

Activity 7.6a Design Brief Example

- Client:** Playskool™
- Target Consumer:** Parents (purchasers)
- End User:** Infants or Toddlers
- Problem Statement:** Most parents expect their children to be able to walk, talk, sing, count, and recite their ABCs before they enter elementary school. A growing demand is being placed on infants and toddlers to develop their cognitive abilities and fine motor skills during the first three years of life.
- Design Statement:** Design, market, test, and mass-produce a multi-use educational toy that serves as an infant activity center and a toddler's walking aid.
- Design Criteria:**
- Safe for child under three years of age
 - Easy to assemble
 - Visually stimulating to a child
 - Contains multiple shapes, numbers, and letters
 - Plays music
 - Meets all health and safety codes
 - Easy to clean
 - Easy to transform between infant and toddler mode
 - Weighs less than 4 lbs
 - Retail cost under \$20
- Design Constraints:**
- Design completed in one week
 - Parts made primarily from injection molding