## Annex 1 - Focus Group Science4you Guideline

**27/28 July 2016**

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>QUESTIONS</th>
<th>TIME</th>
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| **WARM UP**                  | • Introduce the concept of focus group and the theme  
• Inform that the conversation will be recorded for further analysis but results will be presented in an aggregated form  
• Present myself and explain what my role will be during the discussion  
• Ask the participants to present themselves by telling their name and professional occupation  
• Explain they were chosen because they are the decision makers | 4    |
| **REASONS TO BUY SCIENCE4YOU** | • How did they first hear about Science4you  
• Why did they decide to buy Science4you for the first time and where did they buy it  
• Did they consider similar products from other brands?  
• Why did they choose Science4you and not a competitor?  
• Did the brand impact the choice? | 15   |
| **EXPECTATIONS VS EXPERIENCE** | • What were their expectations after buying a Science4you product? Did the product match the expectations?  
• What were the products’ strengths? What could be improved? What did they dislike? | 10   |
| **“CLUBE SUPER CIENTÍSTA” CARD** | • Do they know the loyalty card?  
• Do they have the card?  
• What do they think about the advantages it offers? | 10   |
| **BIRTHDAY PARTIES AND HOLIDAY CAMPS** | • Do they know the services Science4you offers?  
• Have they used the birthday parties and/or holiday camps?  
• What were the strengths and weaknesses of those activities? | 8    |
### Value Added and Loyalty

- If they could go back, would they still choose Science4you?
- Considering what we discussed in this session, do they think the toys are well priced?
- Have they ever recommend Science4you to anyone?

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<tr>
<th>Wrap Up</th>
<th>Mention that we are getting closer to the end of the session and ask if there’s something they would like to add.</th>
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<tbody>
<tr>
<td></td>
<td>Thank them for their time and for sharing their opinion.</td>
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### Annex 2 – Excel file

### Annex 3 – Quantitative questionnaire

This questionnaire aims at improving Science4you’s offer. If you received this link we need your help to improve. We kindly ask you to answer all questions and we thank you in advance for your help.

Q1 – How did you first heard about Science4you?

- Through social media
- Through friends
- Due to professional reasons
- Other

Q2 – Where do you usually buy Science4you’s products?

- Company owned stores
- Supermarkets
- Paper stores
- Other

Q3 – On a scale from 0 to 10, quantify your level of agreement with the following phrases (being 0 “I do not agree at all” and 10 “I completely agree”).

- I only buy Science4you’s products if there is a discount
- I buy more often at the supermarket because it has more discounts
- I buy more often at the company owned stores but if the supermarkets have a discount, I will buy there
- I only buy at company owned stores and don’t even realize when the supermarkets offer discounts.

Q4 – On a scale from 0-10 give out points to the following hypothesis, attributing more points to what you value the most on a Science4you’s toy:

- Being an educational toy
- Keeping children busy for a longer period of time
• Good value for money
• Being a Portuguese brand

Q5 – From the following brands, which do you know?

• Clementony
• ToysRus
• 4M
• Imaginarium

Q5 – From the following brands, which have you already purchased?

• Clementony
• ToysRus
• 4M
• Imaginarium

Q6 – What was the main reason to buy a Science4you toy for the first time?

• Didn’t know the brand but wanted to try it
• Had already heard of it and wanted to try it
• I already knew the brand and was hoping to get the child’s interest on science
• Other

Q7 – On a scale from 0 to 10, how satisfied are you with Science4you’s toys?

Q8 – If Science4you were to modify its offer, what would you value the most?

• Engagement in social causes
• Different packaging
• More interactive platforms

Q9 – Do you know the features of the “Super Cientista” card?

• Yes
• No

Q10 – The card’s features are:

• Very Insufficient
• Insufficient
• Sufficient
• Good
• Excellent

Q11 - On a scale from 0-10 give out points to the following attributes on a loyalty card, attributing more points to what you would value the most on a Science4you’s card:

• Discounts on special occasions such as birthdays and Children’s day
• Points system, where you can earn gifts
• Discounts at museums and scientific pavilions

Q12- Do you know Science4you’s birthday parties?
Q13 – Have you ever held a birthday party at Science4you?

- Yes
- No

Q14 – If yes, how satisfied were you with the party, on a scale from 0 to 10?

Q15 – Do you know Science4you’s holiday camps?

- Yes
- No

Q16 – Have you ever used the holiday camps?

- Yes
- No

Q14 – If yes, how satisfied were you with the camp, on a scale from 0 to 10?

Q15 – On a scale from 0 to 10 how satisfied are you with the value for money offered by Science4you’s toys?

Q16 – How likely is it for you (from 0 to 10) to buy a Science4you toy in the next 12 months?

Q17 – Have you ever recommended Science4you’s products/services?

- Yes
- No

Q18 – Please indicate your gender:

- Male
- Female

Q19 – Please indicate your age

Q20 – Please indicate your educational level

Q21 – Please indicate your professional occupation

Q22 – Please indicate how many children do you have

Q23 – Please indicate how many children under 15 years old do you have

**Annex 4 – Excel file**

**Annex 5 – Excel file**