

Attachment 1: Questions used in in-depth interviews

Demographic and lifestyle

- Gender
- Nationality
- Occupation

Phone/ phone cover usage

- Do you have a smartphone?
 - If yes, which model?
 - If no, do not continue
- Do you use phone case?
Why /why not?
- Which type of phone case do you use?

Behaviour and habits

- What do you value when looking for a phone case?
(What about: design, brand, quality, availability, functionality?)
- Do you search for information before looking/buying a phone case?
- How often do you buy a phone case?
- Could you please tell me about the last time you bought a phone case?
 - When and where did the purchase take place?
 - What type and how does it look like?
 - Was it for yourself or a present to someone else?
 - Did you plan the purchase in advance?
 - Did you find a phone case you liked before you decided to buy a new?
 - If yes, where did you find the phone case? And did you buy it at the same place?
 - Would you say it was easy to choose? Why/why not?
 - What did you like the most with the phone case you bought?
 - How much did you pay for it?
 - o Do you consider it cheap/expensive/value for money?

Preferences

- What are your design preferences?
- What about using universal or personal design?
- Do you have any brand you prefer?
 - Do you know of any brands?
 - If yes, which one
- Do you check websites/blogs/Instagram or other for design ideas?

Price

- At what price to you begin to think a phone case is too expensive to consider?
- At what price would you begin to think a phone case is so inexpensive that you would question the quality and not consider it?
- At what price would you begin to think a phone case is getting expensive, but you still might consider it?
- At what price would you think a phone case is a great buy for the money?

Sales point

- Where do you usually look for phone cases?
- Which sales points do you know of?
- Which sales points do you prefer? Why?
- The last place you bought a phone case, would you use the same sales point again?

Satisfaction

- Are you satisfied with your current phone case? Why/ why not?
- Would you recommend it to your friends? Why/ why not?

The Meamango Phone case (Showing them the Meamango Sports Cases)

- What is your opinion on these phone cases?
- Which one do you prefer? Why?
- Is there anything you don't like with the phone cases? What and why?
Is there anything you would improve? What and why?
- Would you buy it? For yourself or as a present? (For whom?)
- How much would you be willing to pay for this cover?

Attachment 2: Answers to in-depth interviews

ISABELL:

Gender: Female, 23 years

Nationality: Brazilian

Occupation: Student and lives in Barcelona

General information

- She has an iPhone 6.
- She uses a phone case.
- With a cool lego design only covering the back of the phone.

Behavior and habits

- She values cute design, but at the same time something that protects the phone, because she is very clumsy with the phone. If it is cool and protects, that is the perfect combination.
- She does not search for any information.
- She does not buy phone cases often.

Can you please tell me about the last time you bought a phone cover?

- She bought the last phone case at H&M.
- The phone case was for herself.
- She purchased the phone case alone.
- The phone case was easy to choose. They had a few cute phone cases and they were cheap.
- She did not plan the purchase, she was just out shopping.
- The phone case she bought at H&M was only 5 euros, and the one she has now was 30 euros, but the new one is of better quality (Apple store).

- She thinks that the phone case for 5 euros was cheap. The one she bought for 30 euros is maximum what she would pay for a phone case. She paid more for that one because she needed one with a good quality and design. Usually she would not pay this much.

Preferences

- She does not have any design preferences. She just see if it is cute/cool and catches her attention.
- She does not check websites/blogs/Instagram/other for design ideas.
- She likes universal cool design/linked to her personal interests.
- She does not really know of any brands, except Apple.

Price

- She thinks that the products it too expensive to consider when the price is over 30 euros.
- She thinks that the product is so inexpensive that she would not consider to buy it at 2 euros.
- At 20 euros she thinks that the product is getting expensive, but she still might consider it.
- 7 euros is a bargain, a great buy for the money according to her.

Salespoint

- She usually buys phone cases in stores all around Barcelona.
- She prefers stores in Barcelona and Apple store.
- She would use the same sales point as last time she bought a phone case.

Perception

- She is satisfied with the current case because of the cool design.
- She would recommend the case to a friend because of the design.

The product

- Because she is a girl, she would not buy anything with a football logo on.
- She likes the 3D design,
- She does not like the football logo, and she would like to have a higher curb at the case for better protection.
- She would buy it for herself, but with another logo.
- She would be willing to pay 5 euros.

ADEN:

Gender: Male, 25 years

Nationality: Singaporean

Occupation: Student, is in Barcelona on holiday

General information

- He has a iPhone 6
- He uses a phone case
- He has a case that only covers the back, with a “see-through” design.

Behavior and habits

- He values the protection of the phone case, but also the design.
- He does not search for information, it is at mostly only a spontaneous purchase.
- He rarely buys a phone case. He only buys a new case when the old one is broken.

- The last time he bought a phone case was when he bought his current phone. It was his mom bought a new phone case for him, six months ago.
- He values that the “see-through” effect can show the design of the phone.
- He thinks his mom paid 26 dollars for the current phone case. He think it is expensive. If he were about to buy it himself, he would pay maximum 10 euros.

Preferences

- He does not have any special design preferences, just something that catches his attention.
- He does not use social media for design ideas.
- He does not like any universal cool design or design which are linked to his personal interests.
- He does not know of any particular brand.

Price

- He would not buy or consider any phone cases which is priced over 50 dollars.
- At 2 euros he thinks that the product is so inexpensive that he would question the quality of the phone case.
- He might consider phone cases for 45 dollars but that is getting expensive for him.
- 6 dollars is a bargain, a great buy for the money, for him.

Salespoint

- He usually he look for phone cases online, mostly on Amazon and Ebay.
- He prefers to buy phone cases online.

Perception

- He is satisfied with the current phone case.
- He would recommend the phone case because the “see-through” design. But he would not recommend it to younger people because it was expensive.

The product

- He thinks that the 3D design is cool but he would like to see a better effect.
- He does not like that it is that thick, he would like it more slim.
- He could buy it for myself as a souvenir from his holiday in Barcelona or he could buy it as a present for a football fan.
- He would be willing to pay maximum 5 euros.

SVEN:

Gender: Male, 15 years

Nationality: Dutch

Occupation: High school student, in Barcelona for holidays

General information

- He has a Samsung Galaxy 4.
- He uses a phone case.
- He has a black phone case covering the back.

Behavior and habits

- What do you value when buying a phone case?
He values quality and design the most. He likes the design to be simple, like the one he currently has; just black.
- He search on the internet, using google, for phone cases.

- He buys a new phone case when the current gets broken or when he buys a new phone.
- He bought the last phone case about six months ago. The phone case was for himself.
- He went with his mom.
- For him, it was easy to choose.
- He did not plan the purchase.
- He valued the most that it only costed 12 euros. He thinks that is cheap, but it is not the best quality, so he would not pay more for an exact same phone case.

Preferences

- He likes that the phone case is simple.
- He does not check websites etc. for design ideas.
- He prefer that it is simple with no personal design.
- He does not know of any brand for phone cases.

Price

- At 17 euros he begins to think that the product is too expensive to consider.
- There is really no price where he would start to question the quality of the product, because if he search around for a “fun” case, he already know that the quality is not good.
- At 15 euros he thinks the product is getting expensive, but he would still consider it.
- 10 euros is a bargain for him.

Salespoint

- He usually looks online for phone cases, but here in Barcelona he looks in the cheap stores.
- He prefers online stores.
- He would use the same sales point for the next phone case purchase as well, but he does not know which website he ordered the last one from.

Perception

- He is satisfied with his current phone case because he likes the design.
- He would recommend his current phone case to a friend, but he does not remember where he bought it.

The product

- He thinks that the Meamango Sports Case looks really good, and he is a huge FC Barcelona fan.
- He absolutely likes the Barca logo on the sports case.
- He means that the phone case looks like they do not have any quality, and that is something he would have improved.
- He would buy the sports case if it is cheap because he does not think it is of good quality.
- For exactly this one he would pay maximum 6 euros.

MATTEO:

Gender: Male, 19 years

Nationality: German

Occupation: Student, in Barcelona for holidays

General information

- He has an iPhone 5

- He has a phone case covering the back, with a “see-through” design. But he has put his own “touch” to it by putting a photo of his friend and he inside the case, that shows on the back of the phone.

