

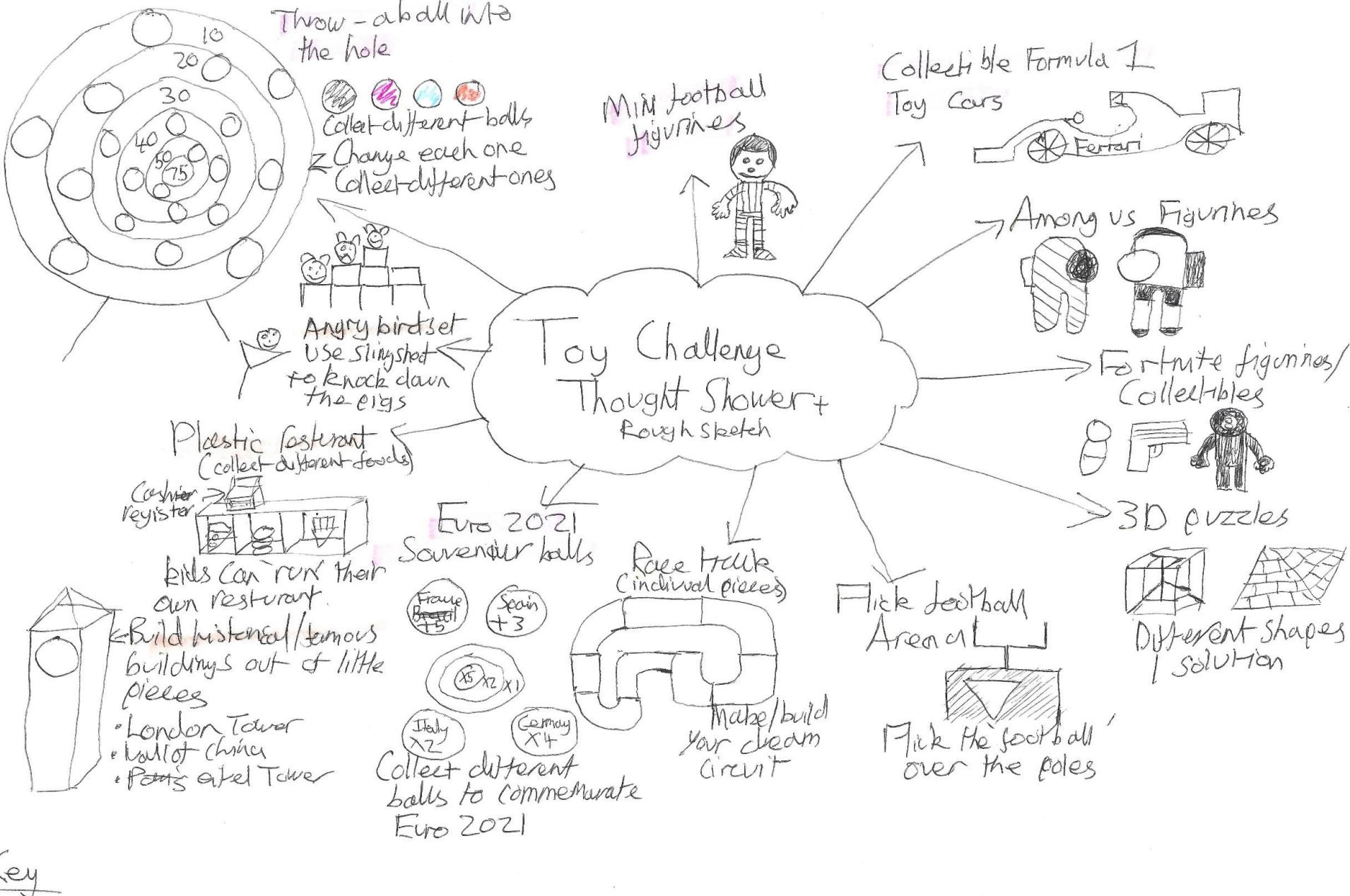
# Collectable Toy Challenge

Leon Sandhu



# Thought shower

Aim: Brainstorm of ideas



Key

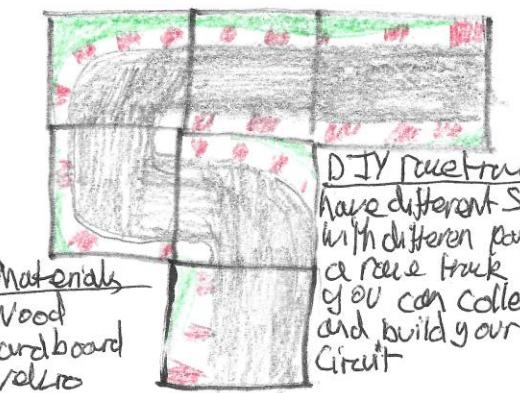
= Ideas I'm going to use for initial ideas' = No, ideas I'm not going to carry on with  
= Maybe potential ideas

Evaluation or next steps: I have chosen 5 ideas from this thought shower for my initial ideas.

