Example: Child Toy Design Brief

(developed by Project Lead the Way)

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| **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) |

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