Behavior and habits

- He value the possibility of protection. He managed to damage his phone, and then he decided he needed a phone case purely for safety reasons. Also, he values the design a bit. He likes the “see-through” where he could design himself, but if he found a cool design he would also buy that.
- He does not search for information before buying a phone case. He see a phone case he likes and buys it.
- He does not buy phone case very often, maybe twice a year.

Can you please tell me about the last time you bought a phone cover?

- The one he have now, he has had for two months. He bought it on Amazon.
- It was for himself and it was a online purchase
- It was very easy to choose which phone case to buy.
- It was a planned purchase as his phone was a bit damaged so he decided to buy a phone case for protection.
- He value the “see-through” design so that he could make a personal “twist” on the phone case.
- He paid 10 euros for his current phone case. He think it was cheap, but he would not pay more for it because it does not have any good quality.

Preferences

- He prefers that a phone case should not be too big, and he likes the ones that only are covering the back.
- He does not check online for design ideas before purchasing.
- He would not prefer cool universal design or design linked to his personal interests.
- He does not know of any brands for mobile phone accessories.

Price

- Over 45 euros would be too expensive.
- Under 3 euros is too cheap.
- 45 euros is expensive, but it could have worked.
- If you get something for 20 euros, it is a bargain.

Salespoint

- He usually looks for phone cases online.
- He prefers to purchase online, because they have a wide range of products.
- Yes, he would use the same sales point for his next purchase.

Perception

- He is satisfied with the current phone case because of the design, but he would prefer better quality on the next phone case he purchase.
- He would recommend his current phone case to a friend that is not valuing protection.

The product

- He likes it the Meamango Sports Case. He is quite surprised with the 3D design, but he does not like the FC Barcelona logo.
- He likes the 3D design the most, because it is the coolest.

- He does not like the black sides on the phone case. If there are anything to improve, he believes it should be that the 3D design could cover the whole phone case.
- He would buy it for himself, but not with the FC Barcelona logo.
- He would pay maximum 20 euros for the sports case.

JAMIE:

Gender: Male, 22 years

Nationality: Spanish

Occupation: Student that lives in Barcelona

General information

- He has a BQ.
- He does not have any phone case right now for the mobile phone, but usually he has a phone case. He has had for the previous phones, but he has not found any cool cases for his current phone yet.

Behavior and habits

- He values the price and the design when buying a phone case.
- He search for information on the internet before he choose a phone case.
- He does not buy a phone case very often, usually only when he gets a new phone.

Can you please tell me about the last time you bought a phone cover?

- He bought his current phone case two years in a store in Barcelona. The phone case was for himself and he went alone to buy the it.
- It was easy to chose a phone case because the one he found was really special.
- He did not really plan the purchase, it was spontaneous.
- What did you value the most with the phone case you bought?
He valued the design the most.
- He bought the current phone case for 10 euros. He think that 10 euros was a bit expensive, so he would not pay more for it.

Preferences

- He usually prefers phone cases that are simple, but if he finds something that is extravagant, he would buy it.
- He does not check websites or any social media or websites for design ideas.
- For a phone case, he prefers simple and therefore, design linked to his own personal interests or universal designs would not impress him.
- He does not know of any brands.

Price

- Over 15 euros is too expensive.
- Under 3 euros, he does not think the product would have any good quality.
- Over 8 euros the price is a bit expensive, but he could consider it.
- At 5-6 euros, the purchase is a bargain.

Salespoint

- He usually looks for phone cases in stores around Barcelona
- He prefers to buy phone cases at accessories stores, because he likes to feel the material of the phone case.
- He would absolutely use the same sales point for his next purchase.

Perception

- He does not have any phone case right now, but his current phone case he was satisfied because of the cool design.
- The previously phone case he purchased, he would recommend because of the design and that it was cheap.

The product

- His opinion in the sports case is that it looks nice, but he is a Real Madrid fan.
- He likes the 3D design the most because it looks really cool.
- He does not like the logo, because it is the wrong football club. So, if he could improve something, it would be to have another logo instead of FC Barcelona.
- He would buy the sports case for himself if it was with the Real Madrid logo, of course.
- He would pay maximum 12 euros for the Meamango Sports Case.

EMIN:

Gender: Male, 22 years

Nationality: Azerbaijani

Occupation: Student who lives in Barcelona

General information

- He has an iPhone 6.
- He uses a phone case. Right now, he has a phone case with dark blue design, but he would like to have one with cool design as well.

Behavior and habits

- He values protection and design when buying a new phone case.
- He does not usually search for any information before buying a phone case.
- He change mobile phone quite often, so every time he buys a new mobile phone, he also buys a new phone case.

Can you please tell me about the last time you bought a phone cover?

- He bought his last phone case months ago at El Corte Inglés.
- The purchase was for himself and he went alone.
- He believe it was easy to choose. The phone case was right there in front of him.
- He planned the purchase because he needed a new one.
- He valued the quality of the phone case the most.
- He paid 20 euros for the current phone case, which he believe was not too expensive.

Preferences

- He does not have any design preferences on a phone case.
- He does not check websites or any social media for ideas.
- No, he does not prefer to have an universal cool design or anything linked to his personal interests.
- He prefers brands such as Dolce and Gabbana and Chanel. Other than that, he does not have any knowledge of brands.

Price

- Over 15 euros is too expensive.
- Under 5 euros he would question the quality of the product.
- Over 30 euros, the price is getting expensive, but he would still consider it.
- 10 euros is a great buy for the money.

Salespoint

- He usually looks for phone cases in stores around Barcelona.
- He prefers in stores because he likes to see the phone case before purchasing it.
- He would use the same sales point for his next purchase.

Perception

- He is satisfied with his current phone case because of the good quality.
- He would recommend his current phone case to a friend.

The product

- He thinks that the phone cases looks great, but is not something for his taste.
- He likes that it has the Catalan flag on.
- If he would improve anything on the sports case, it would be the 3D effect, because it is too much. He means that it is uncomfortable for the eyes.
- He could buy the sports case as a present for someone younger, but not for himself.
- He would pay a maximum price of 25 euros for the Meamango Sports Case.

MICHAEL

Gender: Male, 25 years

Nationality: Scottish

Occupation: Unemployed who lives in Barcelona.

General information

- He has a Samsung Galaxy 6.
- He uses a phone case that is protecting the whole phone, with a “see-through” design.

Behavior and habits

- He values the protection of the mobile phone and the design.
- He does not search for information before purchasing a phone case.
- He buys phone cases while buying a new phone, but if he finds something that is really cool, he would buy it there and then for no other reason.

Can you please tell me about the last time you bought a phone cover?

- He bought the phone case four months ago.
- The phone case was for himself.
- He went alone to buy the phone case.
- It was easy to choose because he already knew what he wanted.
- He planned the purchase. His friend had the same phone case and therefore he also wanted it.
- What he values the most of his current phone case is that it is a “see-through” design so that he can show the phone model to his friends, and that it has a good quality.
- His current phone case, he bought for 5 euros.
- He thinks that the purchase of the current phone case was cheap, but he would not be willing to pay any more for the phone case.

Preferences

- He does not have any design preferences, only that it has to look cool and is simple.
- He does not check websites or any social media for ideas.
- He prefers the phone cases to be simple without any design linked to his personal interests.
- He is not brand-oriented, therefore he does not know of any brands.

Price

- Over 20 euros is too expensive.
- Under 3 euros is too inexpensive.
- At 15 euros, he would have considered it, but it is getting expensive.
- 5 euros is a great buy for the money - a bargain.

Salespoint

- He usually looks for phone case online, on Amazon and Ebay.
- He prefers online because it is cheaper and has a wide range of products.
- He would use the same sales point as he did the last time - for his next purchase.

Perception

- He is satisfied with his current phone case, because it protects the phone and has a simple, but OK design.
- He would recommend the phone case to a friend. Actually, a friend recommended it to him.

The product

- He thinks the phone case is cool, but it is not for him because of his age. Maybe he would like it better when he was younger.
- He likes the 3D design on the sports case.
- If there were anything to improve, it would be the colors, because it was too much. Maybe it would look better without.
- He could buy the sports case as a present, but for someone younger than himself.
- He would pay a maximum price of 10 euros for the Meamango Sports Case.

CAROLINA:

Demographic and lifestyle

- Gender: Female, 23 years
- Nationality: Spanish
- Occupation: Reservations agent at hotel W.

