I don’t get it.
What exactly don’t you get?
It turns from a building into a robot, right?
Precisely.
Well, what is fun about that?
Well, if you had read your industry breakdown, you would see that our success in the action figure area has climbed from 27% to 45% in the last two years.
I still don’t get it.
What don’t you get?
There’s a million robots that turn into something. This is a building that turns into something. What’s fun about playing with a building? That’s not any fun.
This is a skyscraper.
Limericks!

Though all limericks had their good parts
So many warmed our design hearts
The problem we're finding
is rhythm and rhyming
I guess we're not all liberal arts

Victor Hung
Limericks!

Little Sally was bored during day care,
She had lost all her dolls and stuffed bears,
She decided to make one
Of peanuts and cake crumbs,
But at snack time it needed repairs.

Rebekah Terry

I’d rather just play and have fun
Although product design must be done
But now I’ll rejoice
I needn’t a choice
Because play and design can be one

Wasay Anwer

My parents said chainsaws are tools
Not meant to be played with at schools
But give it some thought
And pretend that they’re not
I swear life is fine without rules

Sharlene Chiu
Quiz results

“It’s what you get when you let your creative juices flow”
Elizabeth Vasquez

What is design?
plan to achieve a desired effect
What is a toy?
item that functions as tool for play
What is a product?
produced by human effort for distribution

answers to all three!
Alvaro Meléndez
Quiz!

1. What is your name?

2. Who is our customer in toy design?

3. What is play?

4. What is the opposite of play?
Who is our Customer?

Product Use

user

purchaser

producer

Influence on Product Selection

retailer
Understanding Play

What is play?

It is a quality of mind.
“Play and work are words used to describe the same activity under different circumstances”
- Mark Twain

It is a natural and learned schematization of life.
“A primitive and paradoxical communication, schematic expression, and a succession of disequilibrial bipolar state, with their own rules, sequences and climaxes”
- Brian Sutton Smith, PhD

It is developmental and cathartic.
“It is essential for helping children reach important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient”
- The American Academy of Pediatrics (AAP)
Understanding Play

Play describes a state of mind during an activity that is: enjoyable
Understanding Play

Play describes a state of mind during an activity that is: enjoyable captivating
Understanding Play

Play describes a state of mind during an activity that is:

- enjoyable
- captivating
- superfluous
Understanding Play

Play describes a state of mind during an activity that is:

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*work  work disguised as play  directed play  guided play  free play*
Understanding Play

Play describes a state of mind during an activity that is:

- enjoyable
- captivating
- superfluous
- intrinsically motivated
- process focused

work  work disguised as play  directed play  guided play  free play  chore
Importance of Play

**Evolutionists**
Children learn important survival tools and prepare for adulthood

**Psychoanalysts**
Play is an emotional outlet (cathartic) and children develop an identity

**Developmental Psychologists**
“It is essential for helping children reach important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient”
—American Academy of Pediatrics

- Physical, Social
- Emotional, Sensual, Creative
- Cognitive, Social, Emotional
Importance of Play

UN Convention on the Rights of the Child of 1989. Article 31

1. States Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.

2. States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity.
**Importance of Play**

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—American Academy of Pediatrics

**Brian Sutton Smith**
Play for the sake of play

- Physical, Social
- Emotional, Sensual, Creative
- Cognitive, Social, Emotional
- Fun and Relaxation
Classifying Play

“Classification is the first step in bringing order into any scientific endeavor” - Michael Ashby
## Existing Classifications

“Classification is the first step in bringing order into any scientific endeavor” - Michael Ashby

<table>
<thead>
<tr>
<th>The National Institute for Play</th>
<th>Consumer Product Safety Commission</th>
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Consumer Product Safety Commission
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- Learning Play
Scales of Play

Involvement
- Passive
- Active
- Highly Active

Social Involvement
- Solitary
- Parallel
- Associative
- Cooperative / Competitive

Level of Restraint
- Free Play
- Strict Rule Play

Mental / Physical
- Mental
- Physical and Mental
- Physical

Gender
- Male
- Neuter
- Female
Scales of Play

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Types of Play

Sensory  Fantasy  Construction  Challenge
Types of Play

Sensory
Massage, Yoga, Music

Fantasy
Movies, TV, Flirting Books, Makeup

Construction
Arts and Crafts Music, Cooking

Challenge
Games, Gambling, Trivia Sports, Recreation
Types of Play
The Play “Pyramid”

- Construction
- Sensory
- Fantasy
- Challenge

- Sensory
- Fantasy
- Challenge
- Construction
- Sensory
- Challenge
- Construction
- Fantasy
- Construction
Types of Play
The Play “Pyramid” - Fantasy Challenge Edge
Types of Play
The Play “Pyramid” - Fantasy Challenge Edge
Types of Play
Inside the Play Pyramid

- Sensory
- Fantasy
- Construction
- Challenge
Types of Play
Inside the Play Pyramid

- Sensory
- Construction
- Fantasy
- Challenge
Types of Play
Inside the Play Pyramid

- Sensory
- Construction
- Fantasy
- Challenge
Designer Toys?

Sensory

Construction

Fantasy

Challenge
What Play is Eggman?
What Play is Eggman?

- Sensory
- Fantasy
- Construction
- Challenge
What Play is Eggman?

- Sensory
- Fantasy
- Construction
- Challenge
What Play is Eggman?

Sensory

Fantasy

Construction

Challenge
What Play is Eggman?

- Sensory
- Construction
- Fantasy
- Challenge
What Play is Eggman?

Sensory

Fantasy

Construction

Challenge
What is Play Value?

Developmental benefits of the play?

Length of time a user plays?

Variety of play?

Does it Afford Play?
Play Affordances

Affordance: the action possibilities (of a toy) that limit and guide an actor (customer audience)

“I suspect that none of us know all the affordances of even everyday objects.”
—Donald Norman
Play Affordances

Affordance: the action possibilities (of a toy) that limit and guide an actor (customer audience)

“I suspect that none of us know all the affordances of even everyday objects.”
—Donald Norman

Perceived Play Affordances
Play Affordances
Play Affordances

“it is dangerous to pretend we know what a child will do with a toy just from its characteristics alone; children have a way of doing things with toys over and beyond the apparent character of the toy”

-sutton smith

“...but we can still design suggestions! A toy is in the mind of the child, a toy product is in the mind of the designer. Ideally, a toy product is the same in the mind of both parties.”

-kudrowitz
Designing Toy Products

Design Embodiments
Designing Toy Products

Design Embodiments
Designing Toy Products

Functional Requirements
Designing Toy Products

Toy Products also require play value (**fun**ctional requirements)

Functional Requirements
Designing Toy Products

Toy Products also require play value (functional requirements)

it works! and it plays!

Functional Requirements
Design for Play

Play with the toy

Suggest the designer’s intended play type and target age

How would you alter the toy to enhance or change the play or suit a different audience?
Design for Play

Play with the toy

Suggest the designer’s intended play type and target age

How would you alter the toy to enhance or change the play or suit a different audience?
Labs!

start next week

class and labs:
don’t be late!
Questions?