# Initial ideas

Aim: Illustrate my 5 initial ideas

## Collectable Toy Challenge - Though Shower and Rough Roads

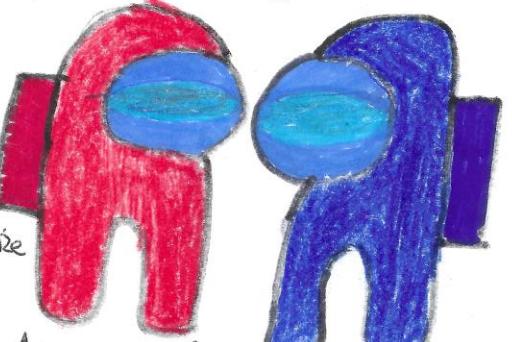


Materials  
Wood  
cardboard  
Velcro

### DIY Racetrack

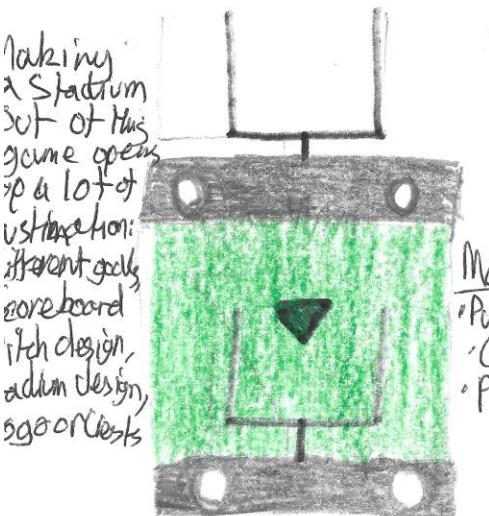
have different Squares with different parts of a race track and you can collect customize and build your dream Circuit

Materials  
Wool, cotton and  
Plastic or fabric



### Among us figures/teddy bears

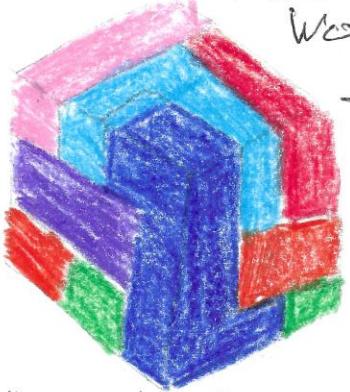
Among was one of the, if not the most popular game at the end of 2020 and into 2021. So, as mostly kids play it, I was thinking either collectible figures or teddy bears. They come in different colors and design



Materials  
• Paper  
• Cardboard  
• Plastic

### Flick football Stadium

Inspired by Avengers Endgame. How about putting our game from the movies into real life with more design and practicability. The 2 holes would be for the arms. The objective to flick the frisbee and the football into the goal.

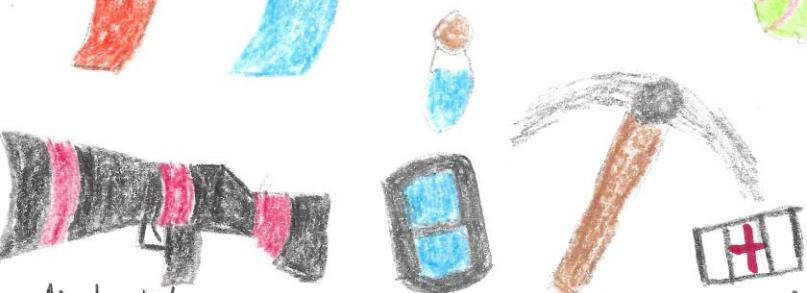


### Materials

Wood or Plastic  
Pukay orny  
Plastic  
Cardboard

### 3D Puzzle cube

Inspired by Rubik cube, maybe a cube that's a 3D puzzles and can come in different colors, sizes and difficulty.



Materials  
Foam, Plastic

### Fortnite toy guns/weapons / collectibles

For multiple years now, Fortnite has been an iconic video game.

So whether its foam pickaxes from the game, healing and skins from the game as collectible figures or guns that shot foam bullets from the game.

There is a lot of ideas for the Fortnite franchise

Evaluation or next steps: I am stuck between the DIY racetrack and the flick football pitch so for the next step I need to decide which idea I'm going with.

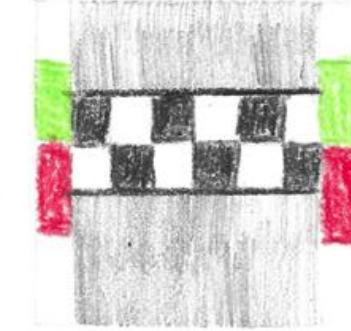
# Main Toy ideas

Aim: Start working on chosen idea

## Main Toy idea

I have chosen the make your own race track as my final idea.  
Here are some more thoughts/ideas on it.

