands being featured
- Collecting being about getting as many dolls as possible
- Apps with overwhelming features

"I feel like social media highly encourages buying new dolls constantly rather than taking the time to appreciate what you just bought or have. I'd love if the tone shifted to just buying what you truly want instead of the newest thing."

RESEARCH INSIGHTS

The following insights were developed through a combination of secondary and primary data. The secondary data acquired through social media, videos, articles and competitors gave me a good understanding of current trends in doll collecting. The primary data acquired through the survey enabled me to gain in-depth knowledge of collectors motivations and collecting habits, thus filling the gaps left by the secondary data.

INSIGHT 1

Unlike many types of collecting, fashion doll collecting is a fairly involved process which doesn't end with buying a doll. Rather, interacting with one's dolls is an integral part of the hobby. This emphasis on interacting with one's dolls could be used to help shift the focus from "getting the next doll" to "what else can I do with this doll".

INSIGHT 2

Most respondents report experiencing discomfort with sharing their hobby with non-collectors. Most respondents also report having no real-life doll collecting friends and have expressed an interest in forming bonds with other collectors. Creating a positive community may contribute to shifting the focus of collecting away from over consumption.

INSIGHT 3

FOMO is a pervasive issue in the doll community. Most survey respondents report feeling influenced by collecting trends they see on social media. This puts social media at the center of the problem.
In order to reduce over consumption in the doll community, the amount of time spent on traditional social media must be reduced.

INSIGHT 4

There is a disconnect between collectors' attitudes and actions with regard to sustainability. While most respondents report finding sustainability very important, almost half report purchasing several dolls each month, which points to a lack of awareness when it comes to supply chain pollution. In order to promote more conscious collecting behaviours, it is important that this information can be perceived and internalized by collectors.

INSIGHT 5

Currently, there is no doll-focused collection tracking app on the market, nor any that promotes conscious collecting. In fact, all apps encountered during the research phase put the emphasis on the monetary value and size of collections. Thus, a doll-focused app that promotes conscious collecting behaviours is yet unheard of and constitutes a gap in the market, as survey results have demonstrated a demand for such an app in the doll collecting community.

IDEATION

SOLUTION

My proposed solution for fostering more conscious collecting behaviours in the fashion doll community is to create an app that facilitates interactions with other doll collectors and with one's existing collecting. This will encourage collectors to derive more enjoyment from the social and interactive aspects of collecting rather than from the anticipation of acquiring more items.

This solution was developed from the five overall insights identified through research.

The four pillars of the solution are as follows:

1. Enhance focus on interacting with dolls already in one's collection
2. Decrease time spent on traditional social media to reduce FOMO
3. Create a positive community to shift the focus away from collection expansion
4. Provide educational resources on conscious consumerism and sustainability

BENEFITS SOUGHT

ENVIRONMENTAL

Reduce supply chain pollution

Reduce amount of waste sent to landfills

INTERPERSONAL

Increase user's interactions with other collectors

Enable user to feel an enhanced sense of belonging

PERSONAL

Increase user's positive affect from the appreciation of their collection

Reduce user's negative affect from the fear of missing out

Reduce consumerist tendencies

Reduce money spent on dolls

Limit cluttering

SOLUTION VIABILITY

Target audience was researched in depth; goals and pain points were identified and considered at every stage of the sprint

EMPATHIZE

Scope of the sprint was derived from insights gained from extensive primary and secondary research

DEFINE

Prototype features and user flow were devised from research insights and suggestions from target audience

IDEATE

High-fidelity prototype was tested by multiple testers to ensure that the user flow met the needs from the target audience; feedback from testers was incorporated into final prototype iteration

PROTOTYPE/TEST

I have ensured the viability of this solution by putting users and their needs at the center of the design and by ensuring that every aspect of the prototype was supported by research.

ASSUMPTIONS

Some assumptions made when designing the prototype are that users will have, at a minimum, moderate technological knowledge; that they will be knowledgeable of certain doll collecting-related terminology and conventions; and that they will be eager to engage in doll-related discussions and activities.

These assumptions were used to design the low and high-fidelity prototypes and served as a baseline to determine what features and clarifications would figure in the app. User testing revealed weaknesses in the prototype caused by these assumptions, and revisions were made for the final prototype.

PROPOSED FEATURES

HOME

- Displays daily/weekly/monthly challenge, community, blog
- Search bar to search for items
- Database includes:
  - Major brands
  - Small/obscure brands
  - Ball-jointed dolls (BJDs) brands
  - Fashion and accessory packs
  - Playsets

INVENTORY

- Lists all items within one's collection
  - Dolls
  - Clothing
  - Accessories and playsets
- Each listing can be customized with tags
  - Brand
  - Doll
  - State (NIB, OOB, reboxed, custom, restyled)
  - Custom tags
- Each listing has a description box to indicate additional information
  - Customizations
  - Clothing pieces
  - "Birthday"
  - Personal pictures
- Search bar allows to search within own collection with the use of tags
- Same doll can be listed more than once (for duplicates)

WISHLIST

- Lists all dolls that user wants to acquire
- Listing includes doll brand, name, series and year
- In order to add a doll to their wishlist, the user must answer some questions
  - Rating (out of 5)
  - Likes
  - Dislikes
  - Plan for the doll (customize, display, gift, value)
- Encourages users to think more critically about the dolls they plan to purchase

COMMUNITY

- Selection of forums and topic areas
  - Challenges (organized by date)
  - Discussions
  - Customs
  - Doll appreciation
  - IDing
  - Customization tips
  - Art and photography
- Can add friends and follow other collectors
- View other collectors' Inventory
- Messaging

BLOG

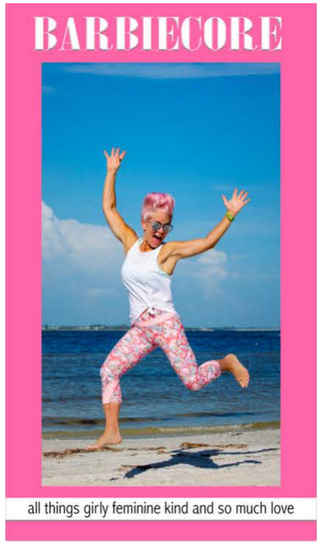
- Sustainable practices
- Opinion pieces
- Articles
- Artist supports
- Small businesses

BRAND IDENTITY

I designed the prototype's brand identity based on my first-hand experience with the fashion doll collecting community and survey results. I took inspiration from the Y2K/early 2000's aesthetic and designed a logo derivative of both *Bratz*'s and *Barbie*'s, to emulate the former's flair and the latter's timelessness.

For the colour palette, I chose to pair pink and green together, as pink is a quintessential fashion doll colour and green relates to the environmental focus of the solution. I named the app *Dollectoristas*, a contraction between the terms *doll*, *collector* and *fashionistas*.

MOODBOARD


BARBIECORE
all things girly feminine kind and so much love

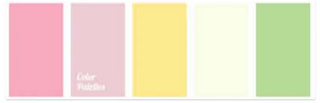
Press-Out

I'm A Real Doll!
Barbie
Babygirl
Bad
Bitch
Barbie

Brats
Devil Baby

Baby
BRATZ
Ugh!
As if!

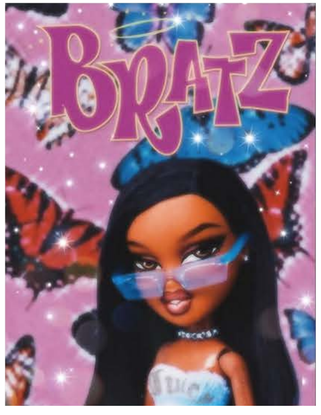
You're so cute
Y2K
ROOM
You're so cute



California Dream
Barbie

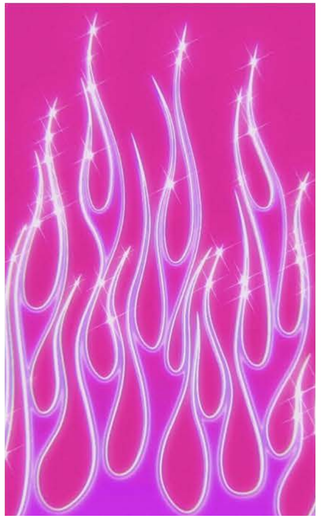
Barbie
PAPER DOLL

Barbie
Brat


BRATZ

GIRLS
GIRLS
GIRLS
my hopes
and dreams

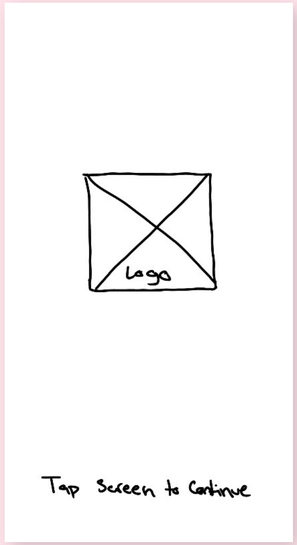
BRATZ



PROTOTYPE/USER TESTS

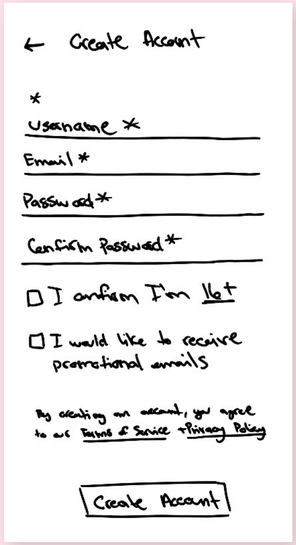
SKETCHED WIREFRAMES

The first step in the prototyping process was the creation of sketched wireframes. These were used to establish the overall layout of the app, focusing on determining the screens that would be required and how to incorporate features within them. This rudimentary prototype was later used as a blueprint for the creation of the low-fidelity prototype.

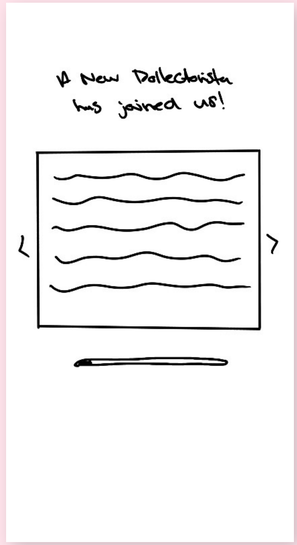


01 Splash

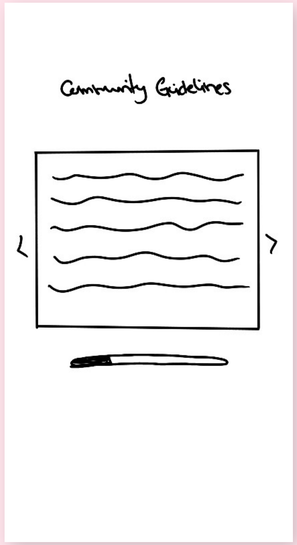
02 Login



03 Create Account



04 Onboarding 1



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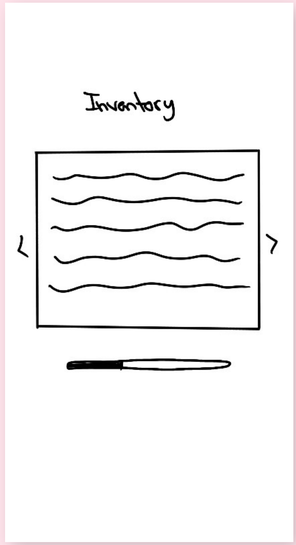

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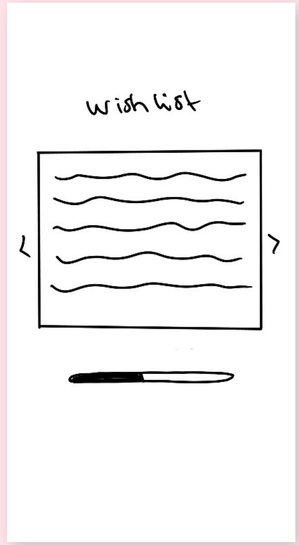

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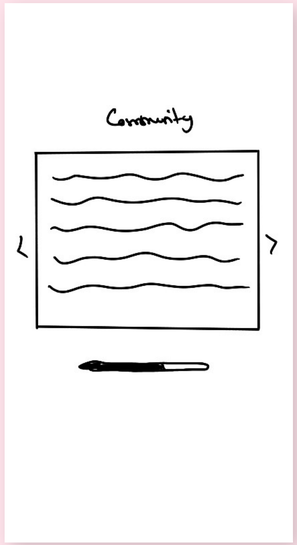

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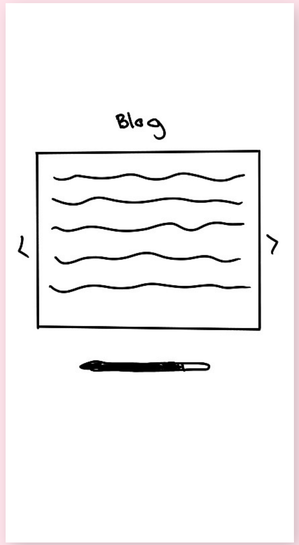

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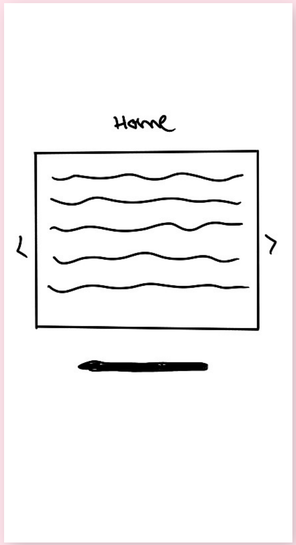
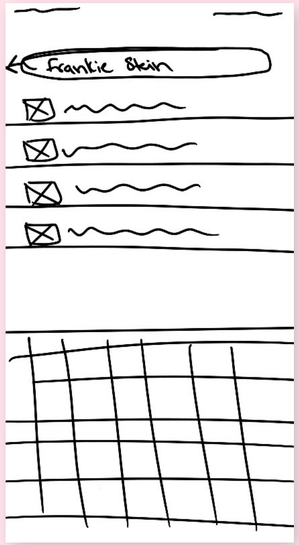
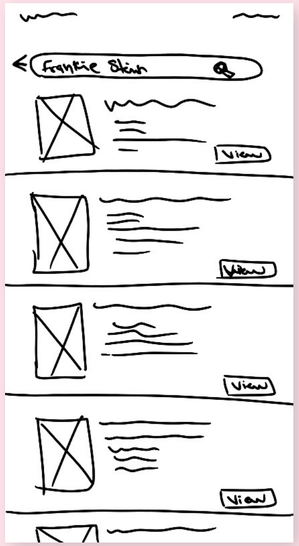


