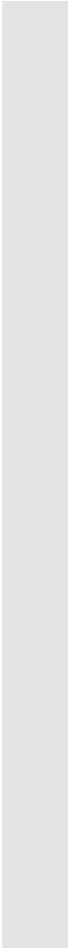



Product Design –II

Toy Design for kids taking Bionic Inspiration (9 to 15months)

Minal Agarwal

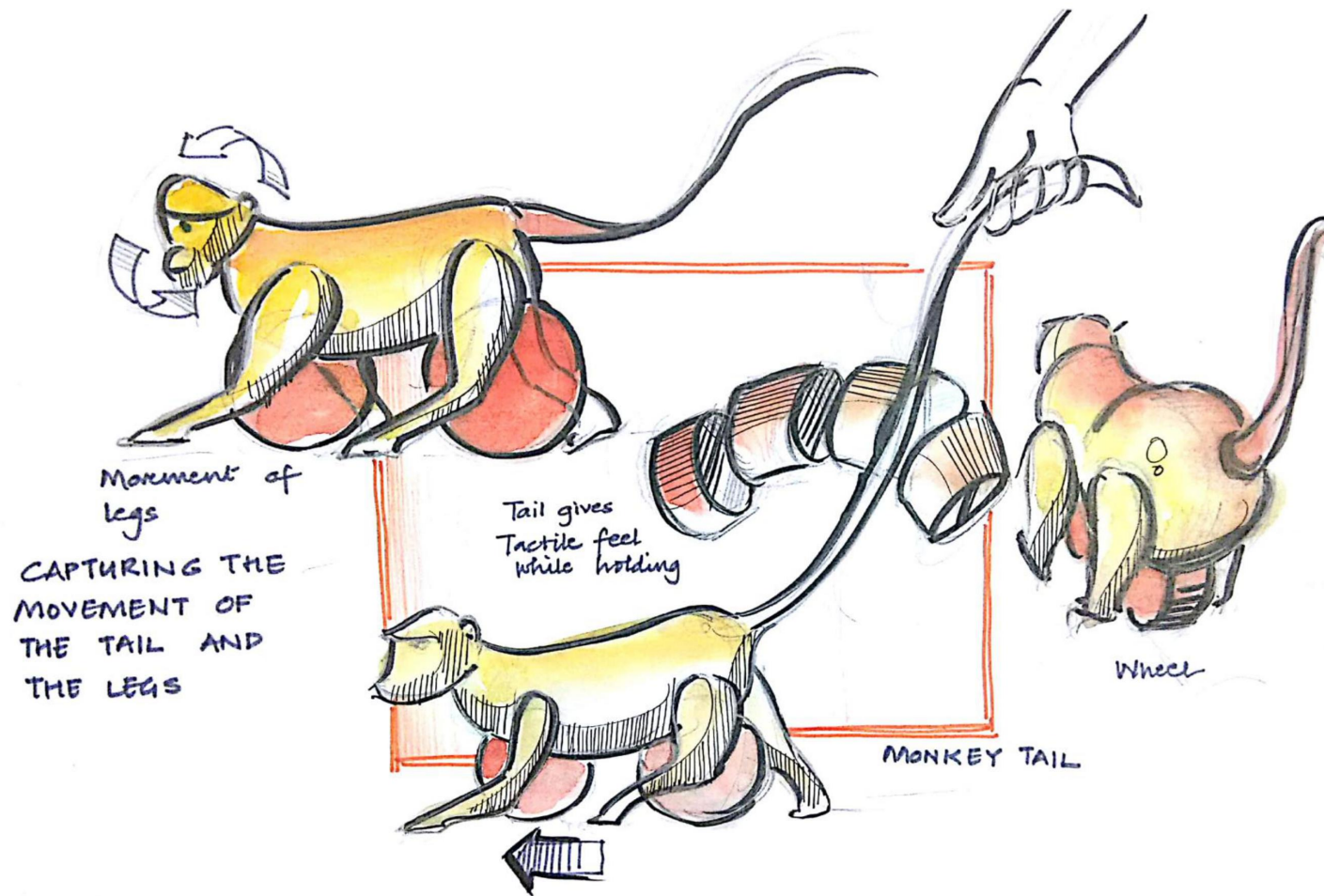
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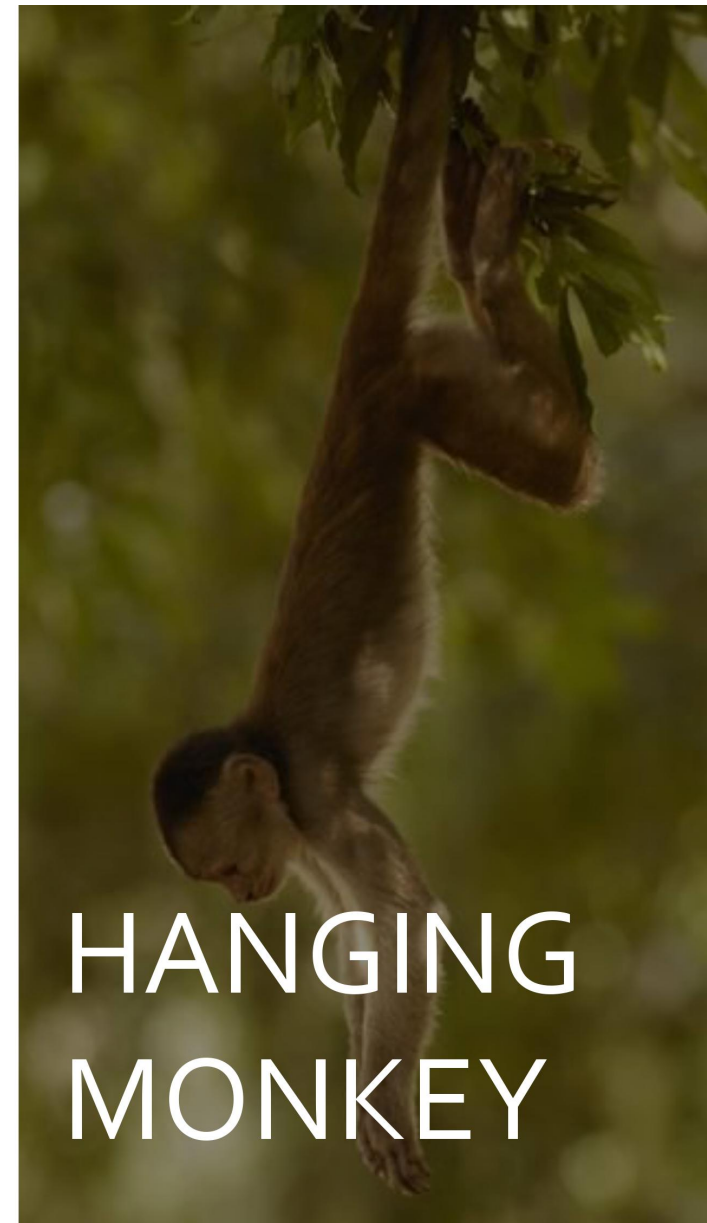
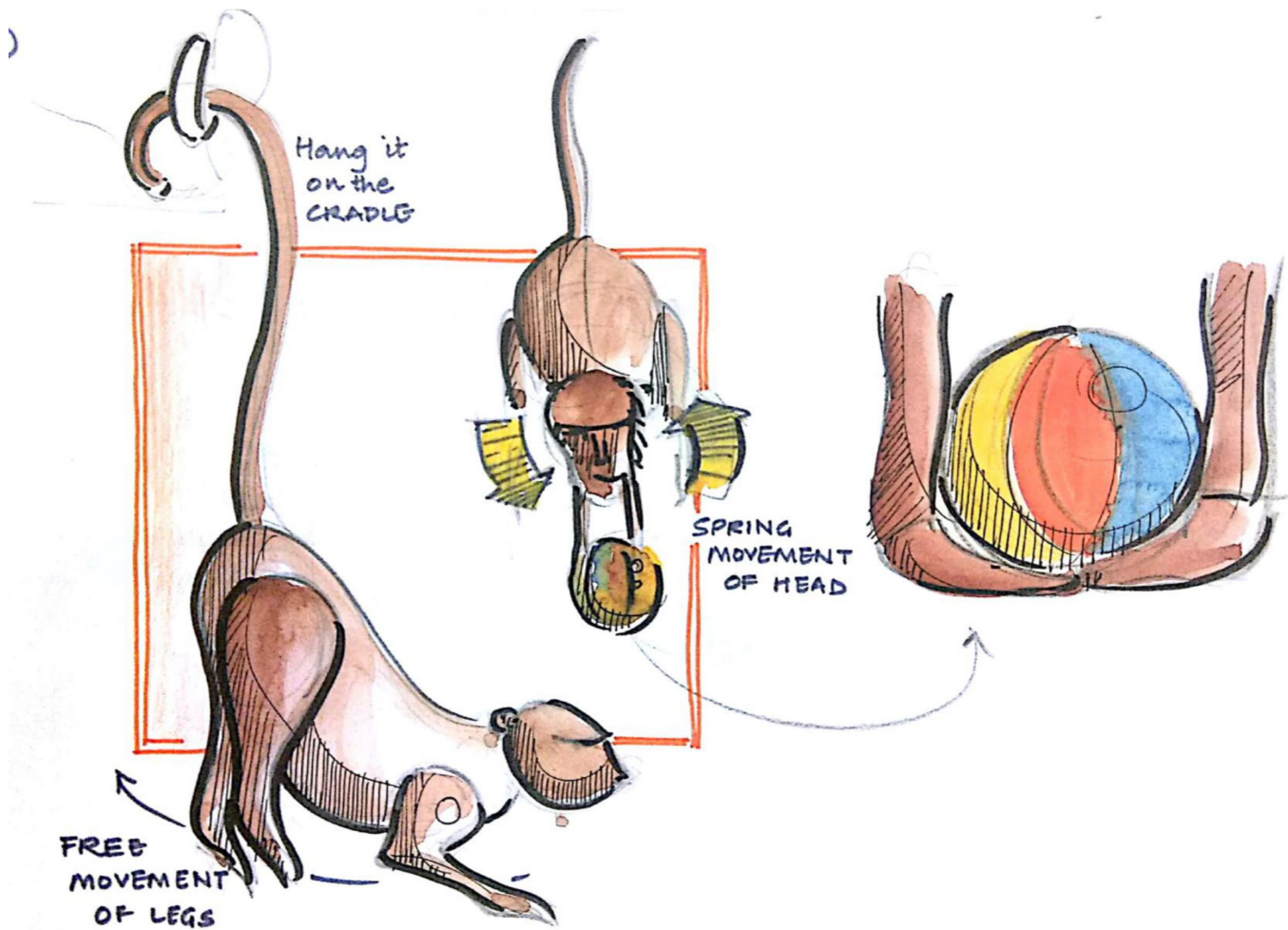


Keeping in mind
the **User Studies,**
Market Studies and **Bionic**
Inspiration, We proceeded with
IDEATION.



