

PRODUCT DESIGN 2
FINAL PRESENTATION

WOODEN TOY FOR 9 TO 15 MONTH OLD KIDS

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Characteristics of the child

Baby to toddlers (Toddler – Child who is just beginning to walk)

Time of **cognitive**, **emotional** and **social** development

Developmental milestones - can be broken down into a number of interrelated areas

- Physical

 - Gross motor

 - Fine motor

- Vision

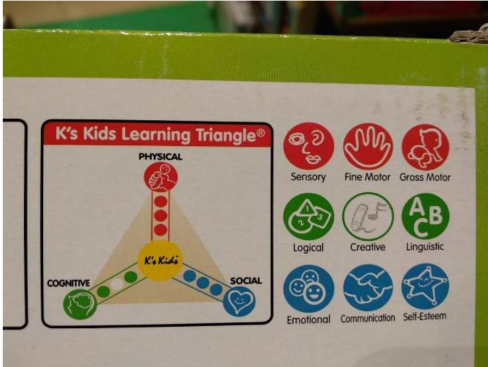
- Hearing and speech

- Social

Market study

What are the focus points of the toy manufacturer

- Helping the development of the child – one or more aspects
 - Hand eye co-ordination
 - Cognitive skill development
 - Sensory stimulation
 - Emotional Development
 - Encourage walking
- Safety of the child
 - No sharp edges, No small parts and No Toxic materials
 - Mostly no electronic parts/ battery operation – not recommended
- Aesthetic aspects – to attract the kid and the parents
 - Many toys with same idea but with different aesthetic properties.
 - Depends on the trend



Insights

Must have

- The toy should be safe for the kids – form, material and size of parts, etc.
- The toy should be easy to operate and visually approachable.
- The toy should be able to withstand wear and tear

May have

- The toy should be relatable to their surrounding environment
- The toy should be able to keep up with the curiosity of the kid
- The toy should facilitate the physical development of the kid like sensory, fine motor and gross motor skills
- The toy should facilitate the Cognitive development of the kid like logical, creative and linguistic skills.
- The toy should facilitate the social development of the kid like emotional, communication, self- esteem, empathy etc.
- The toy should communicate with the child.
- The toy should be able to create memories
- The toy should be more open ended.
- The toy should provide a personalised experience to the kid