10 Onboarding 7

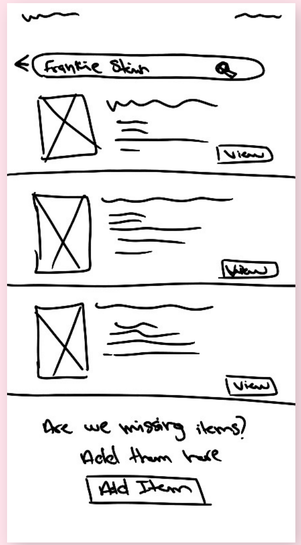
11 Home



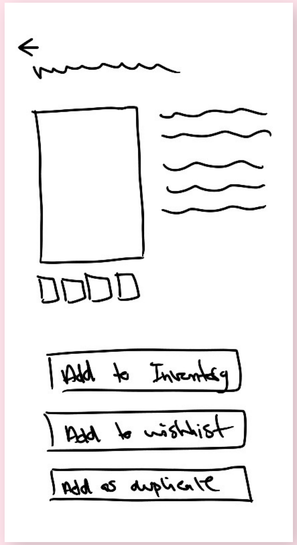
12 Search Database



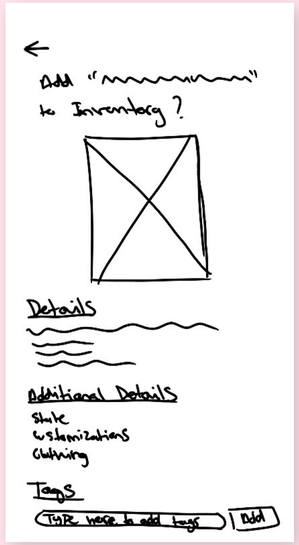
13 Search Results A



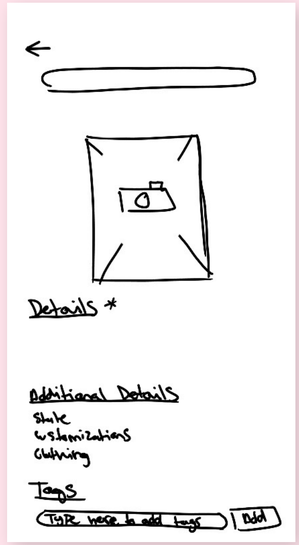
14 Search Results B



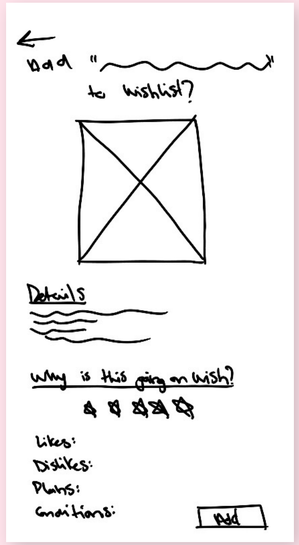
15 Search Listing



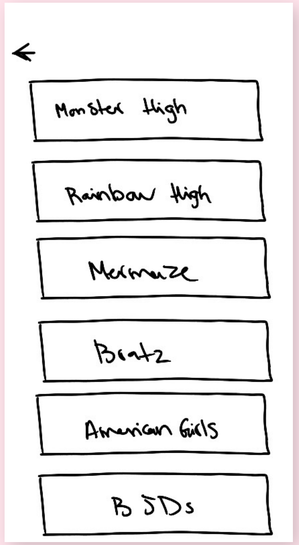
16 Add to Inventory



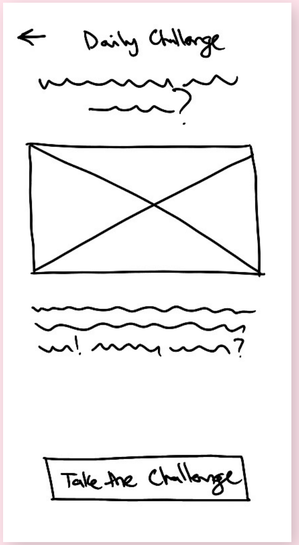
17 New Listing



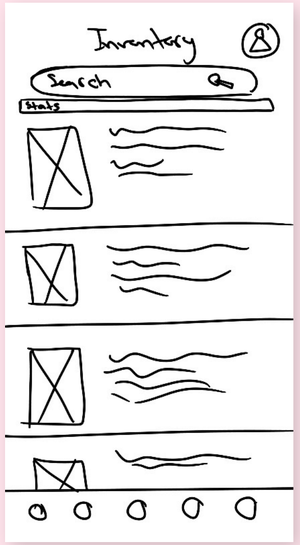
18 Add to Wishlist



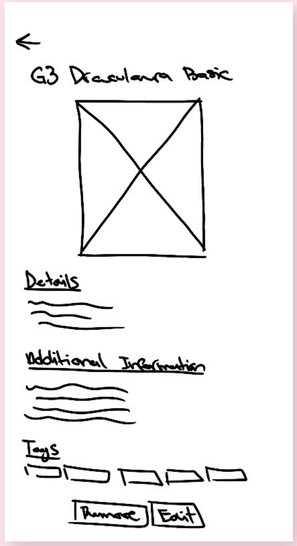
19 Browse Database



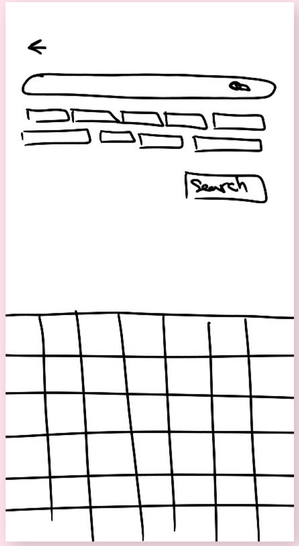
20 Daily Challenge



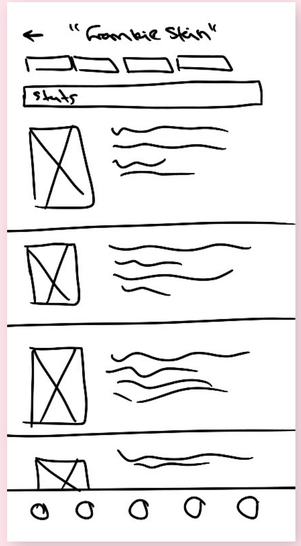
21 Inventory



22 Inventory Listing

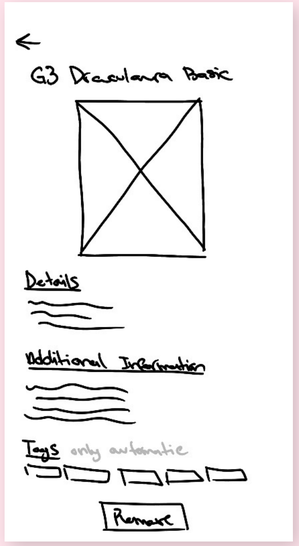


23 Inventory Search

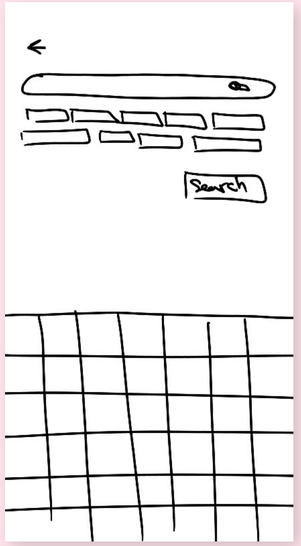


24 Search Results

25 Wishlist



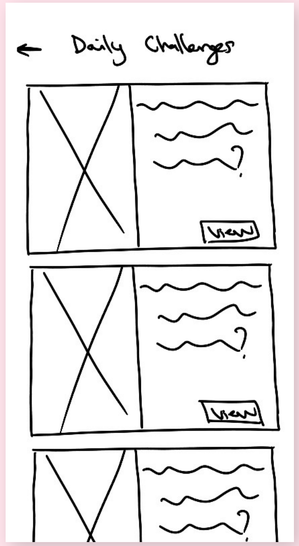
26 Wishlist Listing



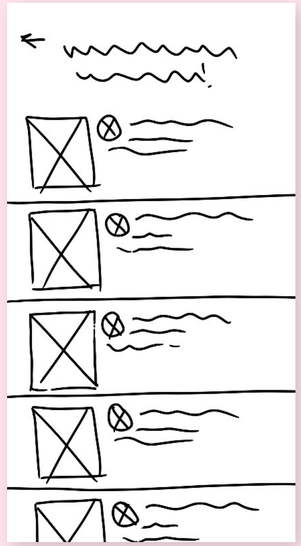
27 Search Wishlist

28 Community

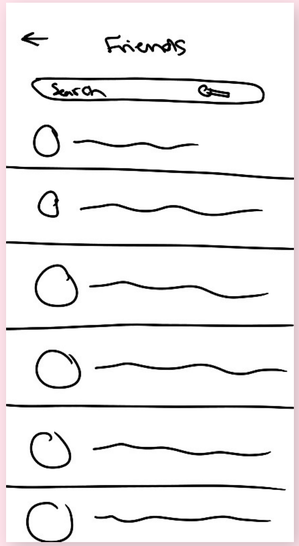
29 Challenge Board



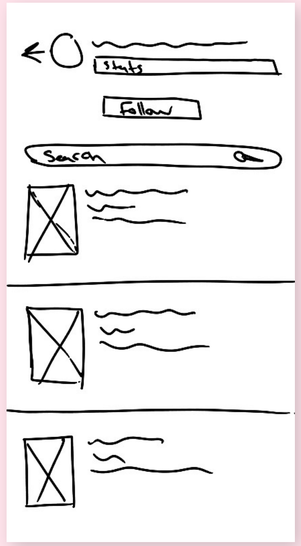
30 Daily Board



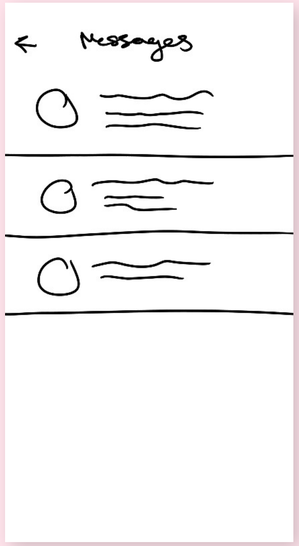
31 Latest Challenge



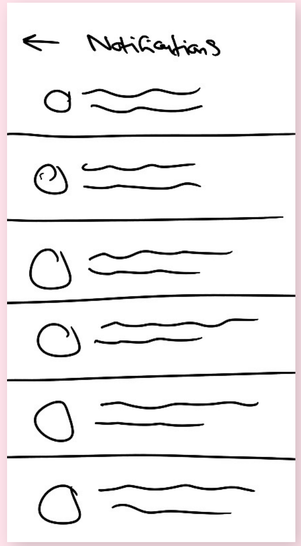
32 Search Users



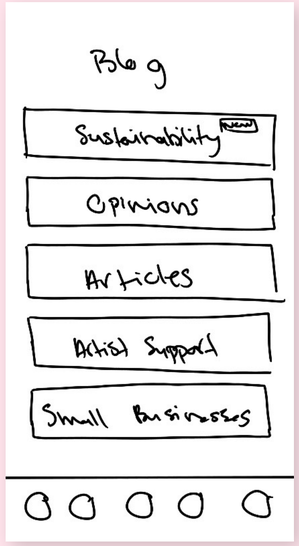
33 User Account



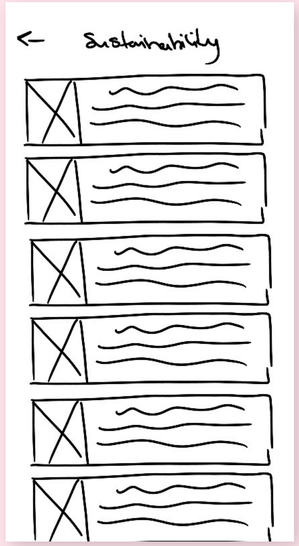
34 Messages



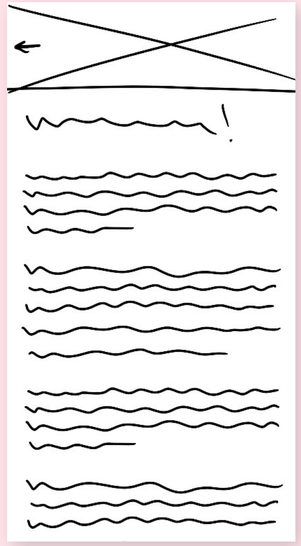
35 Notifications



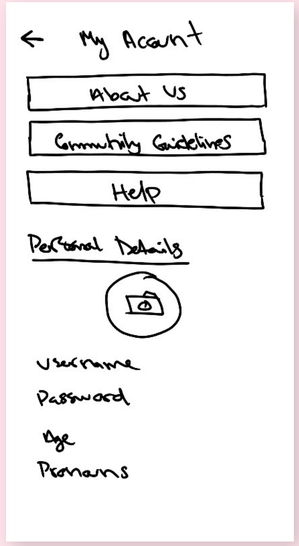
36 Blog



37 Blog Topic



38 Blogpost



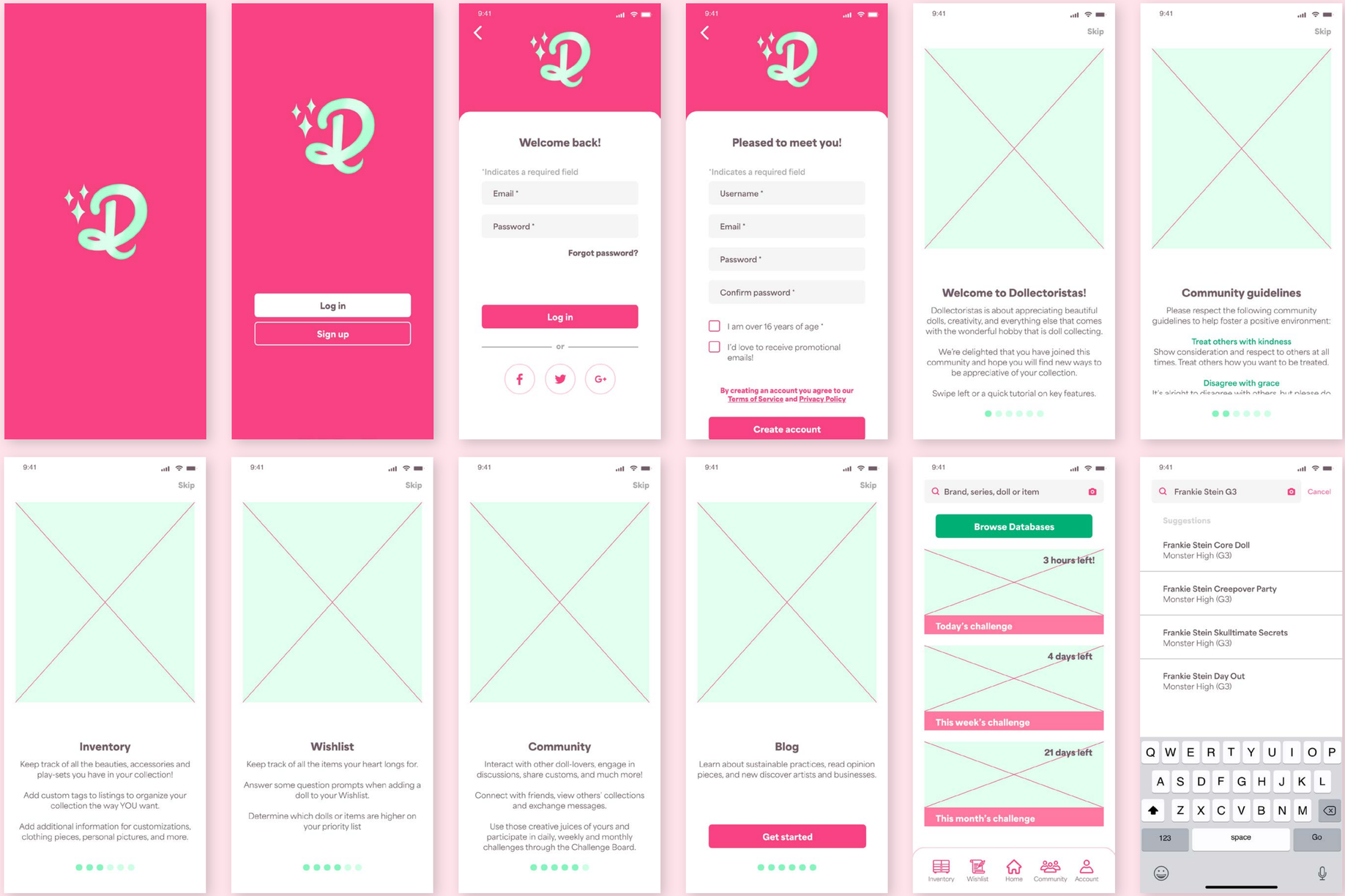
39 My Account

LOW-FIDELITY PROTOTYPE

The low-fidelity prototype refined the ideas presented in the sketched wireframes. Many revisions were made, including the shuffling of screens and the presentation order of features. The most notable change however was the removal of the *Blog* section and its replacement by the *Account* section.

The cause of this change is two-fold. First, there was a need for a dedicated *Account* section that didn't fit within any other section of the app. Second, the *Blog* tab felt like an afterthought, as it didn't have enough of a distinctive function to require its own dedicated section. Instead, it was incorporated within the *Community* section.

Copy was also incorporated in the low-fidelity prototype.



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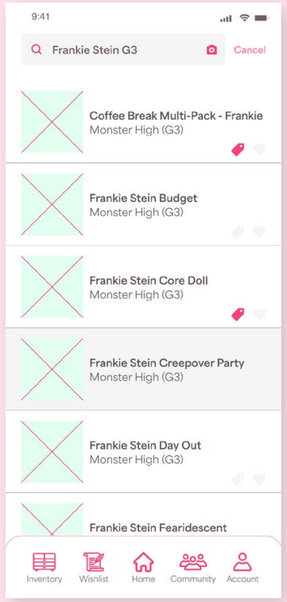