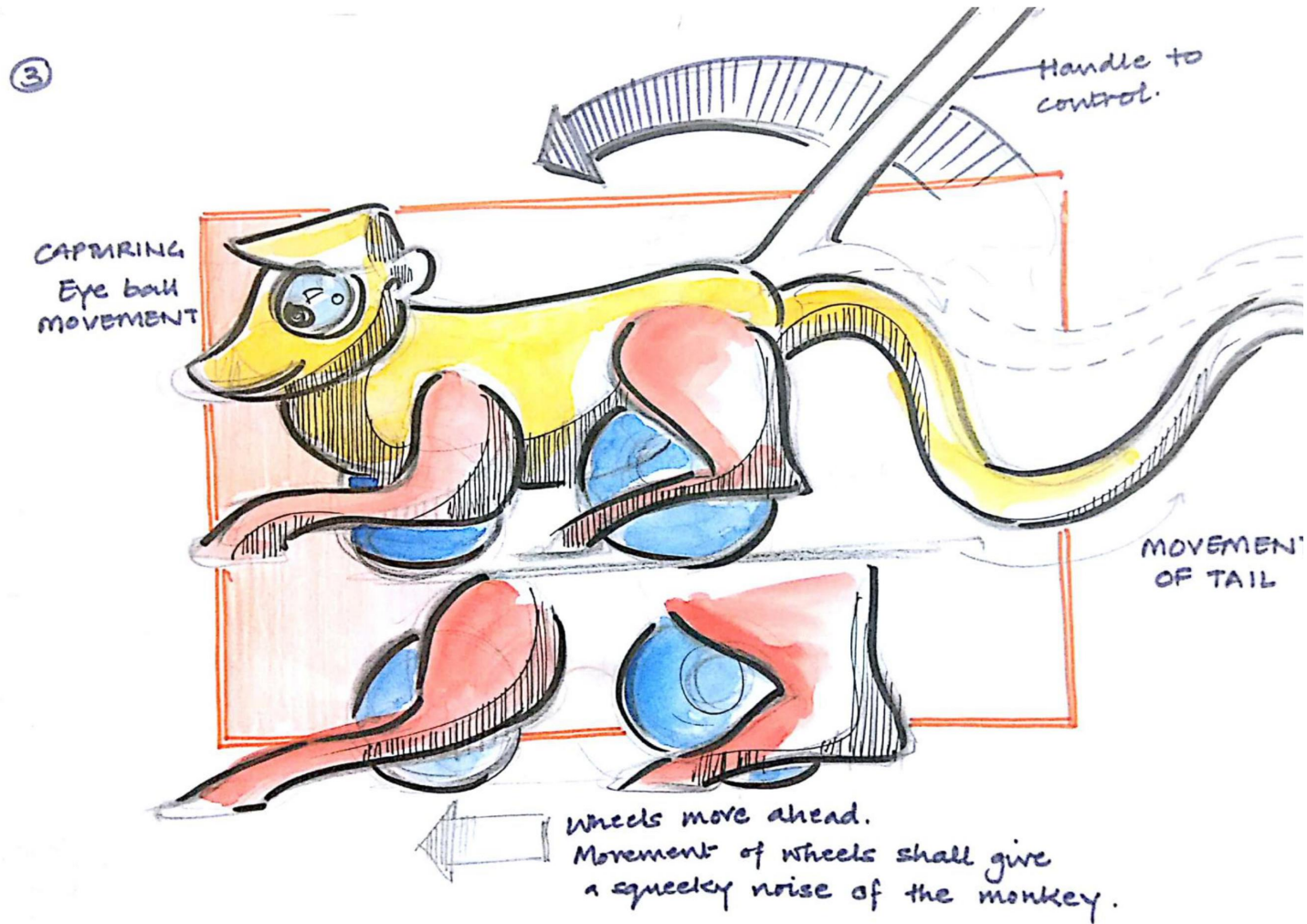
NOTICING THE MOVEMENT OF TAILS



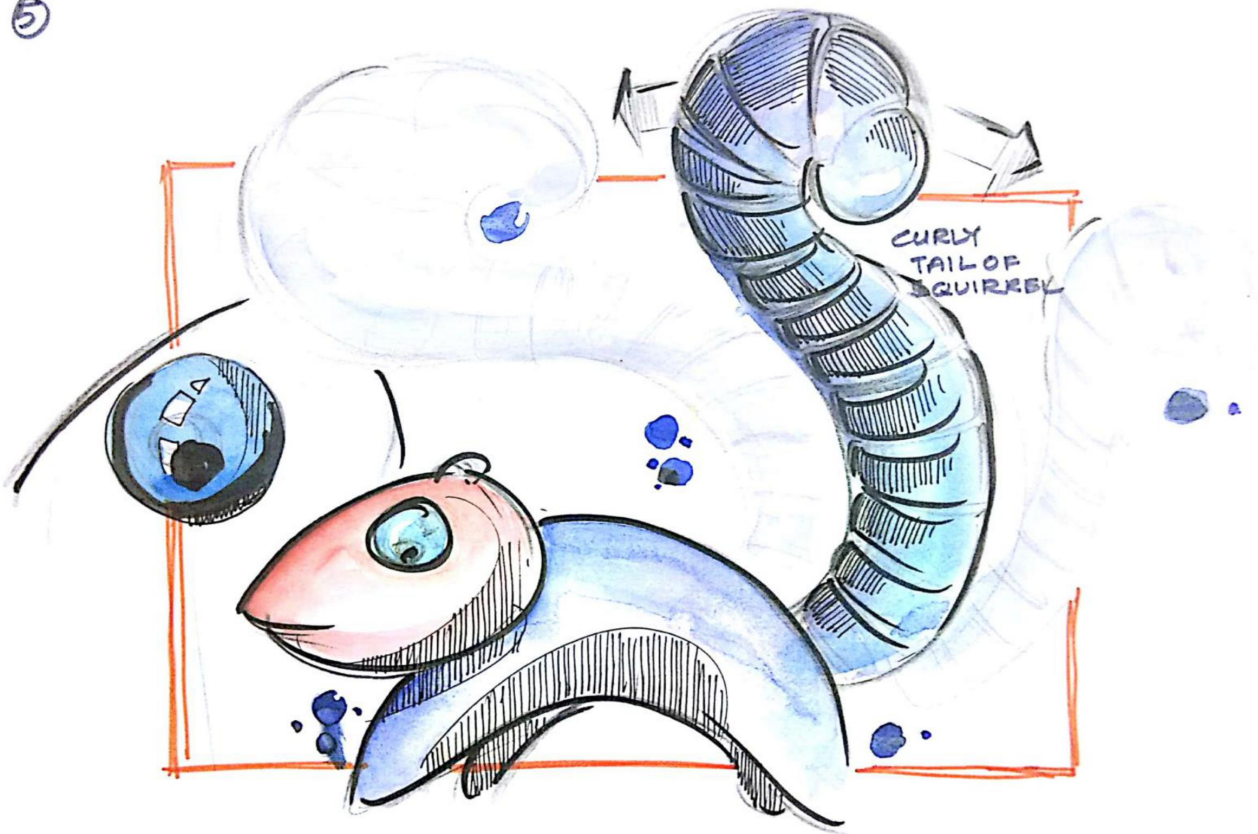




TACTILE TAIL

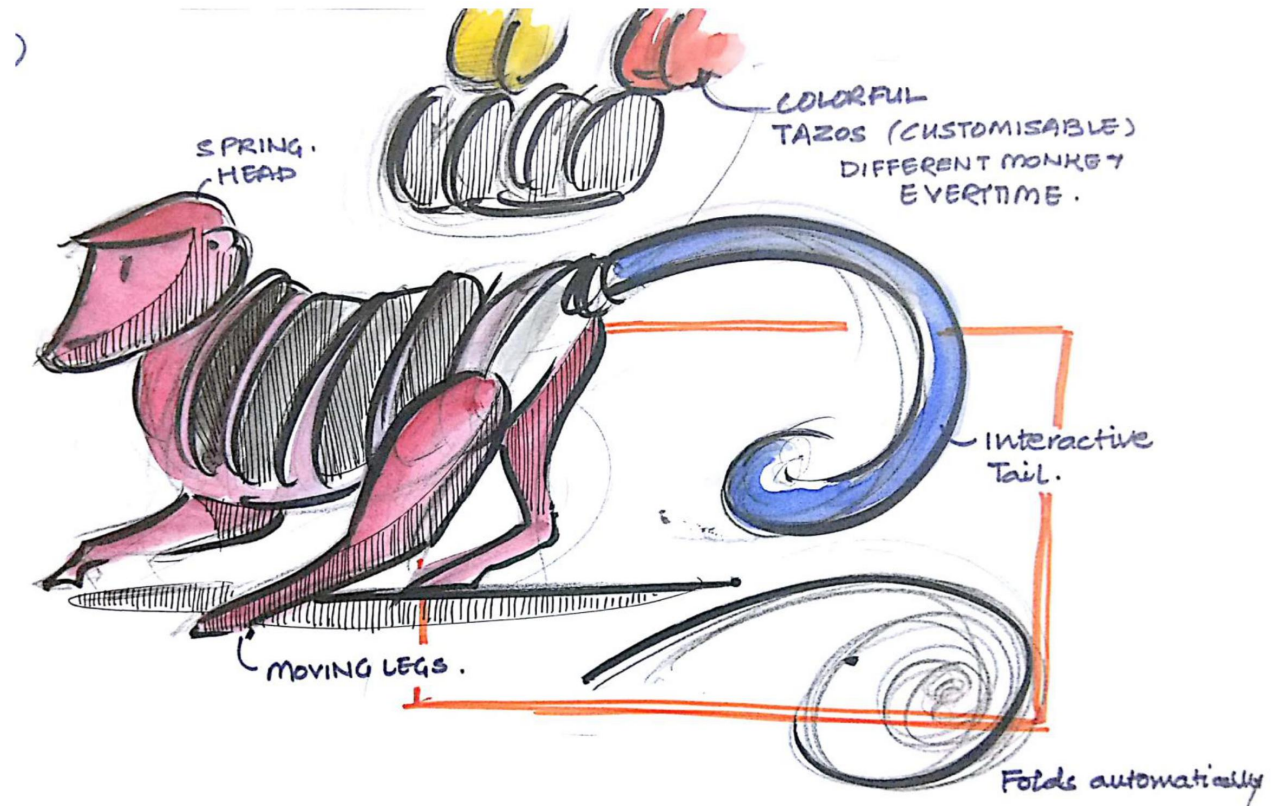
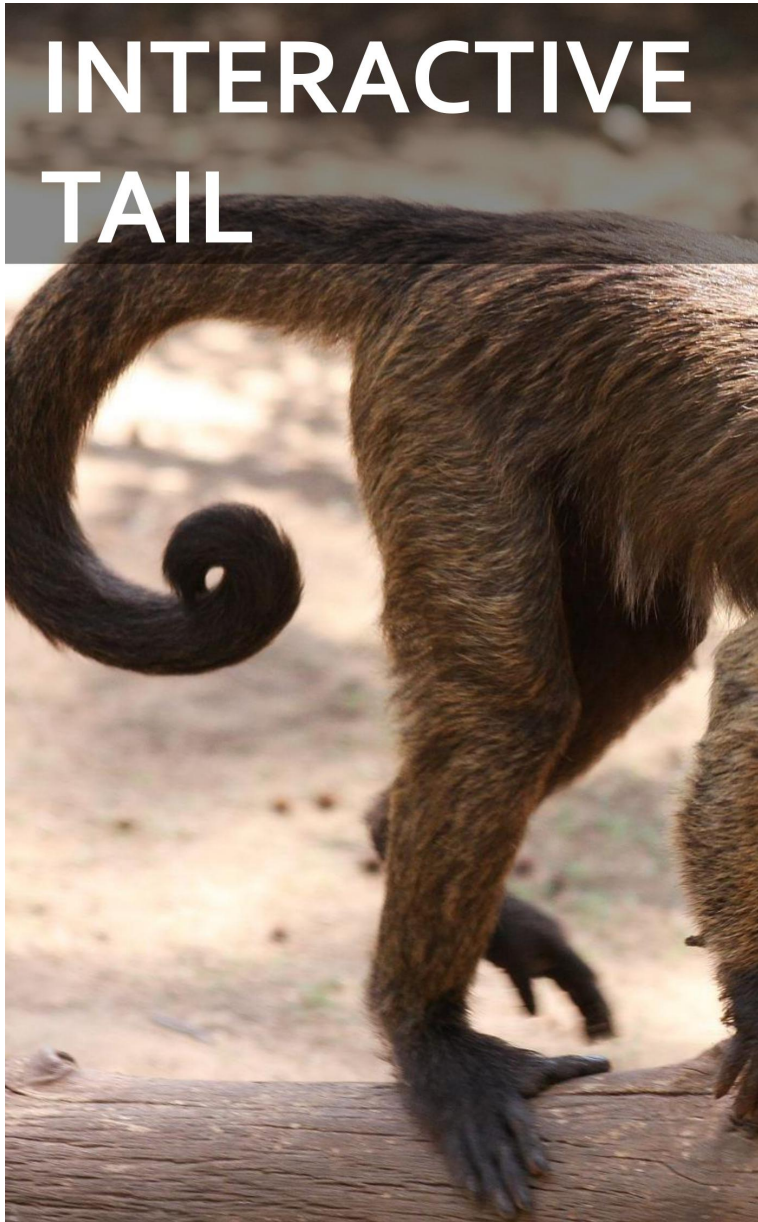