Design Brief

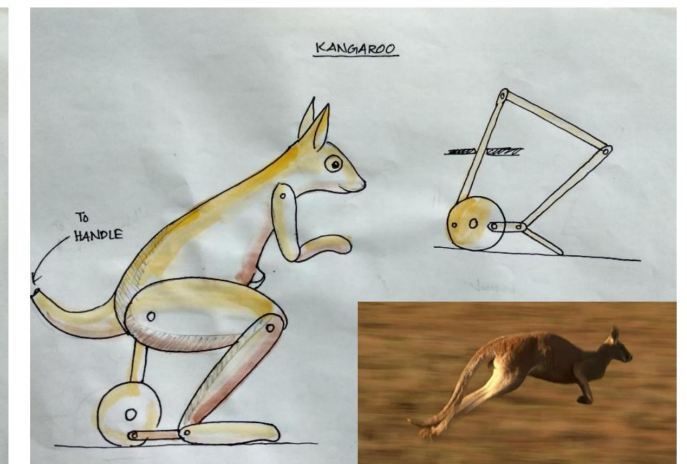
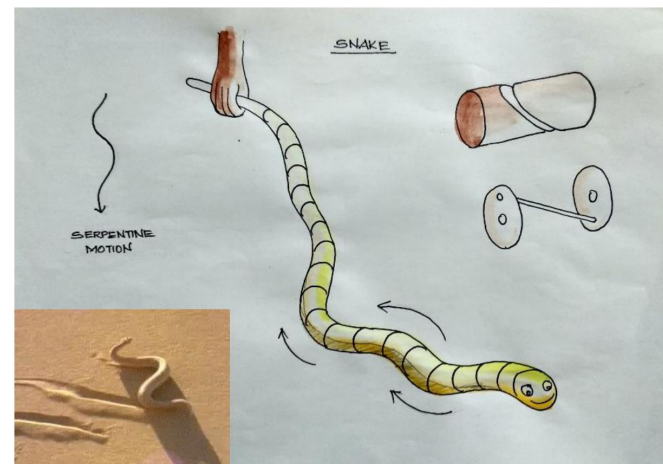
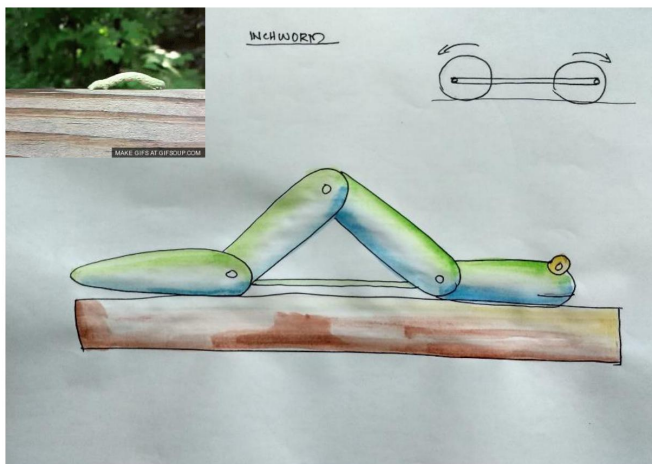
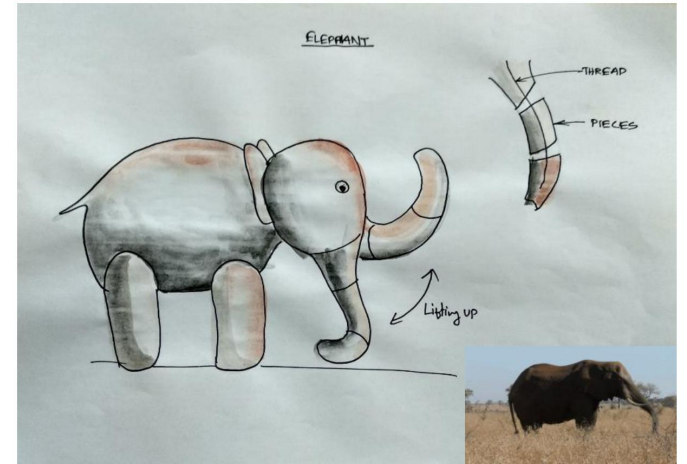
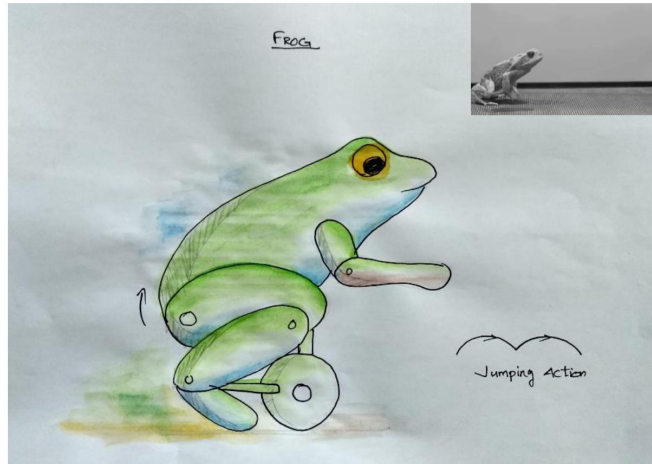
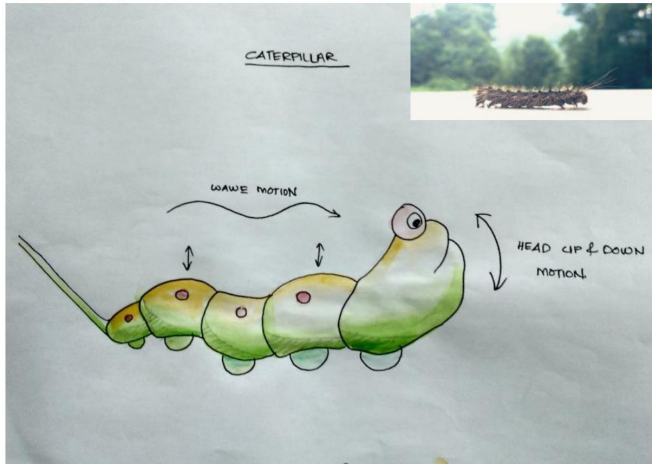
Problem statement:

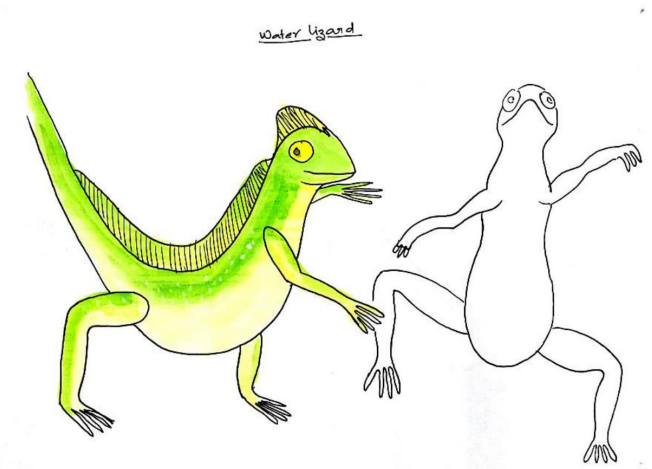
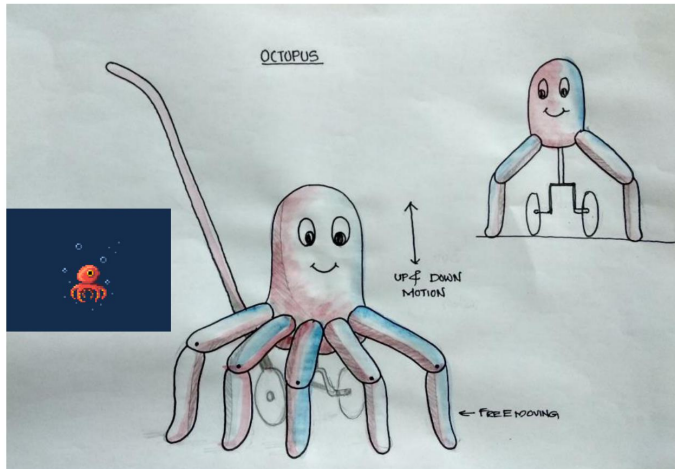
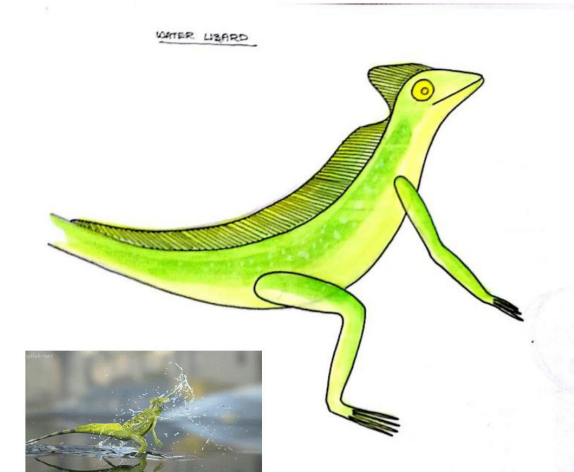
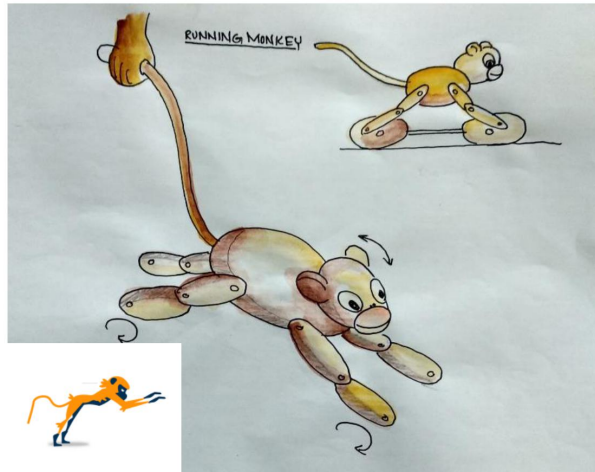
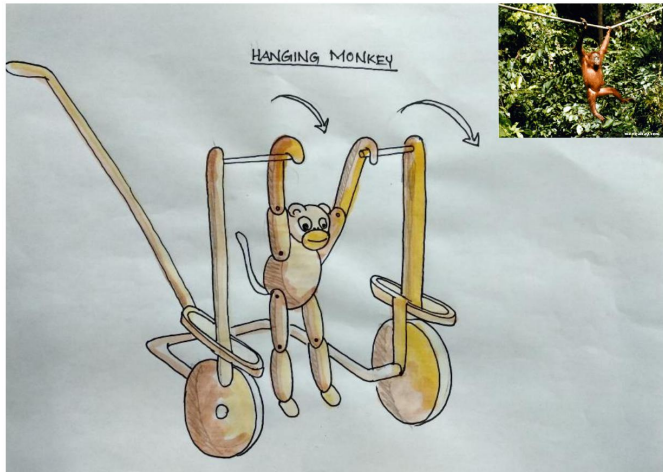
Design a push on toy for kids aged between 9 months to 15 months using wood as the primary material and taking inspiration from nature.