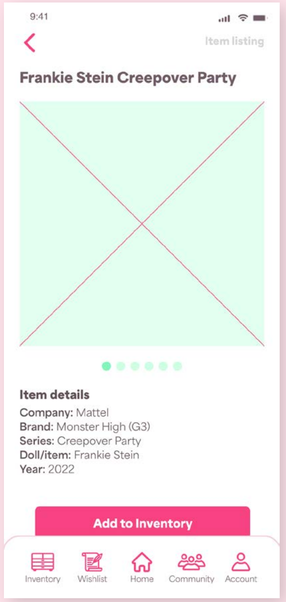

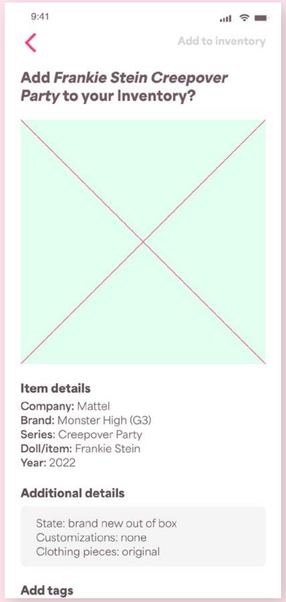

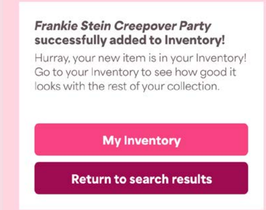

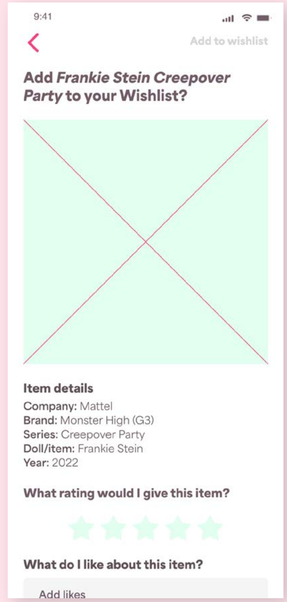

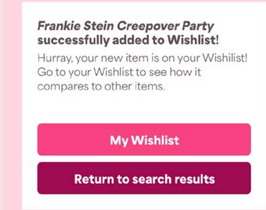

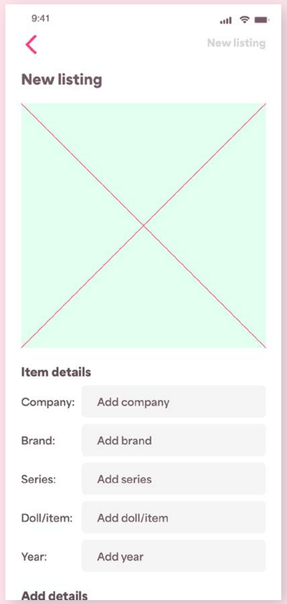

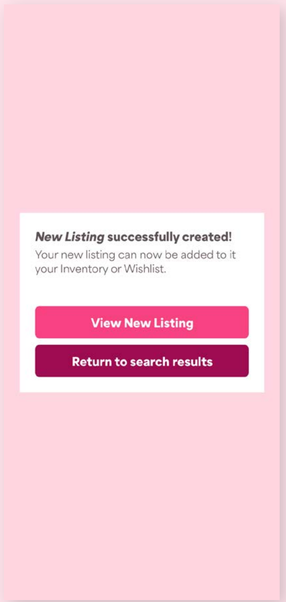

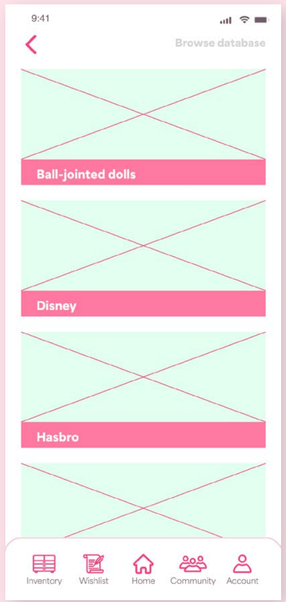

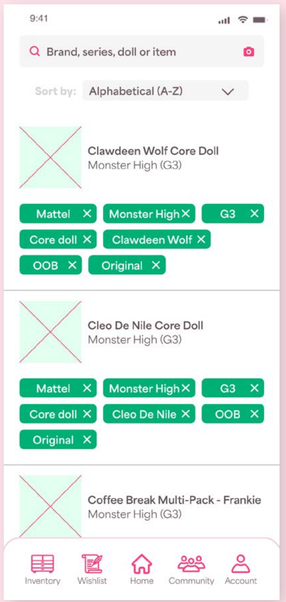

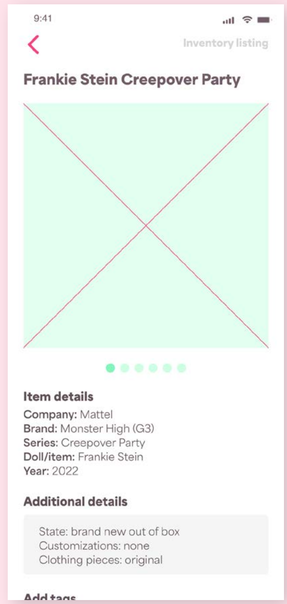

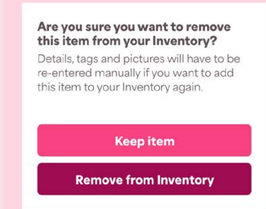

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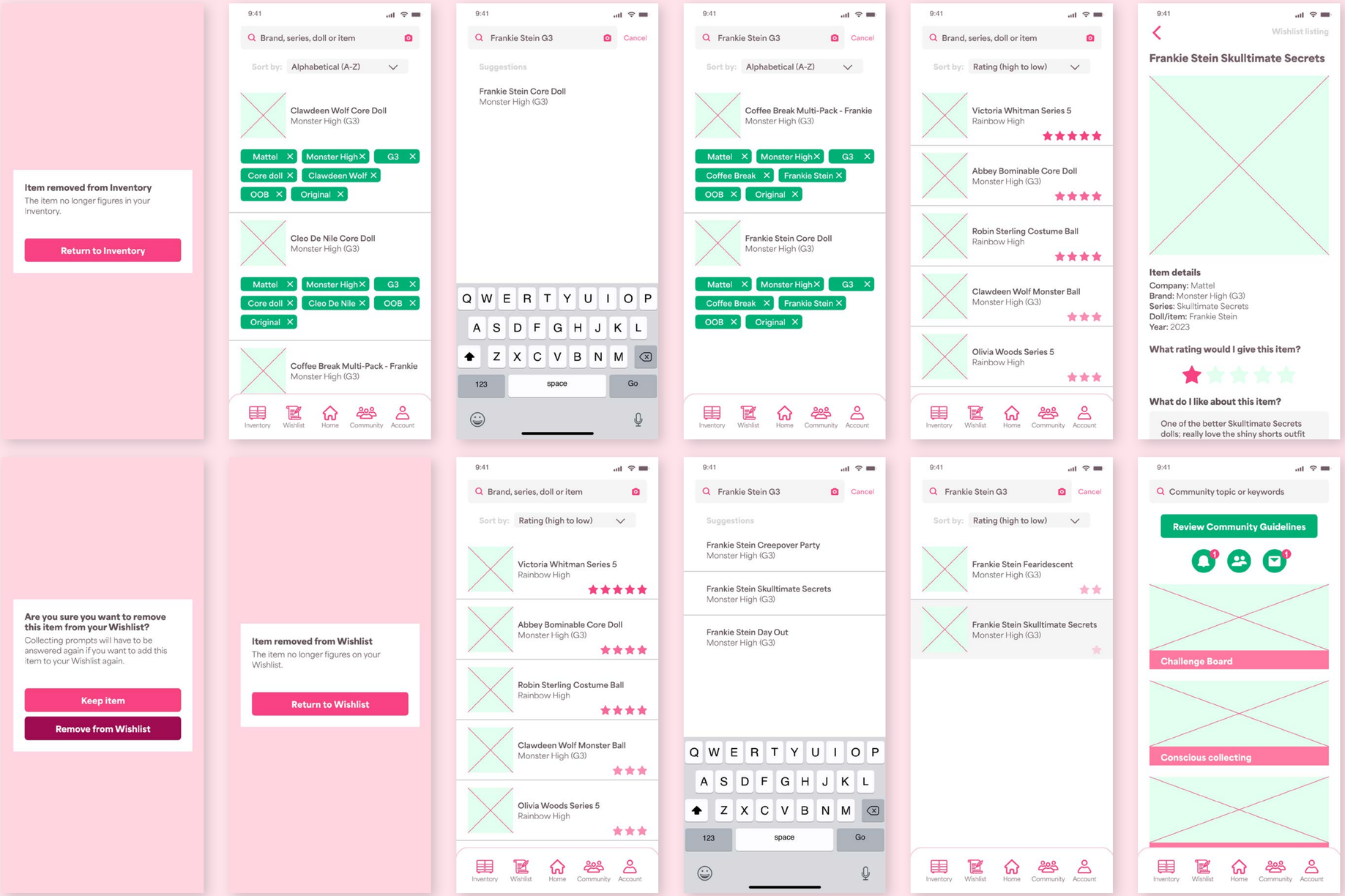

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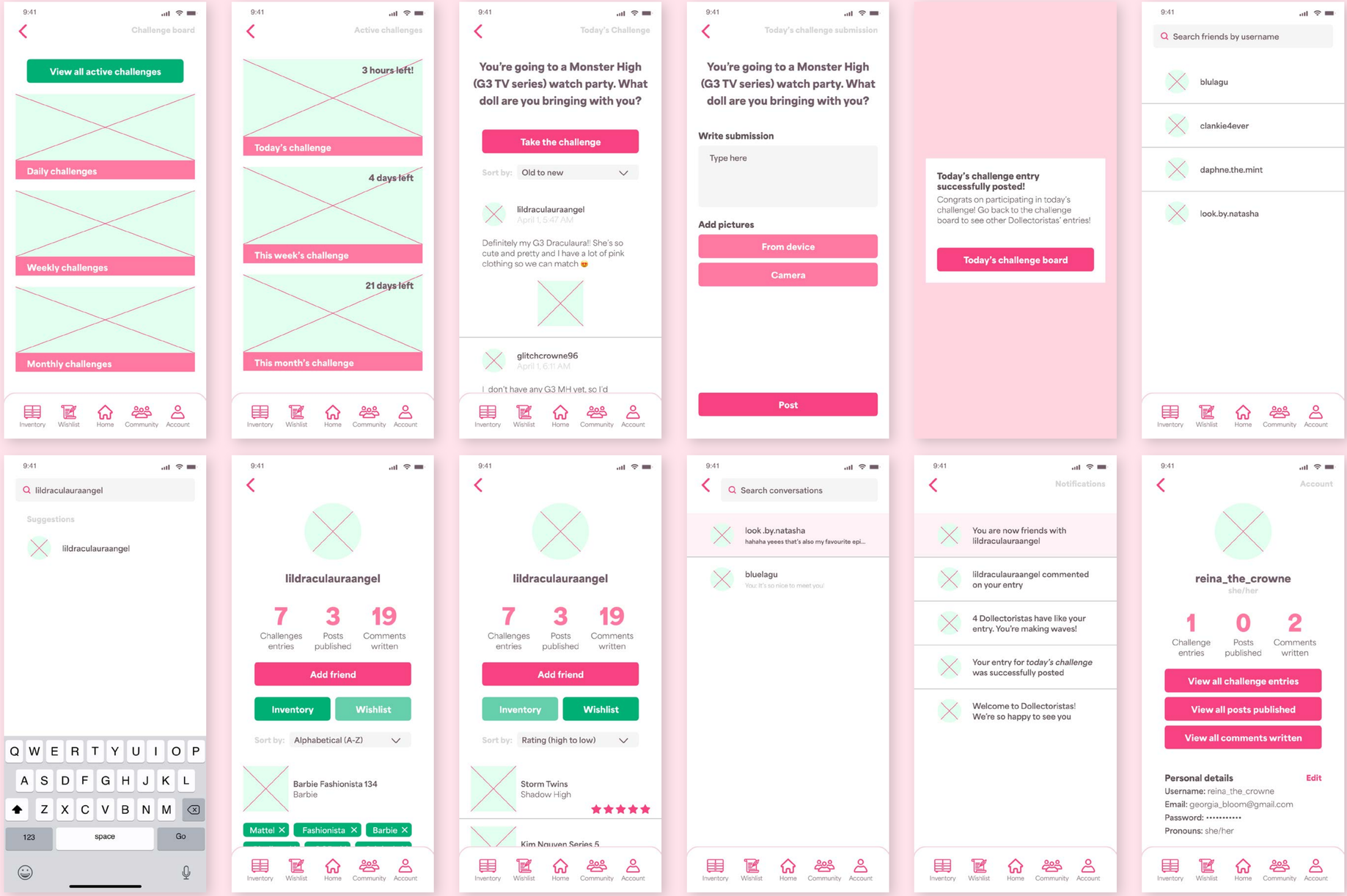
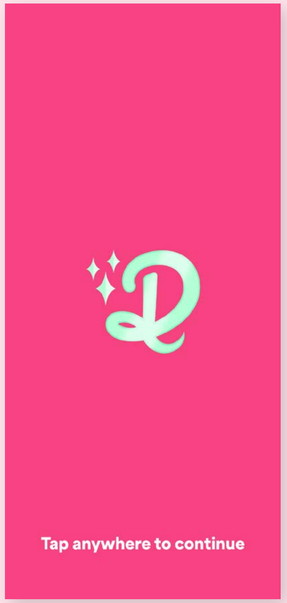


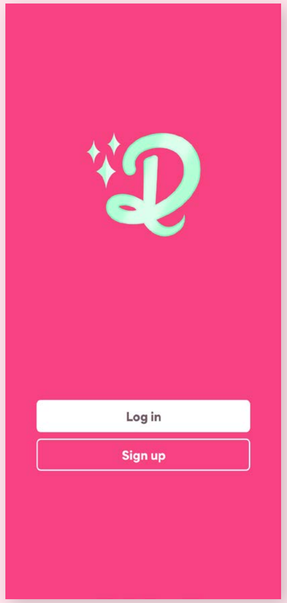
Adobe XD lo-fi prototype link: https://xd.adobe.com/view/fe78e66f-e7c8-4567-8216-ee310d14d8fd-ab2b/

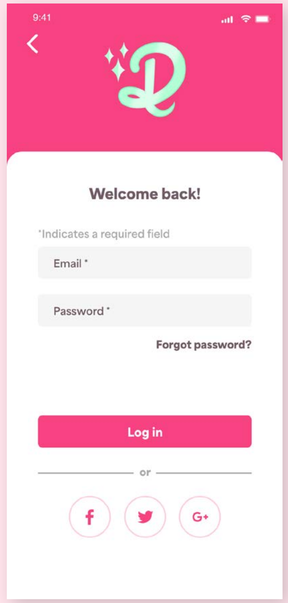
HIGH-FIDELITY PROTOTYPE

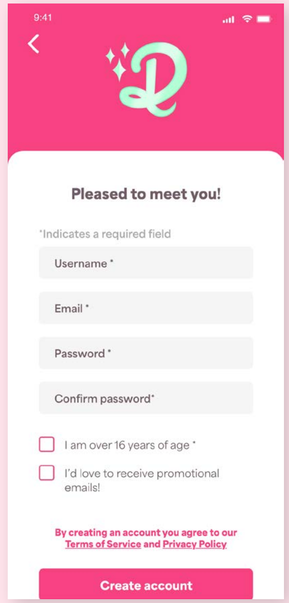
The high-fidelity prototype built on the low-fidelity prototype through the addition of styling and images, notably stock vectors for the onboarding (images provided by storyset on Freepik), banners, product images, profile pictures, and challenge entries.

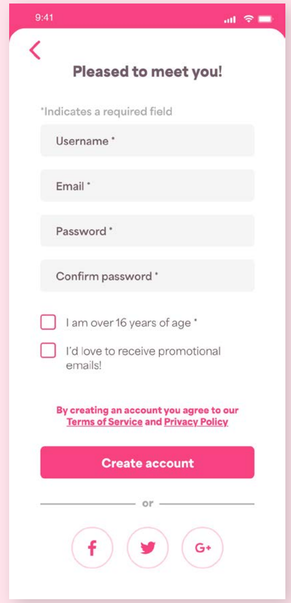
Interactivity was incorporated into the high-fidelity prototype and would allow testers to go through the user flow in the testing stage.

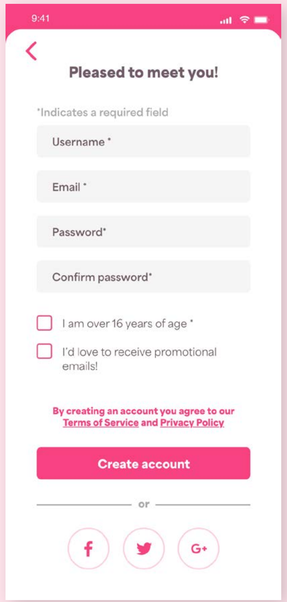


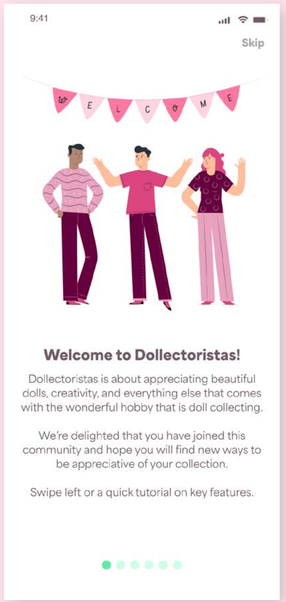


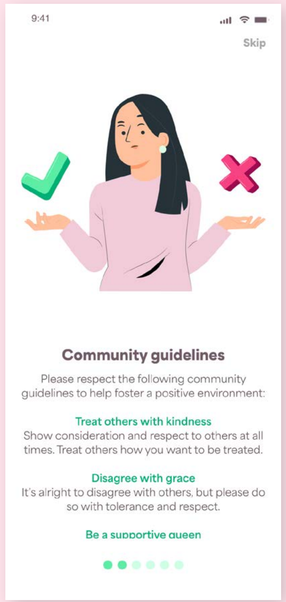


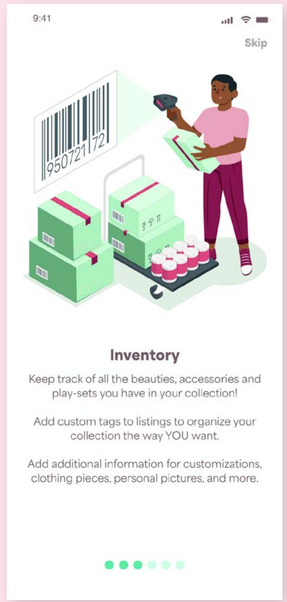


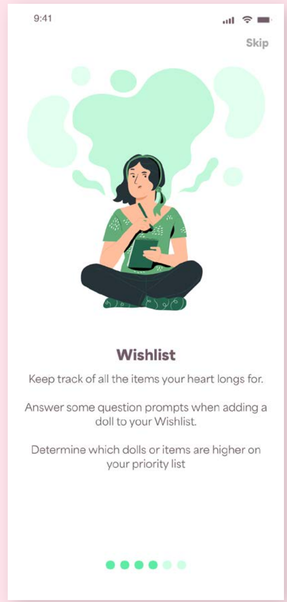


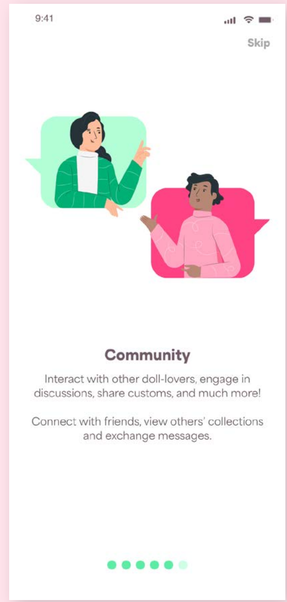












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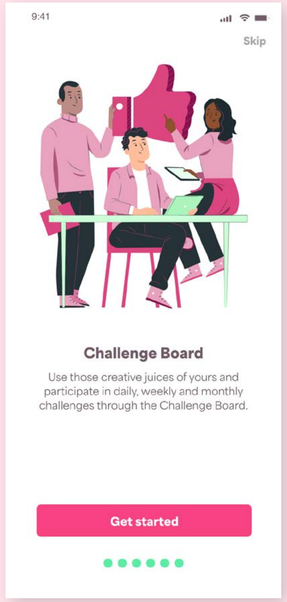