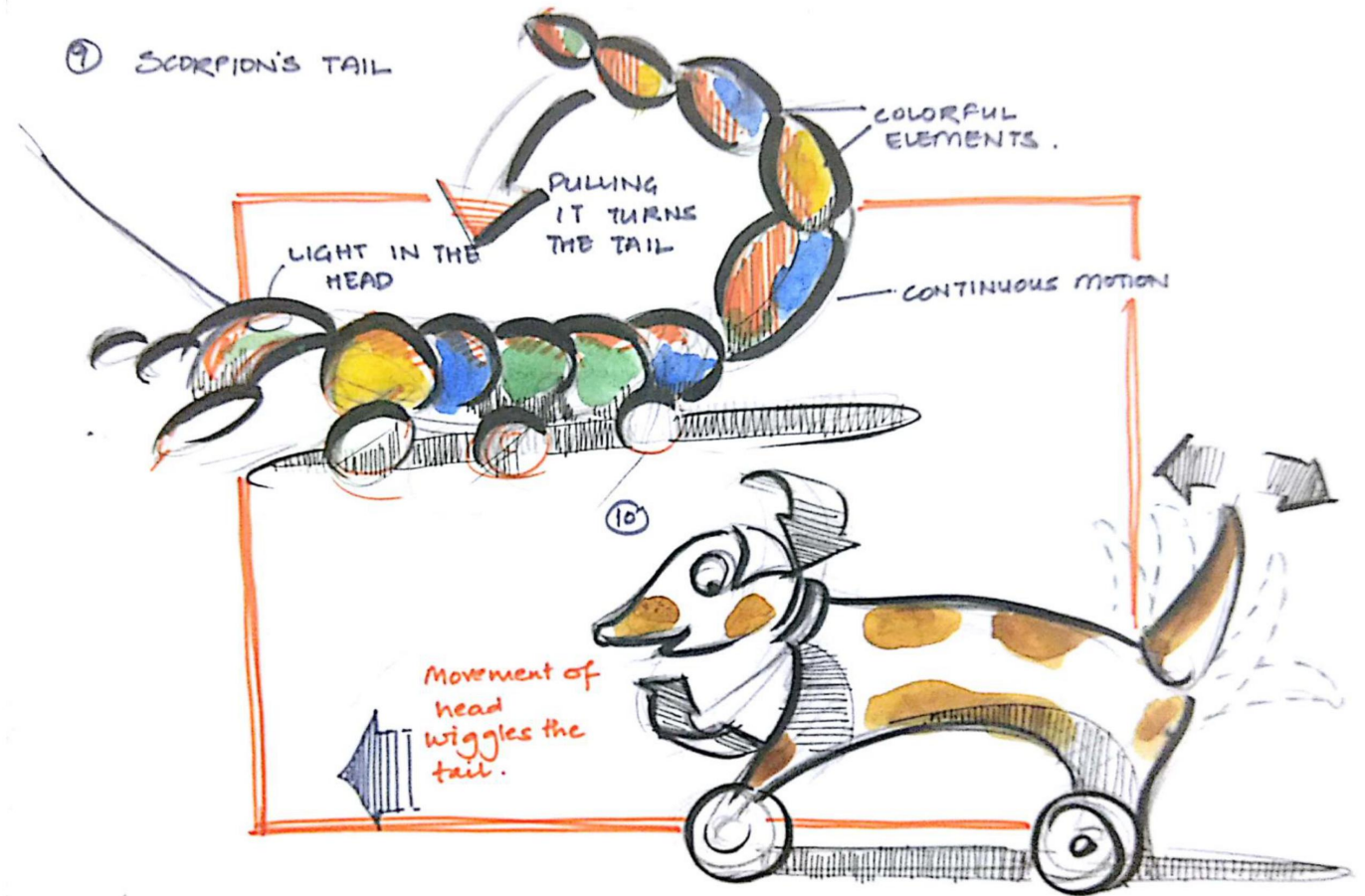
5



CURLY TAILS

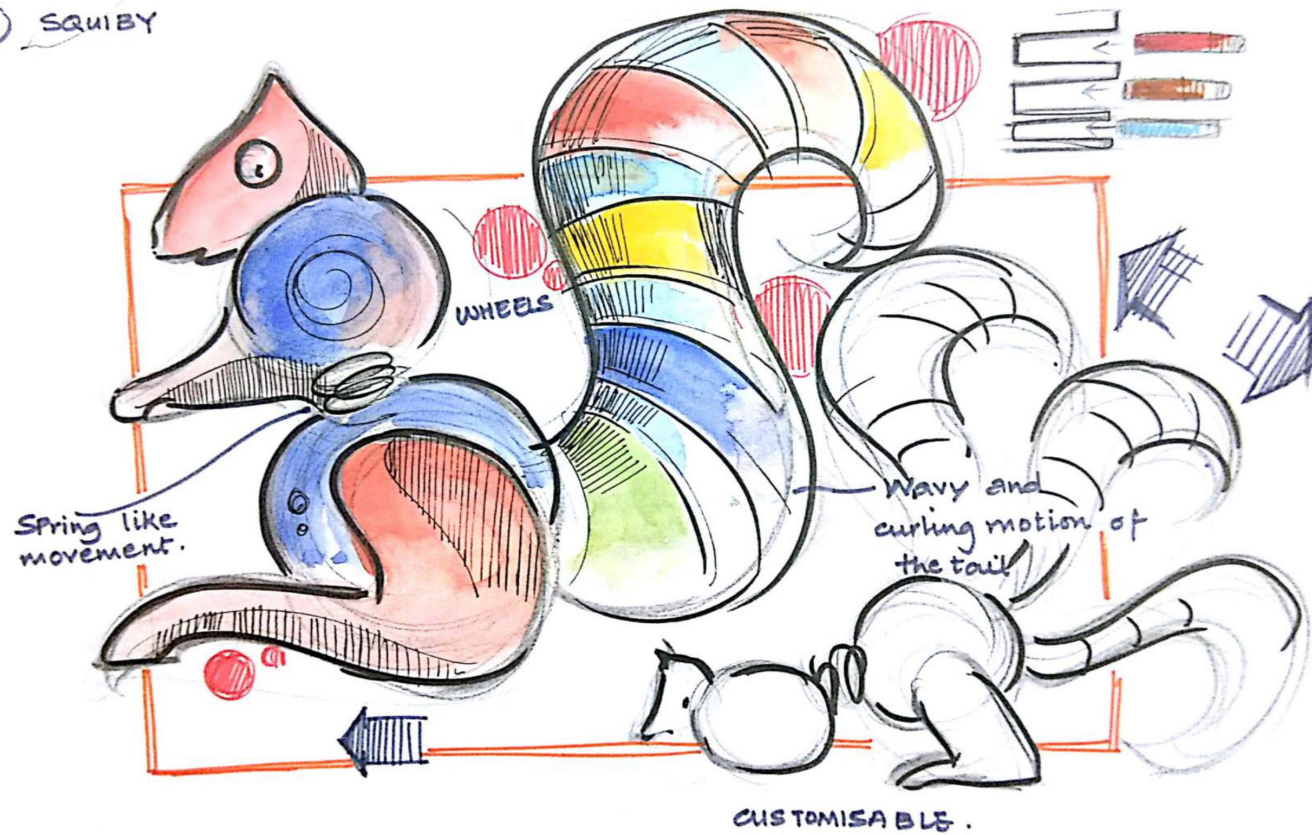
INTERACTIVE TAIL

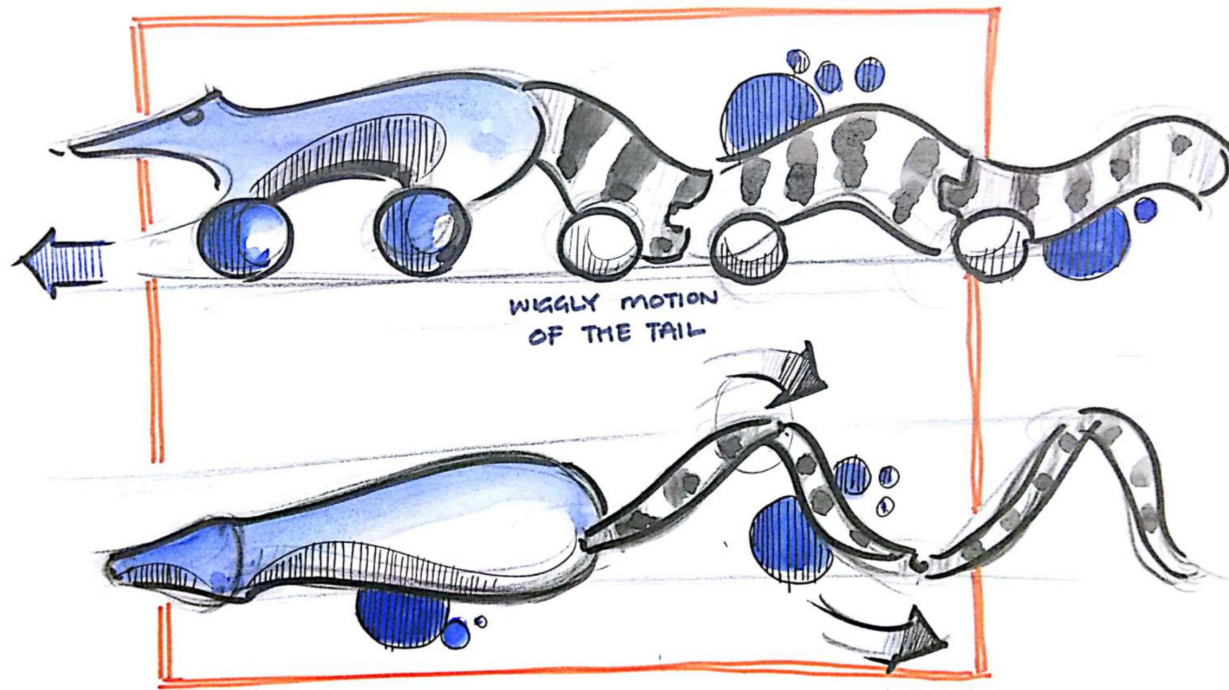




SQUIBY

⑥ SQUIBY

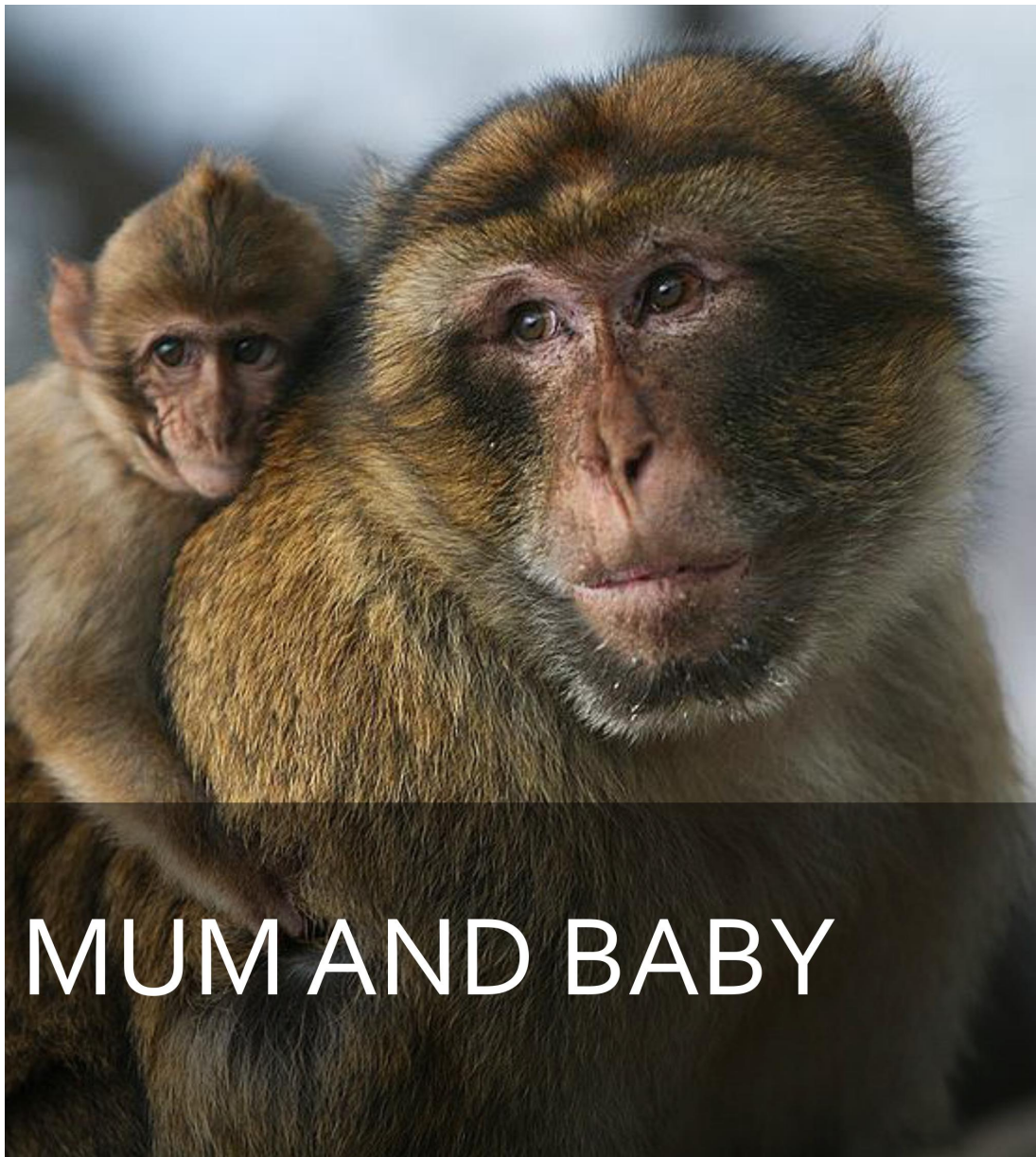




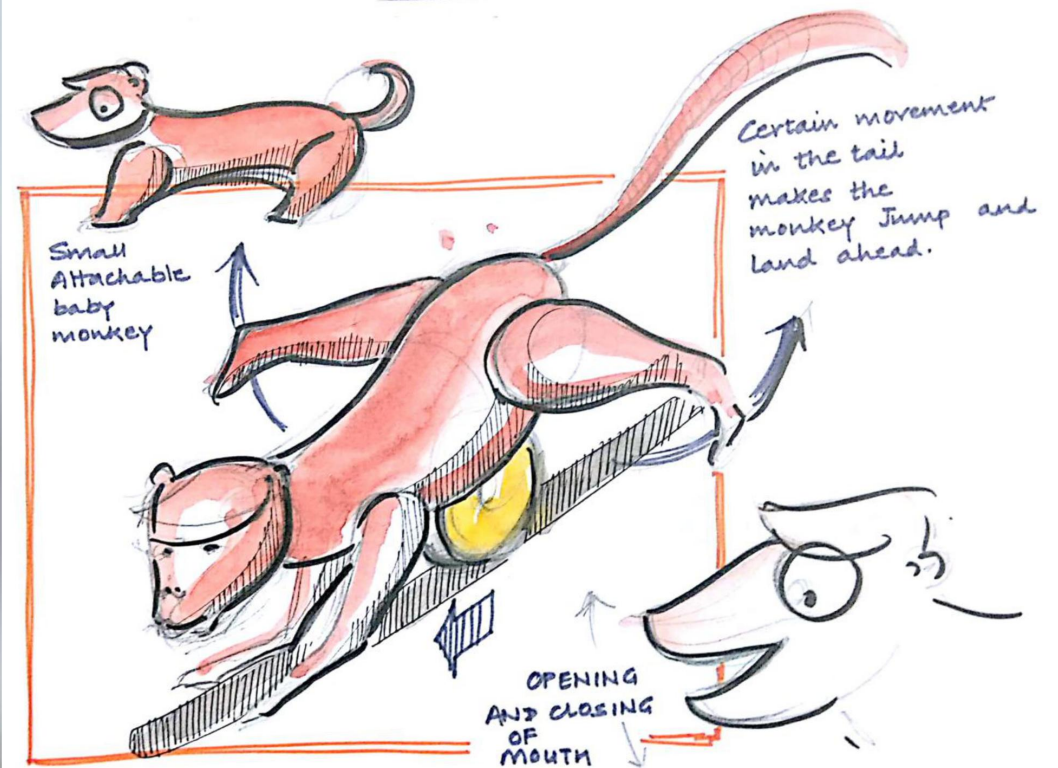
NAUGHTY RACCOON



