



VALIDATION

BOOKADO BOOKS



What is our product?

Kevin the Kakapo is a children's book aimed at educating children on the dangers that lie out at sea, and how they can stay safe. It is aimed at children between the ages of 2-8.



Image of how Kevin will look in the book!

Our story follows Keven the Kakapo on his adventures at the beach. Through our story, Keven learns first-hand about the importance of following instructions and listening to the rules in order to stay safe at the beach. Keven, being the cheeky kakapo that he is, adventures beyond the flags finding himself in a somewhat sticky situation...

Our target market:

Our book is aimed at young children between the ages of 2-8 years. However, the book will be purchased by parents, so our target market is aimed primarily at parents, particularly between the ages of 25-35 as that is the most common age of parents with young children. We also want to sell our book through bookstores, so our target market also involves them, meaning that our book needs to be able to be suitable for bookstore sales.

How we validated:

We had a variety of methods of validation. Such as:

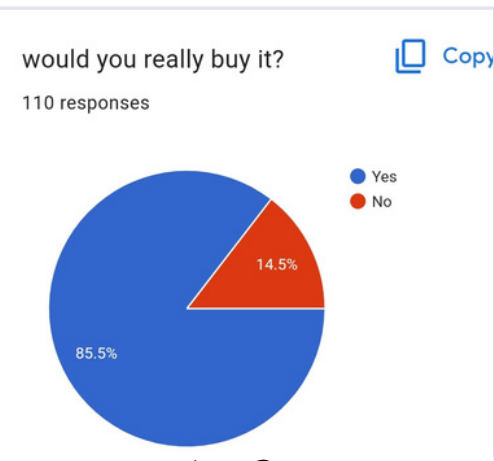
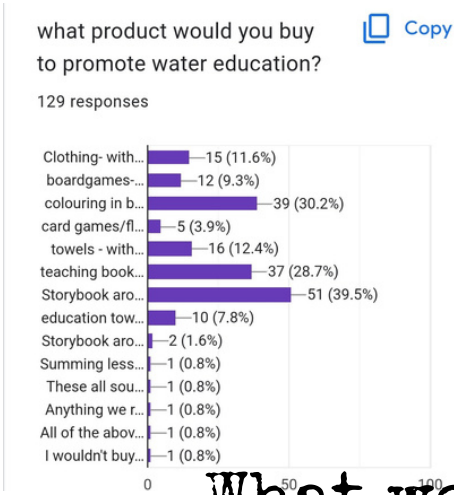
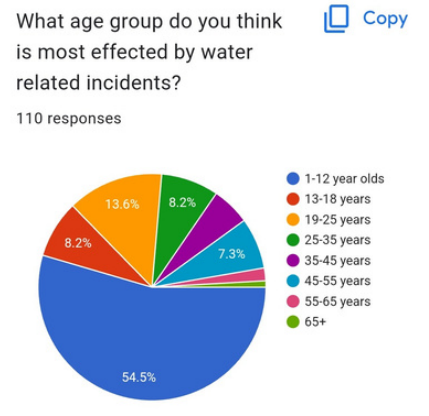
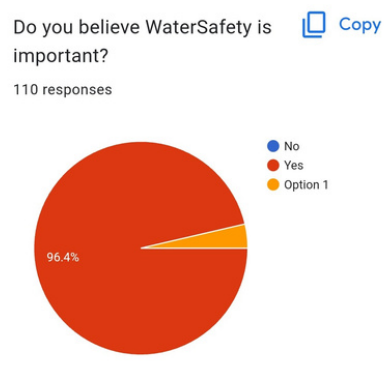
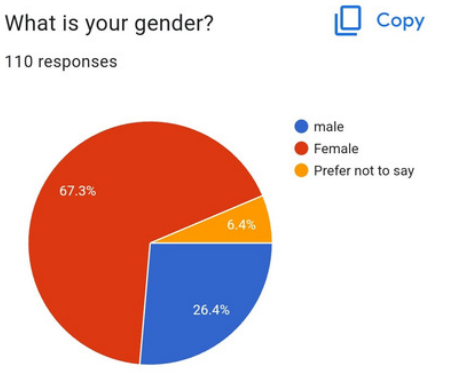
- A online survey
- Email and phone call interviews with a water safety specialist
- Email interview with industry-leading book shop
- A focus group of swim teachers