Design Objective

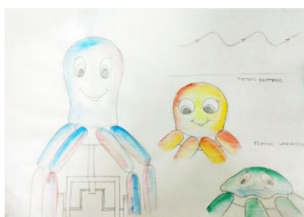
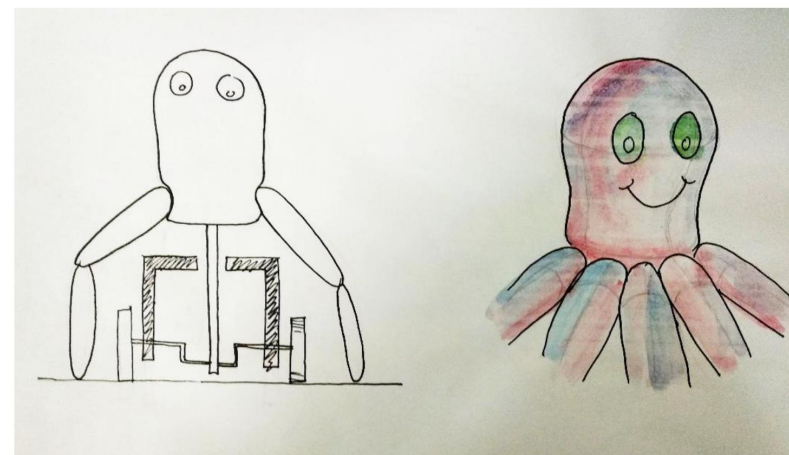
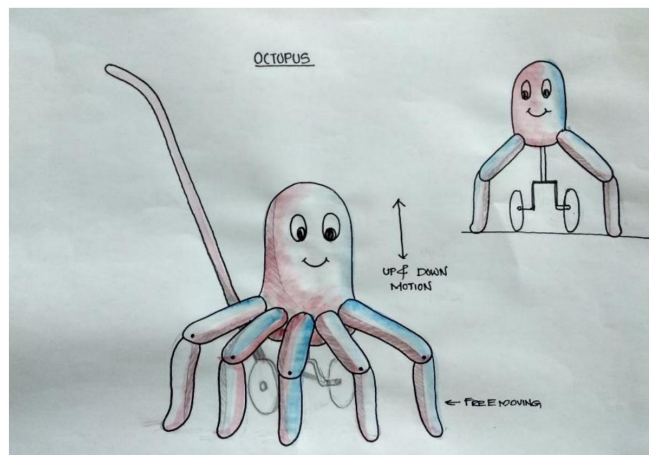
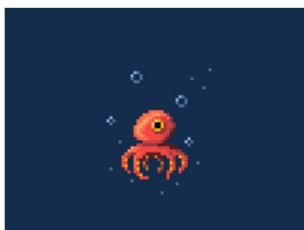
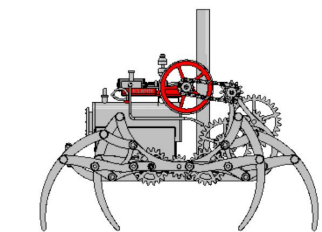
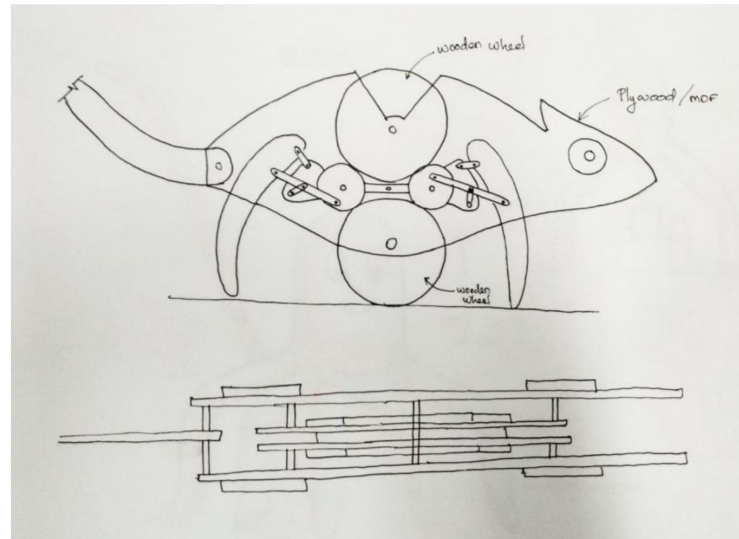
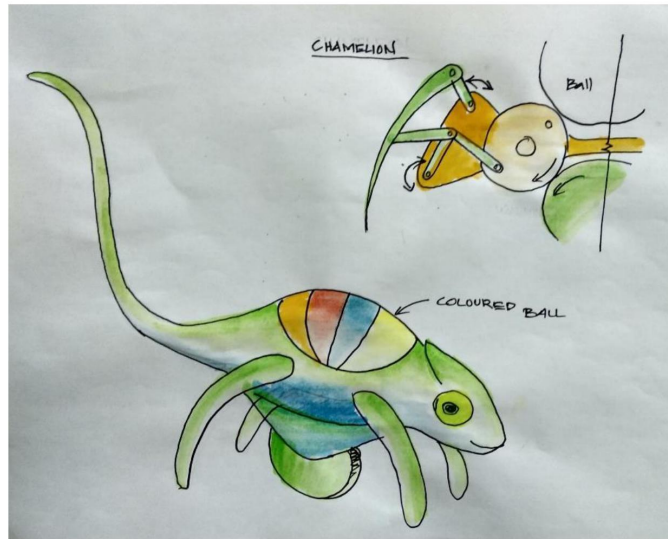
To design a toy for kids aged between 9 months to 15 months which helps them in development through various activities. The toy ensures it is safe for the kid in all the aspects, it provides easy operation and it takes care of the wear and tear of the usage, using wood as the primary material and taking inspiration from nature.