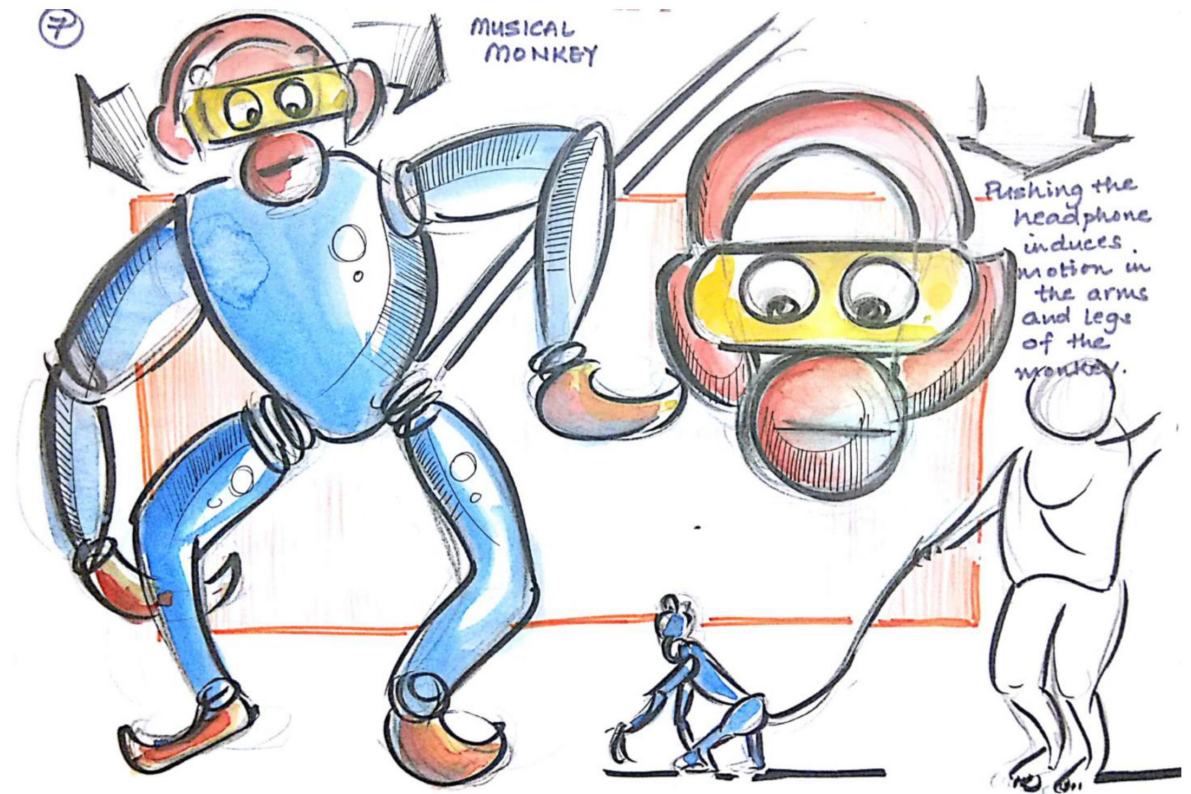
EMOTIONAL ASPECTS



MUM AND BABY



MUSICAL MONKEY



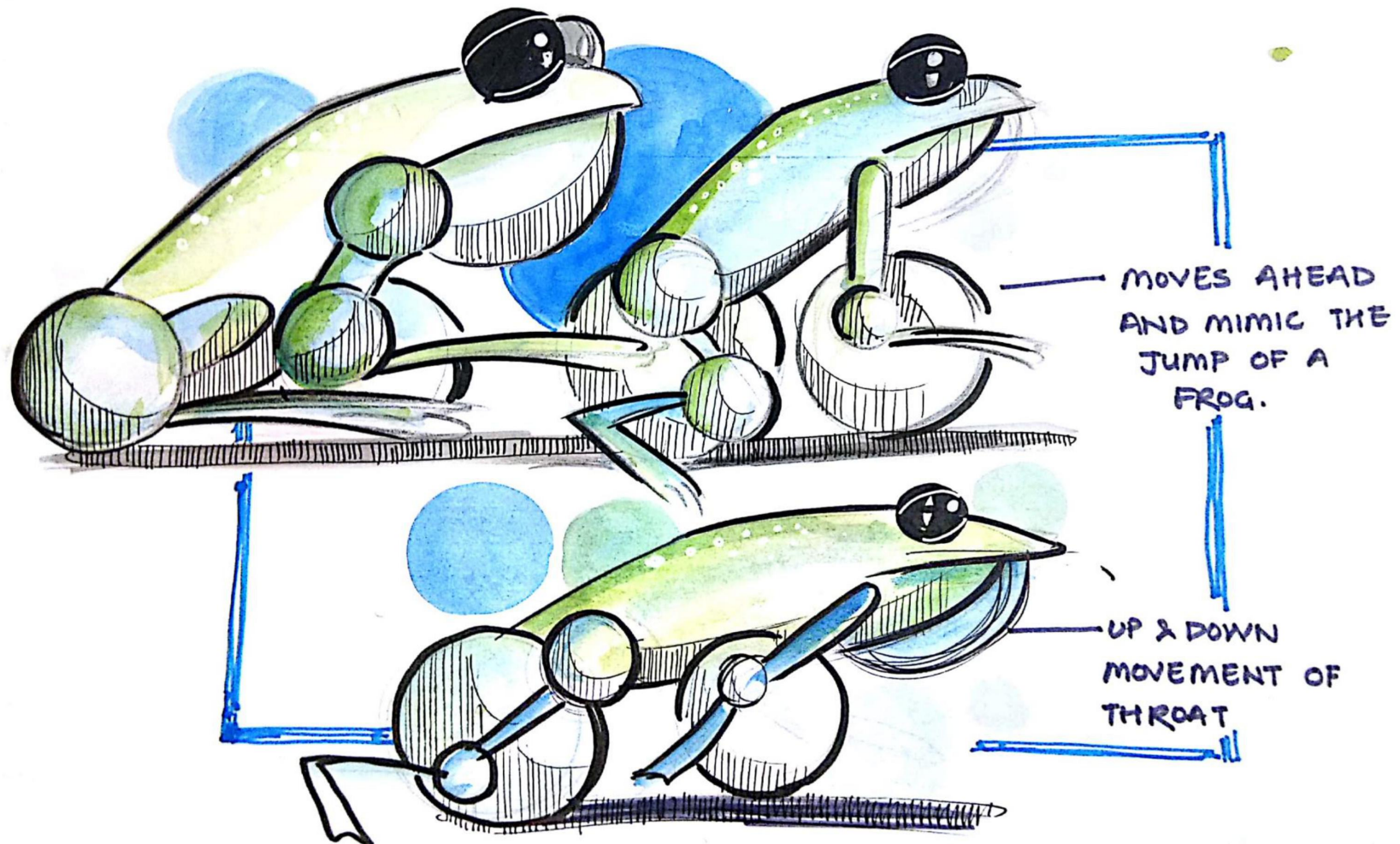


ENCHANTING MOVEMENTS



GLASS
FROG

GLASS
FROG

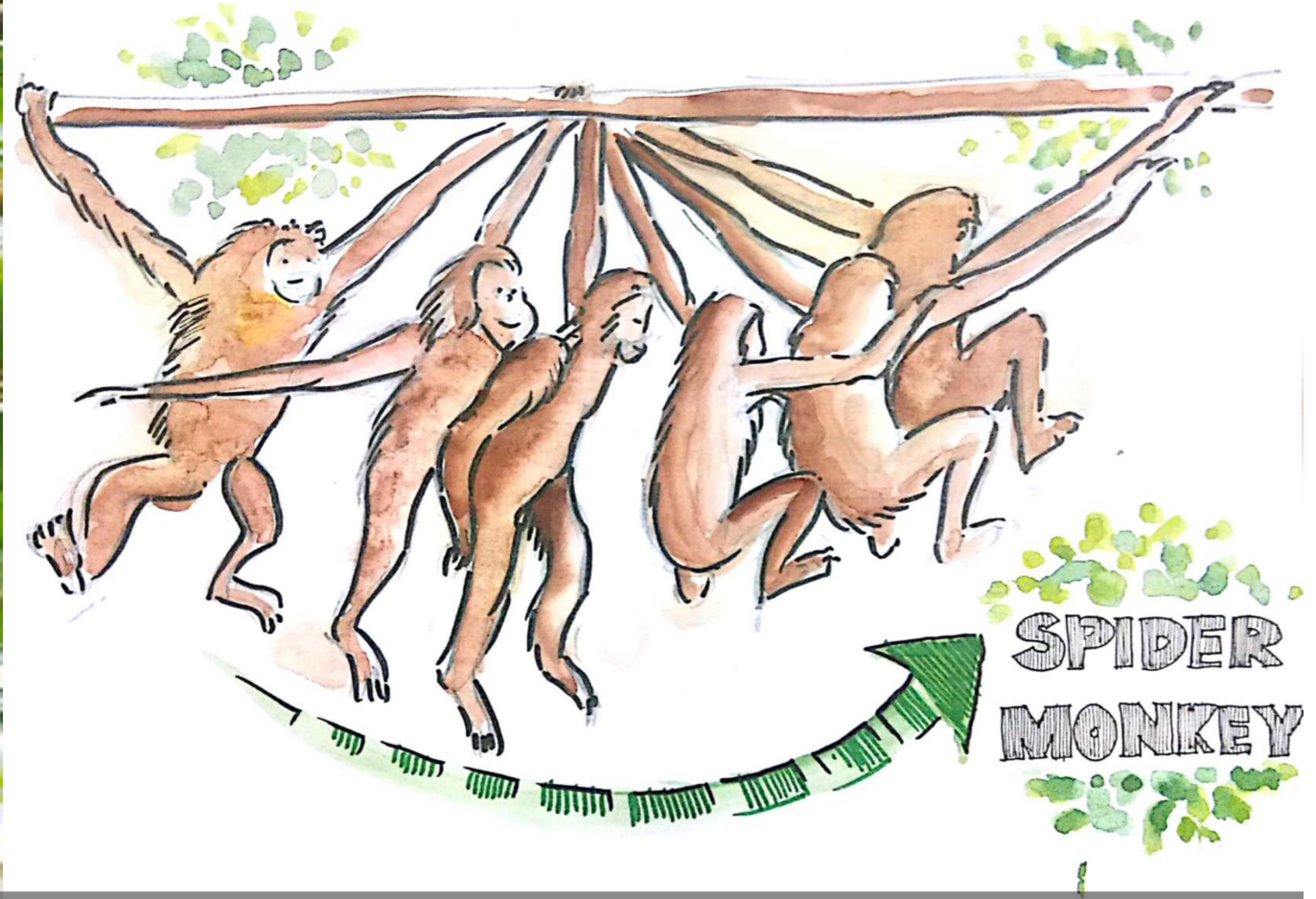
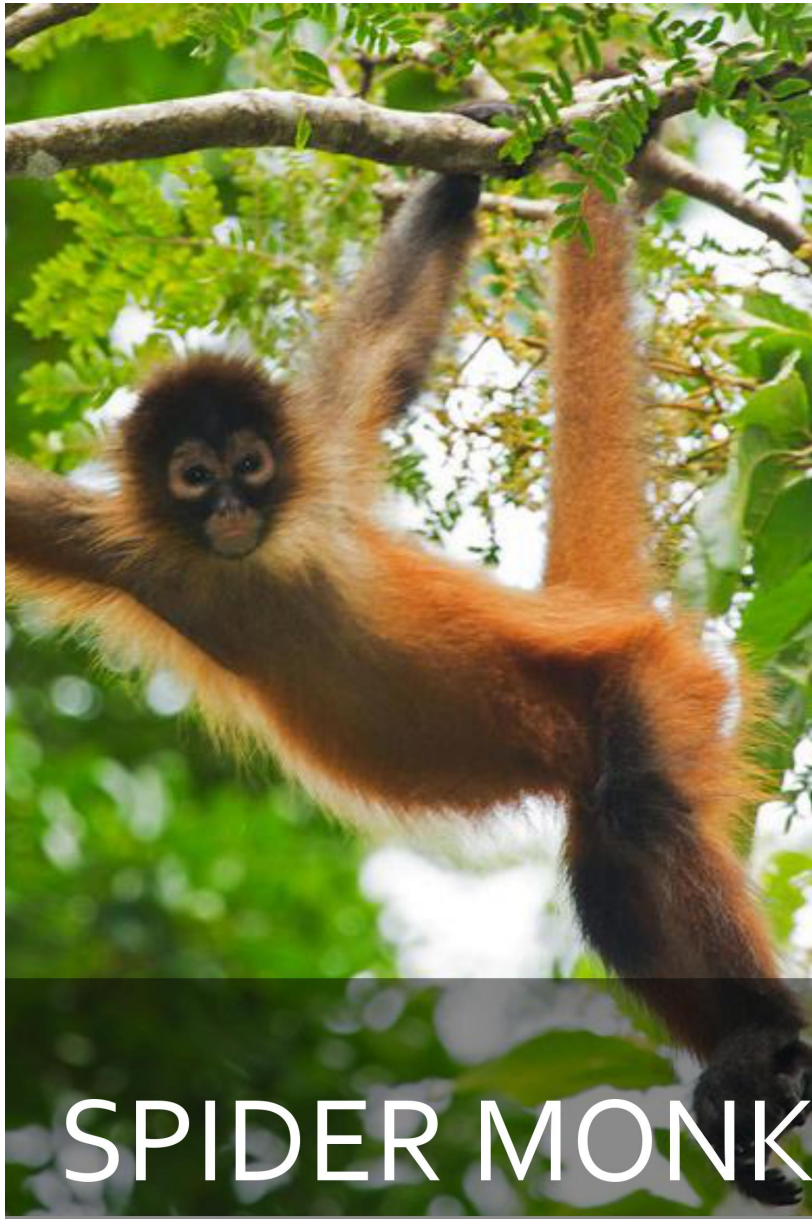