General information

- She has a smartphone (iPhone 5)
- She has a cover for her smartphone; the cover is quite old in her opinion (almost 2 years), and has not bought a new one because she will soon buy the iPhone 6 and will therefore wait with buying her new case cover until then.
- The reason why she uses phone covers is protection for her smartphone. She is planning to buy the iPhone 6 very soon and has intentions in keeping it for a long time as she does not really care much about changing phones often (like many iPhone owners do). It is an expensive investment for her in buying the new smartphone and therefore the buy of a new cover will also be important. The iPhone 5 she has now has a broken screen and a cover that only covers the back of the phone, she is therefore considering the option of a "flip cover" or the "wallet function" in order to protect the whole phone this time.

Behavior and habits

- She values: 1) The quality of the cover; that it will provide a good protection for the smartphone, 2) The design 3) That the price is coherent with what she values as important when buying a cover, but of course not too expensive.

- No, she of course searches for a smartphone when buying on. She does not do any research or search for one. She will have a look in the store where she will buy her new smartphone and if she doesn't like any of the ones there she will go to another store.
- The one she has now, she has had for almost 2 years, but she has bought others during this time but got fed up with them and changed back quite quickly to the one she uses now, which is plain and simple. The others were cheaper and more of a fun and spontaneous buy. These were covers that stood out more and she felt like they didn't really fit for a normal and daily use.

Can you please tell me about the last time you bought a phone cover?

- The last time she bought a phone cover was about 3 months ago. It was at a phone case store in the middle of Las Ramblas in Barcelona, when she was out looking for Christmas gifts actually. It was a Christmas inspired cover so she changed back to her original cover very quickly (about 2 weeks). It was just a fun and cheap buy. 3 months ago she bought it.
- The case was for herself.
- She went Christmas shopping with a friend.
- She felt the choice was easy. But she went to a store that only sell smartphone accessories and there were a lot of options. They were cheap and she knew she would change back to her standard cover quickly.
- The purchase was not planned.
- Her latest buy was spontaneous and when she saw the cover she decided to buy it there and then. But the cover she uses now (the one she uses for normal day use) was when she bought her phone and she had decided to buy a cover at the same time, so that purchase was planned.
- What she values most with the case she uses now is the quality of it. She has used it for almost two years and it still looks good and not damaged and the fact that the price she paid for it was okay.
- She paid 15 euros for the phone case.
- She was satisfied with the price she paid and would be willing to pay a little more for it knowing the good quality of it now after seeing how it looks, after using it for almost two years.

Preferences

- In her experience, she doesn't stick to the phone cases that stands out a lot, with for an example different colors, bling accessories or anything like this. She always went back to the plain and simple case. She would prefer a classy and discrete look. When it comes to colors she would prefer having either black or dark blue.
- She does not go online searching for design ideas.
- Yes, she could consider a cool universal design. Like for an example, her favorite football club is Barca, and with a nice design, she could consider buying a cover with their logo.
- She knows about Marc Jacobs and Michael Kors, but have never had a phone case from either of those places yet, and she has no brands she prefers when it comes to buying a phone case as that is not something she have put any emphasis on when buying a phone case before.

Price

- At 35 euros it is getting expensive. She is willing to pay more for her next purchase as she wants to go for a case that covers the whole Smartphone, but when it reaches 35 euros is when she thinks it is too expensive and will not be willing to go higher.
- At 3 – 5 euros, she believe there is no good quality. When the price is this low she believes there is no point in buying it, she would have to spend money on a new one very quickly as it would probably just last for a few days.
- If the phone cover fulfils the criterion she looks for, which is good quality and protection and also a nice design she would consider paying 30 euro.
- 20 euros is a bargain. She believes the quality and design should be good at this price.

Salespoint

- She usually looks in the stores, that either only sell phone cover and accessories or in stores that sell phones, like Orange and Vodafone.
- The sale points she knows are the ones mentioned above.
- She prefers the stores that sell smartphone accessories only, as they provide a great range of different options to choose from.
- She would not use the same sales point for her next purchase. That was a spontaneous and cheap purchase and next time she wants to go for a better quality.

Perception

- She is happy with her current phone case, mostly because it lasted so long. But she believes she should have bought one that covers the screen as well. Because now her screen is broken.
- She could have recommended the phone case, if they would want a phone case that only covers the back and has a simple design. It was a great price for such a good long lasting quality.

The product

- Her first reaction was that she smiled and said; great football club! And was impressed by the 3D effect. It was something special and different she said.
- There was no doubt that she likes the white one most. It of course has the Barca logo but also the one with a simple and more discreet look.
- The fact that it had the Barca logo, she definitely liked the most.
- Her first impression was that the phone case was cool with the 3D effect, but as mentioned earlier she think she would get tired of it very quickly and therefor would like it better if it was just the logo and not the 3D effect.
- She sais she would buy it both for herself and her boyfriend who is also a Barca fan. But for him she would go for the red and yellow one, and believe he would like the 3D effect more than she does. But she also says that buying this cover for herself, would depend on the price of this case, as she did not like the 3D effect.
- She would have bought it for about 12 euros and 15 euros would be absolute maximum.

BEATRIZE

Demographic and lifestyle

- Gender: Female
- Nationality: Spanish (Catalan)
- Occupation: Student with part time job

General information

- She has a smart phone: LG Y30
- Currently she doesn't use a phone cover. Until recently (About two month) she had a phone cover that she used for one and a half year. The cover she previously used was a "clip type" that only covered the back and partly the sides.

Behavior and habits

- Basically, she values the price and the design. The price should not be too high. And for the design she likes phone cases that stick out, are different and most importantly that they represent something personal or related to her interest, such as her hobbies. (History, architecture and music).
She said that she would like a cover that makes her phone differ from the "mainstream" and that she immediate would recognize her own phone.
- No, she does not search for information beforehand, she just goes directly to a sales point and checks out what's there.

- She does not buy that often, maybe once each 15 month. It very much depend on if the current phone cases are functioning properly or not.
- The last time she bought a phone cover is almost two years ago. Her last phone case was a gift from her mother. That purchase was actually very spontaneous. Her mother found it/bought it at a flea market. She bought it because she thought it would be “perfect” for her daughter as it had a cover of one of her favorite places in Spain. The cover showed a picture of a particular building and also a landscape with colorful flowers.
- She valued the fact that it was a very personal gift from her mother, and also that she really liked the design.
- The price of the phone case was 3 euros.

Preferences

- She says that the design would reflect her personal style; “a little bit freaky, different, maybe colorful but she also like black”. If she would describe her ideal phone case with one word it would be artistic.
Another thing about her “ideal” phone cover would be that it covered and protected the phone completely (back, front and the sides) and that it not affect the quality of the camera of the phone when taking photos with flash.
- She claims to use web pages like Amazon and Pinterest for design ideas and also as a sales point. She does not use other types of social media as inspiration source.
- She does not know of any phone cover brands.

Price

- Everything over 10 euro is too expensive.
- If it is 2 euro or less she would question the quality.
- At 7- 8 euro she could still consider to purchase the phone case.
- 5 euro is a bargain, a great buy for the money.

Sales point

- She prefers phone cover stores, and Amazon.
- She knows of the same as mentioned above. Of stores she likes small, local shops, and also Alehop or Fnac. She likes to be able to see the products in the stores, and she likes Amazon because of the good prices.

Perception

- She was very satisfied because she liked the design, and because it lasted for one year and a half.

The Meamango Sports Case

- She doesn't like any of the covers with the football logos. First of all, she is not interested in football, and moreover, she thinks they look quite tacky, and it gives her an association of something typically “touristy”.
He is more convinced with the white cover (without logo) because of the 3D technology. For one day it could be cool, but she would have become tired of it really quick. She claims that she would never buy it, she also thinks it's quite uncomfortable to look at.
- She wouldn't buy any of the cases, and neither as a gift.

AUGUST

Demographic and lifestyle

- Gender: Male, 14 years
- Nationality: Norwegian

- Occupation: Second year, middle school

General information

- He has a smartphone: iPhone 5C
- Currently he doesn't use phone cover. He got his first phone cover after he got his first smart telephone, which is approximately 13 month ago. The cover lasted two month only and he has never used a phone cover since.
The cover he previously owned was a "wallet" type, covering both sides with small pockets inside. It was all black and simple.