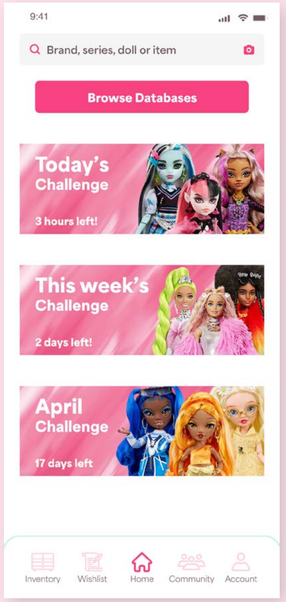

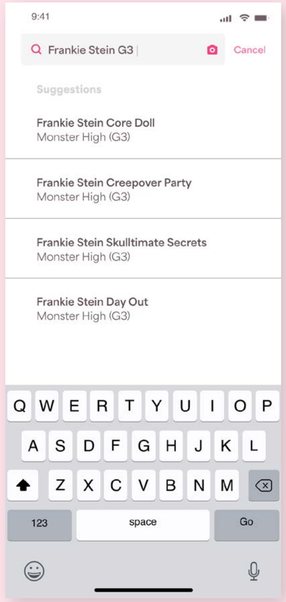

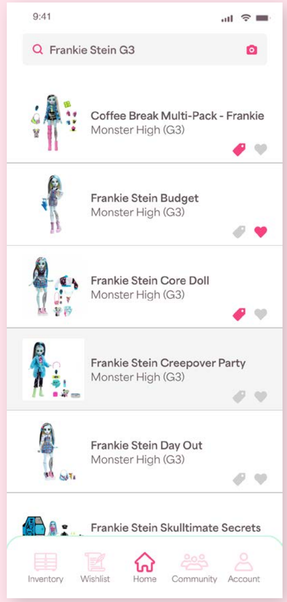

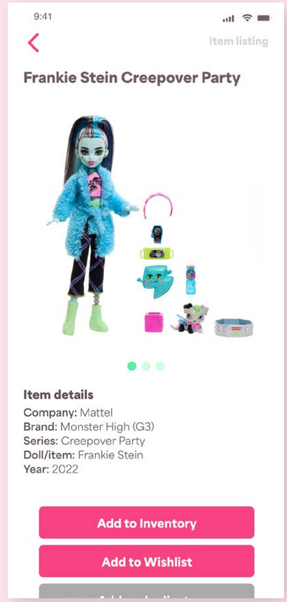

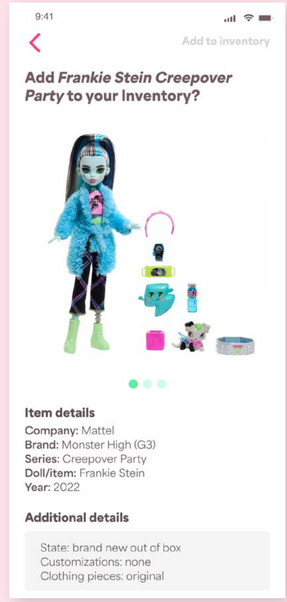

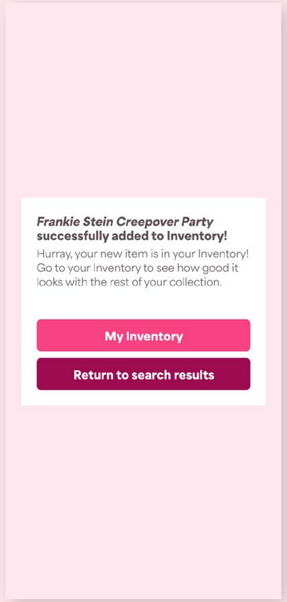

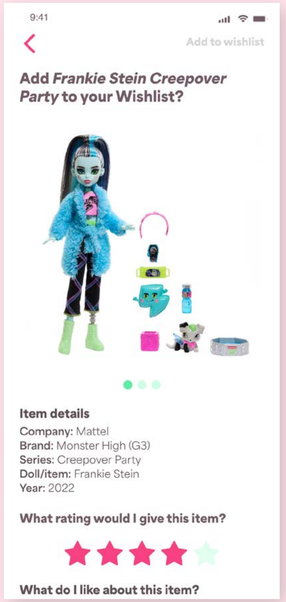

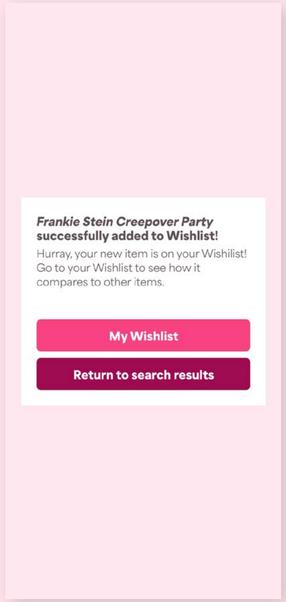

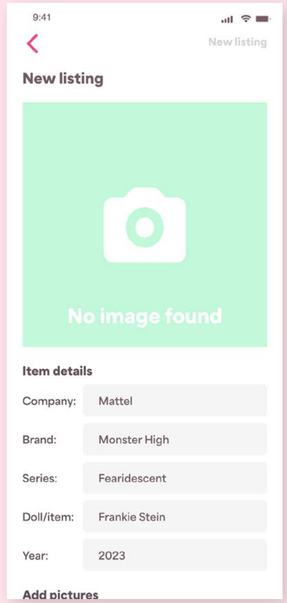

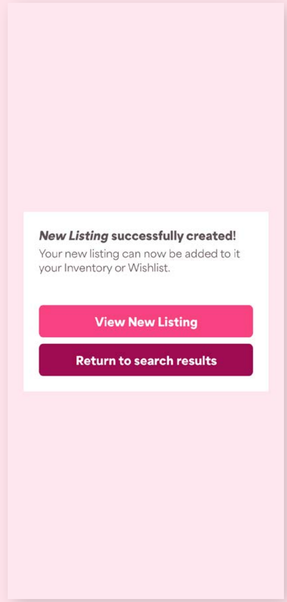

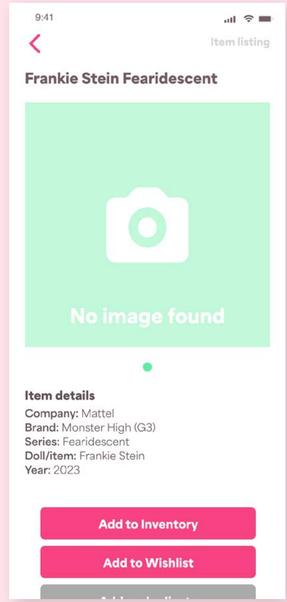

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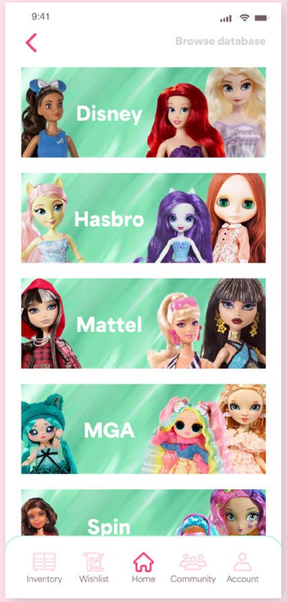

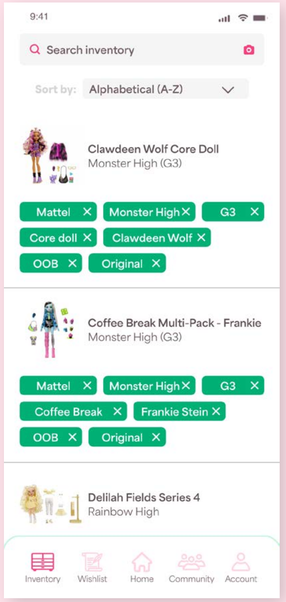

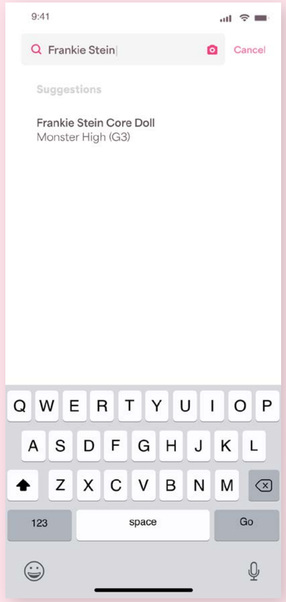

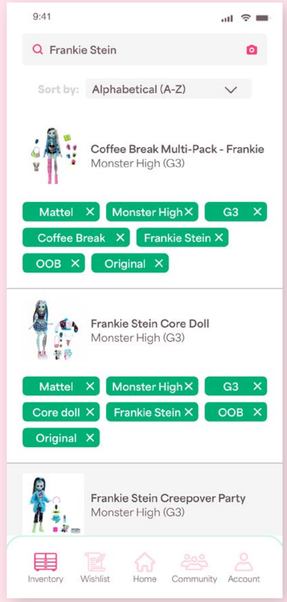

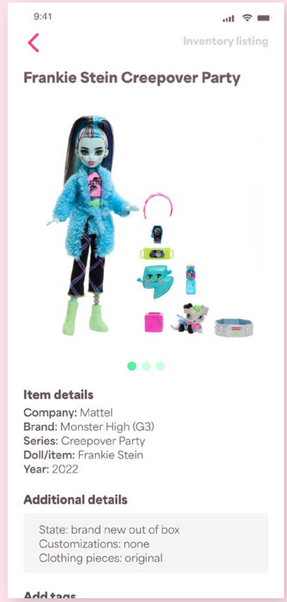

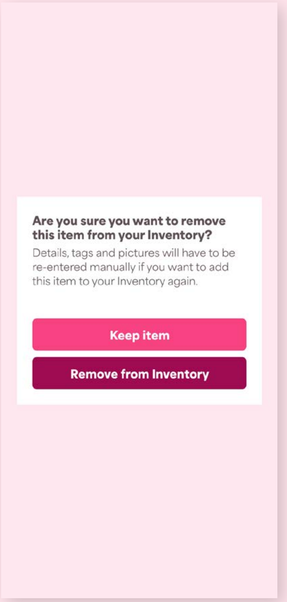

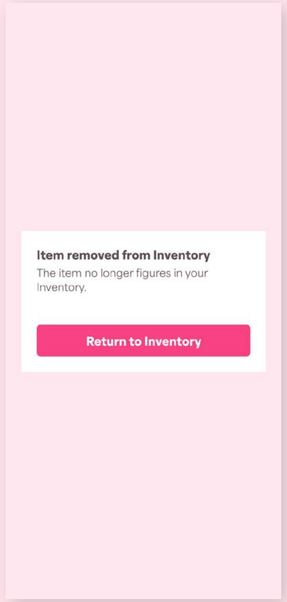

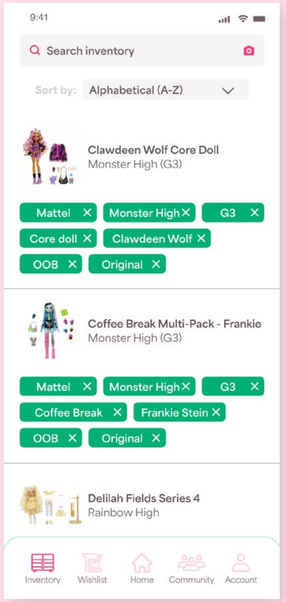

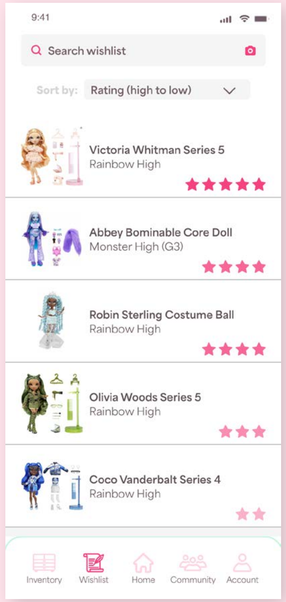

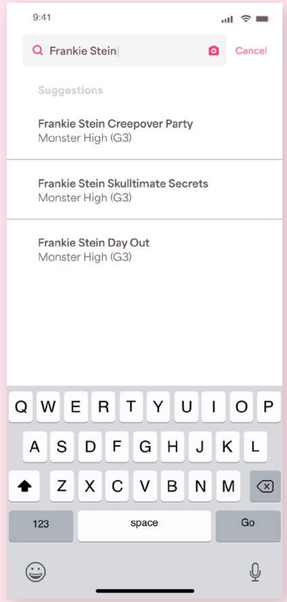

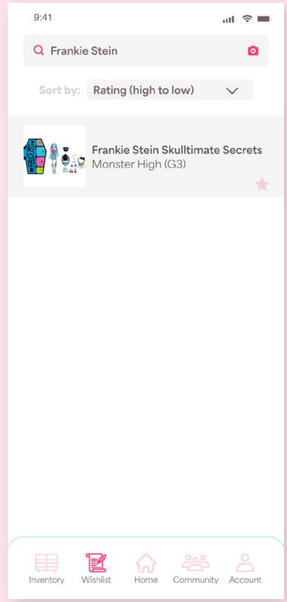

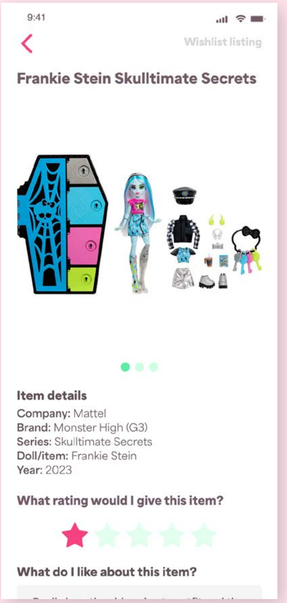

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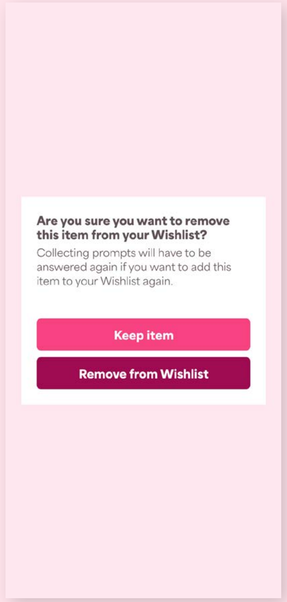

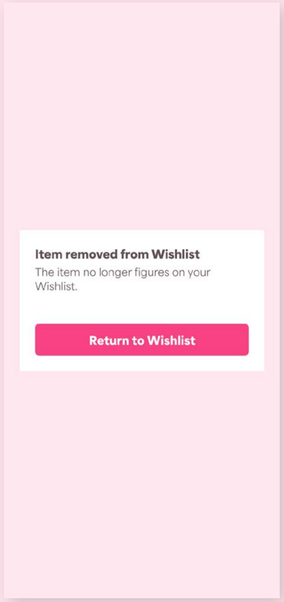

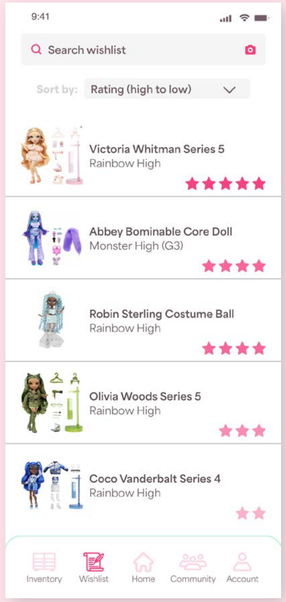

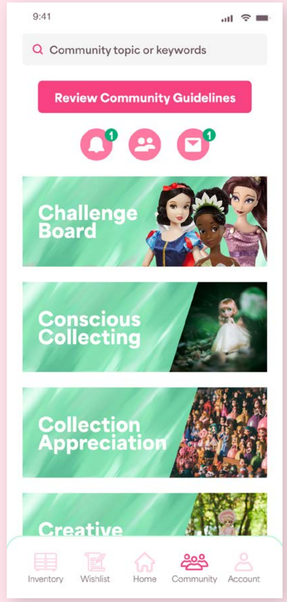

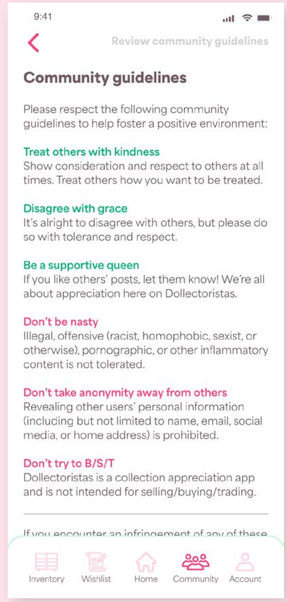

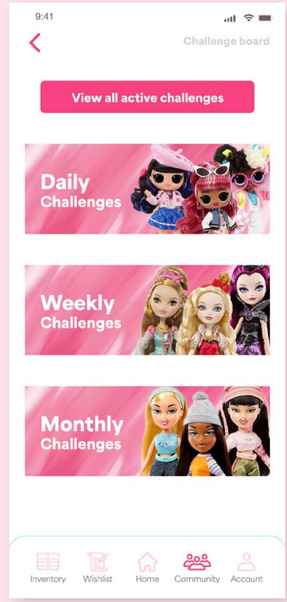

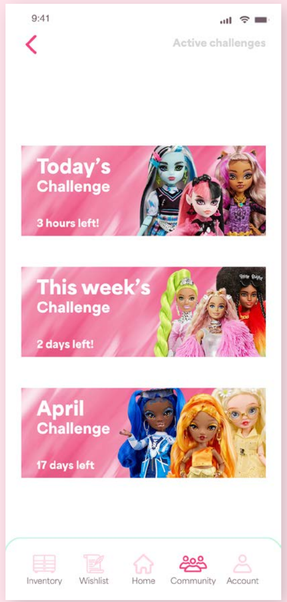

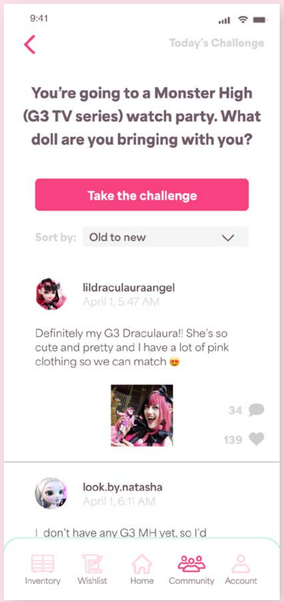

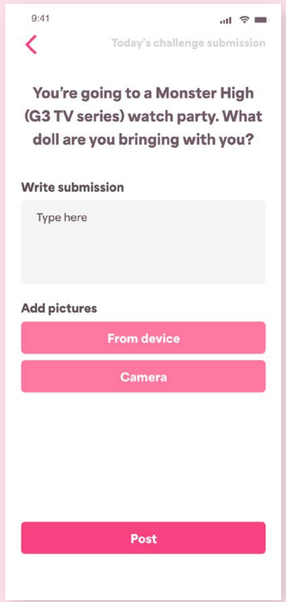

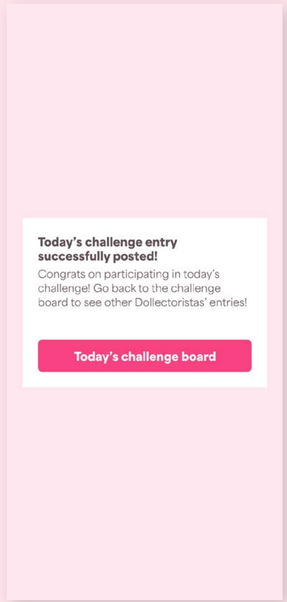

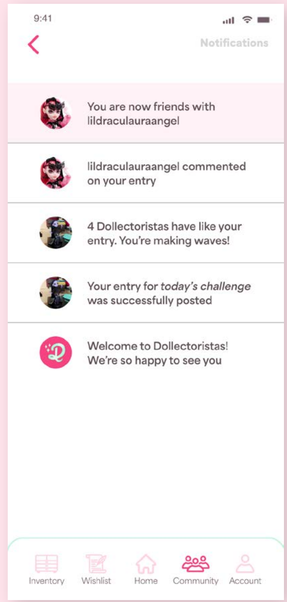

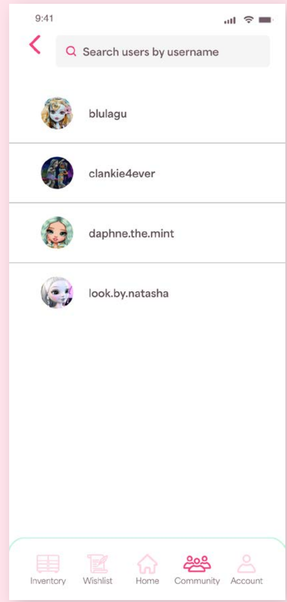

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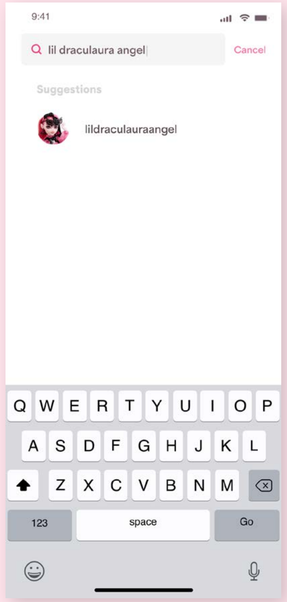

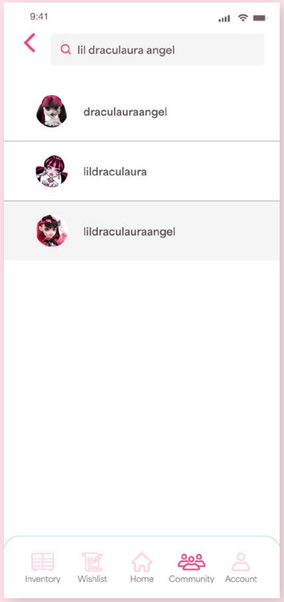

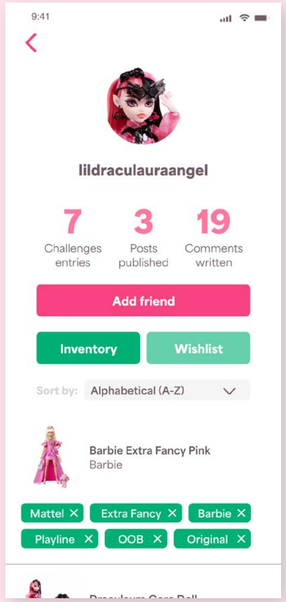

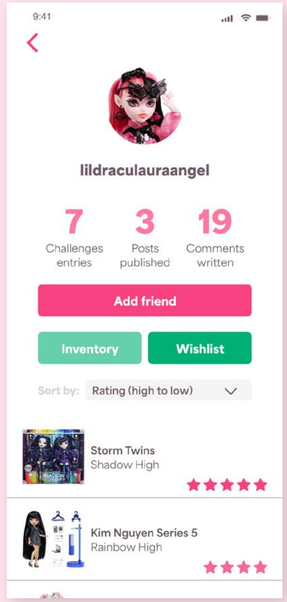

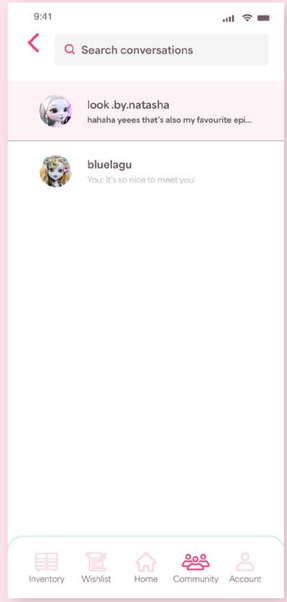

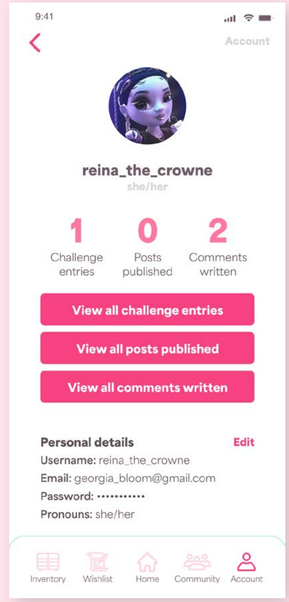

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USER TESTING

A total of eight individuals participated in user testing of the high-fidelity prototype, but one person's test was discarded due to incomplete data. Each tester was asked to provide their thoughts on the prototype's strengths and weakness, suggestions for improvement, and general comments.