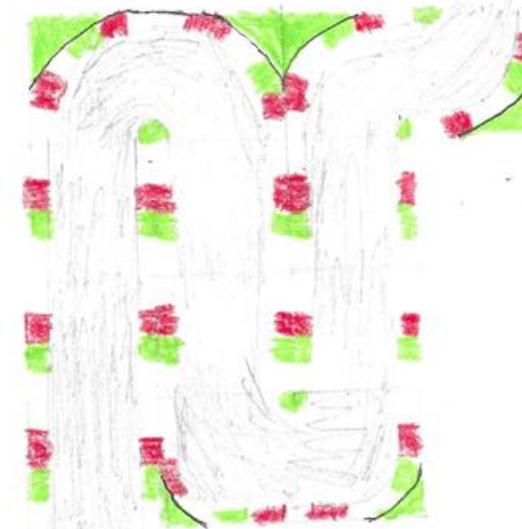
## Start/finish piece



## Different types Track pieces:

- Straight
- $90^\circ$  left/right
- $45^\circ$  left/right (1)
- Hairpins
- Pit entry/exit/bend
- Start/finish
- Podiums?

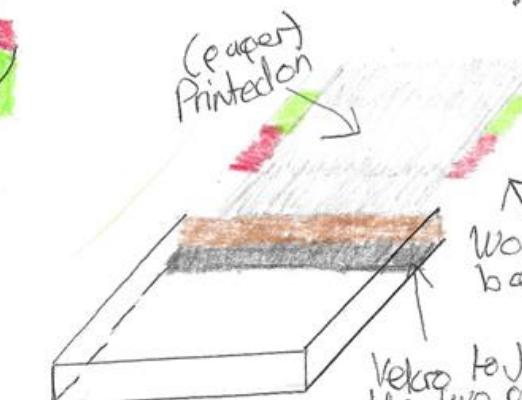
Basic track layout



Each track piece will have a grey base with white/red/green/karts added



(paper)  
Printed on



Pit lane  
Collection  
of pit bo



Evaluation or next steps: I am happy with my ideas and now I need to start thinking about packaging.

# Packaging ideas

Aim: Create packaging for my chosen design

## Criteria

- Has to be easy to open
- Has to be light but strong
- Some sort of see-through material

Aesthetically this idea looks nice

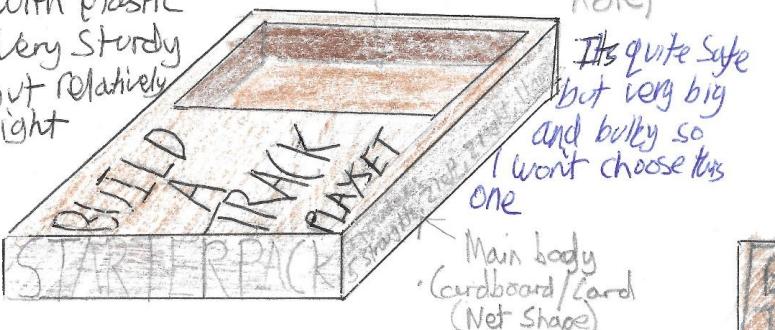
but a lot of packaging is wasted in this design and if it doesn't get recycled then its bad for

Cardboard box

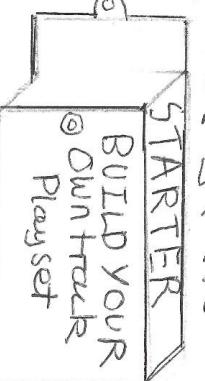
Plastic Sheet/Covering (over the main hole)

with plastic

Very sturdy  
but relatively  
light



## Plastic packaging ideas



- See-through plastic bag with font printed on
- Can be discarded after use but can be reused
- Handle for easy transportation
- Flap with button on top to open/close

The aesthetics are very simple but there is no wasted packaging and its very safe so this is definitely one to consider

## Packaging ideas for the do it yourself Racetrack

key: Find thoughts

Description/explain

## Cardboard packaging ideas

Front has to be eye-catching

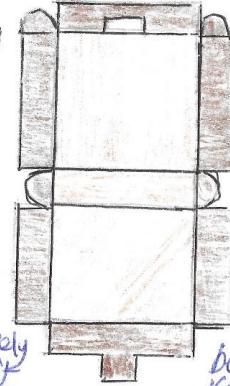
'Big, capital letter font  
Product can be visible from  
the top'



I don't think  
I will choose  
any of these  
front covers purely  
because it doesn't  
really stand out (x2)