Survey:



For our first form of validation, we conducted a survey. Using google forms, we were able to share our survey on Facebook pages. We identified our target market as parents of young children and schools. Therefore, we shared our survey on school and community pages such as Water Safety NZ, as they are best suited to our target demographic.



What we learnt from our survey:

From our survey, we received 110 responses. This meant that we received an adequate amount of responses to mean our survey is valid. Our responses were 67.3% male, 26.4% female, and 6.4% other, which means we have variety in who is responding to our survey, whilst being within our target market. 96.4% of our respondents believed that water safety was an issue, and the other 3.6% was an error in the survey. We learnt that 54.5% of people believe that 1-12 year olds are the most affected by water-related incidents, being the overwhelming majority. A storybook came in as the most popular option for a product, and 85.5% of people said they would buy the product, or any other similar product focused on water safety that was a listed option. We received a variety of price choices, with the most being \$20 (35.5%) and \$30 (33.6%), however, these cover all the different products listed, so this information isn't as useful to our validation of the book.

Link to our market validation survey: <https://forms.gle/fvvuNUGwWpXvvKDu6>



Interviews:



For our final form of validation, we conducted an interview with a professional in water safety (education director from Surf Life Saving) Dani Shepherd, to get an in-depth understanding of the needs and wants of our target market for our product.

D Dani Shepherd
to me ▾
Kia ora Sophie

For us the biggest challenge we see is parents not being close enough or paying enough attention to how the
Our key messages for under 7s
Are;
Always swim between the flags at a lifeguarded beach.
Keep young children within arms reach at all times
Learn the 3Rs of rip survival.
<https://www.surflifesaving.org.nz/stay-safe/beach-safety-messages/beach-basics>

I hope this helps.
There are also some good ideas on the water safety New Zealand resources they work with ACC to measure
<https://www.watersafetynz.org/drowning-insights>
Get [Outlook for iOS](#)

We also emailed Telling tales who are a branch of Scorpio Books that focuses on selling children's books.

T Telling Tales <tellingtales@scorpiobooks.co.nz>
to me ▾
Hi Alex,

📧 3 Apr 2023, 13:56 (1 day ago) ☆

Thanks for your email. Very cool that you get to make a book! We've had a read, there are some good ideas here, some work on the phrasing and choice of words need to be looked at.

A few things:

-Do a lot of research by reading other children's books. We can see how you are using rhythm and rhyme in your phrasing but often the rhythm is being broken which is really important to keep consistent. That is something that keeps kids engaged. Try reading books by Julia Donaldson, Lynley Dodd, Andrea Beatty.

-Make sure words are appropriate for younger kids and are not just used because you're trying to find something that rhymes, for example "without object" doesn't quite make sense.

See attached a version with a few notes.

As for selling the book, people do self-publish and we sell some instore. Please see attached our consignment terms for self-publishers.

Some common mistakes:

-Making it too expensive to cover costs. It can't really be more than \$20 RRP for a paperback.
-The book needs to be perfect bound rather than stapled with title and author on spine. This stops it getting lost from view on the shelf and therefore not selling.

I'm assuming this will be illustrated? Illustrations are very important and can make or break a book. Computer animated illustrations are not recommended. Find someone who enjoys drawing an integral part of the project.

Some other important things to think about:

-Font.
-Size of font.
-Placement of words and pictures.

Hope this helps and we're very happy to help you.

Thanks,

Bryony and the Team at Telling Tales.

