I don’t get it.
What exactly don’t you get?
It turns from a building into a robot, right?
Precisely.
Well, what’s 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.
Welcome to your teams!

wednesday PM
- camel
- crocodile
- goose
- hedgehog

thursday AM
- hippo
- koala
- llama
- lobster

thursday PM
- meerkat
- moose
- narwhal
- ostrich

friday AM
- panda
- squid
- t-rex
- tiger
Welcome to your team!
You're probably right!
I don’t get it.
What exactly don’t you get?
It turns from a building into a robot, right?
Precisely.
Well, what’s 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.
you!
Limericks!

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

2.00b Staff

There once was a student named Fred
Who worked hard designing a sled.
And in the playtesting,
He thought they were jesting
When they wore his hard work on their head.

Mason Bishop
Limericks!

As a toy design devotee,
Engagement and challenge are key.
And developing skills
With excitement and thrills,
It all starts with Two-Double-O-B!

Gila Schein

There was a kid feeling quite blue,
I wondered what then I could do.
A toy I then made,
Together we played,
He's happy and I feel good too.

Mojo Oke

When I was a boy of age two,
My toys were all that I knew
I thought as I age
It'll probably change
But in college nothing is new

Samuel Gozelski
Quiz results

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 selling

Karen Gao, Bethany Lowenkamp,
Alex Paul-Ajuwape
Quiz!

1. what is your name?
2. what is toy product design?
3. who is our customer in toy design?
4. what is play?
5. what is the opposite of play?
Who is our customer?

- user
- purchaser
- producer
- retailer

Influence on product selection

Product use
Understanding play
what is play?

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

**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

**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:

- enjoyable
- captivating
- superfluous
- intrinsically motivated
Understanding play

play describes a **state of mind** during an activity that is:

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

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.
Play Value
potential for play

**Developmental Benefits**
- personal growth potential

**Variety of Play**
- time length of play
- who can play
- how it holds up to the test of time

**Motivation**
- enjoyable
- captivating
- intrinsically rewarding
Affordances

affordance: the action possibilities that limit and guide the user
Affordances
Affordances

the action possibilities (or features) of a toy that limit and guide the player

there are an infinite number of affordances for toys, but emphasizing certain affordances is key
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
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

The National Institute for Play
body play
object play
social play
imaginative/pretend play
storytelling play
creative play
attunement play

Consumer Product Safety Commission
active play
manipulative play
make-believe play
creative play
learning play
Scales of play
Scales of play

Involvement:
- Passive
- Active

Social involvement:
- Solitary
- Collective

Level of restraint:
- Free
- Ruled

Expression:
- Mental
- Physical

Gender:
- Male
- Female
Types of play

- sensory
- fantasy
- construction
- challenge
Types of play

- **sensory**
  - massage, yoga, music, beer

- **fantasy**
  - movies, TV, books, tinder

- **construction**
  - arts and crafts, music, cooking

- **challenge**
  - games, gambling, trivia, sports, recreation
Types of play
the play pyramid

- construction
- sensory
- challenge
- fantasy
Types of play
the play pyramid

- construction
- sensory
- fantasy
- challenge

Sensory
Fantasy
Challenge
Construction
Sensory
Fantasy
Challenge
Construction
Types of play inside the play pyramid

sensory

fantasy

construction

challenge
What play is Eggman?
Designing toy products

design
embodiments
Designing toy products

toy products also require **play value** (functional requirements)

functional requirements
Designing toy products

toy products also require **play value** (functional requirements)

functional requirements
Designing toy products

toy products also require **play value** *(functional requirements)*

*it works! and it plays!*

functional requirements
Understanding play!

play with the toy

fill out worksheet

be prepared to possibly give a 30s talk about your toy

remember, a **play affordance** describes a way in which the user is intended to play with the toy
Labs!

start this week

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

“We don’t stop playing because we get old; we get old because we stop playing.”
-George Bernard Shaw