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!

Some call me a fool when I say
That I mix my work with my play
But I shan’t put a lid
On my internal kid
Since I would have it no other way

Lauren Futami

A girl named Yara pooped her pants today
She was embarrassed but it was okay
The smell gave her an idea
To make toys for diarrhea
Making kids on toilets both poop and play!

Yara Azouni

I was an unusual boy
Who couldn’t stop BREAKING his toys
My mother would YELL
And I couldn’t tell
Why she said, “THE DISHES AREN’T TOYS!”

Sam Van Cise
Quiz results

What is a **toy**?  
item that functions as tool for play

What is a **product**?  
produced by human effort for distribution

What is **design**?  
plan to achieve a desired effect

answers to all three!

James Handy  
Mary Thielking  
Ryan Stuntz  
Tina Quach  
Zareen Choudhury
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
- Retailer

Influence on Product Selection
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)

It works! and it plays!

Functional Requirements
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
- captivating
- superfluous
- intrinsically motivated
- process focused

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

**chore**
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.
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

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
Classifying Play

Sensory  Fantasy  Construction  Challenge
Classifying Play

Sensory
Massage, Yoga, Music

Fantasy
Movies, TV, Flirting Books, Makeup

Construction
Arts and Crafts Music, Cooking

Challenge
Games, Gambling, Trivia Sports, Recreation
Classifying Play

The Play “Pyramid”

construction

sensory

challenge

fantasy
Classifying Play
The Play “Pyramid”

construction
sensory
challenge

sensory
challenge

fantasy
Classifying Play
The Play “Pyramid” - Fantasy Challenge Edge
Classifying Play
Inside the Play Pyramid

- Sensory
- Construction
- Fantasy
- Challenge
Are Designer Toys?

Sensory

Construction

Fantasy

Challenge
What Play is Eggman?
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

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
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?
Questions?