Design Ideas

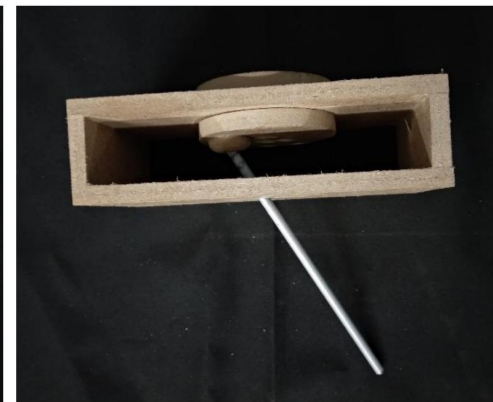
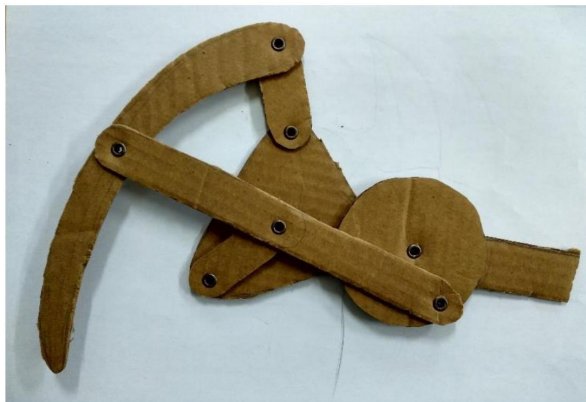