The feedback given by testers was examined and used in the creation of the refinement plan. This plan focused on the most important issues identified by testers, which ranged from general styling to missing features.

One critical weakness was the lack of accessibility for individuals with deuteranopia (red/green colour-blindness). Indeed, one colour-blind tester was unable to identify the prototype's buttons due to the pink/green colour scheme. Significant changes were made to render buttons more identifiable and improve accessibility.

The testing journal can be found on the next page.

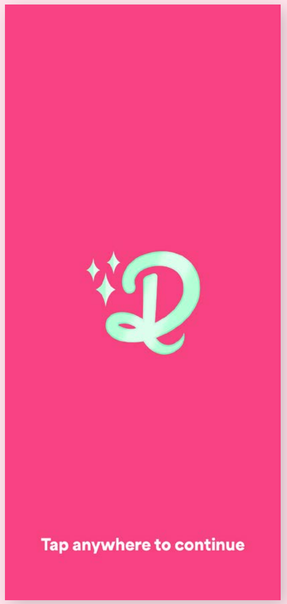
TESTER	DATE	STRENGTHS	WEAKNESSES	SUGGESTIONS	GENERAL COMMENTS	NOTES
1	April 13	• It's really complete, there's really an option for everything • Good onboarding, nice to know what the app's features are • Really in-depth categorizing and tracking • Great that you can add items that are not present in databases	• The challenge doesn't really feel like a challenge, it's just a question • The colours are hard to tell apart, can't tell what is what (note: user is colourblind)	• N/A	"I'm really impressed"	Tester has difficulties navigating the prototype; this is most likely due to his deuteranopia (red/green colour-blindness) which prevents him from seeing buttons
2	April 13	• Tags for search within Inventory is a good feature, it allows for a lot of list customization	• It's a lot to have three big buttons for past activity on account screen (S54 – My Account) • Not super clear that tags help with searching	• Add filters button that allows to select tags explicitly	"Really good job on the prototype, it's very complete. The only thing that I'd worry about is that the app might promote over-consumption instead of dissuading it"	Tester has high tech proficiency level, no difficulty navigating the prototype
3	April 13	• Very complete and in-depth • Love the additional images if you scroll on listings • Good to have name of the pages in grey at the top, helps keep track of where you are when you're several levels down	• Unclear what the tag and heart icons in search results (S16 – Search Results) mean	• Explain meaning of tag and heart icons in the onboarding • Add a help section explaining tags and symbols for users who are not as tech-savvy	"Everything was covered so well, I can't think of anything else to add. But also I'm not good with apps so maybe I'm not the best person to test it. It's really cool from what I can tell"	Tester appears to have a lower level of proficiency with mobile apps and has some difficulties navigating the prototype
4	April 13	• Great that the onboarding breaks down what the app is about and what sections it has	• Can't tell that you have notifications until you go in the Community tab	• Put a green dot on the top right of the Community tab to show that there are notifications	"This is so in-depth. This is awesome. Definitely went above and beyond."	Tester has high tech proficiency level, no difficulty navigating the prototype
5	April 13	• Good to have suggestions pop-up when doing searches	• "Browse databases" (S14 – Home) sounds awkward since it's categorized by brands • Wasn't very clear that "Search Inventory" (S26 – Inventory) or "Search Wishlist" (S33 – Wishlist) search bars mean that the search is within the Inventory/Wishlist	• Replace "browse databases" (S14 – Home) by "browse brands" • Add "search" to the search bar (S14 – Home) • Add "Add as duplicate" and "Add to Wishlist" buttons on Inventory listings • Add "Added" button on Wishlist listings	"Honestly this is really good, just a few changes here and there."	Tester has high tech proficiency level, no difficulty navigating the prototype
6	April 13	• Navigation is intuitive and it's really easy to add items to whatever list you want them on • "Add as duplicate" (S17 – Search Listing) is a really cool feature, other collection trackers don't have that	• N/A	• N/A	"I can't think of anything to add that wouldn't sacrifice the simplicity of the experience."	Tester has high tech proficiency level, no difficulty navigating the prototype
7	April 13	• Strong brand identity (visuals, colour palette) • Excellent user flow, very intuitive to use • Prototype very complete and goes in-depth • In-depth information about dolls (company, brand, series, etc.)	• Spacing in nav bar seems uneven • Picture on challenge entry (S44 – Today's Challenge) is too small	• Round image corners to fit button styling • Add unique identifier/ID for item listings • Certificate of authenticity for collector dolls • Could remove page titles and replace them by "back to [...]" next to the back arrow	"This looks great! You went really in depth, I can't really think of anything that's missing"	Tester has high tech proficiency level, no difficulty navigating the prototype

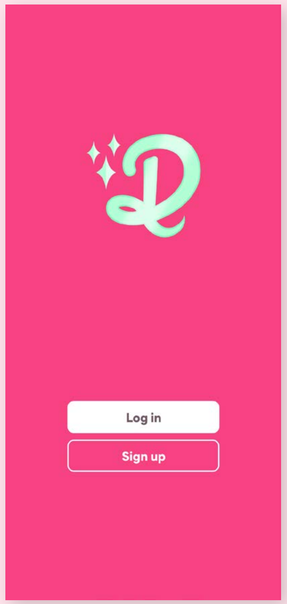
REFINEMENT PLAN

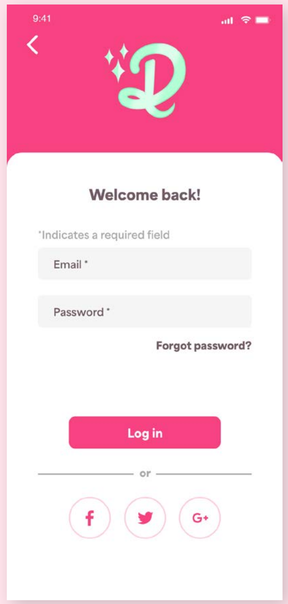
1. Condense the three activity buttons on S54 into a single one
2. Add a search filter for Inventory search that allows to select from existing tags within one's collection on S26
3. Explain tag and heart icons in Onboarding S10-11
4. Explain difference between daily, weekly and monthly challenges in Onboarding S13
5. Add a help section on S54 that brings user to a help screen with contact information, FAQ, terms of service, Onboarding screens
6. Add notification chip on Community tab in nav bar
7. Even out spacing in nav bar
8. Change "Browse databases" to "Browse by brand" on S14
9. Change "Brand, series, doll or item" to "Search brand, series, doll or item on S14
10. Add "Add duplicate" and "Add to Wishlist" buttons on Inventory listings S29

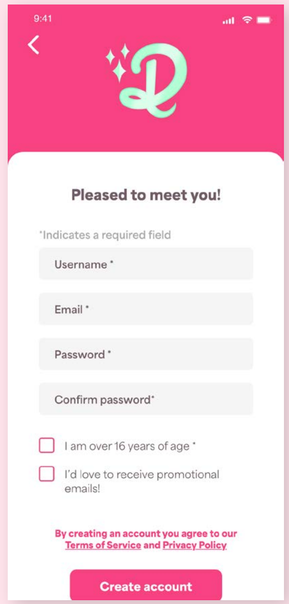
11. Add “View in Inventory” and “View on Wishlist” on item listings
12. Add “Added”/”Purchased” button on Wishlist listings S36
13. Increase span of challenge entry image S44
14. Reduce width of buttons to make them more identifiable for users with visual impairments
15. Round corners of clickable banners to indicate status as buttons
16. Add universal product code (UPC) on doll listing
17. Add Activity Log page
18. Fix other user Inventory/Wishlist
19. Prevent overlay from going down on-click
20. Add “scroll” instructions on Community Guidelines Onboarding

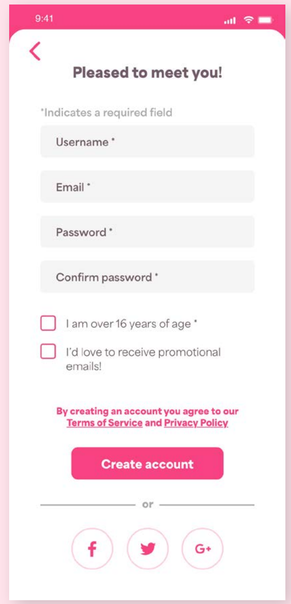
FINAL PROTOTYPE

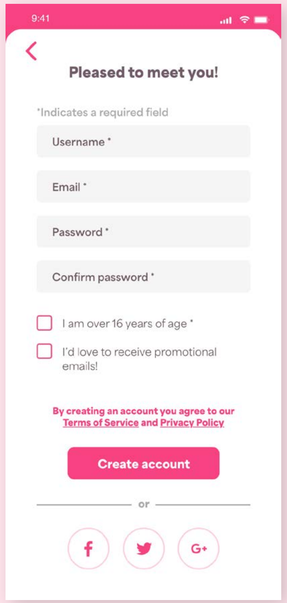


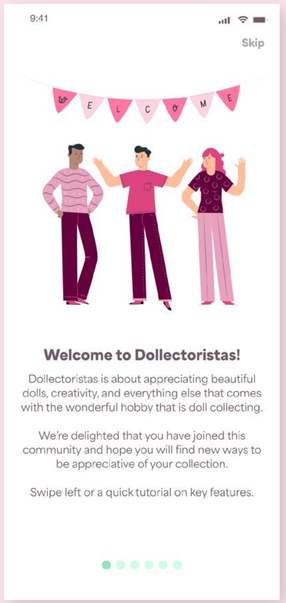


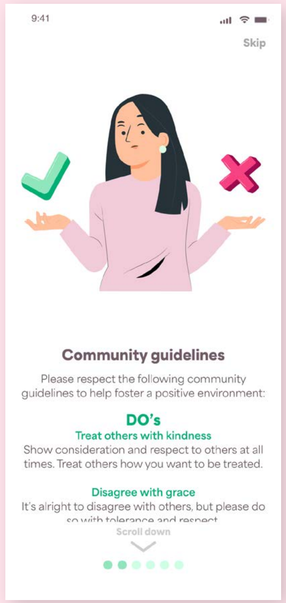


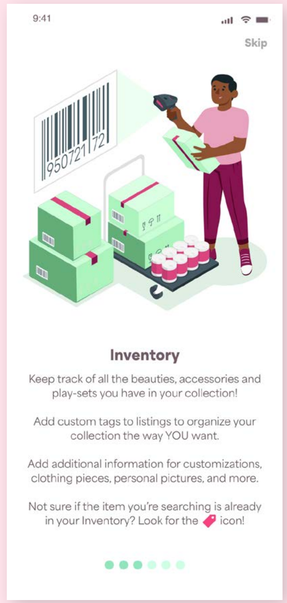


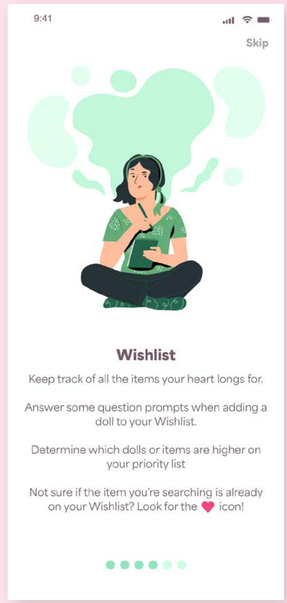


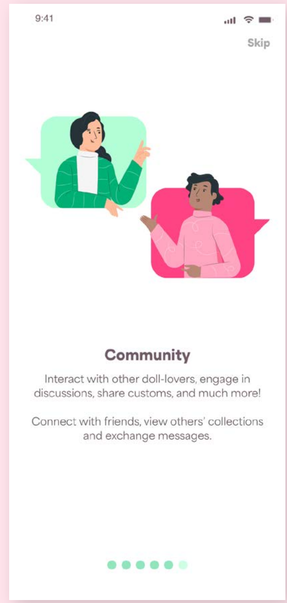












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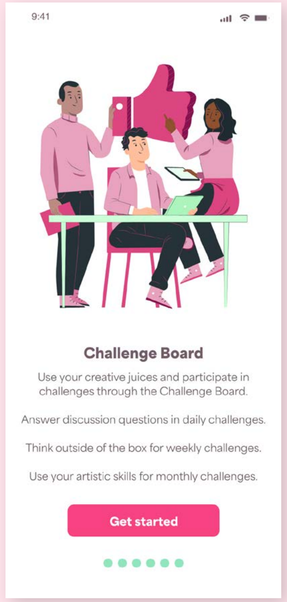

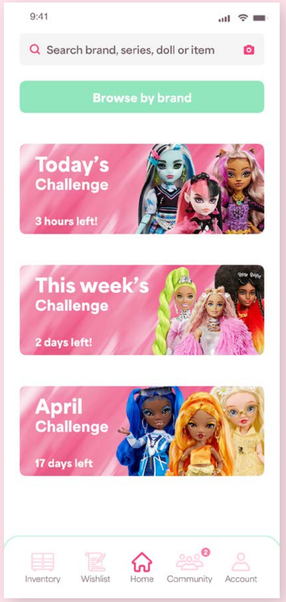

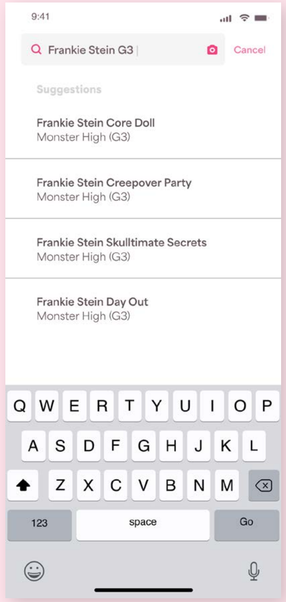

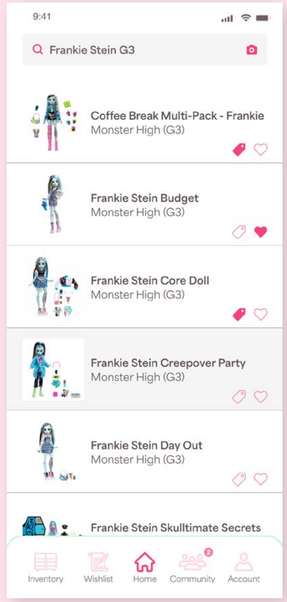

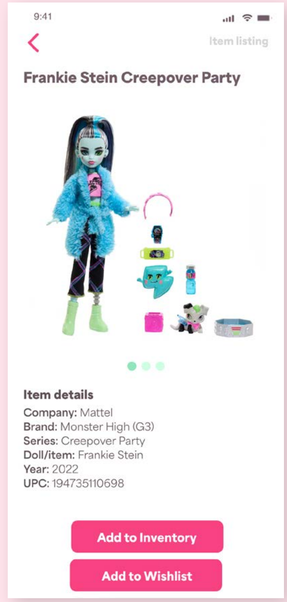

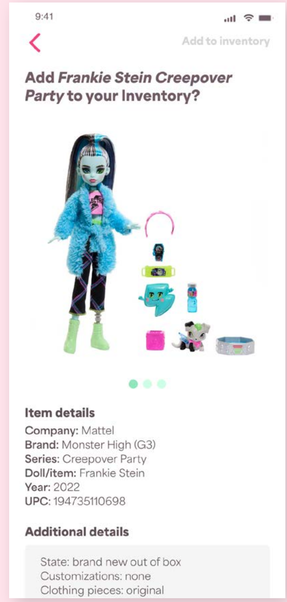

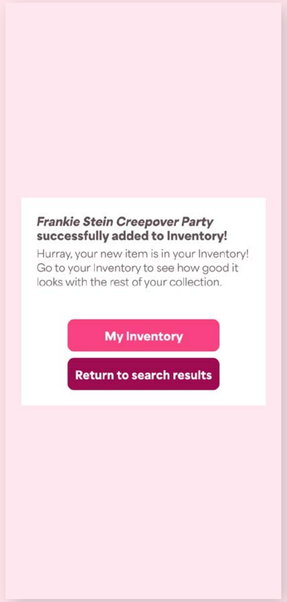

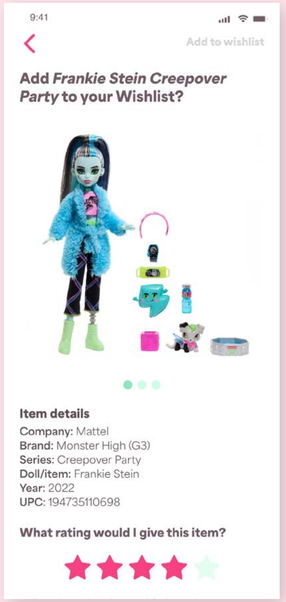

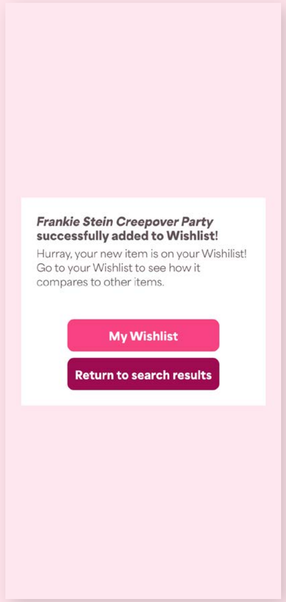

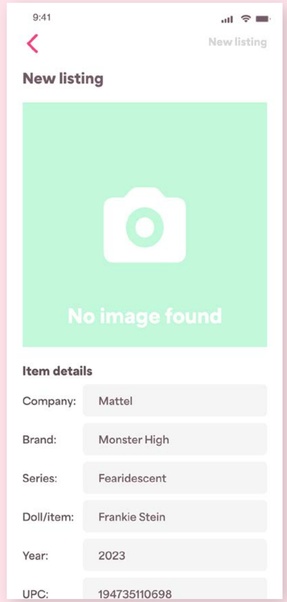

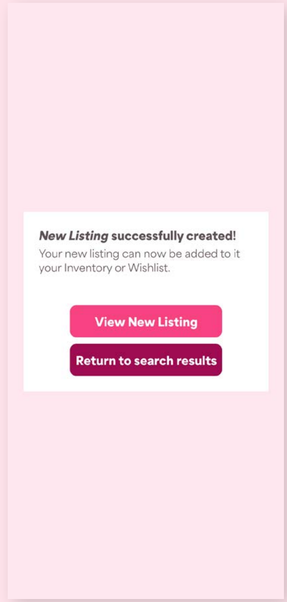

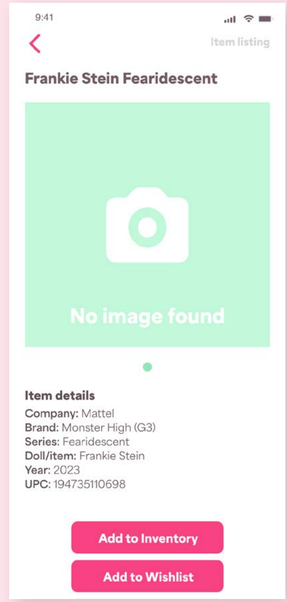

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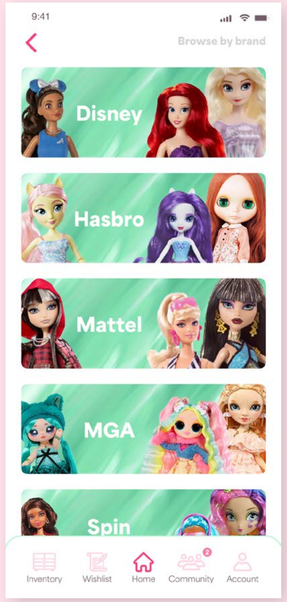

