

Market Analysis



Potential Areas for Improvement:

- **SIMPLICITY/ABSTRACT**

all of these designs are very complicated, but the child doesn't even recognize the forms. an abstract form will cost less to manufacture and will stand out on the shelf amongst the plethora of concrete forms

- **USEFUL FOR GUARDIAN**

perhaps a toy that can be useful for mom and all of the baby accessories she has to keep track of

- **LET THE MATERIALS SPEAK FOR THEMSELVES**

use a simple form combined with unique materials that aren't on other toys

- **COMPACT/TRAVEL TOYS**

if babies get bored easily then that means more stimuli are needed than a single toy, but with all of the other necessities mom has to carry around there's really not room