Concepts



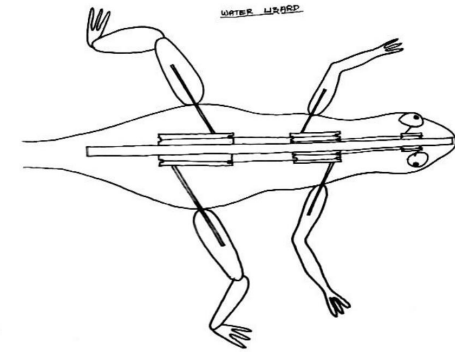
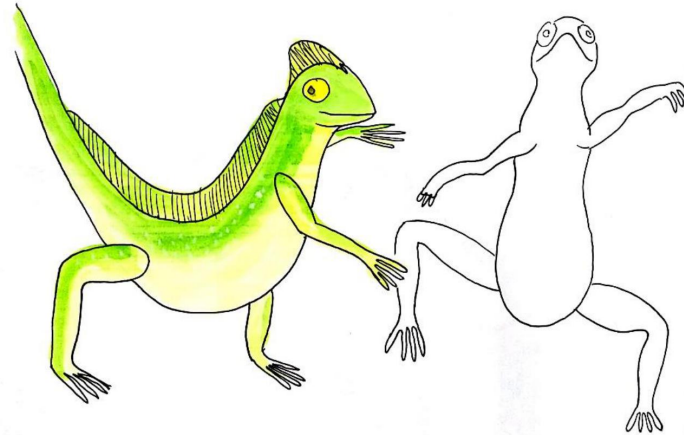
Prototypes



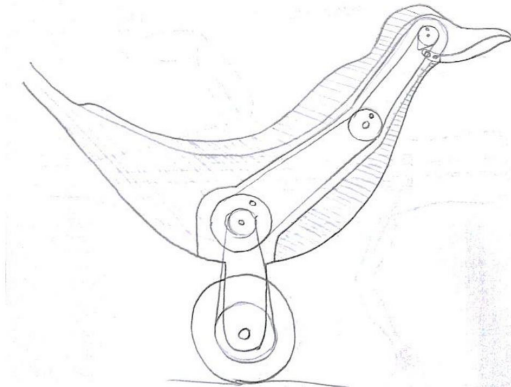
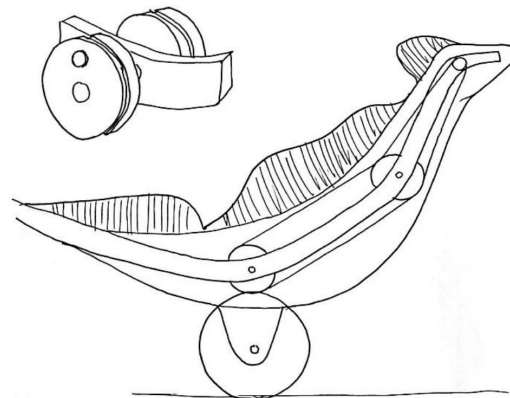
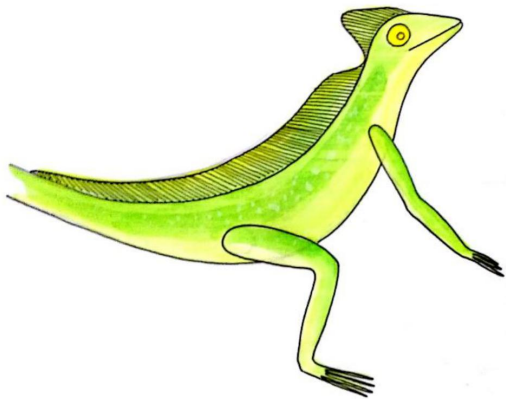
Final Concept