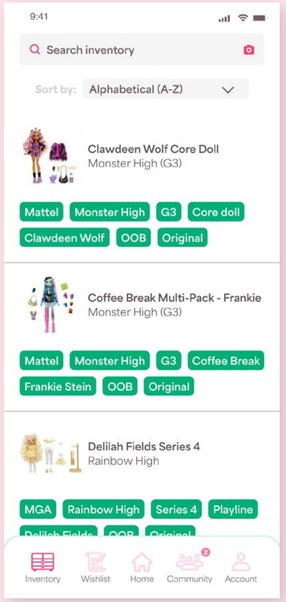

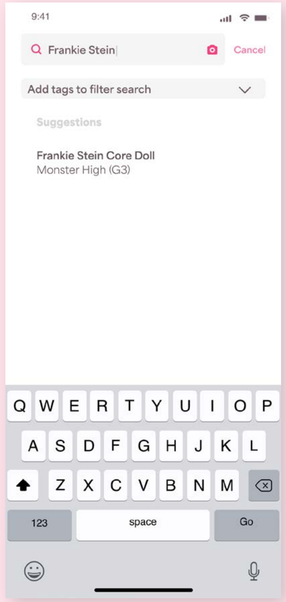

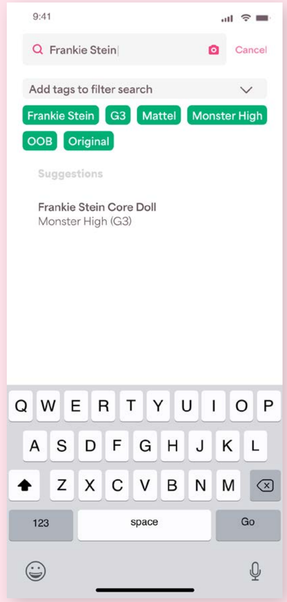

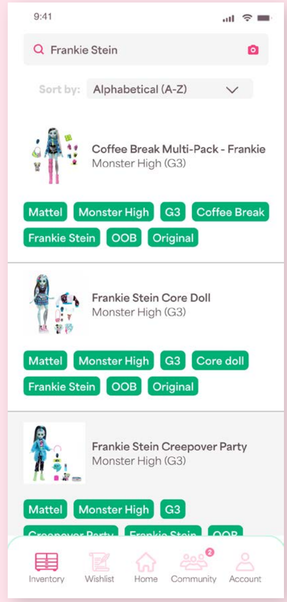

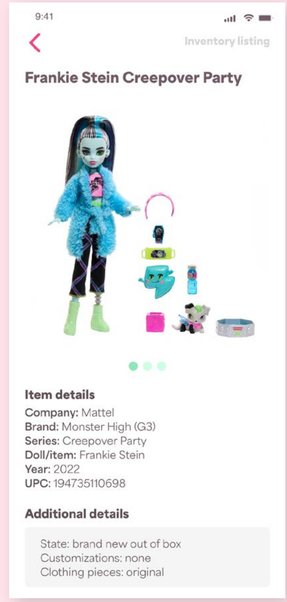

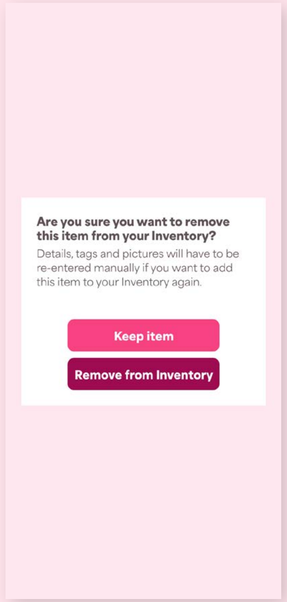

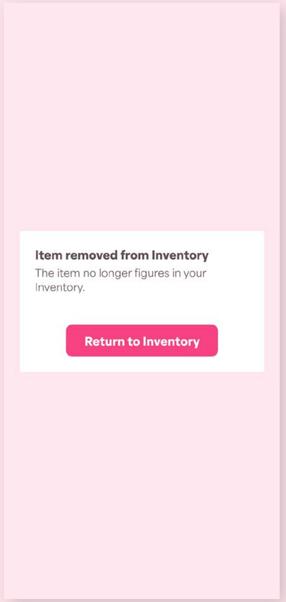

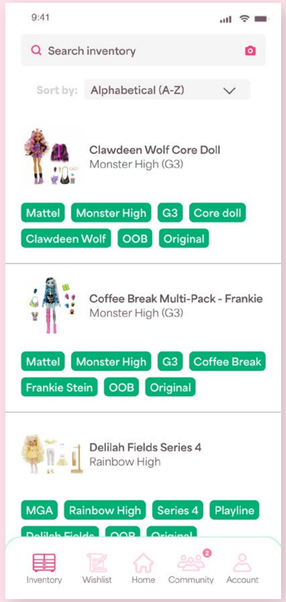

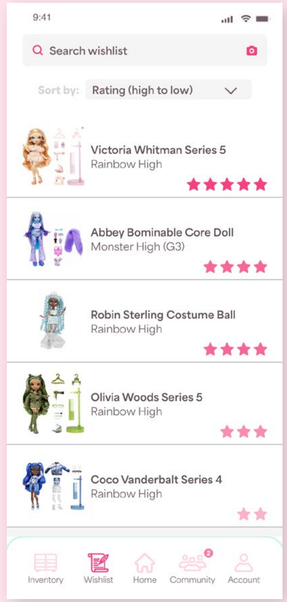

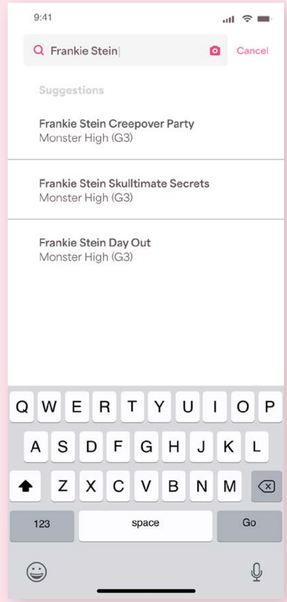

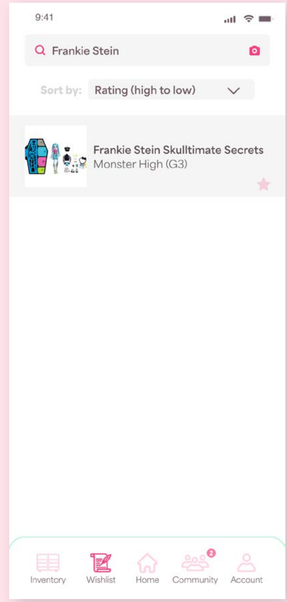

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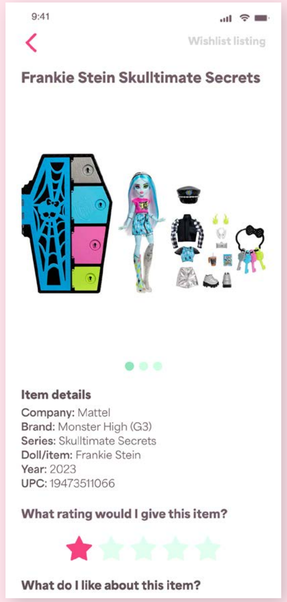

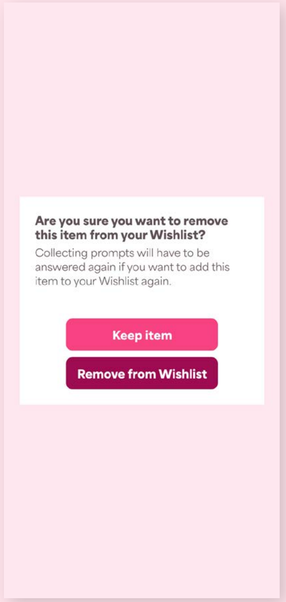

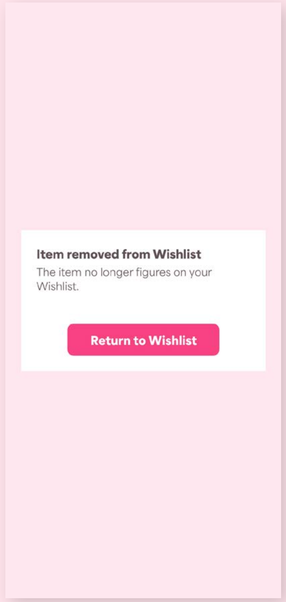

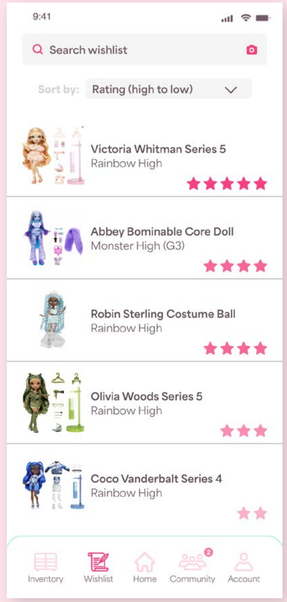

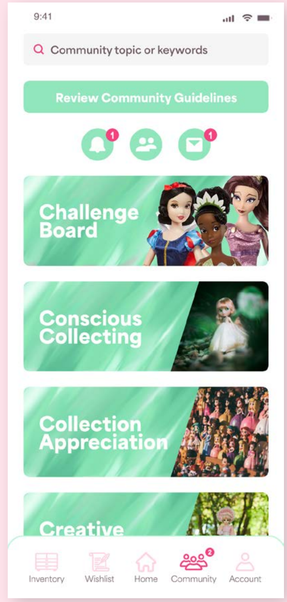

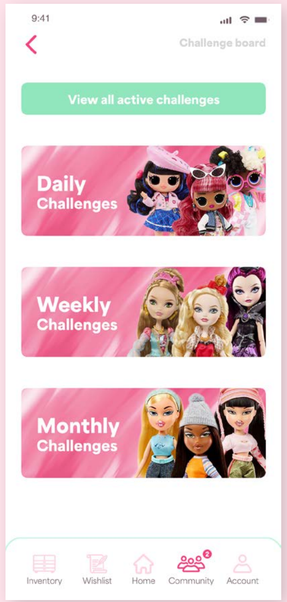

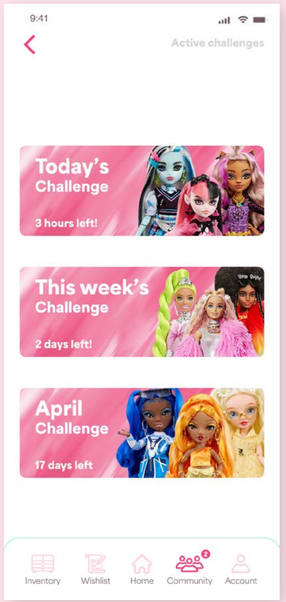

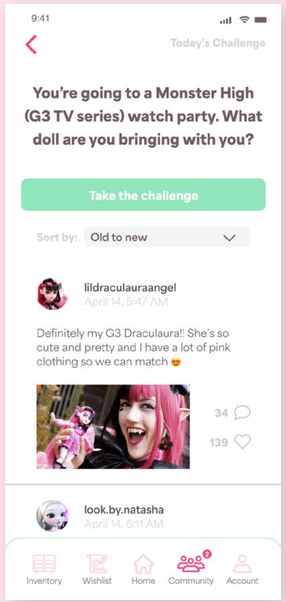

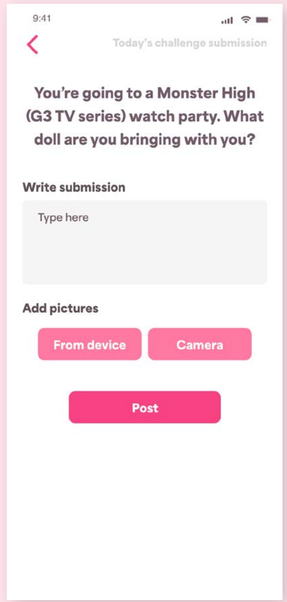

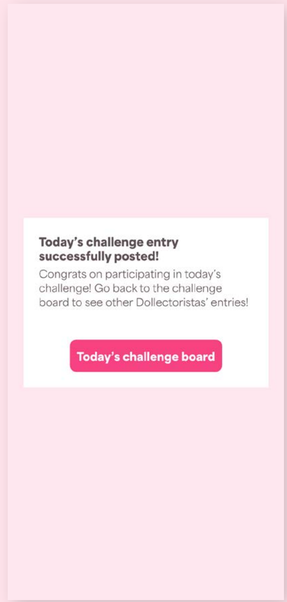

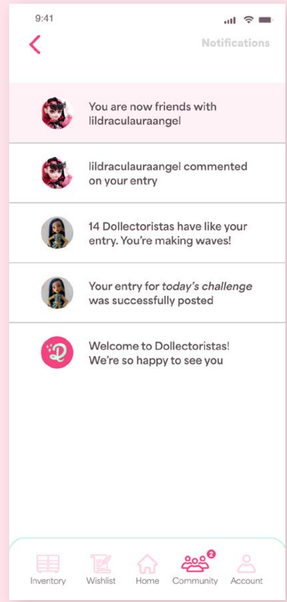

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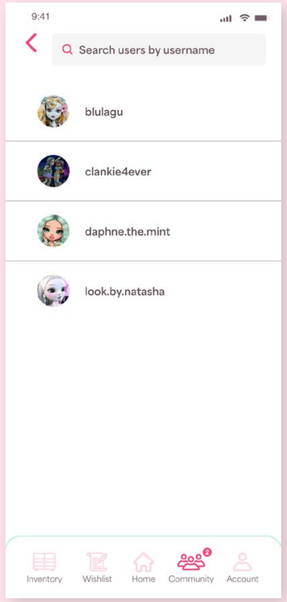

