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 7-10pm
- camel
- crocodile
- goose
- hedgehog

Thursday 2-5pm
- camel
- crocodile
- goose
- hedgehog

Thursday 7-10pm
- moose
- narwhal
- ostrich

Friday 9-12pm
- 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

I once held in my hand a toy slinky,
Which I found to be just a bit dinky.
But with skills of design,
In not too much time,
I can make one as big as I think-y.

Peter Scott
Limericks!

When you play it can be fun to pretend
That there’s a magical world to defend
You can play with a toy
If that fills you with joy
But it’s most fun to play with a friend

Lola Wolf

This toy is the greatest it rocks.
No it’s not a barbie that talks.
For sure not a mask,
What is it you ask?
This wonderful toy is a box!

Paige Forester

New ideas take a bit of gestation,
perseverance and imagination.
But boy will it be,
rewarding to see,
on faces of kids, such elation!!

Emily Scherer
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

Kayla Berg, Rachana Madhukara, Logan Paterson, Ben Owen-Block, Elissa Ito
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?

- product use
  - user
  - purchaser
  - producer
  - retailer

Influence on product selection
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

work  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**
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.
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

- **Action**
  - Physical
  - Mental

- **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

challenge

fantasy
Types of play
inside the play pyramid

- sensory
- construction
- fantasy
- challenge
What play is Eggman?
Designing toy products
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!

don't 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