

Design Brief:

Create a new and innovative toy that focuses on accidental learning in and around a specific brand identity.

Uncommon Goods | Toy





The current toys are unique and encourage different types of play, pairing this with the idea of play based learning I began ideating.











Each concept explored the idea of accidental learning and how a child can learn basic spacial concepts through play. Primitive forms and basic colors were received well and I decided to move forward with those concepts.



Final Model







- Putting a model in the hands of the targeted age group I was better able to understand how the user interacts with the product.
- The children were intrigued by the non tradition shape
- Engaging for the older children as well the younger ones
- Each child chose to play with them a different way.

Model was 3D printed and painted to give plastic appreance