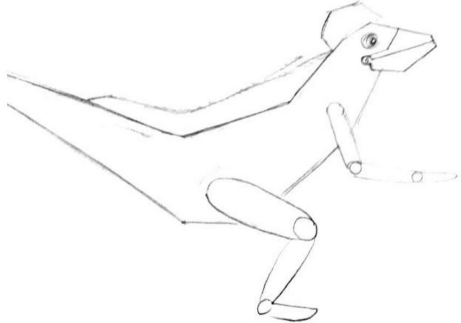
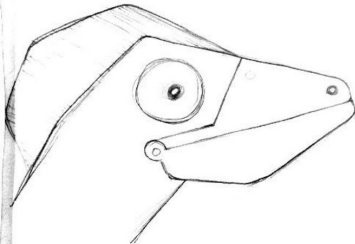
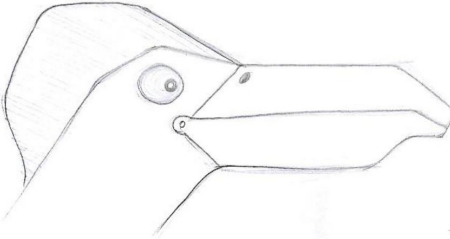
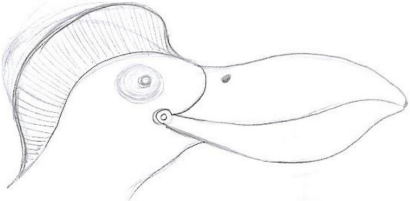
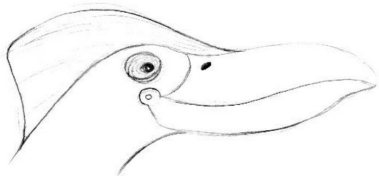
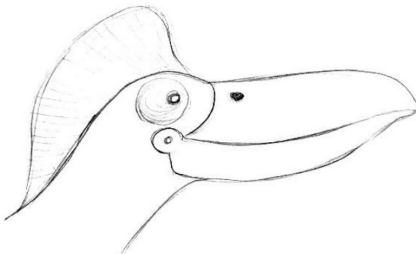
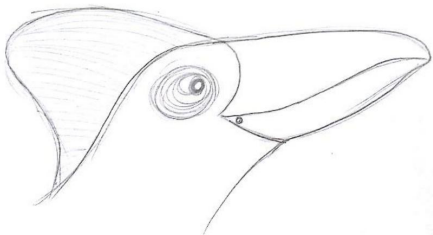
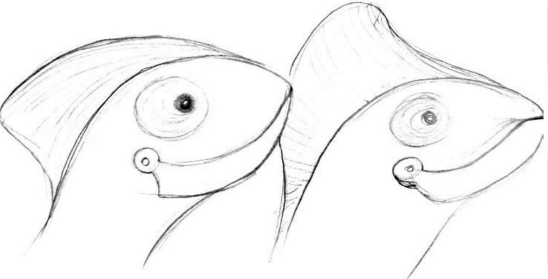
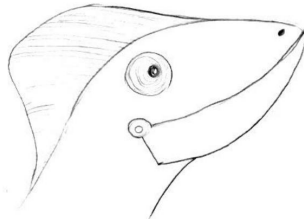
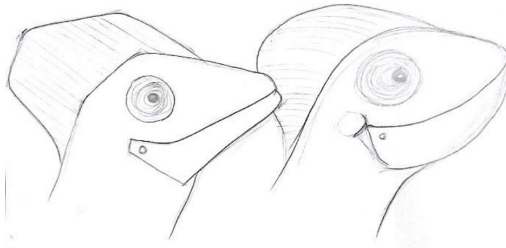
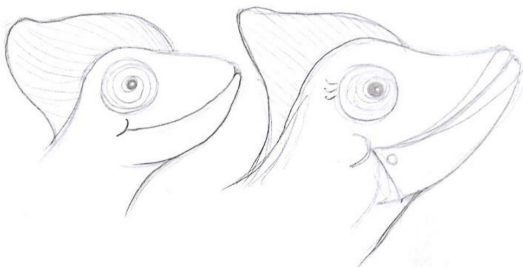
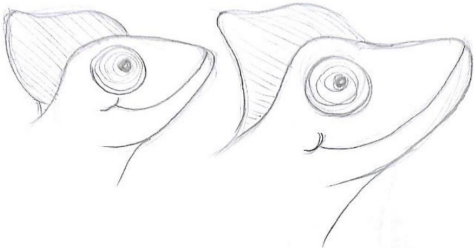
Water Lizard



