Design and Development of Playing Toys for Nursery Kids Age of (2-4 Years)

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Abstract:

Designing a Toy for age of 2-4 years is a challenging one which needs to consider safety, ergonomics and aesthetics. Toy is an important media that creates subconscious factor in the children's future. It needs to create a positive behavior on their activities, but not harmful to them either physically or mentally.

Design process started with primary research and an identified need in Playing Toys for kids. Data collection was carried out by adopting methodologies such as literature review, product study, market study and product environment study. Literature Survey was carried out to learn about the child's feeling, attitude and behaviour through playing with toys and also to understand the child's abilities to solve psychological challenges. Children, parents and manufacturers were interviewed in ethnography and personal interviews to understand their needs and aspirations. Ergonomic study was conducted for deciding product parameters and user interface. QFD and PDS were generated based upon data analysis. Concepts were generated with respect to the derived PDS and shortlisted by participatory method. Various issues and needs identified through data collection have been addressed in the developed concepts. Final concept was selected by weighted ranking method.

The Product name could be one of the major reasons for the success of the product. The name of the toy has been chosen as "Cubical Block" which captures the key theme of the product in an efficient manner. The final concept was selected through weighted ranking method. Validation was carried out and feedback was collected from kids, parents and manufacturers. Most of the users could afford to buy the "Cubical Block" toy. The response given by the users regarding the toy was positive.

Cubical block toy