Behavior and habits

- He values that the phone case must have a cool look; his favorite colors are black and blue, so it would probably have both or one of the colors and he also likes stripes.
He also likes the types of "wallet cover" that covers both sides and with wallet inside, because these types of covers are more "cooler" in his opinion.
- No, he does not search for information beforehand. He just goes straight to the stores to have a look and to decide there.
- He has only bought one phone case. (His mom bought it for him, but he picked it out)
- The purchase took place in April 2015 in an electronic store. He went with his mom and they checked with two types of these electronic stores before he made up his mind. The purchase was planned as he needed protection for his first smart telephone.
He thinks the choice was very easy.
- He liked the function of closing and opening. He felt that was more a cover for the "adults", meaning he thought it looked stylish. He design he also liked very much, because it was black.
- The price was approximately 22 Euro. Considering the fact that it lasted only two month, he thought it was very expensive. It looked very "used" only after two month and the sides of the cover were also quite bowed and therefore it did no longer protect the phone as it was supposed to. He was disappointed with the quality and would not buy the same cover over again.

Preferences

- (The question was changed to "how would you like a phone cover to be if you could choose and decide everything by yourself")
It would be "wallet cover", all black and with quite strong and clear white stripes on it.
The inspiration from this particular design, he got from internet (Facebook) and also from his friends who had a similar one.
He would also like to have it covered in the Norwegian flag, because he is Norwegian so therefore it would be "cool".
- He claims no. But he mentioned that he would look for what his friends have, or he would just go to the store and see what he likes.
- No, he does not know of any brand for phone covers.

Price

- Between 35- 40 euro is too expensive.
- 3 euro is too cheap.
- 20 euro is a bit expensive, but he could consider to buy it still.
- At 10 – 15 euro, it is a bargain.

Salespoint

- He usually looks in stores of electronic devises and shops that sell phone covers only.
- He prefers the stores with all kinds of electronic devises as he is familiar with the quality as he has bought a lot of stuff for his computers etc.

- He would use the same sales point for his next purchase because he thinks that these covers are good and also not so expensive.

Perception

- (The question was referred to his previously cover)
He liked how it looked, but he was disappointed by the quality (only lasted two month) so he would not recommend it to his friends.

The product

- He likes all the covers with BCN logo on.
His definite favorite cover is with the BCN logo, with the orange and yellow background (orange on the sides, yellow in the middle). He starts talking about that he plays football and that his favorite club is FC Barcelona. He has been to two matches on Camp Nou.
- He says he would not change anything with the covers. But he doesn't like the white (without BCN logo).
- Yes, he would buy it, and he would be willing to pay 40 euro! Meaning that this is expensive but he would be willing to pay 40 euro of his own money.

BILLAL

Demographic and lifestyle

- Gender: Male, 27 years
- Nationality: Spanish (Catalan)
- Occupation: Employee of custodian company

General information

- He has a smartphone: iPhone 6. Previous iPhone: iPhone 4
- He claims to always use a cover. As long as he has been owner of a smartphone he has been using phone covers. When I asked why, the immediate answer was for protection.
He uses a brown single-colored, wallet type that covers both the front and the back of the phone, with pockets to credit cards etc.
The last cover was of same type and almost the same design. It was in black leather and had a simple look, also with card pockets.

Behavior and habits

- He values: Resistance: the protection. It has to protect the phone from damages and from scratches. For him to qualify the resistance of the cover, it should prevent the phone from braking when it falls to the grown. It is important to him that the cover protects the phone really well, as he always brings it to work and often do "relatively heavy physical activities" at work with his phone in his pocket.
 - Design: He also values an elegant and simple look, which fits the look of the phone. And the fabric should be of leather or feather "look alike" style. "The simpler it looks the better".
 - (The brand?): He also mentioned that the covers from the smart phone brands are "usually good" and that he trusts their quality.
- Do you search for information before you go out and look for/buy a phone case/cover?
No. He just goes straight to the stores to have a look and to decide there. He has never checked with any web page for phone covers before going to the store.
- How often do you buy phone cases?
He buys phone cases whenever necessary, meaning when he changes phone and it requires a new model. But he has also bought phone covers when he needed a replacement because the old one broke. He says the average is probably once a year.

- Can you please tell me about the last time you bought a phone cover?
His current phone cover he bought four months ago, at the exact same time/place as where he bought the phone, which was in a phone store. (not apple).
He went alone, and he did not spend a lot of time. As he was pretty clear of what type and what kind of simple and masculine design he wanted, a lot of the covers were quickly eliminated of his decision.
He would not consider the choice to be very easy, but he assumes it was more easy than difficult. The purchase was planned from one day an advance. When he decided to get a new phone he said he automatically decided to get a new cover that would fit the phone.
- What did you value the most with the phone case you bought?
He really liked the leather and that the design was simple, elegant and masculine. The brown color made it sophisticated which he thinks goes well with the phone and his personal style. Another main reason for buying this cover was that it had card holders inside. He uses the cover also as a wallet.
- The price was 40 euros. He considered the purchase quite expensive but still worth its money. However, he would not pay more for a phone cover, as he believes that “a phone cover should cost more than 40 euro”.

Preferences

- Do you have any design preferences?
He has a very clear picture of how he likes the design. It must be simple and discrete. No symbols, no signs, no colors. He prefers leather. (He also said he would never go for plastic, and that he doesn't like the look of it, and they brake more easily).
It must be of good quality and protect the phone from any angle. He also likes the card holder function.
- Do you check websites/blogs/Instagram/other for design ideas?
No
- Universal cool design/linked to your personal interests?
No. His personal interests are football and basketball. He is fan of BCN football team, and a former football player. But he prefers the phone cover as “unnoticed”.
- Which brands do you know of? Do you have any brands you prefer?
No, he does not know of any brand.

Price

- At what price do you begin to think the product is too expensive to consider?
45 euro.
- What price would you begin to think the product is so inexpensive that you would question the quality and not consider it?
Everything under 10 euros.
- At what price would you begin to think the product is getting expensive, but you still might consider it?
40 euros
- At what price would you think the product is a bargain, a great buy for the money?
If the quality, protection and the design really matches his desires and expectations then 30 euros.

Salespoint

- Where do you usually look for phone case/covers?
In phone stores.
- Which sales point do you know of and which do you prefer? Why?
Phone stores, phone cover stores and merchandise stores. (He did not mention the internet).

He clearly prefers stores for phones and phone covers, his perception is that they have a higher quality than store that only sell phone covers and other merchandise stores.

- The last place you bought a cover/case for your phone, would you use the same sales point for the next purchase?

Yes. The prices may be higher for phone covers in phone stores, due to better quality but he says it is worth it considering the fact that a smartphone is an expensive product which he don't mind spend money on to protect. He would recommend phone stores as the optimal sale point for phone covers.

Perception

- Are you satisfied with your current phone case/cover? Why, why not?

Yes. Mainly because he likes the design, and he also says it has good quality. He adds that he has only had it for four months and it still looks new, and he expects it to last for a year. All though the quality is not perfect, because the sides of the phone are not protected enough, especially the upper part of the phone, and his new phone already has some small scratches. Because of this, and despite of the fact that the cover looks new and has an OK quality and that he really likes the design, he would not do the same buy for the same price again.

- Would you recommend the phone case to a friend? Why, why not?

Both yes and no. He believes the design is very "likable" and he believes it appeals to a lot of people, because it is simple and elegant and it "simply looks good". The cardholders make it very useful as well.

The quality is good, but for 40 euro the quality should be even better. Considering the fact that his four months old new phone has scratches he would not recommend it to his friends.

He adds that if the price had been lower, about 15 – 20 euros lower, he would recommend it.

The product

- What is your opinion on these phone cases?

He says he likes them. They are "cool". They definitively get his attention, because of the logos and the Catalan flags and colors.

He can imagine they are a hit for young boys that love football. He says he would buy it if he was 10 years younger.

- Which of these phone cases do you prefer/like the most?

He clearly prefers the cover with the Catalan flag in stripes. (Because of the Catalan flag and the Barca logo).

Is there anything you don't like about the phone case? Is there anything you would improve on this phone case?

He would change everything; the plastic, the colors and he would have the logo much smaller.

But then he adds he would buy it anyway, because he doesn't consider it his style and they are too "screaming" for his taste. He laughed and added that he is too old for this.

The white, plain cover is the one he likes the least, because of the 3D effect. He simply does not like it, and he thinks it's uncomfortable to look at.

- Would you buy it? For you/ as a present? For whom would you buy it?