**RED BIRD OF
PARADISE**

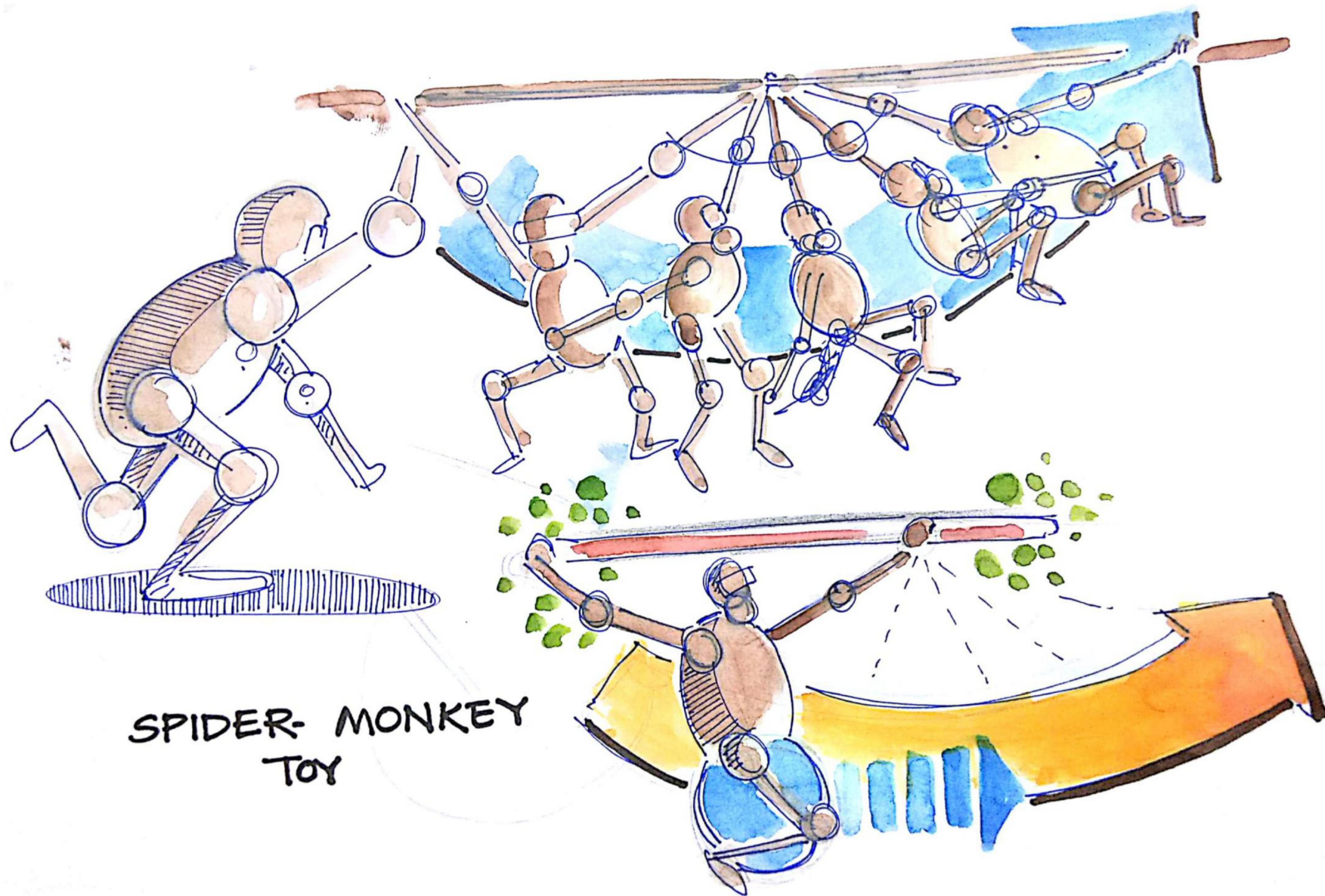



RED
BIRD
OF
Paradise



SPIDER MONKEY

SPIDER
MONKEY





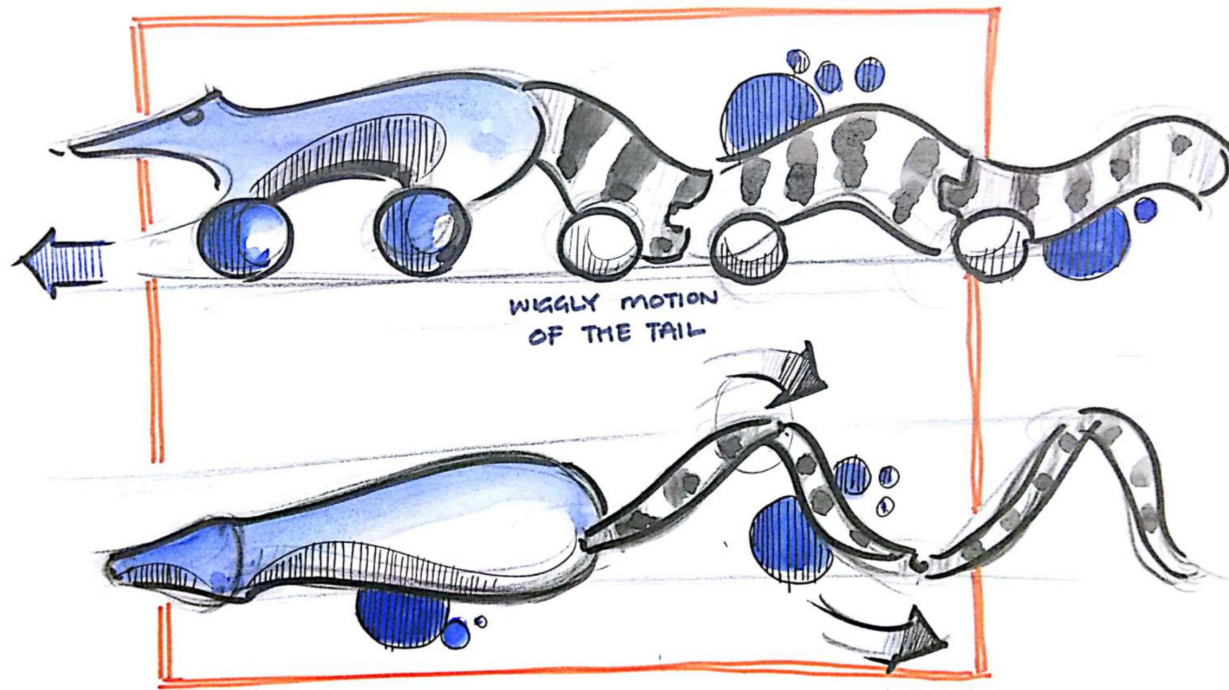
SHORTLISTED CONCEPTS



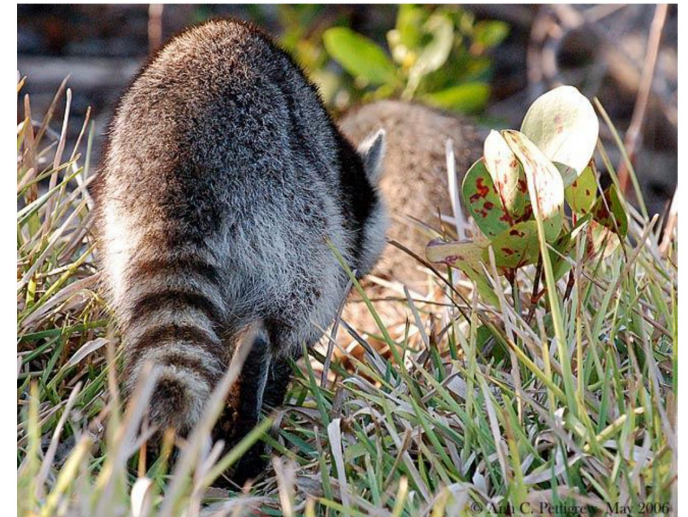


CONCEPT ₁

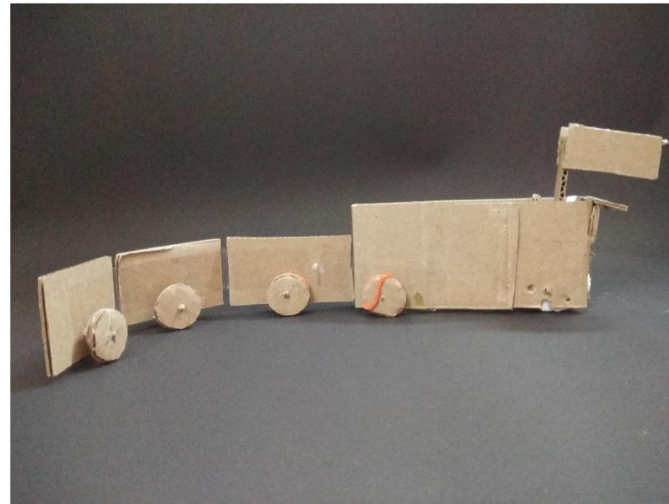
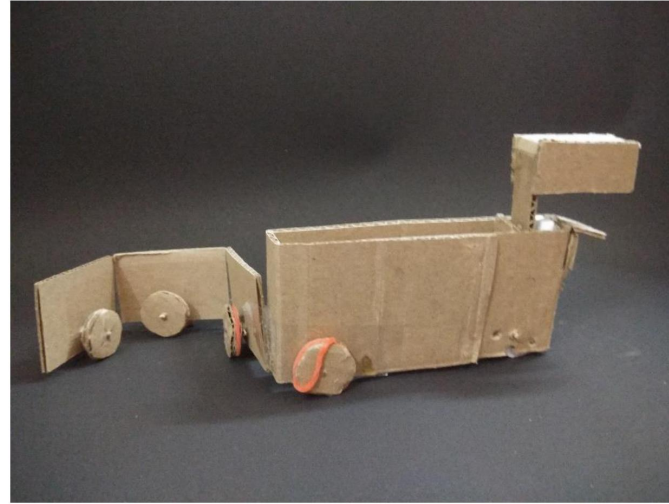
NAUGHTY RACCOON

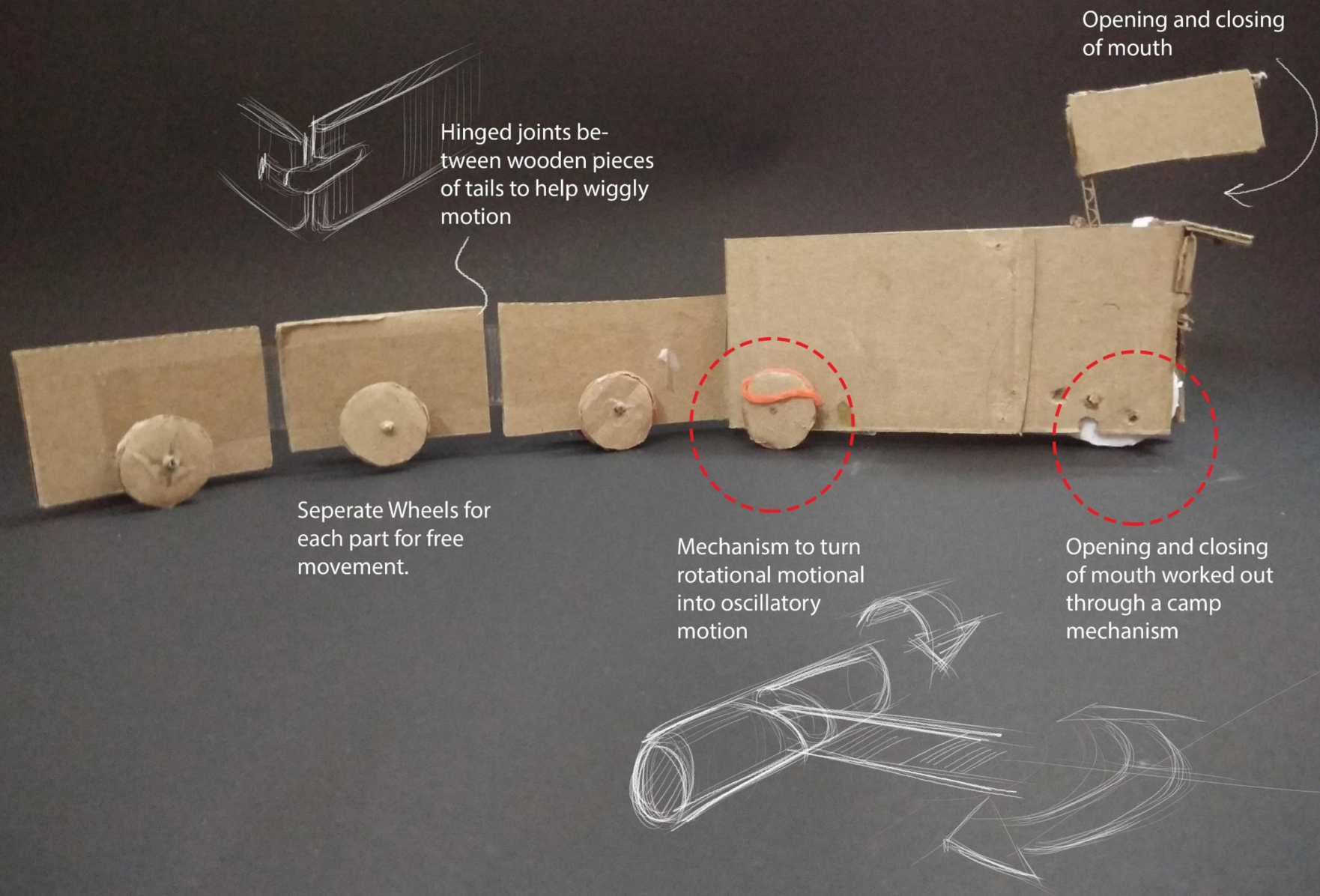


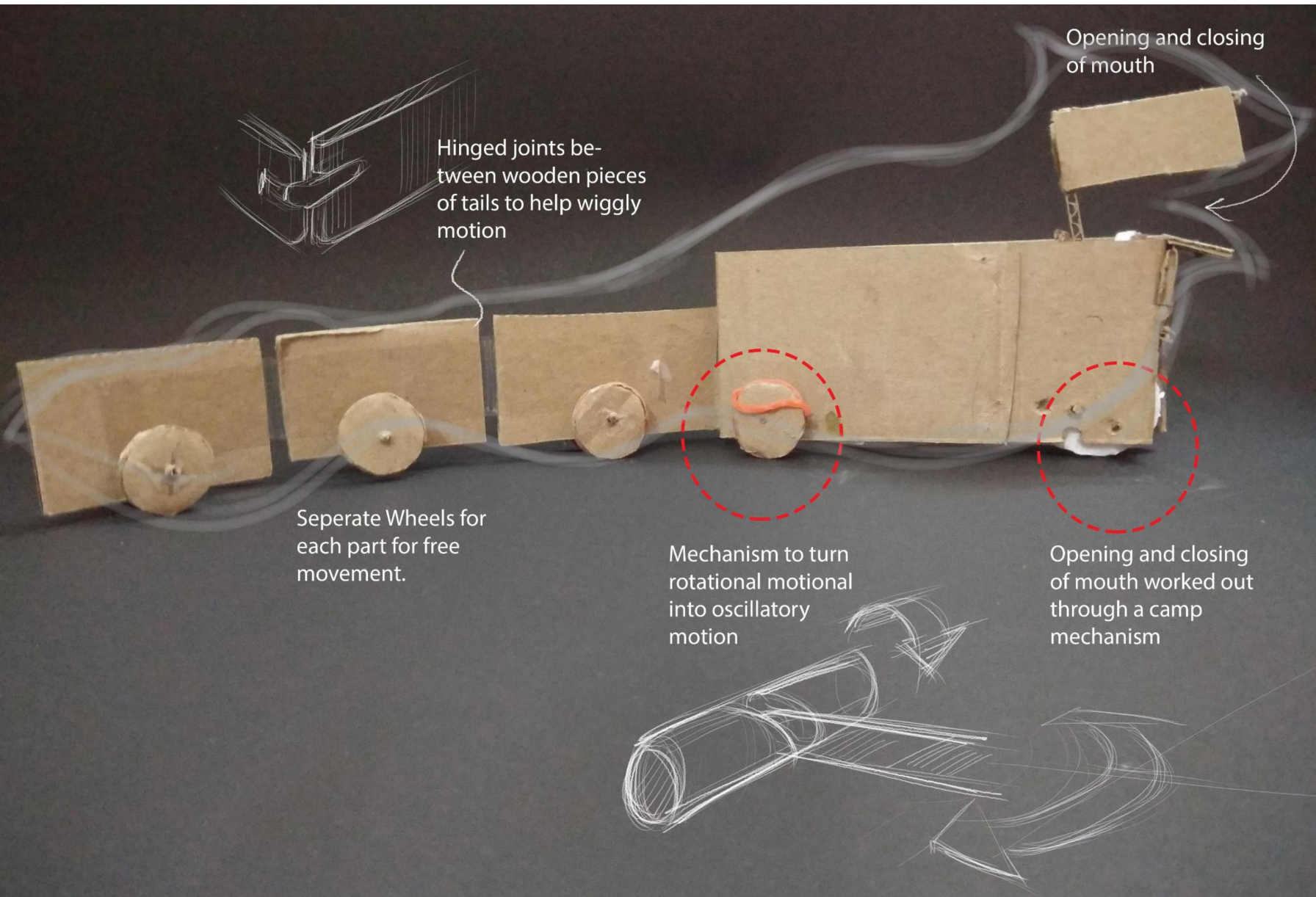
NAUGHTY RACCOON



PROTOTYPE







Opening and closing of mouth

Hinged joints between wooden pieces of tails to help wiggly motion

Seperate Wheels for each part for free movement.

