

Design Challenge!!

Design Brief

The toy market is very competitive, especially at this time of year. Studies have shown that young children who learn through play achieve higher grades in SATs and GCSE. Your client has asked for an educational toy that will help children learn through play.

Specification

Must

- The product must teach children basic numbers, letters, life skills or everyday life.
- The product must be entertaining for children and fun to play with.
- The product must be safe and suitable for a child aged 3-5.
- The product must use at least one of the images opposite as inspiration for your product
- The product must be very durable.

Should

- The product should have a Christmas theme
- The product should be made from non-toxic materials.
- The product should be easy to store
- The product should use at least three different materials including fabric.
- The product should include parts for more than one sense (e.g sound, touch, smell)