Yes, he says he could buy it as a present, for family members. The answer for whom he believe the product will attract was boys from 14 -17.

How much would you be willing to pay?

First he said 15, later 20 euro as a maximum price.

JUDIT

Demographic and lifestyle

- Gender: Female (36 years)

- Nationality: Spanish (Catalan)
- Occupation: Owner and manager of a beauty salon.

General information

- She has a smartphone. She had an iPhone before, but now she has a LG.
- Normally she uses a covers for her smartphones, but currently she don't have any. However her plan is to get a new one in short time.
- The reason why she uses phone covers is protection for the smartphones. She sees the smartphone as an investment product, that she is planning to use a lot and for a long time of period. It's very important for her to protect the phone because it is expensive, and she knows they easily can be damaged, and she also have kids that barrow her phone to play games etc. so it is essential for her to protect it. Her last phone cover only covered the back of the phone. Her next phone cover will have the "wallet function" to protect the back, the front and the sides.

Behavior and habits

- She values: 1) The design, 2) that it protects the smartphone properly and 3) that it is not too expensive.
- She does not search for information. She just goes straight to the stores to have a look and to decide there. She has never been on a web page to look for information.
- When she had iPhone she changed cover several times. But the last one she had, she had for about almost two years.

Can you please tell me about the last time you bought a phone cover?

- Last time she bought a cover was for the LG. She went to a store were they sell only smartphone accessories.
- It was 3 months ago.
- It was for herself and she went alone.
- She felt the choice was easy. But she went to two different stores (that only sell smartphone accessories).
- The purchase was planned. She went out to with the purpose to buy a phone cover. And she wanted a cover that she liked and that protected the phone.
- She was already determent on buying a smartphone cover. So the purchase was planned.
- The price was cheap and she liked the design. She later on regretted when it got damaged. For the next purchase she will make sure that the design doesn't come at the expense of the functionality or quality.
- She paid 10 euros. It was actually okey price. It lasted long considering the cheap price. (A year and a half)

Preferences

- She prefers covers that don't draw any attention from the phone. She likes them very simple and discrete, and she prefers them to be black or white.
- She does not check online for design ideas.
- Yes, she could have a phone case with her personal interest on. She is fan of Barca football club, and could've had their logo on her phone.
- She does not know of any brand.

Price

- She sees 40 euro as very expensive and would never pay 40 euro for a phone cover. (The phone already cost so much!)
- 2 – 3 euro it is too inexpensive. She believes a cover for between 2 and 3 euro won't last even two days. She would never buy a phone cover that cheap.

- If she find a phone cover that she really likes, and with a design she really likes and that also provides good protection she would consider paying 20 euro.
- 15 euros is a great price. For such a price she would not expect it to last very very long but the quality should definitively be acceptable and the design should also be cool.

Salespoint

- She usually looks for phone cases in the stores. She have been in store that only sell phone covers as well as store that sell phones, like Orange and Telefónica. She has also looked at phone cases in stores that have a bit of everything. (Pakistanis)
- She knows of that stores mentioned above. (She did not mention the internet)
- She prefers the stores that sell smartphone accessories only, because they will have many options and it is easy to sort out which types you like or dislike.
- Yes, she would use the same sales point for her next purchase. She would also recommend it to her friends.

Perception

- She was happy with the last case she had. Mainly because it lasted so long. But she didn't love the design.
- However, she would not recommend the phone case to her friends. Mainly because of the design. She didn't really like the design so much. She described it as "ugly" when we were talking about the recommendation.

The product

- First impression: She liked them. She smiled, and was actually surprised. She wasn't expecting them to be so cool.
- She clearly prefers the white one with the Barca logo, because she loves Barca and it also has the "simple" image that she like. (White).
- She likes the logo of Barca, because of the personal interest and the fact that she is a huge fan.
- She does not like the background; she would have it even better if it weren't for the 3D effect. She is not really impressed by it she rather sees it as annoying.
- She would buy it! She would buy it for herself, not as a present. But not for any price.
- I would have paid 12 euro. Maybe even 15 euro. But that would be a maximum price!

MARIE

Demographic and lifestyle

- Gender: Female (23 years old)
- Nationality: Norwegian
- Occupation: Business Student, Masters degree. No part- time job.

General information

- She owns a Sony Experia Z3 compact. She had an Iphone before, but changed to the Sony Ex. For about 15 month ago.
- She always uses phone covers for her smartphones. Her current one is transparent and black, it covers the back and the sides of the phone only (not the screen). She has a "fitted" type.
- The main reason is for protection. Her phone is one of her most important belongings. It's an investment that she cares about and wants to protect.

Behavior and habits

- She means that the quality and the design are equally important. The quality must be good. Within design she values simplicity, elegancy and that it doesn't take the attention away from the phone.
- Yes, she uses the internet searching for information.

- She buys a phone case once a year. (Roughly)

Can you please tell me about the last time you bought a phone cover?

- It was six months ago. She need a new one, the one before got broken. She bought it on amazon.
- It was for herself, not a present. She has never bought a cover as a present.
- Yes, she went alone.
- She felt the choice was easy.
- The purchase was planned, due to that the old one broke. She needed it as soon as possible.
- She was already determent on buying a smartphone cover. So the purchase was planned.
- She liked the design very much. It also turned out to have a very good quality.
- She paid 5 euro.
- She considered the purchase very cheap, however she wouldn't have paid more for that particular phone cover. All though she could have paid more, but then the design should have been even cooler.

Preferences

- She has very clear preferential ideas. It must be a sleek design, not bulky, it must be elegant and she prefers monotone colors. Above anything, the cover must not draw any attention from the phone itself.
- She does not check online for design ideas intentionally, but she often sees smartphones and covers on the Instagram. She said that she probably is more exposed and affected by the trend than what she actually is aware of.
- She would not have an universal or personal design. She just wants designs that she likes personally, but she claims that she could never have for example her favorite band/artists or a flag for that matter on her phone. She prefers to keep the cover more “anonymous”.
- She doesn't know of any brand.

Price

- At what price do you begin to think the product is too expensive to consider?
15 euro. One can get good quality and a nice design for less than 15 euro. Many phone covers are very overpriced in her opinion.
- What price would you begin to think the product is so inexpensive that you would question the quality and not consider it?
2, 50 euro. She would not dare to buy a phone cover for any less than 3 euro. She would have considered the quality as very poor just by looking at the price (and even without looking at the phone cover).
- At what price would you begin to think the product is getting expensive, but you still might consider it?
11 euro. If she believes it has good quality and she really likes the design she would buy a phone cover for that price.
- At what price would you think the product is a bargain, a great buy for the money?
4 – 5 euro. If she found a phone cover with good quality and with a design she liked for the price of 5 euro, she would have bought it instantly without hesitating.

Salespoint

- She usually looks at Amazon. Sometimes she also looks in phone cover stores. She has also looked at phone covers in retail stores but more out of curiosity. If she needs a phone cover urgently she will look for it at amazon.
- She mentions the internet, retail stores and phone cover stores.
On the internet she is familiar with amazon and eBay, and out of retail stores she knows that

H&M, Bershka and Zara have some limited selection. (Here she also added that she believes H&M, ZARA and Bershka have a bad quality on phone covers). She does not know of any specific name of a phone cover store.

- She clearly prefers the internet page amazon above all, because she can read all the reviews. This is her way to “approve” the phone cover. She trusts in the recommendations and comment leave on amazon and believes customers are honest in their opinion. She has never bought a phone cover on amazon without looking at the reviews.
- She would definitely use the same sales point for her next purchase and she would also recommend it all of her friends and family. She thinks amazon is very practical.

Perception

- She is very satisfied with her current phone cover. She is satisfied with the quality and she really likes the design. She would buy it again!
- She would definitely recommend it to her friends because the quality is good and the design is very simply. Hard not to like!

The product

- The sports case: “They are ok” Her facial expression tells me that it is not her taste. She hates (she used the word hate) the white one with the most dramatic 3D effect. She was bothered by the dizziness. She would never buy it, if someone gave it to her for free, she wouldn’t even use it.
She says that the design is cool for BCN fans. She talks about that she thinks this would be a hit for a 14 year old boy that’s totally into football. She also said that it something different than anything else she has seen of phone covers.
The one with the orange colors in a blurry pattern was the ugliest in her opinion.
However, she said that she liked the fact that they surprised her and that they seem to have good quality and that they probably last for a long time.
- She likes the white one with the Barca logo best.
- She likes that it is white and it looks cool with the logo. But also a little bit “tacky”.
- She doesn’t like the logo, because she is not interested in football. She also thinks that even if she was a fan, she wouldn’t buy because she wouldn’t like having such a “noisy” phone cover.
- She would never buy any of them for herself, but she could have bought it for a 13 year old family member of hers.
- First she said 5 euro, then she said maximum 7 euro. But once again, never for herself.

