

Timeline about the influence of ancient Greek toys on today's toys

Why this idea?

While doing research for our group project it became clear that when buying toys about ancient Greek art, the customers wanted to know more about the toys! And what would be more interesting than knowing how the toys/art the customer is buying, influenced the toys that kids are buying today! That is why I came with the idea to make an interactive timeline about how the ancient Greek toys influenced the toys of today, where the customer can see what the toy looked like at a specific time, how the kids play with it changed and why it changed. This way you get the customer to be more interested in the product he/she is buying at the moment, because there is a whole story behind the toy and it is not "just a toy".

The research

Doing research for the idea I used some different types of research, I started with; literature study (**library**) to see what already existed, could I do this in a better or more useful way, how did others do it and what can I get from it to improve my product. With doing the literature study I came to the conclusion that there are more than enough websites that use timelines to show the timeline of something which was not a surprise, but I also saw that a lot of those timelines were static, most existed out of just a line with branches to dates and some text/image with them but none of them really had an interactive experience and this is what I'm aiming for! After getting this information I switched to the research method observation (**field**) what interactive ways does my target group use to get information/learn about a specific topic after observing the target group I came to the conclusion the biggest part used videos and/or games to learn something in an interactive way! This gave me a more clear idea of what the extension should look like!

Opinions of users

After doing the basic research I went around and asked some potential user for feedback on the idea (interview – **field**), a lot of people gave useful and positive feedback, for example how they imagined what it could look like, the way it should work / would work the best and how this could help others learning about a specific topic (Ancient Greece in this case)! Some opinions summed up:

- **Great to have an story behind the toys, this makes the toy way more valuable.** ~ Mees
- **It's cool to have something visual to see what the influence of the toy has been.** ~ Joep
- **Having something interactive to learn with helps (me) a lot with remembering something** ~ Justin

The conclusion

In conclusion this idea has great potential, during the research we got a lot of positive feedback about the idea! And by putting a story behind the toy it could really help selling the product more! There are more websites that use timelines but not in the way I'm planning to. I want it to be really interactive so in that way people will have a fun time learning about the history of the ancient Greek toys, this will help them more remembering the story but also have them tell friends and family about how fun it is to learn from the timeline! So also some marketing 😊