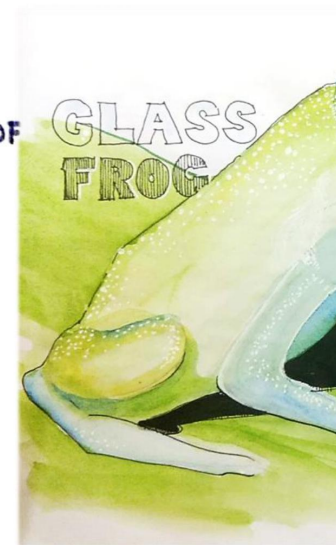
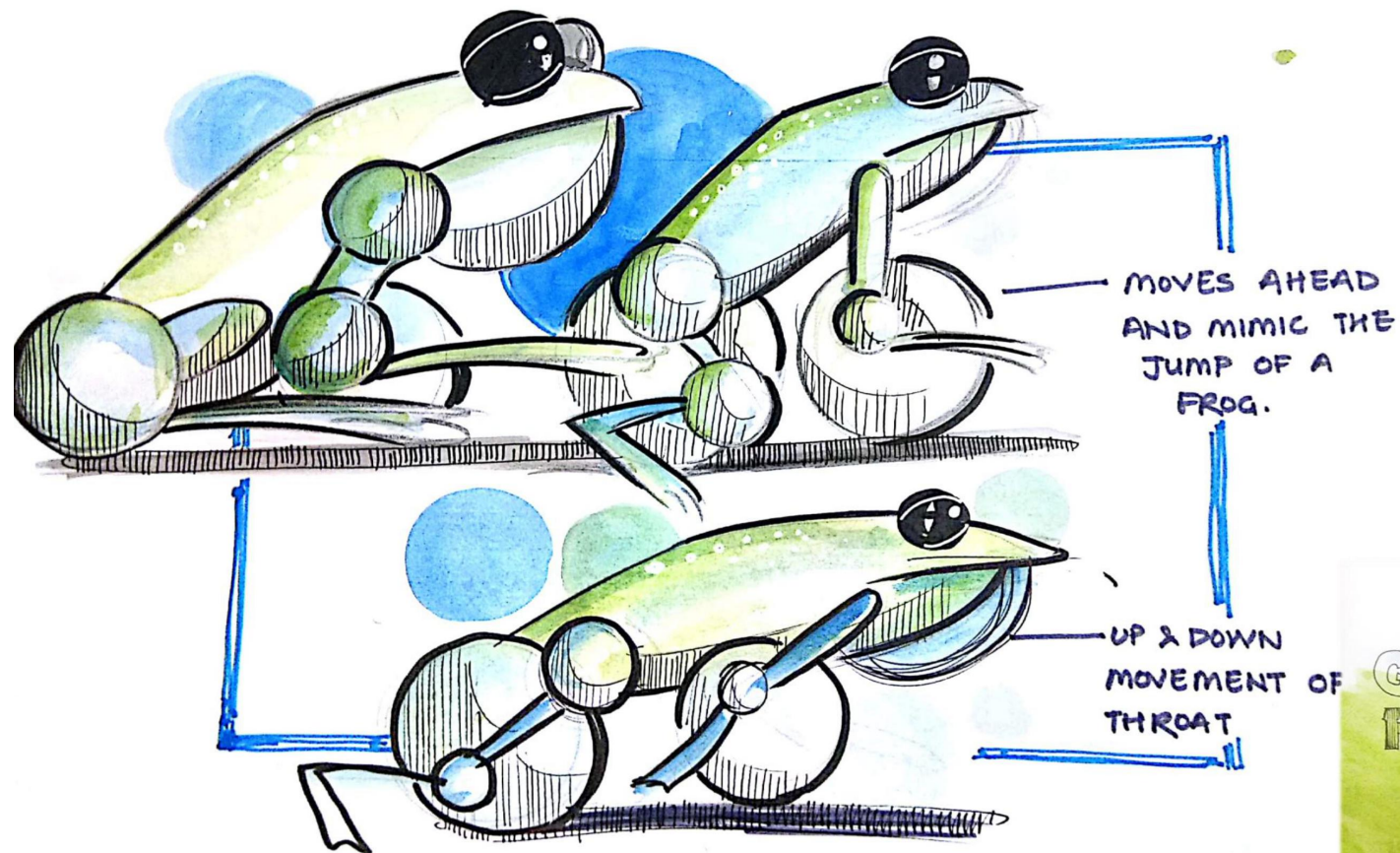
Mechanism to turn rotational motional into oscillatory motion

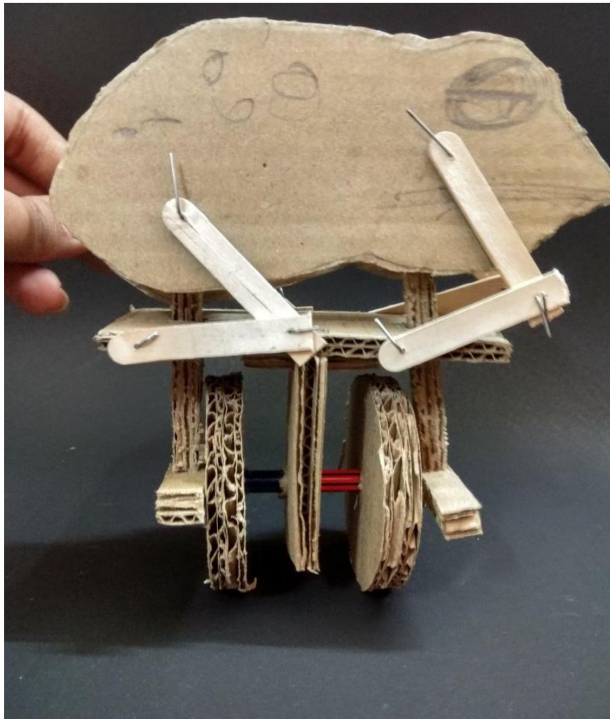
Opening and closing of mouth worked out through a camp mechanism



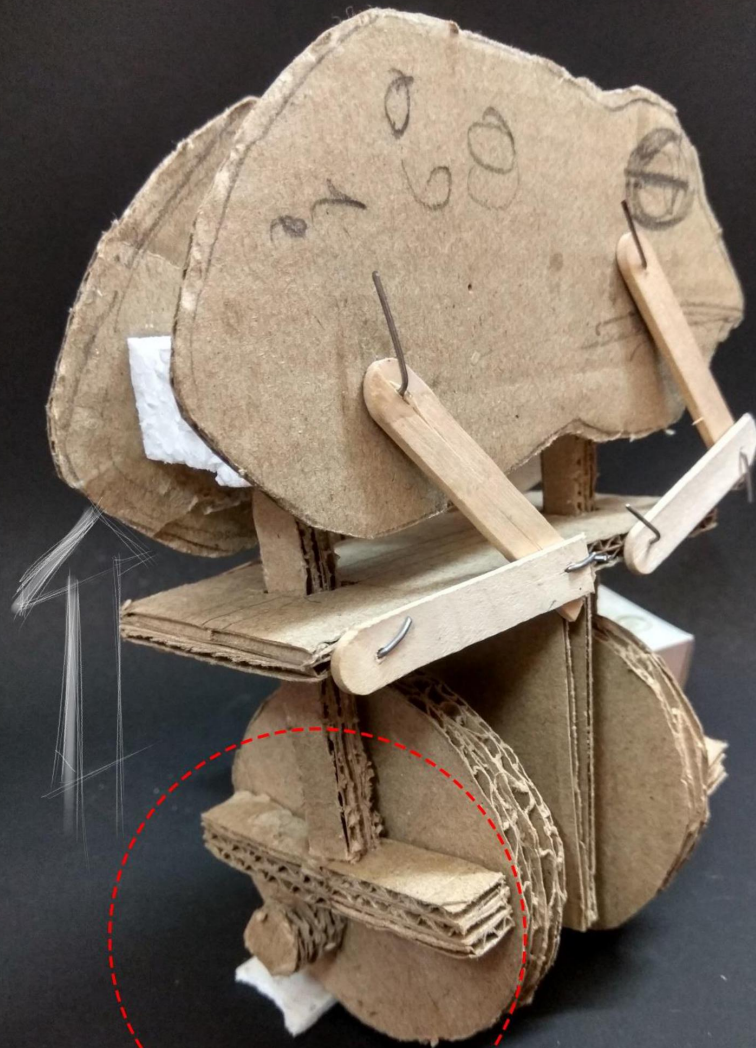
CONCEPT 2

GLASS FROG





PROTOTYPE



Cam mechanism, leading to an upward push on the body of the frog as the wheel rotates



Cam mechanism, leading to an upward push on the body of the frog as the wheel rotates



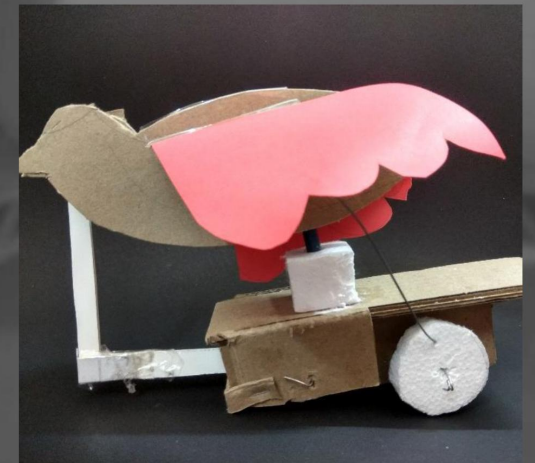
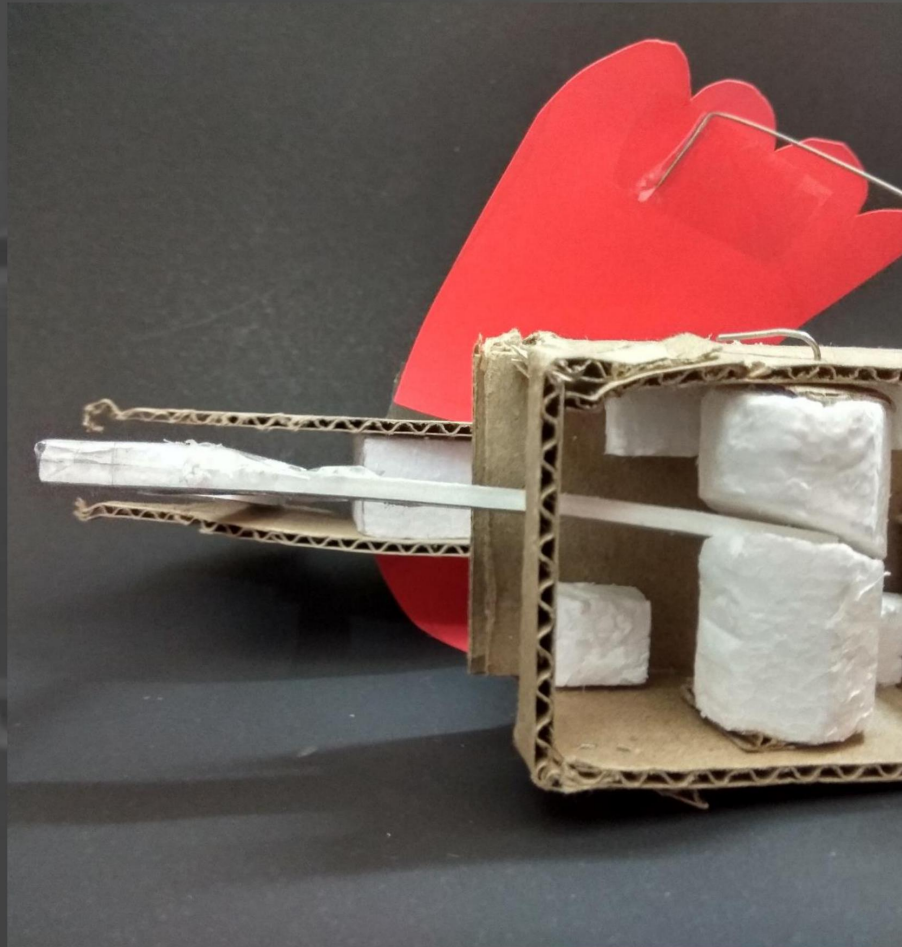
CONCEPT 3

