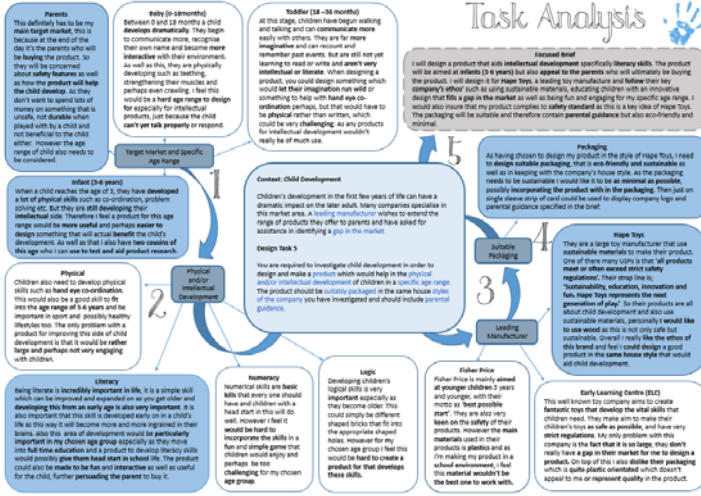


GCSE Product Design At SWGS

Task Analysis



Development

Packaging

The net will be cut on card and then the graphics will be printed and cut out, so some cardboard will be visible. This makes the product more recyclable and fits into the Hape house style.

I've used the company's logo and also the important packaging requirements needed. I looked at Hape packaging and found they all say the number of pieces plus the age the product is suitable and the company's slogan "Love play. Learn."

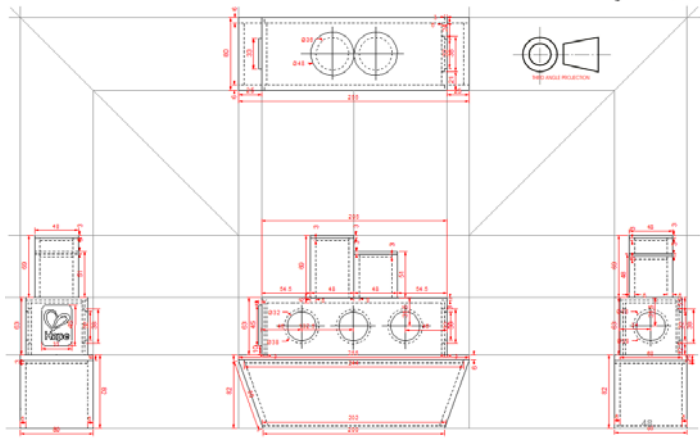
When the blank boards are, I will put images of the product being played with by my target audience, 3-4 year olds. This is something Hape often has on their packaging which I found out when researching.

Obviously I will have to have made my product completely before then.

I will also create a foam insert which the boat will fit into so it is protected and doesn't move around.

Summary
I have had to split the packaging into two connecting pieces joined together with a tab. This means they can both be cut on the laser cutter. The card will then have some rounded edge rectangles on it which will display the product information, including logo, slogan, pictures, suitable age and safety points. I have tried to make the packaging look as similar as Hape as possible.

Final Design



Development

Game Ideas - Instruction
This is the instruction sheet I will put inside the packaging of the boat.

Material
The instruction sheet will be printed on glossy paper and then cut to size on the laser cutter.

Dimensions of the Instruction Sheet
822mm x 253mm

Game Ideas

- Game One** ☆☆☆: Alone or together with parents, the child can group the 'Hape' cards together based on the color, shape, size, or number of the cards. The star must be each game instruction represents how difficult they are, the more stars the more challenging the game is. Each game also includes whether it can be played independently or not.
- Game Two** ☆☆☆: Play on both the wooden cards and the wooden boat with some cards in the boat. The star must be each game instruction represents how difficult they are, the more stars the more challenging the game is. Each game also includes whether it can be played independently or not.
- Game Three** ☆☆☆: Parents with child to find the number cards to match the number on the boat. The star must be each game instruction represents how difficult they are, the more stars the more challenging the game is. Each game also includes whether it can be played independently or not.
- Game Four** ☆☆☆: Choose a number card and use the wooden boat to match the number on the boat. The star must be each game instruction represents how difficult they are, the more stars the more challenging the game is. Each game also includes whether it can be played independently or not.
- Game Five** ☆☆☆: Play on opposite together and group the cards and number cards together in alphabetical order and then sort them, matching colors, colors, number of the cards.

Summary
Here is the final design of the instruction sheet that will fit inside the packaging. It has 5 games, with varying difficulties and whether or not they need parental interaction, they are simply explained. The other side says what's included with the toy.



AlphaBoat

Love play. Learn.

