### Your name

### Toy concept

Toy form and color variations based on user age

<table>
<thead>
<tr>
<th>Age</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 years old</td>
<td></td>
</tr>
<tr>
<td>6 years old</td>
<td></td>
</tr>
<tr>
<td>12 years old</td>
<td></td>
</tr>
</tbody>
</table>
1-3 Years Old

Understanding Cause and Effect

Entering Pretend Play

bright & contrasting colors

complex, more detailed forms

Toys that represent familiar objects
4-7 Years Old
Understanding Representation
Developing rules and logic

objects with slightly more realistic detail

colors that match familiar objects
8-12 Years Old
Skill Development
Shift from cartoons to real life

objects with even
more detail, skills
needed to use

more complex color
schemes appropriate
to product