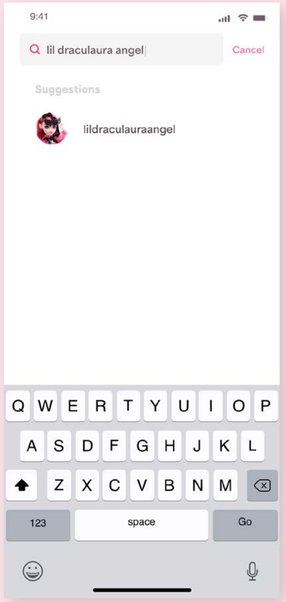

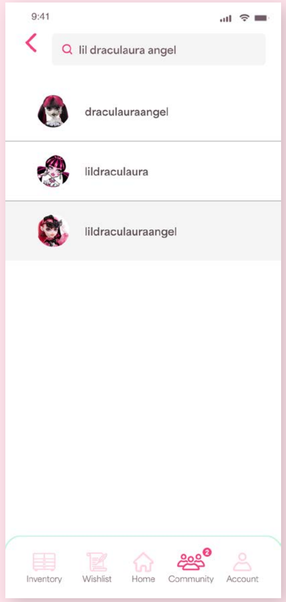

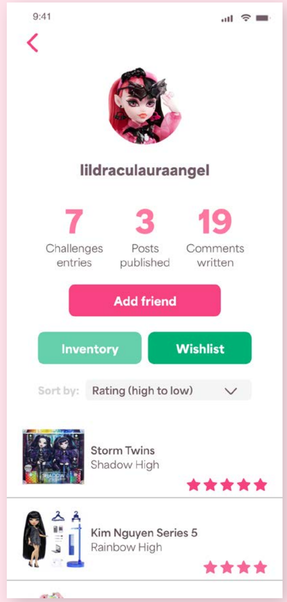

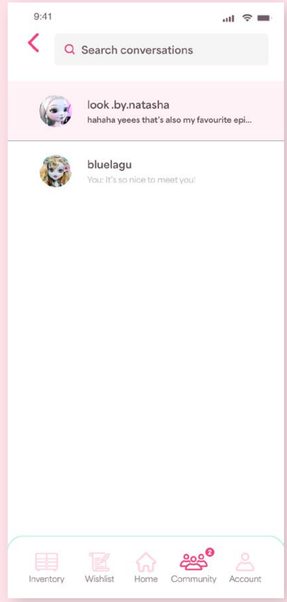

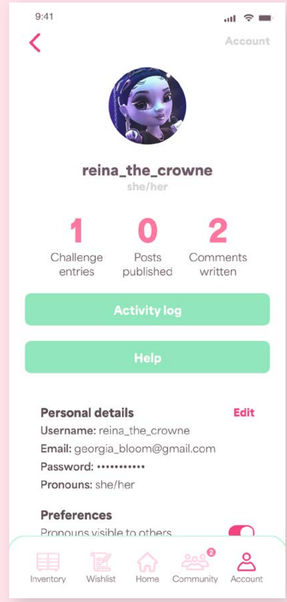

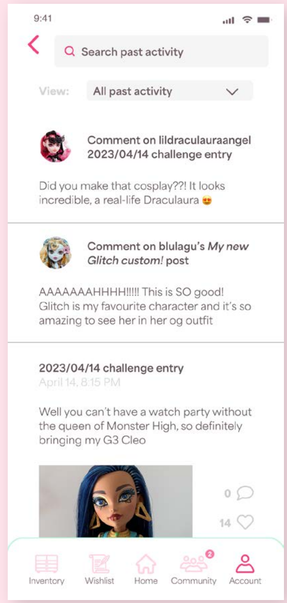

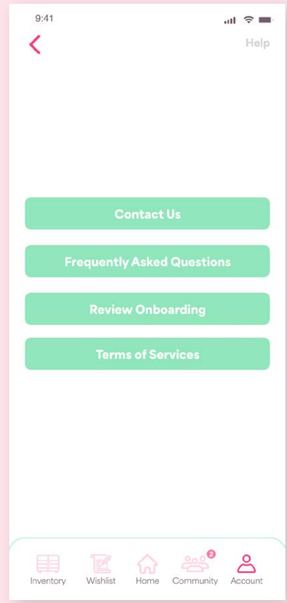

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APPENDIX

APPENDIX A: VIDEOS

1. Clawdeena9. (2021, March 23). The Problem With the Doll Collecting Community [Video]. YouTube. https://www.youtube.com/watch?v=oTW5lt32B-w
2. Courtly Jester. (2021, May 20). The Problem with the Doll Community: How Price Gouging Hurts Long Time and New Fans Alike (Rant) [Video]. YouTube. https://www.youtube.com/watch?v=BY6TctbU810
3. Dontcallmedoll. (2022, July 10). Doll Collecting or Hoarding? Doll Shopping Addiction and Room Tour Update plus Barbie Extra Restyles [Video]. YouTube. https://www.youtube.com/watch?v=olMF_p5S8_g&t=6s
4. Darling Dollz. (2022, December 14). Your Bratz Dolls Still Aren't Rare [Video]. YouTube. https://www.youtube.com/watch?v=1dKrmpbQPDE
5. Faery Tale Dolls. (2022, September 8). I Need to Talk About FOMO and Doll Collecting [Video]. YouTube. https://www.youtube.com/watch?v=J9WBxaEXDN8
6. Faery Tale Dolls. (2022, December 1). How Greed is Damaging Doll Companies [Video]. YouTube. https://www.youtube.com/watch?v=EFoezEuVwdY
7. Muñecas, Poupees, and Dolls. (2021, June 2021). The Guilt Surrounding Doll Collecting [Video]. YouTube. https://www.youtube.com/watch?v=OfzfpPeVuJk
8. Muñecas, Poupees, and Dolls. (2022, May 18). 10 Doll Collecting Difficulties [Video]. YouTube. https://www.youtube.com/watch?v=T_Iegy5bBNY
9. Open by Chance. (2021, September 30). Action Figure Collectors and FOMO! Fear of Missing Out! [Video]. YouTube. https://www.youtube.com/watch?v=_JLjzxXVerI
10. PeachY Reviews. (2022, December 29). Confessions of a Doll Collector [Video]. YouTube. https://www.youtube.com/watch?v=SXk7dvx-MQ0
11. Plastic_Heartzz. (2022, June 25). Overconsumption Within the Doll Community is Growing Rapid, so Let's Open a Doll! Ghoul Chat [Video]. YouTube. https://www.youtube.com/watch?v=KH3LdnKtS3I
12. Prestigious Brat. (2022, February 16). Advice for New Doll Collectors | Things I Regret as a Collector [Video]. YouTube. https://www.youtube.com/watch?v=63v5qGobRXY
13. Prestigious Brat. (2022, June 16). How Doll Collecting Affects My Personal Life/Mental Health [Video]. YouTube. https://www.youtube.com/watch?v=xvRBZdQcrXY
14. The Doll Daddy. (2022, October 7). Doll Over-Haul | The Danger of Consumerism in the Doll Community [Video]. YouTube. https://www.youtube.com/watch?v=n81UY2UpD6s
15. xCanadensis. (2022, March 7). Power Dynamics in the Doll Community [Video]. YouTube. https://www.youtube.com/watch?v=1AIo4vMhLrM

APPENDIX B: ARTICLES

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APPENDIX C: CALL FOR RESPONDENTS

The following call for respondents was distributed in fashion doll-related groups on Facebook and Reddit, along with the survey link:

"Hello everyone!

I am in process of designing and prototyping an app aimed at fashion doll collectors in my user experience (UX) design course. This app will focus on fostering more conscious collecting behaviours in the fashion doll community.

To this end, I am conducting a market research to determine collectors' attitudes and behaviours. If this is something you would like to participate in, please answer the following questions. There are no wrong answers, I am simply looking to hear about your experiences.

Thank you to all who are willing to participate, your contribution is greatly appreciated!"

FACEBOOK GROUPS	REDDIT PAGES
GTA Doll Meetup	r/Barbie
LOL Surprise OMG Universe	r/Bratz
Monster High Canada B/S/T & Chat	r/Dolls
Rainbow High Canada Collectors and Buy & Sell	r/EverAfterHigh
Rainbow High Shadow High Buy & Sell (Canada)	r/LOLSurprise
	r/MonsterHigh
	r/RainbowHigh

APPENDIX D: SURVEY QUESTIONS

COLLECTING IN STYLE: COLLECTING HABITS IN THE FASHION DOLL COLLECTING COMMUNITY

Part 1: Collecting habits

1. Would you describe yourself as a fashion doll collector?
   Yes/No
2. What type of objects you collect? Please answer subsequent questions with regard to your own collection.
   [Short answer]
3. How long have you been collecting?
   [Short answer]
4. How many dolls do you currently have in your collection? You may provide an approximate answer.
   [Short answer]
5. How much money do you approximately spend on your collection in a year? Please indicate the currency.
   [Short answer]

Part 2: Personal implications

6. Do you experience fear of missing out (FOMO) on releases?
   Never – Very often
7. Do you get influenced by collecting trends or by posts from content creators that you see on social media?
   Never – Very often
8. How would you define your living space with regard to your collection?
   Very cluttered – Very ordered
9. Do you have concerns about the amount of money you spend on your collection? Please explain.
   [Short answer]

Part 3: Interpersonal implications

10. Are you open about being a collector with non-collectors? Please explain.
    [Short answer]
11. How important do you find your interactions with other doll collectors?
    Very unimportant – Very important
12. Do you have any real-life (as opposed to online) friends who are also doll collectors?
    Yes/No
13. Are you interested in forming bonds with more doll collectors?
    Yes/No

Part 4: Environmental implications

14. Do you think that the amount of packaging waste from dolls is a concern?
    Yes/No/Maybe
15. How aware are you about the pollution associated with doll production?
    Very unaware – Very aware
16. How important is sustainability to you?
    Very unimportant – Very important

Part 5: Conscious collecting

17. How do you typically interact with your dolls? Please check all that apply.
    Tactilely (e.g. hair brushing, clothes swapping, play)
    Visually (i.e. looking at them)
    Artistically (e.g. restyles, photography, storytelling)
    Other ( )
    I do not regularly interact with my dolls
18. How quickly do you typically move on to your next doll to purchase after getting a new one? Please explain.
    [Short answer]

19. Which of the following conscious collecting behaviours do you have? Please check all that apply.
    Spreadsheet to track collection
    Loves/likes/dislikes list for upcoming releases
    Introspection regarding collecting habits
    Loose set of rules for number of dolls to buy in a month/year
    Other ( )
20. Would you be interested in an app that focuses on increasing your appreciation for your existing collection?
    Yes/No/Maybe

Part 6: Demographics

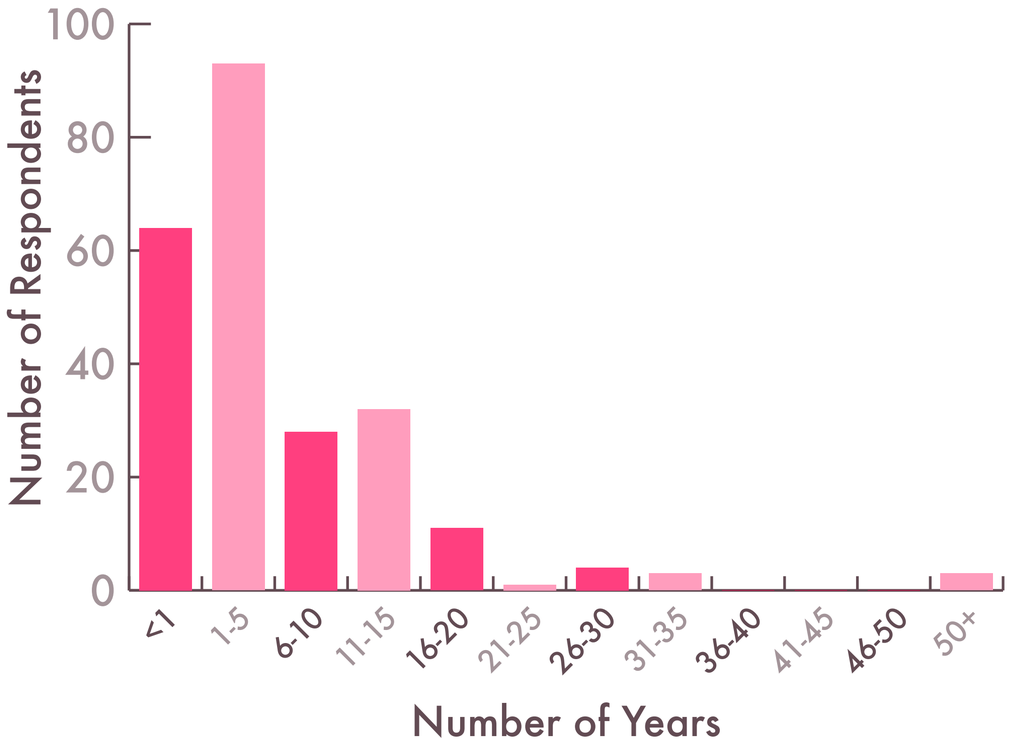
21. What is your age? You may skip this question if you would prefer not to answer.
    [Short answer]
22. What is your cultural background? You may skip this question if you would prefer not to answer.
    [Short answer]
23. What country do you currently reside in?
    [Short answer]
24. What gender do you most identify with? You may skip this question if you would prefer not to answer.
    [Short answer]
25. What is your sexual orientation? You may skip this question if you would prefer not to answer.
    [Short answer]

Part 7: Final thoughts

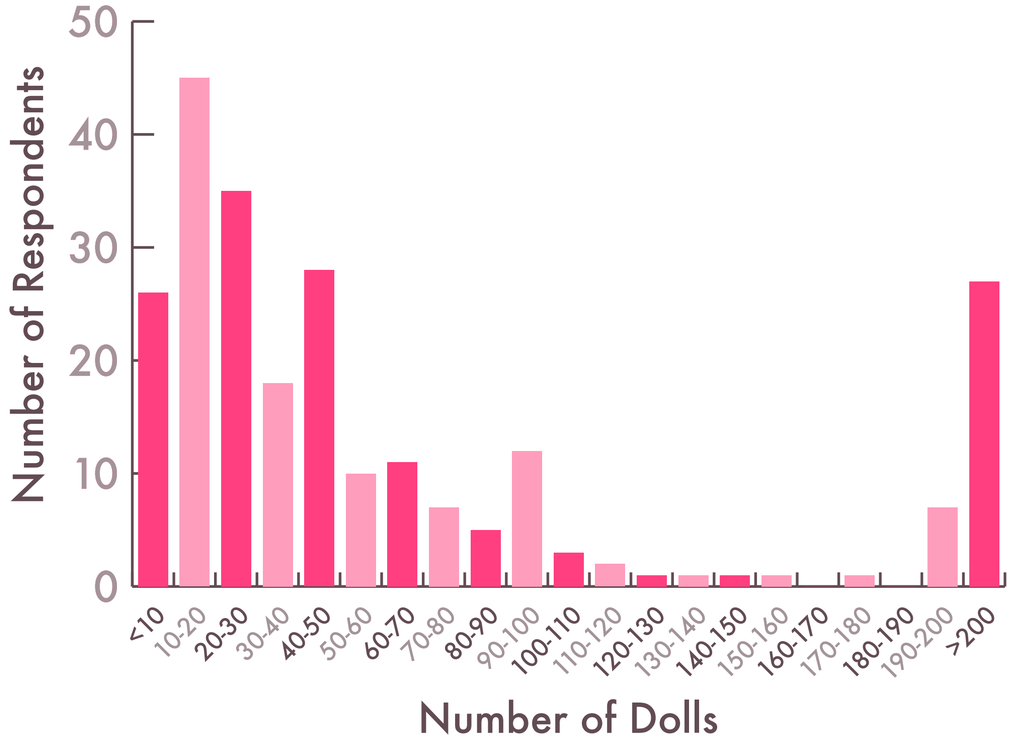
26. Is there anything you would like to add? This question is optional, but feel free to share if you'd like!
    [Short answer]
27. Bonus round! Who is your favourite doll?
    [Short answer]

APPEDIX E: SURVEY RESULTS

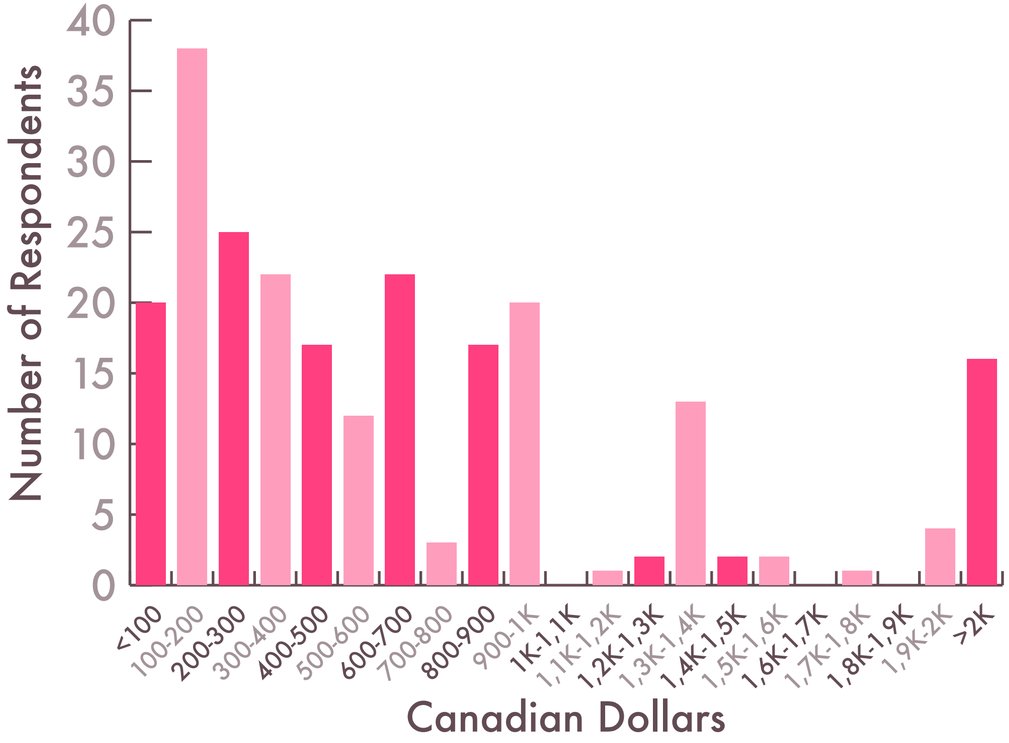
HOW LONG HAVE YOU BEEN COLLECTING?



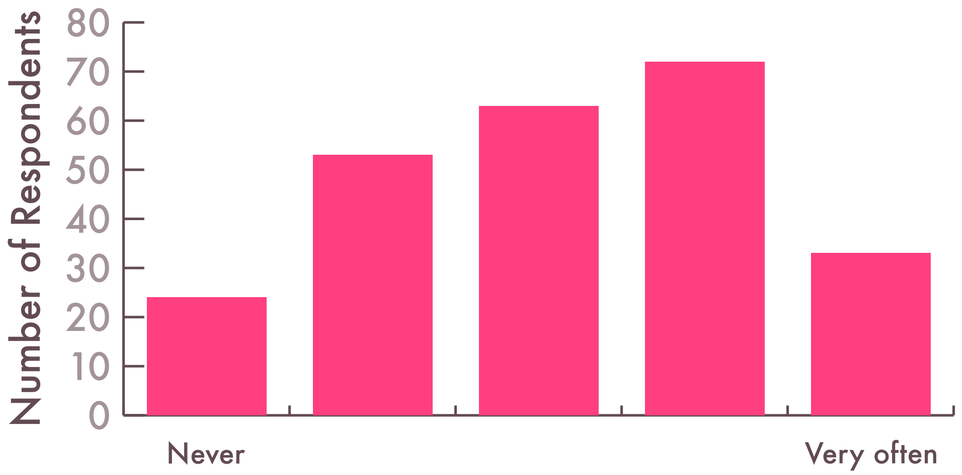
HOW MANY DOLLS DO YOU CURRENTLY HAVE IN YOUR COLLECTION? YOU MAY PROVIDE AN APPROXIMATE ANSWER.



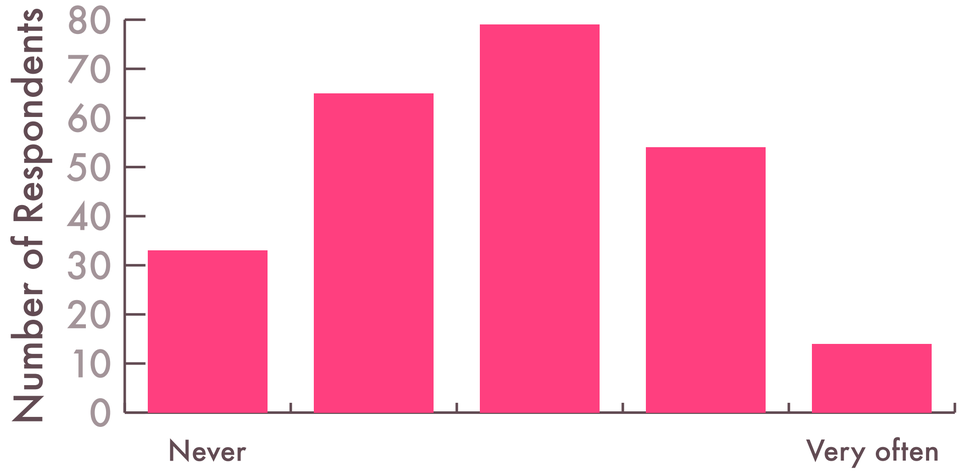
HOW MUCH MONEY DO YOU APPROXIMATELY SPEND ON YOUR COLLECTION IN A YEAR?



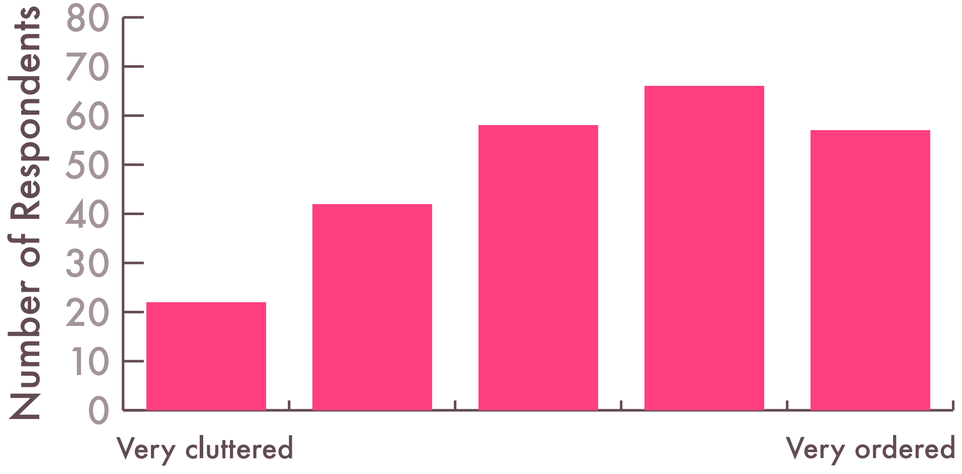
DO YOU EXPERIENCE FEAR OF MISSING OUT ON RELEASES?



