

PROJECT LEAD THE WAY

PLTW

Writing a Design Brief

Writing a Design Brief

People are constantly surrounded by objects that compete for their attention.

What were the designers thinking when they created these objects? What purposes do their creations serve, and what problems do they address?

Question #1:

What are the features of the product?

**made from
plastic**

**contains
cartoon
images**

movable



multicolored

Question #1:

What are the features of the product?



**musical
tones**

Question #1:

What are the features of the product?



**sequential
alphabet
wheel**

Question #1:

What are the features of the product?



**simple
shapes
wheel**

Question #1:

What are the features of the product?



numbers

Question #1:

What are the features of the product?



Question #1:

What are the features of the product?



**foldable
rear legs**

Question #1:

What are the features of the product?



Question #2:

What purpose does the product serve?



Question #2:

What purpose does the product serve?

An infant might use the toy as a learning / play center. The product also appears to convert into a walker, and might be used to help a toddler balance upright as he/she begins to walk. Therefore, the product may be a combination play center / walker.

Question #3:

What issues might the product address?

- Children need to prepare for school.
- Parents need toys to keep their children occupied.
- Children quickly outgrow their toys.
- Children need toys to help them develop their cognitive abilities and fine motor skills.

Question #4:

What might the design brief look like?



Question #4:

What might the design brief look like?

- Client / End User / Target Consumer
- Problem Statement
- Design Statement
- Constraints



Question #4:

What might the design brief look like?

- **Client / End User / Target Consumer**
- **Problem Statement**
- **Design Statement**
- **Constraints**



Who might the Client be?

A large toy manufacturer, such as Playskool[®], Fisher-Price[®], LeapFrog[®], etc.

Who was the Target Consumer?

Obviously, a child is the end user, but a person (parent, family member, or family friend) considering the purchase of an educational toy for an infant or toddler would be the target consumer.

Infant/Toddler Toy Design Brief Example

Client Company: Playstool™

The Client

Target Consumer

Infant/Toddler Toy Design Brief Example

Client Company: Playstool™

Target Consumer: Parent (purchaser) and infants and toddlers (end user)

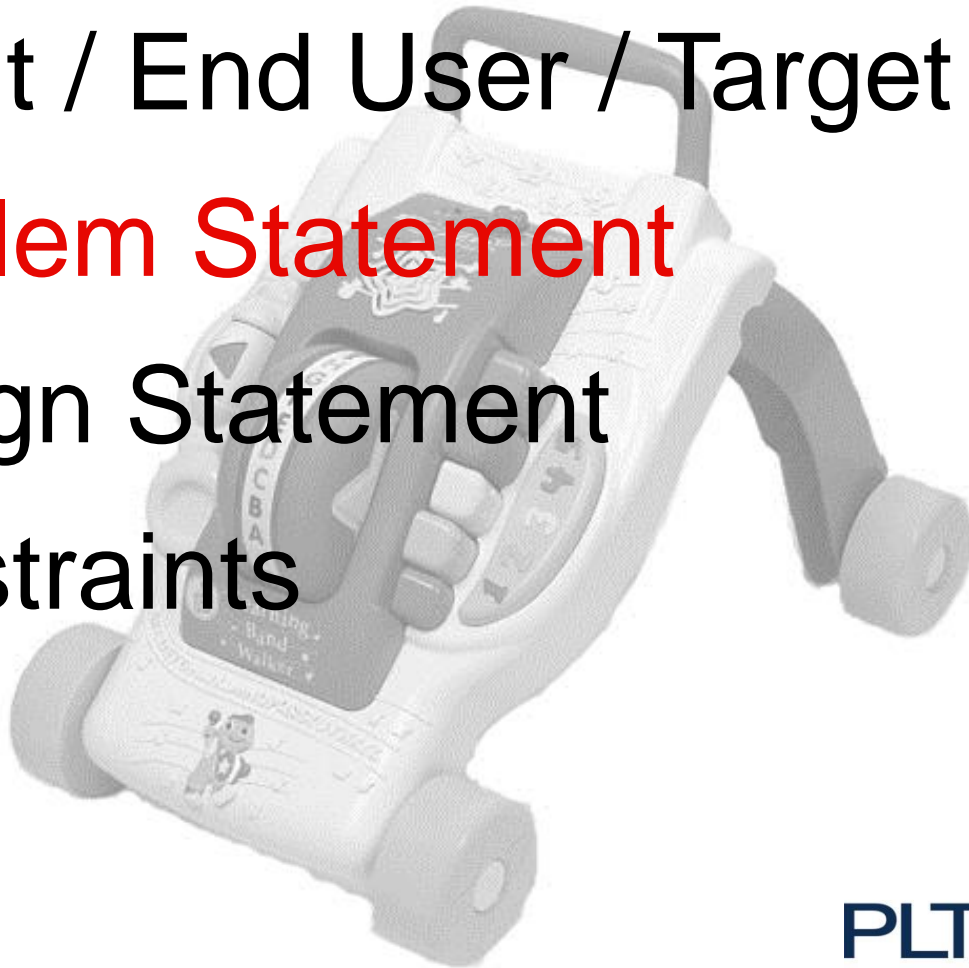
Note:

Often the target consumer and the client are one in the same. Since it is very difficult to know who the actual designer was, that portion has been omitted for this example.

Question #4:

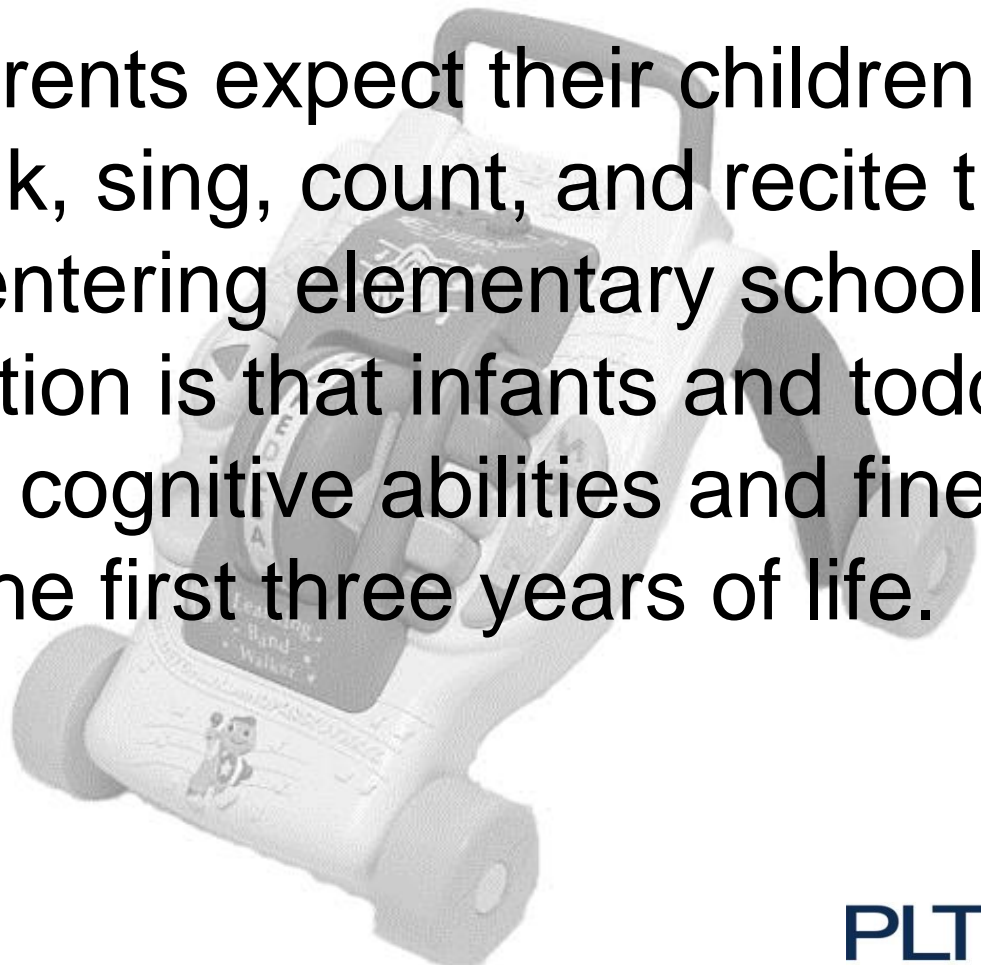
What might the design brief look like?

- Client / End User / Target Consumer
- Problem Statement
- Design Statement
- Constraints



What could the Problem Statement have looked like?

Most parents expect their children to be able to walk, talk, sing, count, and recite the alphabet before entering elementary school. A growing expectation is that infants and toddlers will develop cognitive abilities and fine motor skills during the first three years of life.