CHRISTIAN:

Demographic and lifestyle

- Gender: Male
- Nationality: Norwegian
- Occupation: Working full-time, on holiday in Barcelona

General information

- He has a Samsung galaxy which he has had for about a year now.
- He has a phone case that he uses for protecting the smartphone.
- He uses a flip cover that is all black leather. It is simple and has wallets for cards on the inside.
The most important reason for having a phone case is to protect the phone, especially the screen, since the phone was expensive and it is not that old.

Behavior and habits

- He values the quality of the phone case the most. At the same time, the phone case should be simple or fun to look at. He values the protection of the phone as number one important.
- He has never searched for information before buying a phone case. He looks in a store where he knows he will find a phone cover he wants.
- He buys phone cases regularly, because he often gets tired of the old one. He says he buys a new one approximately once every third or fourth month.

Can you please tell me about the last time you bought a phone cover?

- Two months since last time he bought a phone cover.
- The phone cover was for himself and he went alone on the way home from work.
- It was very easy to choose the phone case. There were many options in the phone and accessories store, but he chose the one that looked OK and had an average price.
- He did not plan the purchase.
- He decided to buy a new phone case when he got tired of the old one. It was spontaneous and he bought it there and then.
- The quality of the cover is what he likes best; that it protects the screen on the phone and that he can have his cards in it.
- He spent around 20 euros on the phone cover. He thinks it was a reasonable price for the cover. He would be willing to pay a bit more for it, but maybe then it should be a better quality on the leather.

Preferences

- He likes the covers to be simple, but sometimes he could buy a funny cover spontaneously and if he felt for it. The “funny” covers he does not keep for very long because he always likes the simple colors with no printing on the most.
- He never searches online for design ideas before purchasing a product.
- He likes a universal cool design. Always simple or fun to look at. For example a monkey or something in that theme.
- He does not know of any brands, not even on his current phone case.

Price

- Over 35 euros is too expensive for a phone case.
- If it were under 10 euros, he would question the quality on the product, and would probably not buy it.
- About 25 euros, it is beginning to get expensive, but that depends on the quality.
- If the price is 15 euros, he thinks he has found a good and cheap product.

Salespoint

- He looks for phone covers in stores that only sell phones and phone accessories, like Telebutikken.
- He prefers the sales point that only sells phones and accessories. He has never used the Internet for buying a phone cover, but he would consider it in the future.
- He would absolutely use the same sales point for his next purchase. It is the only one he has been using for buying his phone covers.

Perception

- He is satisfied with his current phone case, because it protects both screen and back. And it also fits for everything he wears because it is simple and no colors.
- He would recommend the sales points and the phone case to a friend. But then again, he says he does not know if any others are better since he only uses one store.

The product

- His first reaction was that he really liked the logo and the 3D-effect. He has never seen that cool technology elsewhere. He liked the one with the Catalan colors the most because that gave the whole look for the FC Barcelona logo, but he would buy the one in white because it is more simple.
- He likes the 3D-effect the most; he said it was fun to look at.
- If he could improve something, it is that it should also protect the screen of the phone, because that is the only thing he uses.
- He would buy it to himself – the white cover with the FC Barcelona logo. He could also buy it as a present, to his nephew that is really into football. Then he would chose the one with the Catalan colors in the background.
- He would have bought the Meamango Sports Case for 20-25 euros.

Attachment 3: Questions used in Focus groups

Welcome

Hello and welcome to our session. Thank you so much for taking the time to join us to talk about phone cases, especially our product Meamango SportsCase.

My name is and assisting me is...

We are students at the Esade Business School, studying International Marketing. The results of this session will be used for.....

You were selected to this focus group because....

Guidelines

There are no right or wrong answers, but rather different points of view. Which means, you don't have to agree with others, but you must listen respectfully as others share their views.

We will record this session in order not to miss any of your comments. My role as a moderator will be to guide the discussion.

Well, let's begin. We have placed name cards on the table in front of you to help us remember each other's names.

Questions:

Engagement questions:

1. What is important to you when buying a phone case? **Or**, when you decide to purchase a phone case, what do you look for?
2. How often do you buy a phone case? **Or**, when and where do you buy your phone case?

Exploration questions:

1. Where do you get information to buy a new phone case?
2. (Would you consider using social media when looking for new products?) If yes: Which type of social media do you use?
3. What influences your decision to purchase a particular type of phone case?

... Show the sportscase to the participants.

1. What do you think about the sportscase? **Or**, what do you like the most about the sportscase?
2. What do you not like about the sportscase?

3. If you could add any feature to the sports case, what would it be?
4. At what price would you consider to buy this sports case?

Exit question:

1. Is there anything else you would like to say about your process when buying a phone case or about this sports case?

That is all we needed for today.

Thank you for your participation, we are grateful for your help!

Attachment 4: Focus Group 1

1. Andrew Farley:
United Kingdom
24 years old
Tourist in Barcelona
2. Asma Akhtar
United Kingdom
21 years old
Tourist in Barcelona
3. Socratis Boudouris
Greece
30 years old
Tourist in Barcelona
4. Mark Galiko
Mexico
27 years old
Lives in Barcelona
5. Ana Rodeiro
Spain
22 years old
Lives in Barcelona
6. Kevin Gundersen
Norway
16 years old
Tourist in Barcelona

Engagement questions:

- ***What is important to you when buying a phone case? Or, when you decide to purchase a phone case, what do you look for?***

Andrew: Cool design, nothing too tacky.

Asma: Design and exclusivity. It has to match my other accessories. Preferably black leather or some nice pattern.

Socratis: It has to protect the phone, because I drop it all the time. Design as well, I guess. It's also nice with a flip that protects the screen.

Mark: That it is not too big, so that it will fit in my pocket. So what I mean is that it won't make the phone look any bigger. And of course that it will protect my phone. I like it to be simple, therefore minimalist design. I prefer colours black, platinum and white.

Ana: That it looks good, that it fits my style. And also protection. First of all I look for a design that I want, then the quality needs to be okay so that my phone is protected and then the price needs to be alright as well.

Kevin: That it protects the phone well, both the front and the back of the phone. I look for a flipcase cover, so that it will protect both sides. I don't really have a colour preference, but I can't really find many cool options for flip cases, they are usually very simple. I would like it to have a logo, for an example Barcelona as that is my favourite team.

- ***How often do you buy a phone case?***

When and where do you look for/buy a phone case?

Andrew: Whenever my old one is broken/tarnished, or when I get a new phone. Usually just buy it in the shop where I'm getting my phone. Last time my girlfriends bought it for me. I've only had like three smartphones though, and three or four covers.

Asma: When I see one that I like. I change phone cases about once every two months or so. I can use up to 30-40 euros depending on design. I buy them online mostly, after browsing through/stumbling upon designer blogs or instagram.

Socratis: When I get a new phone. Can not remember if I ever bought one outside of that.

Mark: Every time I buy a new mobile phone; I buy a new phone case. And I pretty much buy a new phone every 1-2 years. But I of course buy a new phone case if one of them should break or gets damaged. Most of the time I buy the phone case when I buy my phone, so in whatever mobile phone store I decide to get my new phone.

Ana: I always buy a new one when I buy a new phone. But sometimes they get broken or damaged before I buy a new phone. In this case, I also go to buy a new one. I buy them at these phone case stores all around Barcelona. These small shops selling phone cases.

Kevin: I buy a new phone case when I get a new mobile phone or if it should get destroyed. I usually go to an electronic store after buying a new phone, to see if they have a wider range of different cases.

Exploration questions

- ***Where do you get information to buy a new phone case?***

Andrew: (uncertain) I just buy whatever looks cool in the shop. Have never looked online. If I wanted a specific I guess I would google or look at ebay.

Asma: (Did not say anything)

Socratis: (Did not say anything)

Mark: When I am buying a new phone, I just ask in the store what cases that fits for the model I am buying and decide there and then for one I want.