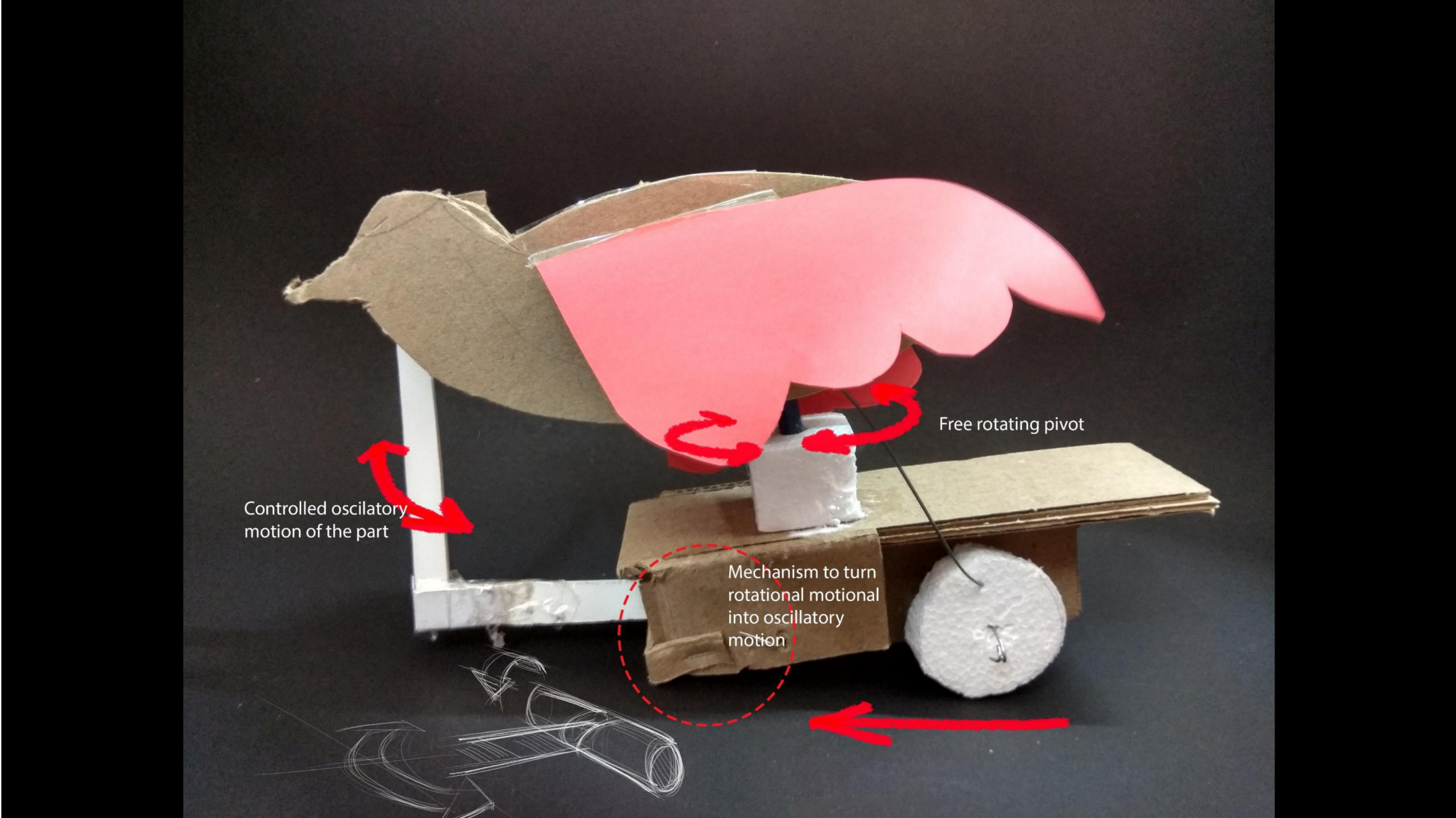
RED BIRD OF PARADISE

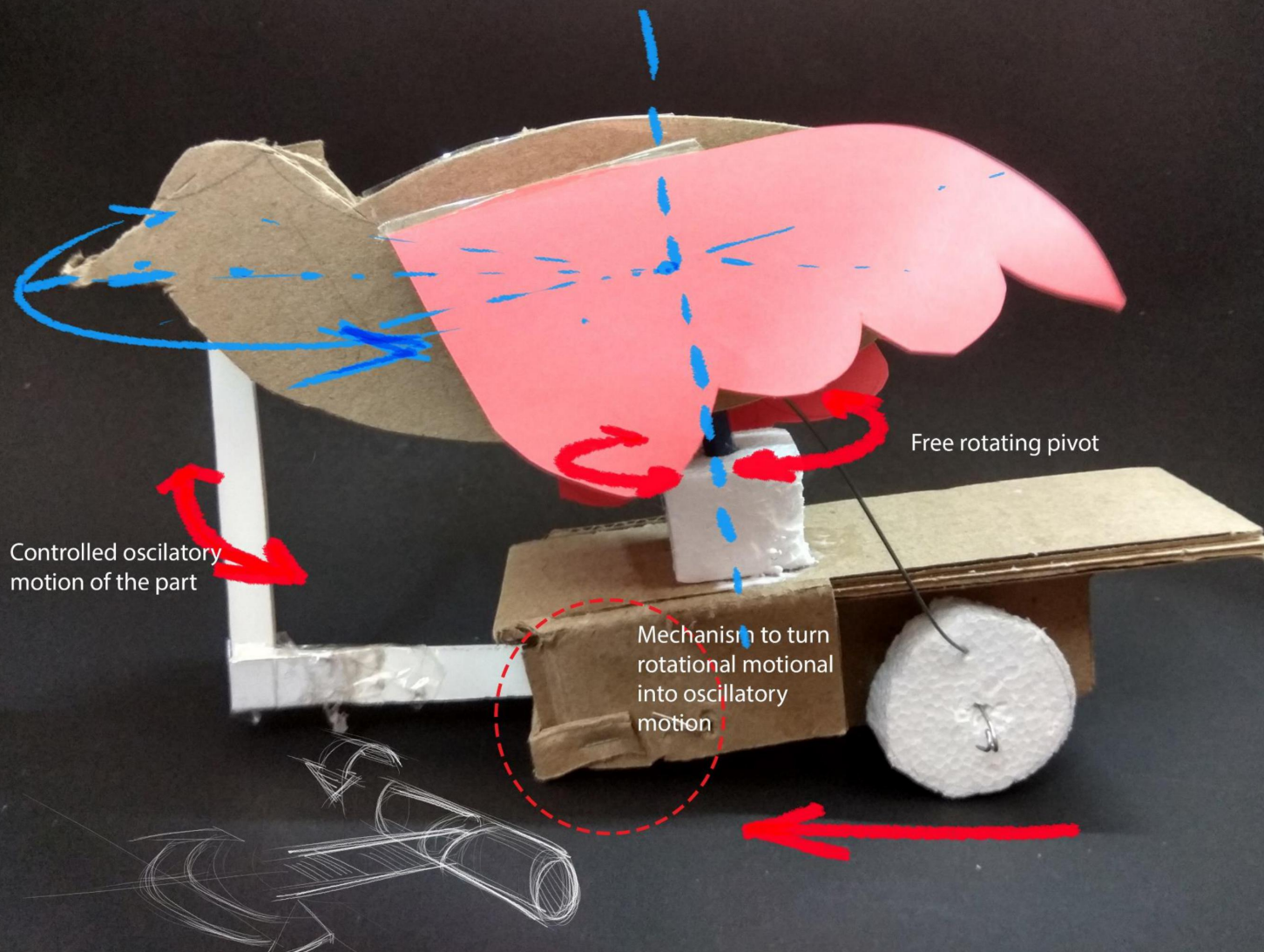


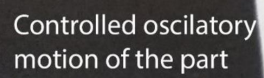
**RED BIRD OF
PARADISE**

PROTOTYPE







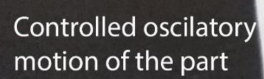


Controlled oscillatory
motion of the part

Free rotating pivot

Mechanism to turn
rotational motion
into oscillatory
motion

Crank mechanism for
the up and down mo-
tion of the wings



Controlled oscillatory
motion of the part

Mechanism to turn
rotational motion
into oscillatory
motion

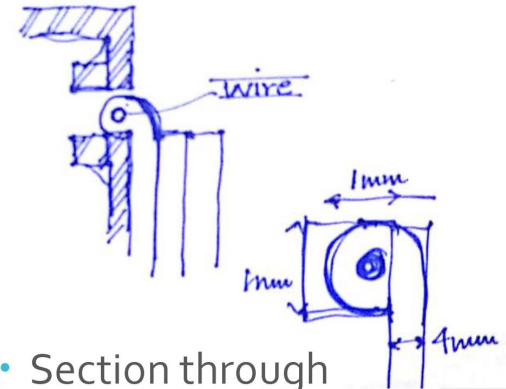
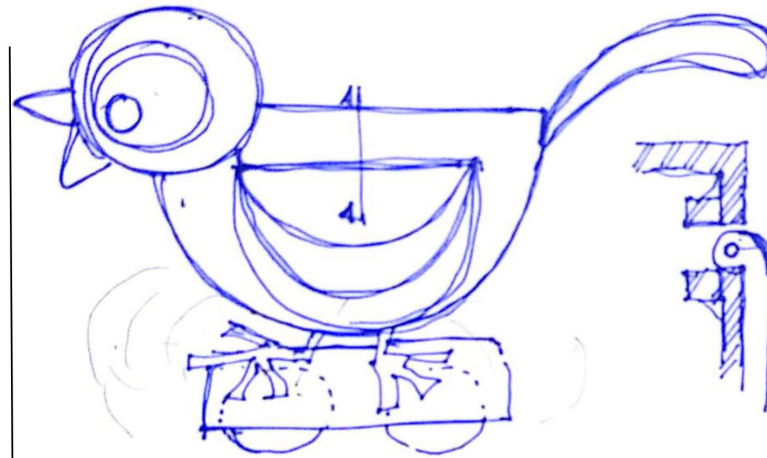
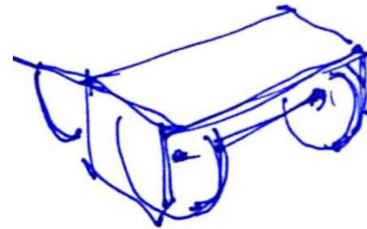
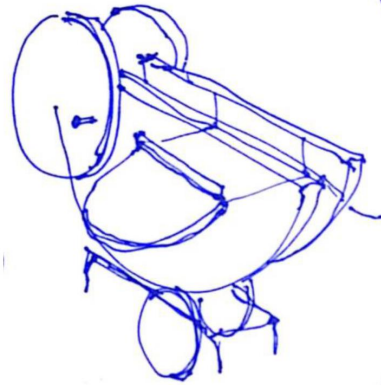
Crank mechanism for
the up and down mo-
tion of the wings