Infant/Toddler Toy Design Brief Example

Client Company: Playstool™

Target Consumer: Parent (purchaser) and infants and toddlers (end user)

Designer: _____

Problem Statement: Most parents expect their children to be able to walk, talk, sing, count and recite the alphabet before entering elementary school. A growing expectation is that infants and toddlers will develop cognitive abilities and fine motor skills during the first three years of life.

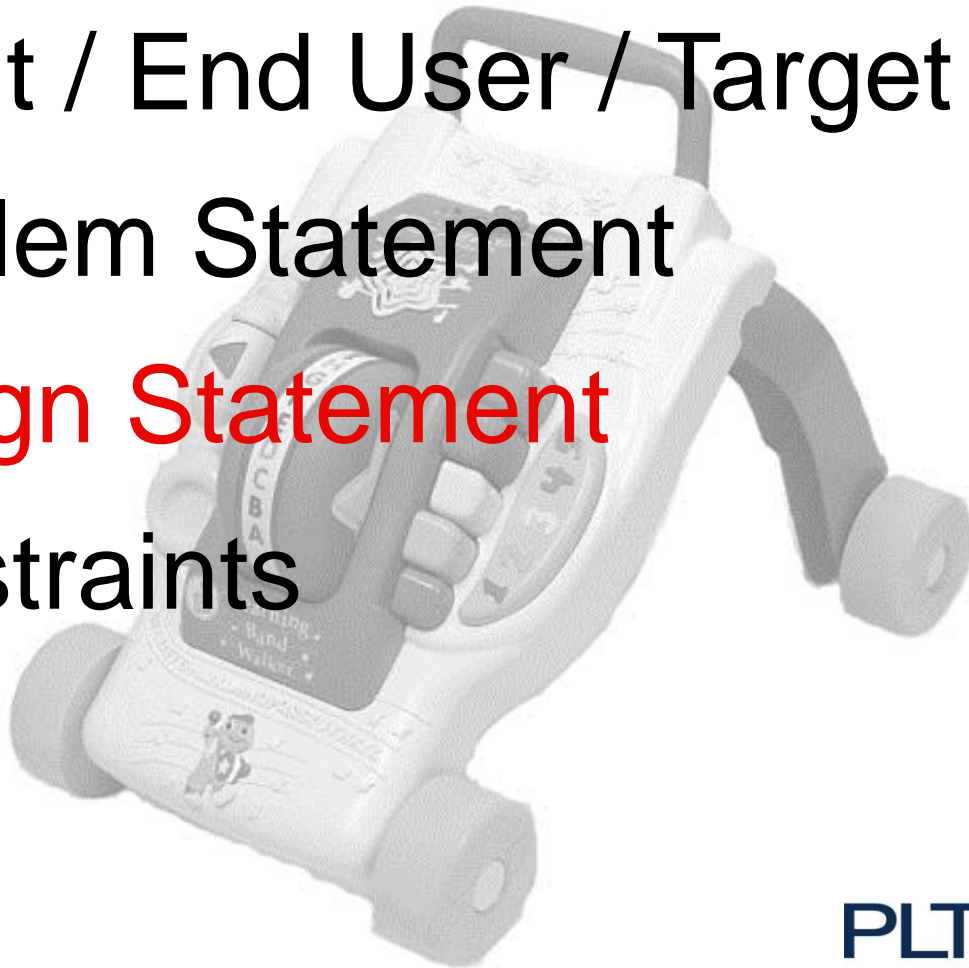
Problem
Statement



Question #4:

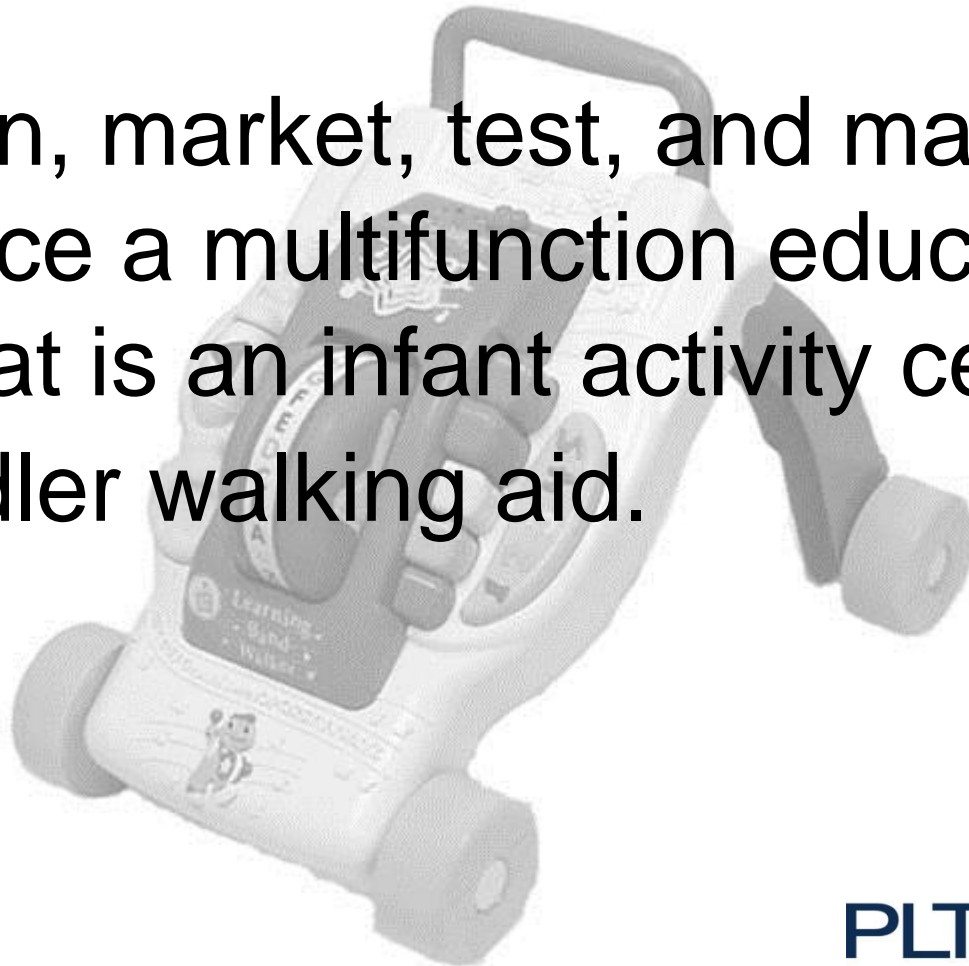
What might the design brief look like?

- Client / End User / Target Consumer
- Problem Statement
- **Design Statement**
- Constraints



What could the Design Statement have looked like?

Design, market, test, and mass produce a multifunction educational toy that is an infant activity center and a toddler walking aid.



Infant/Toddler Toy Design Brief Example

Client Company: Playstool™

Target Consumer: Parent (purchaser) and infants and toddlers (end user)

Designer: _____

Problem Statement: Most parents expect their children to be able to walk, talk, sing, count and recite the alphabet before entering elementary school. A growing expectation is that infants and toddlers will develop cognitive abilities and fine motor skills during the first three years of life.

Design Statement: Design, market, test, and mass produce a multi-function educational toy that is an infant activity center and a toddler walking aid.

Design Statement



Question #4:

What might the design brief look like?

- Client / End User / Target Consumer
- Problem Statement
- Design Statement
- Constraints



What might the Constraints have been?

- Easy to assemble
- Visually stimulating to a child
- Contains multiple shapes, numbers, and letters
- Plays music
- Complies with all applicable health and safety codes
- Easy to clean

What might the Constraints have been?

- Easy to configure to infant or toddler mode
- Weighs less than 4 lb
- Retail price less than \$20
- Parts are primarily injection moldings

Infant/Toddler Toy Design Brief Example

Client Company: Playstool™

Target Consumer: Parent (purchaser) and infants and toddlers (end user)

Designer: _____

Problem Statement: Most parents expect their children to be able to walk, talk, sing, count and recite the alphabet before entering elementary school. A growing expectation is that infants and toddlers will develop cognitive abilities and fine motor skills during the first three years of life.

Design Statement: Design, market, test, and mass produce a multi-function educational toy that is an infant activity center and a toddler walking aid.

Constraints



- Constraints:**
1. Easy to assemble
 2. Visually stimulating to a child
 3. Contains multiple shapes, numbers and letters
 4. Plays music
 5. Complies with all applicable health and safety codes
 6. Easy to clean
 7. Easy to configure to infant or toddler mode
 8. Weighs less than 4 lb
 9. Retail price less than \$20
 10. Parts are primarily injection moldings