Ana: I don't gather information. I just go to the first phone case store I find, and If I don't see anything I like, I try a new one.

Kevin: I usually just go right after buying a new phone, to an electronic store and get information there and then and do the purchase. So I do not gather any information beforehand.

- ***Would you consider using social media when looking for new products?***

If yes: Which type of social media?

Andrew: (uncertain) In terms of asking friends, maybe. I don't use Instagram or anything like that.

Asma: I use Instagram, but not to actively look up products

Socratis: NO

Mark: I would not be using social media in order to buy a new phone case. But I am registered with my mobile company and they send me emails and sometimes on facebook information about new products and so on. I use instagram and facebook.

Ana: No, I don't like buying products online.

Kevin: Yes, I would also consider using social media when looking for new products like phone cases. I use Facebook, Snapchat and Instagram. But to find a new phone case online I would use Ebay.

- *What influences your decision when buying a phone case?*

Andrew: I guess need more than anything else. If I saw a really cool design I would buy it if it was cheap (less than 10 euros)

Asma: Design, or when I get tired of my old one.

Socratis: I guess its spontaneous if it isn't when I've just bought a new phone. I have the new iPhone, and I bought this cover from a stall in the subway in Greece.

Mark: I am always looking for something simple, but sometimes when it has a surprise factor, I get convinced and buy that. I only like phone cases covering the back. And of course, if it is too expensive I won't buy it as i have already spent a lot of money on my new mobile phone and I feel it shouldn't cost too much for just a simple model.

Ana: I only buy the phone cases that cover the back, because I want to show my phone. It needs to be a good looking design and fashionable.

Kevin: That it has a good quality because protecting my phone is the most important. And at the same time that the price is not too expensive.

(Showing the Meamango Sports Cases to the participants)

- *What do you think about the Meamango Sports Cases?*

What do you like the most about the phone cases?

Andrew: Regarding the Barca logo, I would buy such a phone case with a Barca logo.

Asma: He likes Barcelona football club, but the colors were too much.

Socratis: I think it is cool. Maybe not to myself, but to my son as a present.

Mark: I think it looks cool. It is not really my type but it does have this surprise factor I mentioned earlier and that intrigues me. It is different from what I have seen before. I like that it is different and that it looks like it has technology to it.

Ana: The yellow and red case is too much for me. Too much color and I don't like football. I like the idea of the 3D effect, but the brand / logo is not for me. I like that it only covers the back of the phone and the 3D effect is pretty cool.

Kevin: I think it is very cool. Well in fact, I love the design of course, as I am a huge Barca fan. The 3D effect is nice, not something you usually see. I like without a doubt the logo design (Barca), but I also think the 3D effect is a cool addition.

- *Are there anything you don't like about these phone cases?*

Andrew: I do not like the 3D-effect.

Asma: I do not like the bright colors.

Socratis: I do not like the 3D-effect.

Mark: The red and yellow one would be too much "out there" for me. It is too bright and too much colour.

Ana: The football logos and the colour design

Kevin: The fact that it only covers / protects the back of the phone.

- *If you could improve or add any feature to the phone case, what would it be?*

Andrew, Asma and Socratis: Did not have any feature to add to the sports case.

Mark: I am not sure. I would have less colours and patterns.

Ana: Like a cool animal design. For an example a tiger / lion / zebra! Or rainbow. So in general, take away the football design but keeping the 3D effect.

Kevin: That it could also protect the front of the phone (the screen).

- *Would you consider to buy one or more of the Meamango Sports Cases?
If yes, what would you be willing to pay?*

Andrew: No more than 15 euros, but it has to be a good design.

Asma: I would buy maximum 10 euros for this phone case.

Socratis: Around 20 euro is what I could buy for this phone case.

Mark: No more than 15 euros as it is really not what I usually go for.

Ana: If it had another logo I would buy it, and I would pay 12 euros.

Kevin: I would pay maximum 23 euros for this sports case, and a little bit more if it would also cover the front.

Exit question:

- *Is there anything else you would like to add to your process when buying a phone case or about this Sports Case?*

Andrew, Asma and Socratis: Did not engage in this question.

Mark: If I could not find a phone case that I like when buying my phone in the mobile store, I would go to a phone case store to look for one most probably. But as I have a simple request for a mobile case, I usually always find one in the mobile store. The sport case that you have showed me, definitely is something I would have bought when I was younger. I used to have phone cases with more of a statement (colours and brands for an example), but that have changed. This would have been my type of phone case when I was about between 17 – 23. I could also consider buying one to have it as a souvenir from my time living here in Barcelona.

Kevin: I have had a look online on Ebay for a new phone case for my latest phone, even though I have one already, just because I see that there is a lot more options and I decided for one just there and then as I needed one right away. I would absolutely buy this phone case even though it does not cover the front, because I am a huge fan of Barca.

Ana: I see a lot of nice phone cases for iphones, but I don't have an iphone so the option is quite limited. That's why I don't buy phone cases in the mobile stores, but have a look in these small phone case stores all over.

Attachment 5: Questions used in focus group 2

Hola y bienvenidos a todos.

Muchas gracias por vuestro tiempo, estamos muy agradecidos.

Primero, quiero presentarnos. Mi nombre es Michelle, y aquí conmigo tengo Maria, Cathrine, Jonas y Michelle. Todos somos estudiantes de ESADE.

Este “focus group” forma parte de nuestra investigación para el proyecto principal que se trata de móviles en España. Sois los elegidos principalmente porque sois padres, y nos interesa el segmento más joven. Quiero asegurarnos que no hay “respuestas correctas” y que simplemente queremos saber vuestras opiniones, ya que el primer objetivo es que haya “discusión” entre vosotros.

Durará aproximadamente 30 minutos.

(The focus group was conducted in Spanish, but everything written in this project is in English)

The following questions were asked:

- How old are your children?

- Do they have a smartphone? At what age did they get a smart phone?

- Do they use any sort of cover on their smart phone?
- If yes, how do they look??
- Who pays for the phone covers/ accessories? At what age do you think it's okay this for them to pay themselves?
- What do you think your children look for when buying mobile phone cases/ accessories?
- Where do your children look for / buy phone covers?
- (Showing them the Meamango covers)
- Do you think your children would be interested in these covers? Why/why not?
- Would you buy these types of phone covers for your children? Why/ why not?
- How much would you be willing to pay for this/these covers as a "gift" for your children?

Attachment: 6 Summary of Focus Group 2

Phone and phone case usage among their children. Each child owns smart phone, except for the youngest girl (8 years), and everyone got their first smartphone between 11 – 13 years, as a gift from their parents. The use of phone cases started in the same period; all the parents bought a phone cover together with the phone or in short time after. The first phone case purchase was made by parents and was also a result of need for protection. The parents claim that protection for the phone was the most important need with the purchase. The kids were allowed to choose among the covers, but the parent's opinion was important in the final decision. These purchases were seen as quite easy, as the main object was to protect the phone properly. Thereafter, the purchases are mostly done by the children themselves and seem to be driven by the need for a particular design, a result out of the interest/desire for design rather than for protection. Further phone case purchases are also bought with their children's own money. However, in some cases the second or further phone covers were bought by the parent if the previous one got damaged or worn out.

- All of the children had the either the type of "Flip" or "Fitted", and most of them were made out of silicon, due to a perception of better quality compared with plastic.
- The frequency of purchase varied between 6 times a year to less than once a year. A higher frequency tends to be related to the purchases that are driven by the desire for design rather than protection.

The need and the preferences

- When describing the different designs of the phone covers of their children, more parents of girls talked about personalized designs than parents of boys. Quotes and saying, such as for example "Be happy" were mentioned. These personalized designs were red, pink, and also white, while the more standardized (which basically was for

protection) were black. When talking about the need for phone covers among their kids, they were quite divided on what they believed was the most valuable variable with a phone cover. Half of the group claimed that their children look for protection, while the other half said that the design was more important. Parents of boys claimed the most important thing for them was protection and quality, while parents of girls claimed the most important thing was the design.

Other behavioral aspects

- The internet and other smaller retail stores are the two most important sales points.
- The purchases for protection tend to be more planned, while purchases made out of a desire of a particular design is rather spontaneously.

- Another behavioral aspect about the habits of buying phone covers is that the children go in pair or groups when looking for and/or buying phone covers.