What we learnt:

Talking to Dani was an awesome opportunity as we were able to gain key information on what the key ideas and purpose of our book will be. From this, we were able to conclude that the key idea of our book will be about staying between the flags, as this is the most important message that surfs life-saving want to convey. The other two points Dani made were to keep young children within arms reach at all times and to learn the 3R's of survival (Relax, raise, ride). We will incorporate these factors into our story as best as possible.

We gained lots of useful information from Telling Tales on how to go about writing our book, and what we need to do to ensure our book will be able to flourish in stores. We also gained information for the future about things such as the typical selling price, and how the book needs to be printed. We also received information on how to apply to sell our book at their store, as they attached a document in the email with the details.



Focus group:



We held a focus group where we interviewed people who have experience working/teaching water education and who have a common interest in water safety practices. They also have years' worth of experience and are swim teachers at starfish swim school.

Questions we asked:

- What water safety issues do you think are most important for children to know about?
- Do you think it is important to learn water safety out of the water?
- Do you discuss water safety with your children/friends/family?



Sophie (CEO) discussing Kevin the Kakapo with swim teachers. They preferred to remain anonymous.



Starfish
swim school

- The water safety issues the group thought were most important for children to be aware of are a lack of swimming ability, and identifying rips. They believe that this is the area of education that is needed most as the lack of education in these areas is what they believe leads to significant water accidents within New Zealand.
- A teacher called Liz thought it was essential for there to be greater education on water safety out of the water. They believe that families don't discuss the dangers of water enough with their children. They believe that we should incorporate other aspects into our book such as colouring in and games, so that there can be more interaction from the children, both with the book and their parents.
- Another key piece of feedback that we received was from Jade. They said that we should incorporate different safety points through different stories to ensure our books are not to be overwhelming. They recommended keeping the stories minimal but still direct about the safety issue we will be discussing in our story.

- The final key message that all of the teachers agreed on was that all children should be taught how to swim, as this is a crucial skill for water safety. They believed that learning how to swim is a key aspect we should incorporate into our book.
- Overall, the group thought it was key to raise more awareness for children's water safety so that deaths can be reduced as much as possible in the future.



Partnership with Surf Life Saving NZ:



As a result of interviewing Surf Life Saving, we have been in contact with Alex O'Hara who is the Media and Communications Manager. She has informed us of their interest in our book and, has offered their full support in getting behind our business. We have spoken to Alex on multiple phone calls, where we have discussed how the partnership will work.



A Alex O'Hara 27 Mar
to me ▾

Hi Sophie!

My name is Alex O'Hara and I'm the Media and Communications Manager for Surf Life Saving NZ. One of my colleagues told me about the book you're planning on writing which will incorporate the work we do keeping Kiwis safe at NZ beaches.

I think it is such a cool project and would be really keen to help you spread your message. Do you have a number I could call you on? Maybe we could have a chat this week about what you've got planned and how the project is going to play out.

Look forward to hearing from you.

Alex

Alex O'Hara
Email with Alex

From discussions on phone calls, Alex has informed us of plans for us to have opportunities such as Tv interviews with 7 Sharp and social media advertisements through surf life saving. We are currently finishing writing and illustrating our book, which we plan to have finished by the 1st July. It will then be checked by surf life saving, and once it is approved, we will move forward in our production plan.



Alex (OFO) after a phone call with Alex O'Hara

Here is Alex O'haras email as a reference: media@surflifesaving.org.nz

What we learnt:

- Our target market is primarily adults with children ages between 2-8, mainly aged between 25-35 as that is the average parental age of children between 2-8 years, and they believe that water safety is important and that more awareness should be made surrounding it.
- They believe that 0-12-year-olds are the most affected and that a storybook would be the best option to educate them on water safety.
- Professionals indicate that the most important idea to cover in our book is staying between the flags at all times when swimming.
- Our book should have a simple plot and not cover too many safety hazards so that it isn't overwhelming.
- Incorporating education on how to swim into our book would be beneficial as it is a key aspect of water safety.