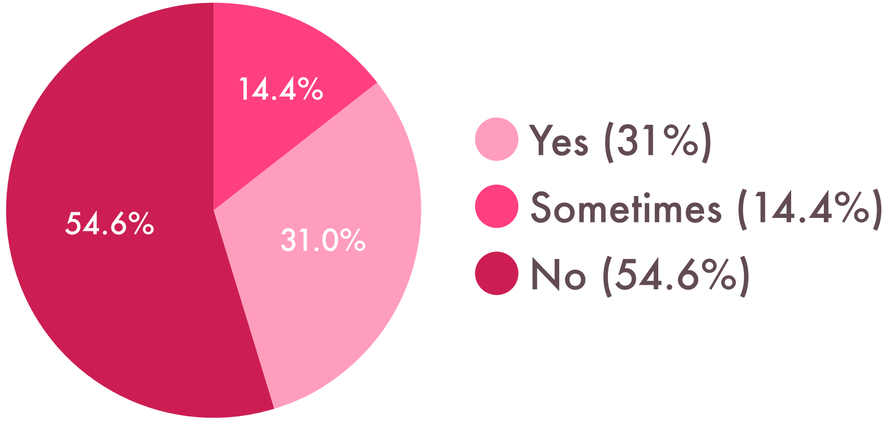
DO YOU GET INFLUENCED BY COLLECTING TRENDS OR BY POSTS FROM CONTENT CREATORS THAT YOU SEE ON SOCIAL MEDIA?



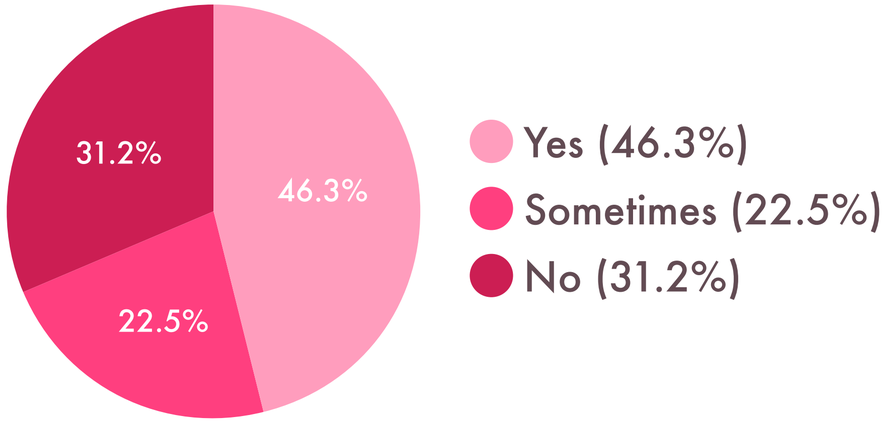
HOW WOULD YOU DEFINE YOUR LIVING SPACE WITH REGARD TO YOUR COLLECTION?



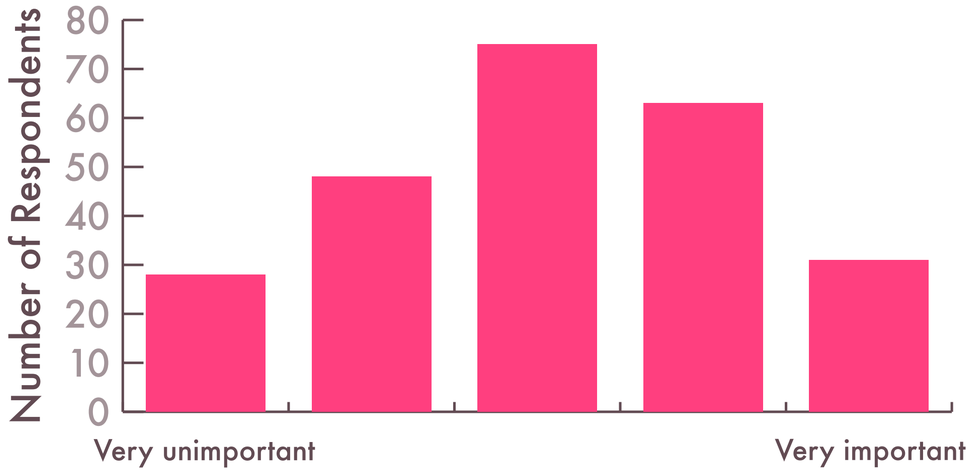
DO YOU HAVE CONCERNS ABOUT THE AMOUNT OF MONEY YOU SPEND ON YOUR COLLECTION? PLEASE EXPLAIN.



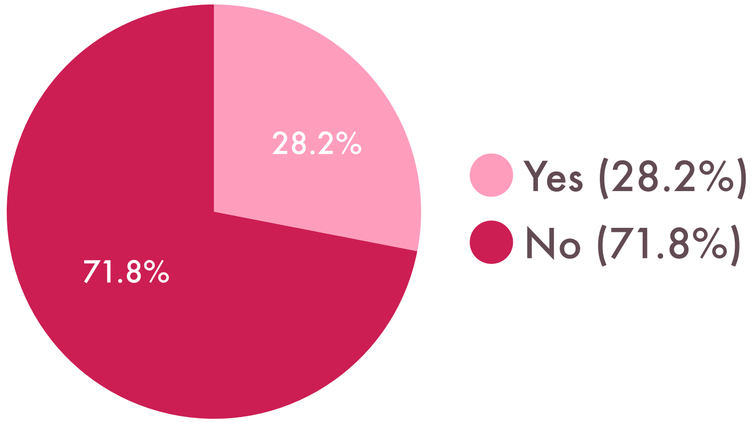
ARE YOU OPEN ABOUT BEING A COLLECTOR WITH NON-COLLECTORS?



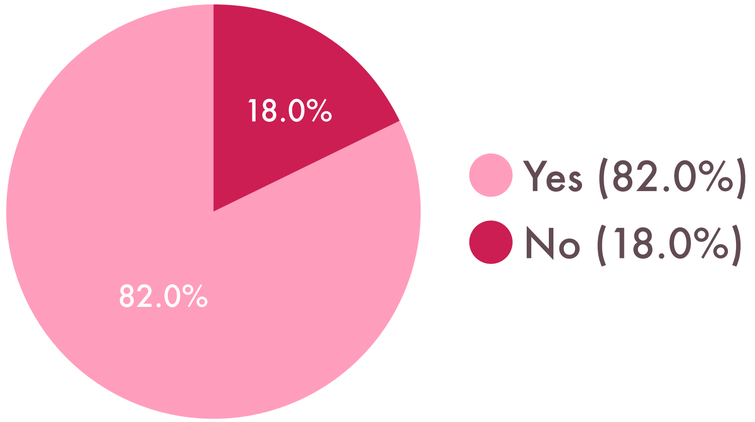
HOW IMPORTANT DO YOU FIND YOUR INTERACTIONS WITH OTHER DOLL COLLECTORS?



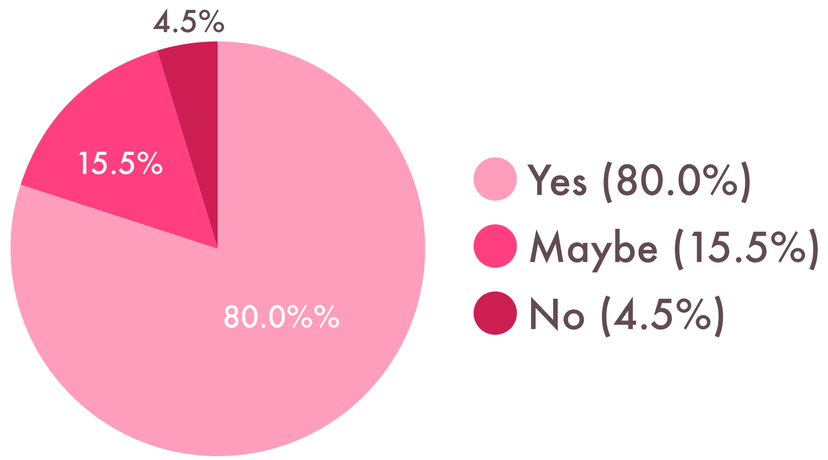
DO YOU HAVE ANY REAL-LIFE (AS OPPOSED TO ONLINE) FRIENDS WHO ARE ALSO DOLL COLLECTORS?



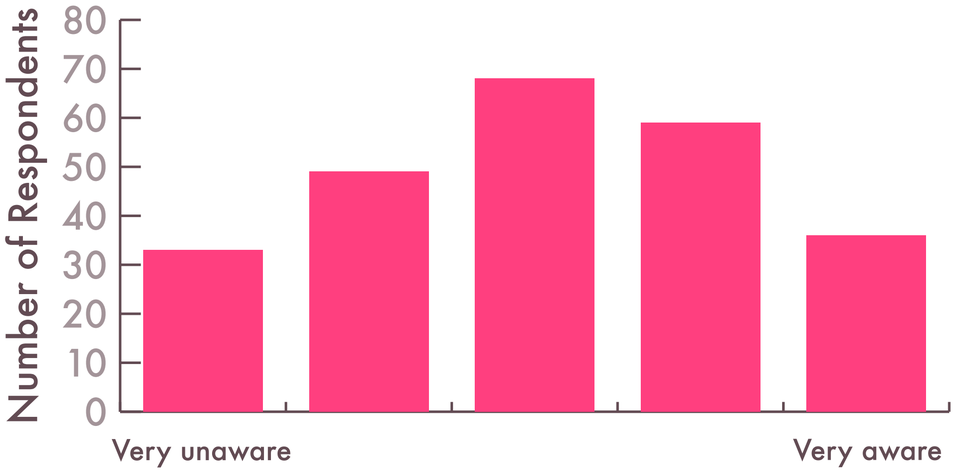
ARE YOU INTERESTED IN FORMING BONDS WITH MORE DOLL COLLECTORS?



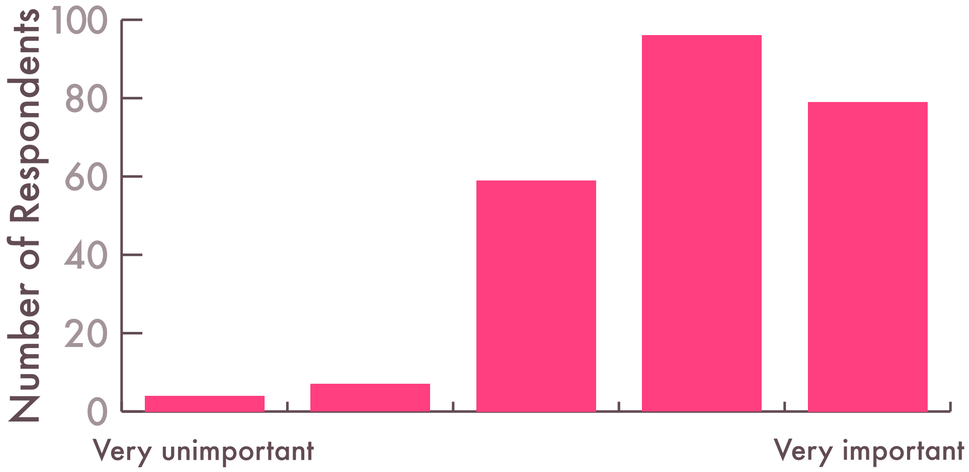
DO YOU THINK THAT THE AMOUNT OF PACKAGING WASTE FROM DOLLS IS A CONCERN?



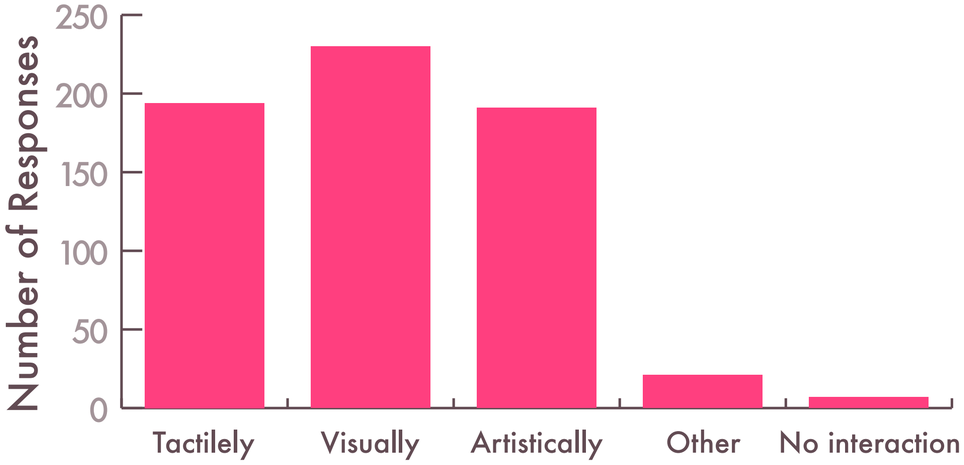
HOW AWARE ARE YOU ABOUT THE POLLUTION ASSOCIATED WITH DOLL PRODUCTION?



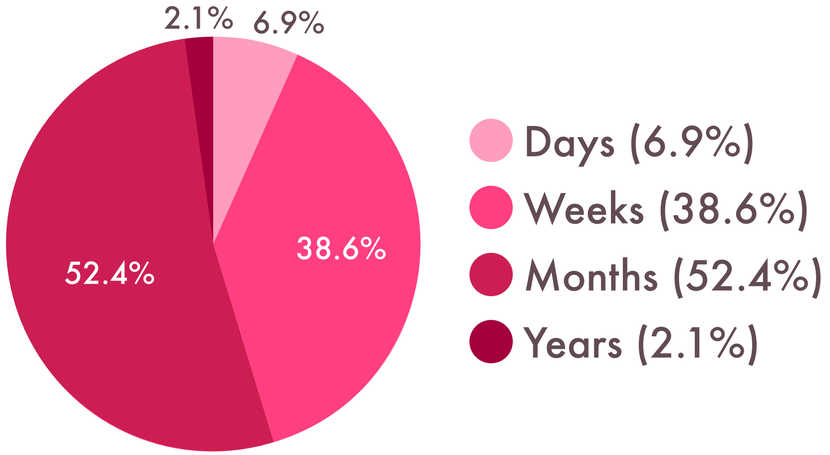
HOW IMPORTANT IS SUSTAINABILITY TO YOU?



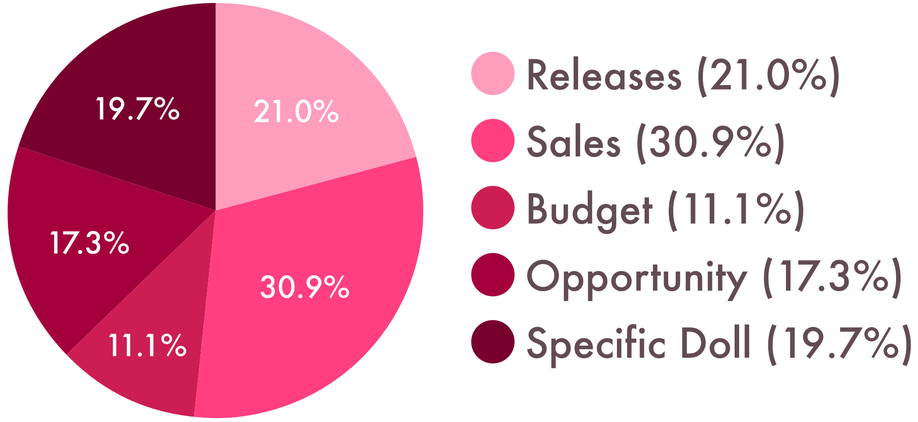
HOW DO YOU TYPICALLY INTERACT WITH YOUR DOLLS? PLEASE CHECK ALL THAT APPLY.



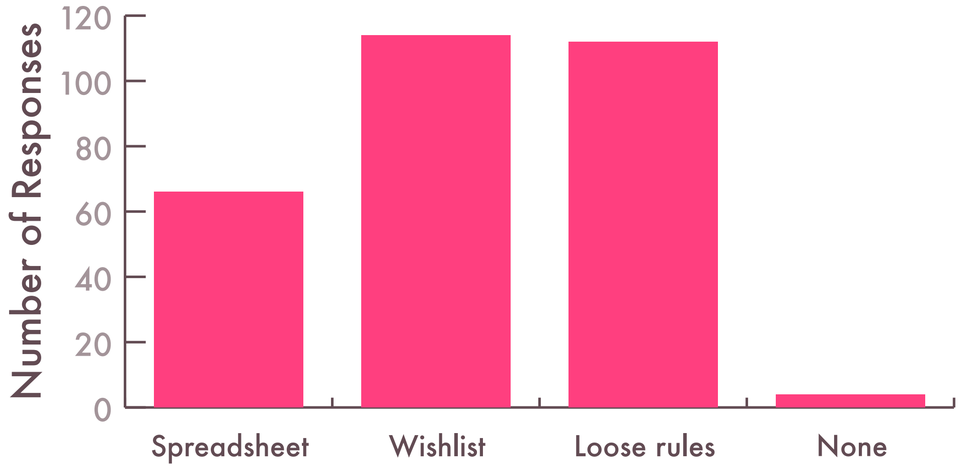
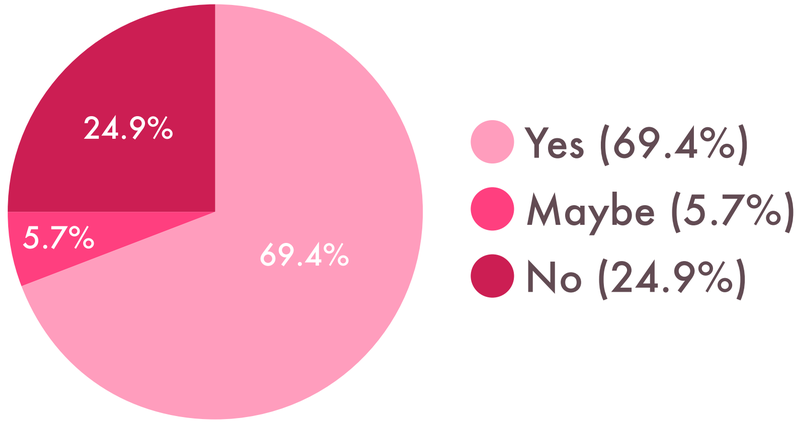
HOW QUICKLY DO YOU TYPICALLY MOVE ON TO YOUR NEXT DOLL TO PURCHASE AFTER GETTING A NEW ONE?



WHAT IS THE STRONGEST FACTOR BEHIND GETTING A NEW DOLL?



WHICH OF THE FOLLOWING CONSCIOUS COLLECTING BEHAVIOURS DO YOU HAVE? PLEASE CHECK ALL THAT APPLY.



WOULD YOU BE INTERESTED IN AN APP THAT FOCUSES ON INCREASING YOUR APPRECIATION FOR YOUR EXISTING COLLECTION?