Final Concept

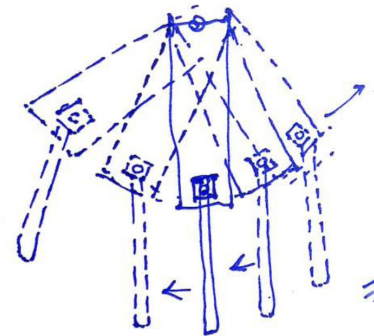


- RED BIRD OF PARADISE

Details sketches

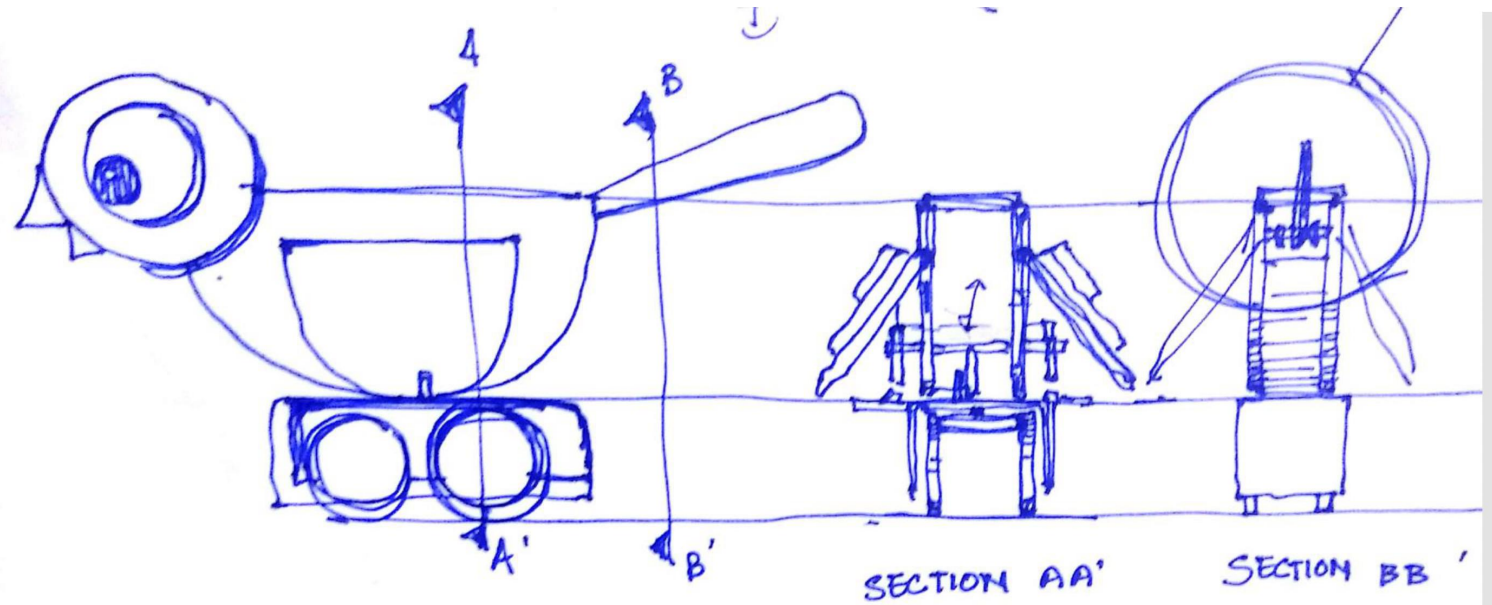


- Section through wings fixing

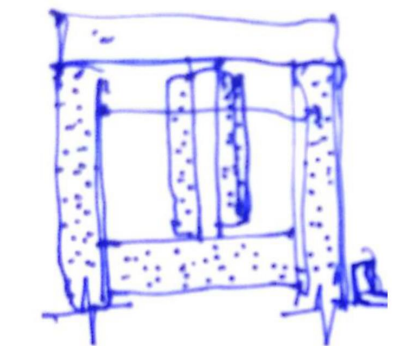


- Movement of wings

Details Sketches

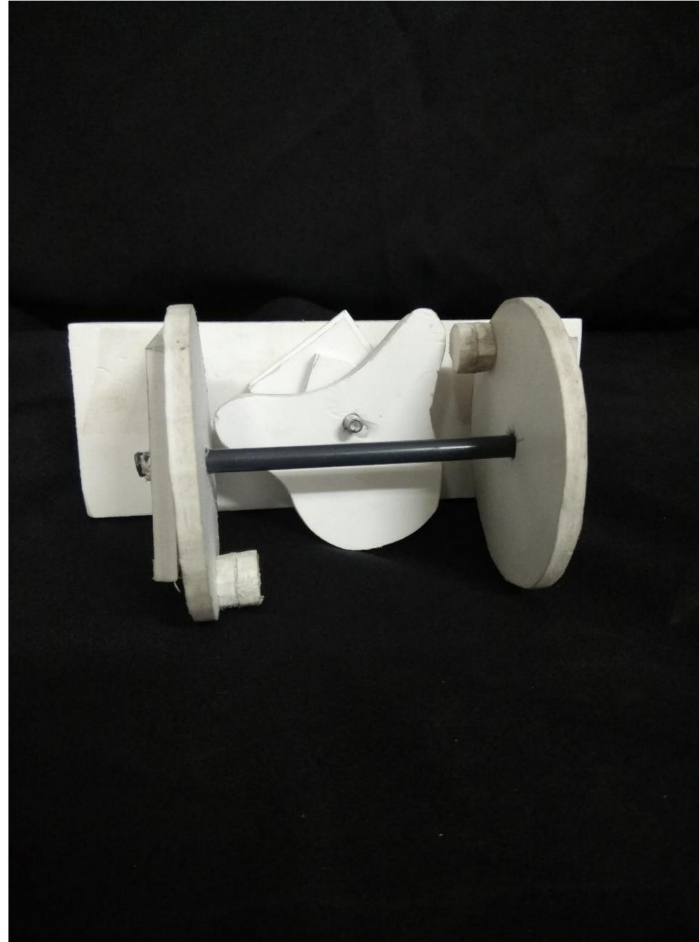


- Section through wings fixing

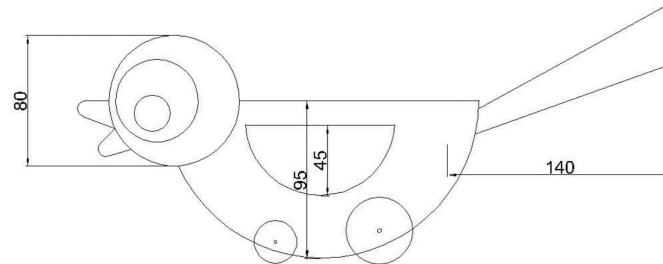
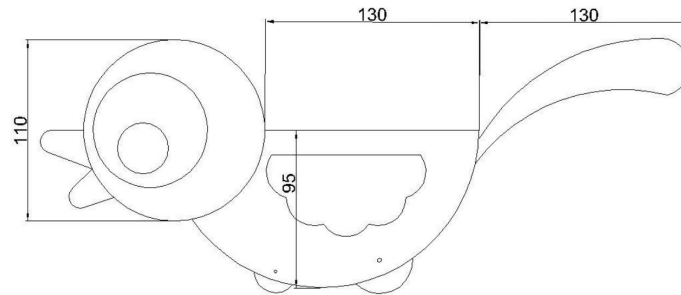
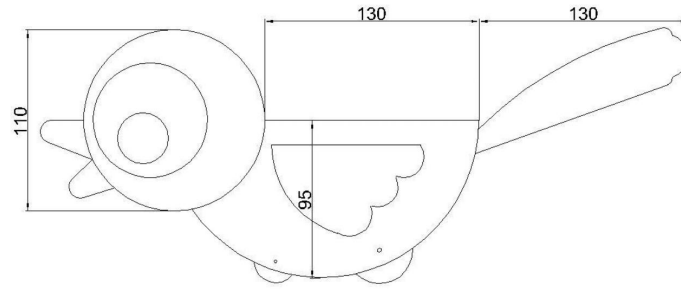


Detail of tail fixing

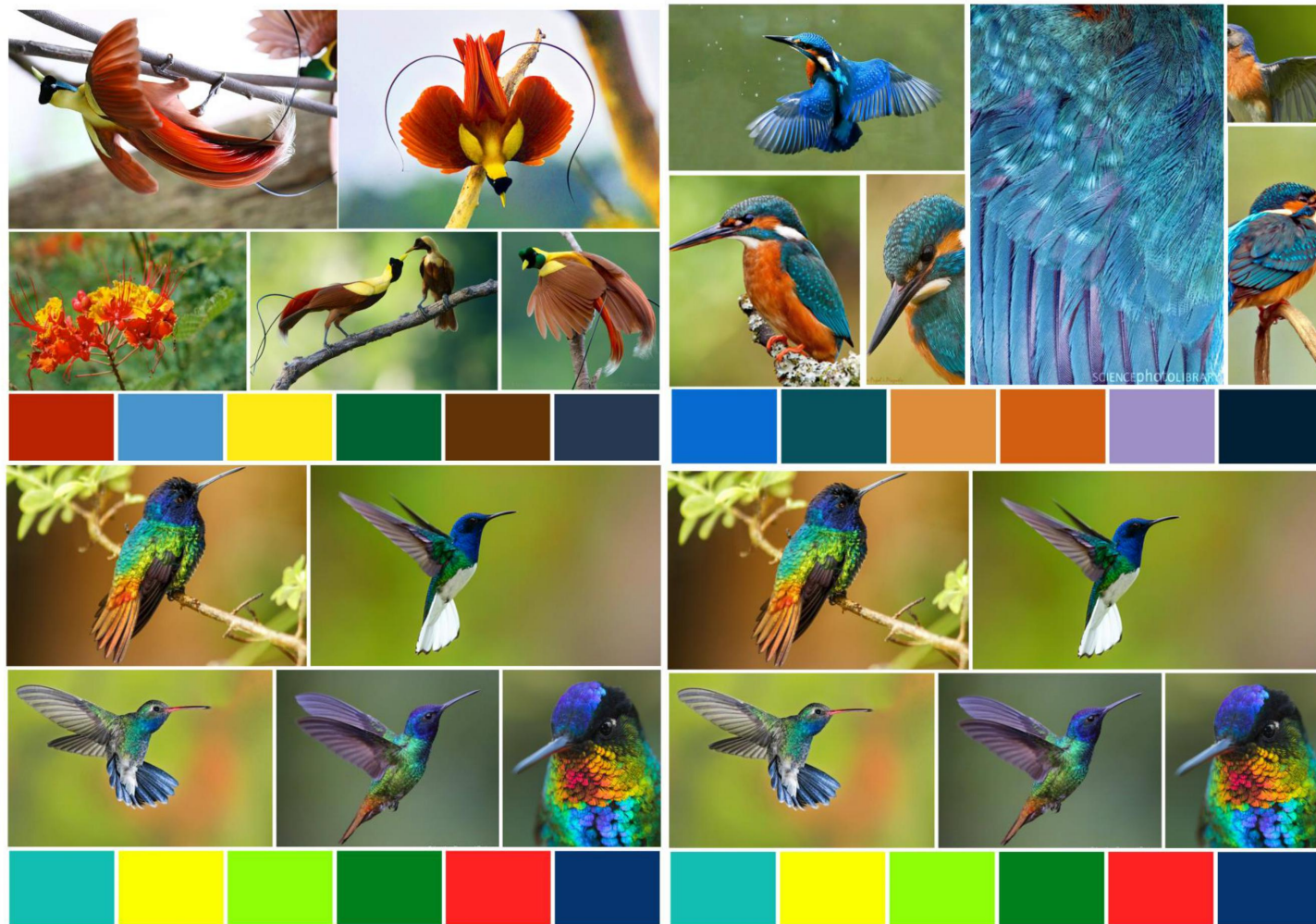
POC



Formal Variations



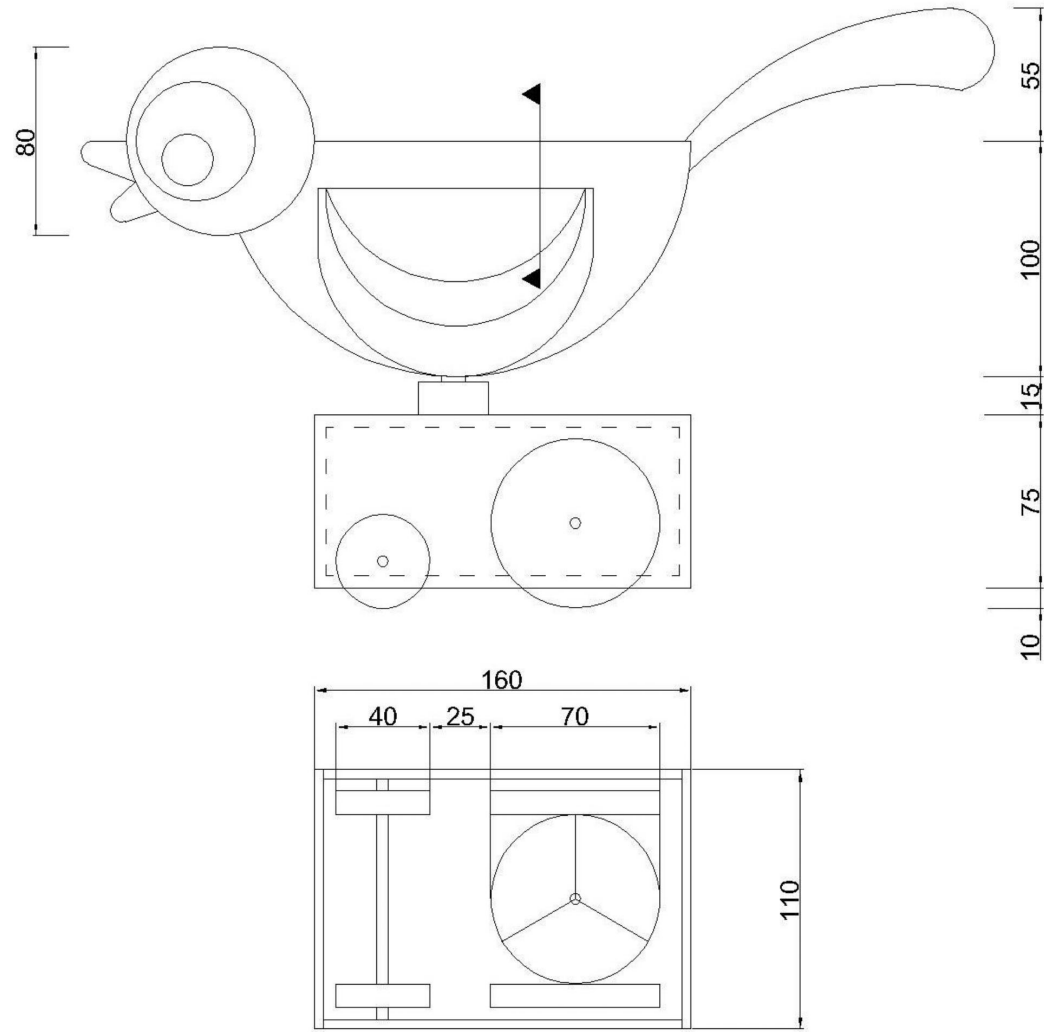
Color Variations



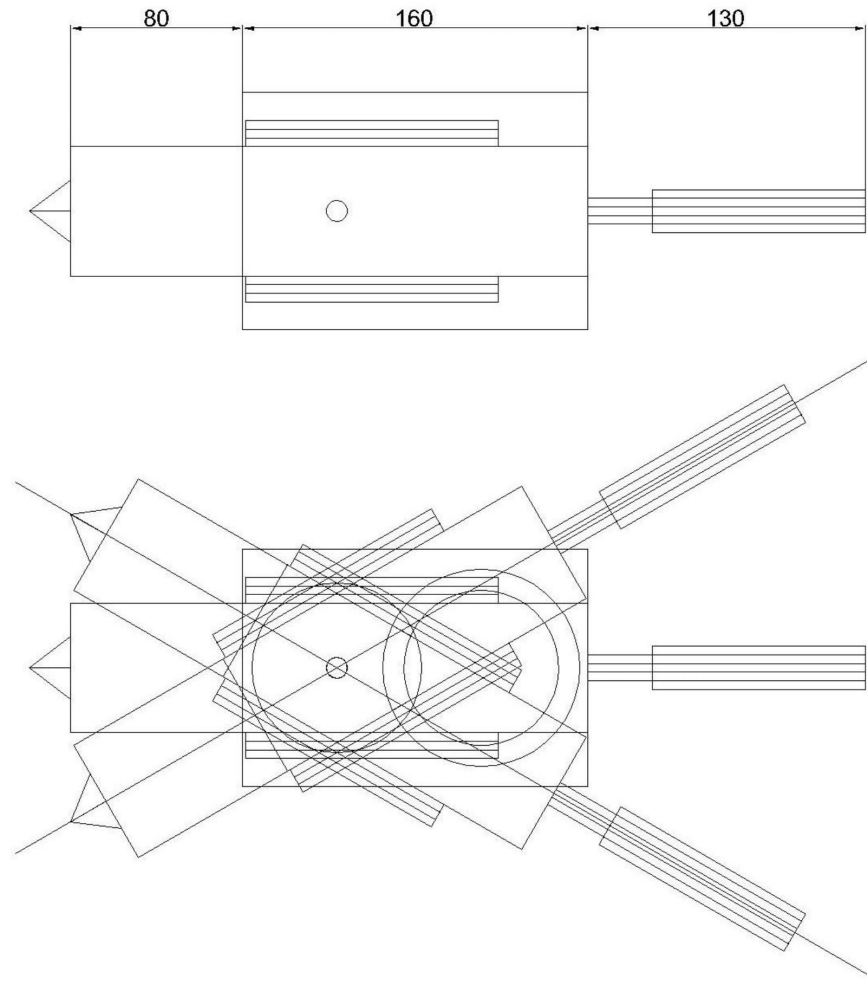
Color Variations



Mechanical Drawings



Mechanical Drawings









The reason for choosing this logo was that it highlighted the basic elements of the toy as well as provides a closed shape which can be noticed from a distance. The font also compliments the quirkyness of the bird.



FINAL MODEL



The image features two teal geometric shapes. On the left is a triangle pointing downwards. On the right is a parallelogram. The word "THANKYOU" is centered between them.

THANKYOU