(Showing the interview object the Meamango Sports Cases)

Opinion of Meamango Sports Cases

- The interview objects were not very impressed by the Meamango phone covers. The indifferent response was mainly due to two different aspects; a perception of poor quality as well as the association to the political and cultural issue regarding the Catalan flag and the FC Barcelona logo. The use of the Catalan flag as well as the FC Barcelona logo often implies more than just national pride and being fan of a particular football club. In some cases this is a matter of political standpoints on independency of Catalonia, and the mayor football clubs in Spain are for some people used as a way of asserting your identity and beliefs. The high level of rivalry among the football fans can therefore make such type of emblems provocative. In some of the schools/ general environment of the children it was an “unwritten norm” it is encouraged not to use or wear such emblems in order to not offend people. Furthermore, they believe the importance of this issue vary and is depending on different types of environments and age groups. They added that Barcelona center would probably be more liberal towards the theme, while people in more periphery areas could have a more conservative opinion, and they also assume that teenagers between 12 and 17 are the age group most exposed for any type of unpleasant treatment related to the different opinions.
- Out of all Meamango Sports Cases five out of six prefer the white one without logo because of the fact that it doesn't have any logo. There was also a common belief that the white cover without logo could provide a better phone protection than the cases with FC Barcelona logos (due to silicon fabric). Some of the parents believe this could attract their children as it was different and “fun”. On the other side, the parents would never get it for themselves.
- Five out of the six respondents did not believe that their children would want to buy the Meamango phone cases, regardless of being fan of FC Barcelona or not. None of the interview objects would buy any of the Meamango Sports Covers, unless their children had a great desire for the product and there was an “acceptable occasion” as for example a birthday or Christmas present. The acceptable pricing was said to be between 6 and 10 euro while two of the respondents said that they could have bought it for a maximum price of 20 euro.

(We also showed the interview objects the competitor's phone cover, also with the stripes of the Catalan Flag and the FC Barcelona logo)

- In comparison between the two covers, there was a clear perception of a higher quality on the competitor's phone case than the Meamango Sports Case. This was partially due to the black color on all sides of the phone cover and the 3D background they believed could easily be scraped off. The painting on the competitor's phone case on all sides was apparently also more preferred aesthetically. However, they would not buy the competitor's phone case either, for same reasons as mentioned.

Attachment 7: Questions for Expert Interviews

(The expert interviews was conducted in Spanish, but everything written in this project is in English)

The following questions were asked:

The industry

- How do you define the industry you are operating in?
- How many brands exist in the industry?
- What can you say about the industry's competitive level?
- Does it require a lot of resources to enter and establish in this industry?

The products

- What phone cover is the most sold and why?
- How is the sales rate between the "clip cases" and the "wallet cases"?
- What defines the price of the phone cases?
- What is the average price on a phone case sold?

The clients

- Which group of customers are the most profitable and why?
- Which customer groups buy phone cases through internet?
- What are the design preferences among the consumers?
- Are there any specific market tendencies of today?

Attachment 8: Summary of Experts Interviews

The Industry

- Android with Samsung is the most important brand in Spain. The experts believe that for any kind of phone cover store/ phone cover brand in Spain, its main competitor above all is Samsung, because of their clear superiority in this particular market.
BQ – "El Iphone Español" is the second most sold telephone in Spain in 2015.
BQ's smartphone is called the Spanish iPhone, firstly because BQ is a Spanish phone company which have achieved great success in the Spanish market, and secondly because it is cheaper than Apples iPhone, and which better fits the Spanish people's spending on such electronics. The three most sold telephones in Spain 2015 were Samsung, BQ and iPhone. Alongside with the launch of these telephones, their respective covers/accessories have also exploded.
- There are a lot of brands on the market, but few important companies. The two biggest companies (with the widest brand range) in Spain are the Catalan companies Muvit Ksix and Ascendio Iberia, Atlantis telecom.
The market is easily accessible as a retailer. In that matter the competition level is high. However all manufacturing takes place in Asia. There is no company in Catalonia or in Spain that produce their own phone cases.
- Word of mouth increases sales and it increases the risk that consumers are willing to take in a purchase. With the word of mouth effect people take higher risk and dare to try new phones and phone covers. The internet and social media has made word of mouth even more crucial in terms of awareness and acceptance among the phone cover users.
Both Facebook and Amazon are great examples of platforms where the consumers share their opinions and ratings of the phone covers and which have an important influence in spreading information and also setting the standards for what is the accepted trends, what's new and how each products is rated in terms of quality, price etc.
With these two important effects word of mouth has become particularly powerful in this industry. Because of this the consumer behaviour may be more risky than expected.

The products

- There is a clear favoritism of the clip covers compared with the wallet covers. As much as 80 % of the phone covers sold in Spain are clip covers, while the other 20 percentages are wallet covers. This is mainly because the clip cover is cheaper than the wallet cover. There are principally women over 30 that buy the wallet cover.
- The phone cover stores represented by the two experts have an average price per cover of 8 euro and 10 – 12 euro. Europa 3G, Barcelona sells an average of 4000 phone covers per year.

The consumers

- For the Spanish consumers the phone cover is rather a product of functionality rather than an accessories product. When talking about the need for a phone case the experts does not believe that there are a lot of substitutes, for instance; A football shirt with a famous name printed on cannot be seen as a direct substitute for the phone cover with the logo of the same football club/player. For more specific segments, it is possible that the logo itself becomes the initial need and in that way it may be replaced by a large number of products with that particular logo. In this case, the industry can be considered as much wider and strongly connected to the merchandise industry. But among the Spanish consumers this is not the “common” perception of substitutes yet.
- The experts claim that the Spanish consumers “really don’t want to use phone covers” because it hides the phone and they like to be able to see and having others seeing the phone they have. This also backs up the belief of that a phone cover is for protection “only”. Another thing that seems to be connected with this theory is the relatively low popularity of Apples iPhone in Spain which is known to have a more design oriented clients.
- There is also common belief in Spain that a phone cover should not be expensive simply because of the fact that the phone cover is more a functional product than a design product. One of the experts also mentioned that this may make it more difficult for phone cases with logos such as Meamango Sport Case, to capture the Spanish consumers because of the higher prices as the logos themselves requires license costs.
- The most profitable client in the mobile phone accessories industry is the owner of the iPhone. An owner of an iPhone buys new phone covers with a higher frequency than the owner of any type of Android. It may be as frequent as two times a month, in contrast of an owner of an Android which probably will change its phone cover once a year. The owner of an iPhone is also willing to pay more for a phone cover.
- When talking about the most profitable segment, they claim that it is women between the age of 20 – 30 because they are more interested in the design of a phone cover and would therefore pay a higher price.
- Internet in Spain – important as a platform for awareness, yet not so much as a sales point in Spain.” All though the use of internet and social media related to phones and phone covers is increasing, there is still a high percentage among the Spanish where the internet use is rather insignificant. People that buy phone covers online are normally under 35 years.

The consumer’s preferences

- A general preference throughout the whole market is transparency and the black color. The females also tend to like the colors purple and red. Yellow and green are the most unpopular

colors on a phone cover. Most people like it simple and that it is “in line” with how the mobile phone is.

- Despite of the so-called “underdeveloped” market in Spain, the design preferences are getting more personalized. Own personal drawing or letters, and own photos in particular, for instance of a vacation or from a special memory are very popular to use as a design. Many also want their family or friends as a design on their cover.

Attachment 9: Street questionnaire

Question for the respondents:

- *Which phone case do you like the best? Meamango`s phone case or the competitors` phone case:*

Respondent 1: Prefers the Meamango Sports Case because of the 3D design. Thinks that the competitors` phone case is too “ordinary”.

Respondent 2: Prefers the Meamango Sports Case because it is different and stands out compared to other phone cases.

Respondent 3: Prefers the Meamango Sports Case because of the 3D design.

Respondent 4: Prefers the competitor`s phone case as he perceives it as more luxurious with the matte look. The respondent also believes that the competitors` phone case is of higher quality.

Respondent 5: Prefers the Meamango Sports Case because of the 3D-technology and the design.

Respondent 6: The respondent would does not prefer either of the phone cases. The respondent does not like the 3D design of Meamango Sports Case and sees the competitor`s phone case as too boring.

Respondent 7: Prefers the competitor`s phone case because it is more suitable for adults. The opinion on the Meamango Sports Case is that it is a bit “childish”.