WATER LIZARD



Formal Variations



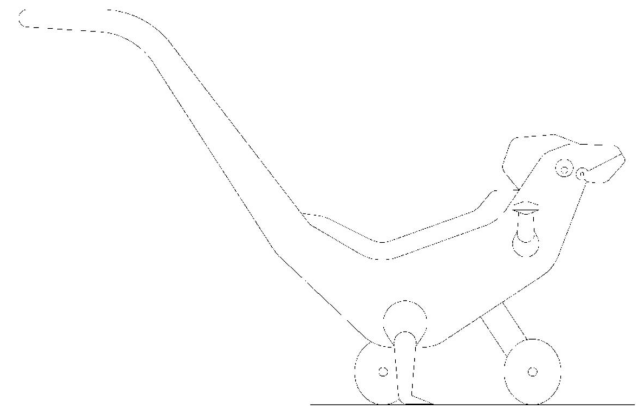
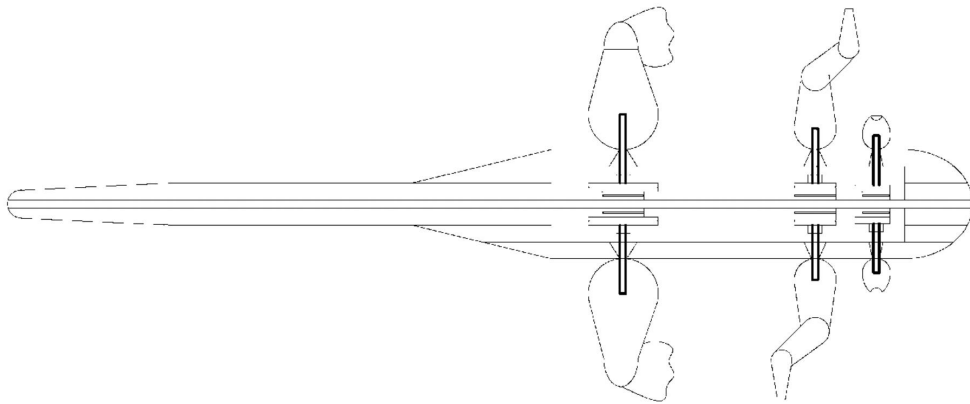
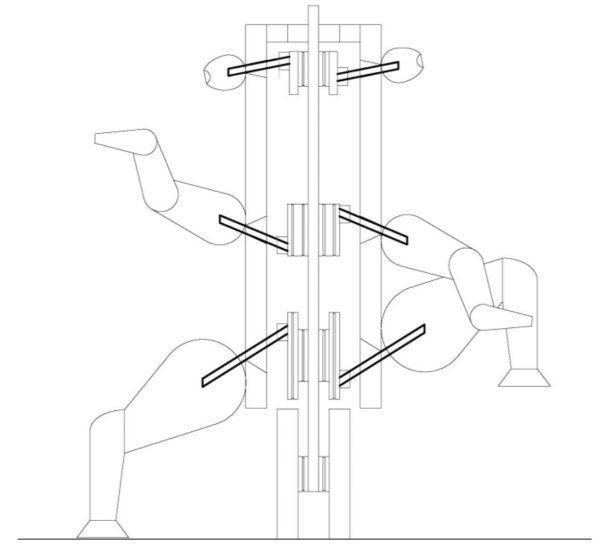
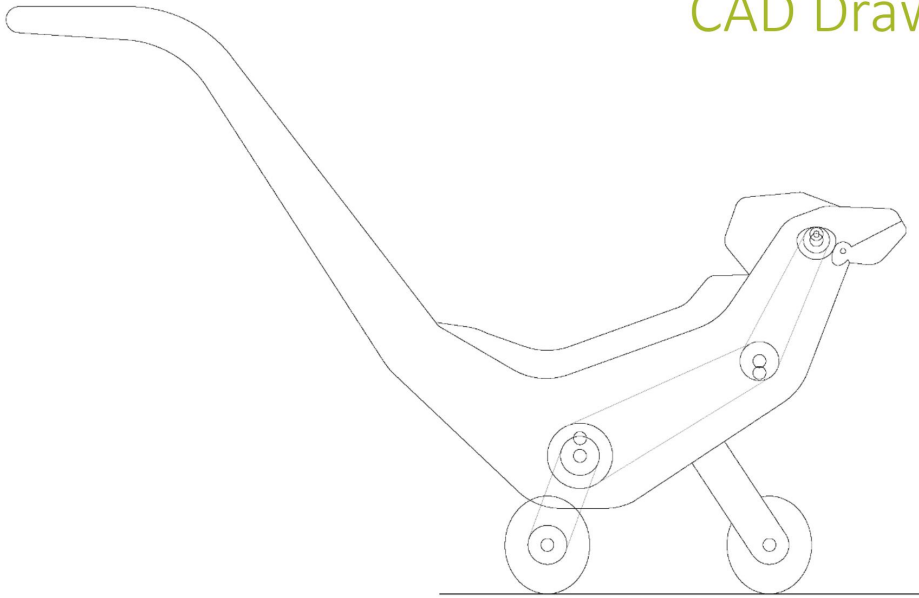
Colour Variations



Final 3D Rendering



CAD Drawings



Final Model



Branding



