Example: Child Toy Design Brief

(developed by Project Lead the Way)

|  |  |
| --- | --- |
| **Client:** | Playskool™ |
| **Target Consumer:** | Parents (purchasers) and Infants or Toddlers (end users) |
| **Problem Statement:** | Most parents expect their children to be able to walk, talk, sing, count, and recite their ABC’s 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 3 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. |
| **Constraints:** | * 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
* Parts made primarily from injection molding
 |
| **Sketch of Design:** | (sketch and label an image of a possible prototype) |

|  |  |
| --- | --- |
| **Design Brief** |  |
| **Product Design** **Team Member(s)** |  |
| **Client** |  |
| **Problem Statement** |  |
| **Design Statement** |  |
| **Constraints** (list in order of priority) |  |
| **Sketch of Design:** |  |