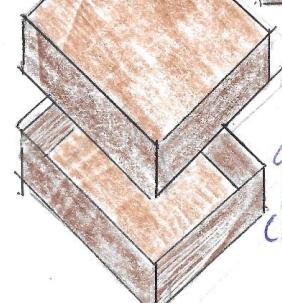
So it  
doesn't  
meet my  
criteria



Potential Net  
Can be opened  
and closed  
times  
Easy to open  
Simple design  
For all these  
I think I will  
choose this design,  
because of its po-  
tential reverse ability

## Potential Net

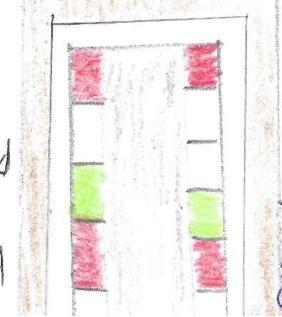
2 pieces - 1 can be los-  
Simple  
Easy to understand  
if tipped pieces can  
anywhere



Very simple, safe and aestheti-  
cally pleasing but personally it's too  
and therefore I won't be  
choosing it

BUILD YOUR OWN TRACK

Similar to WWE Wrist Heros  
Packaging, a sheet of cardboard  
with print on it, with the product  
on top and plastic blow  
moulded to its exact shape and  
covering the product



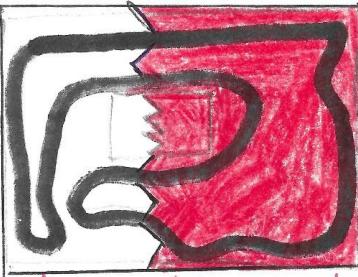
Not  
of w  
Jeff  
.qui  
ATH  
does  
much  
-ly no  
on.  
so i  
choose

Evaluation or next steps: I have chosen the far upper right hang corner net however I still need to chose the front design.

# SCAMPER development

Aim: To improve my chosen idea

## SCAMPER development Key; description, ACCESSFM, final thoughts

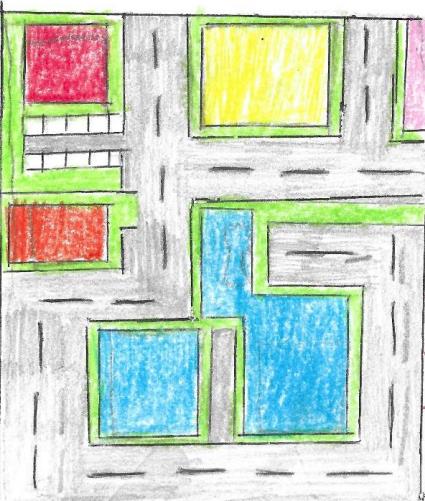


### Put to otheruse

So this is now a jigsaw puzzle of a real life grand prix circuit I combined by puzzle ideas from my thought shower and the nice track idea

The Aesthetics of this new design are very simple, the materials would be cheap (wood) so the cost would be very cheap. It's very safe because each jigsaw piece would be rounded off however there is a hazard of swallowing pieces. Not only is this aimed at kids, but families generally as jigsaws are family friendly. However this design is no longer collectible as it's multiple different circuits can't be made. Modifying it maybe made, but I would question if Jigsaw was a toy.

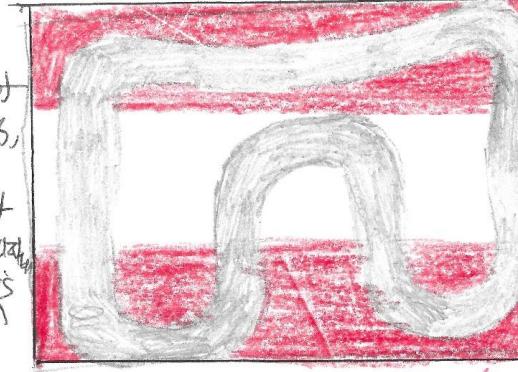
I changed the racing theme to a more open world theme. In this one there are very many real-life shop/services all in one big mat



The new aesthetics are more complex as there are more things on it, the size is bigger and probably would cost more like the other one. It's relatively safe but can be quite heavy. Still be made from wood still aimed at just kids. It is more practical but it loses the collectability so this will not be chosen.

### Adapt

Instead of having loads of different pieces, this is one big racing map that requires no customization. Again the layout is similar to one in real life



The new aesthetics are even more simple of just a mat, the cost may be more because a bigger sheet of wood is needed, it's but could be quite heavy. Also because its size, still aimed at just kids. Although this design is more practical it loses its and therefore this idea will not be chosen

### Eliminate

For the original idea each track piece had actual track and a bit of grass/berk on side. For this idea I've gotten rid of and done collectible track pieces which a wider variety of shapes and sizes



This is still and is a second option for final design

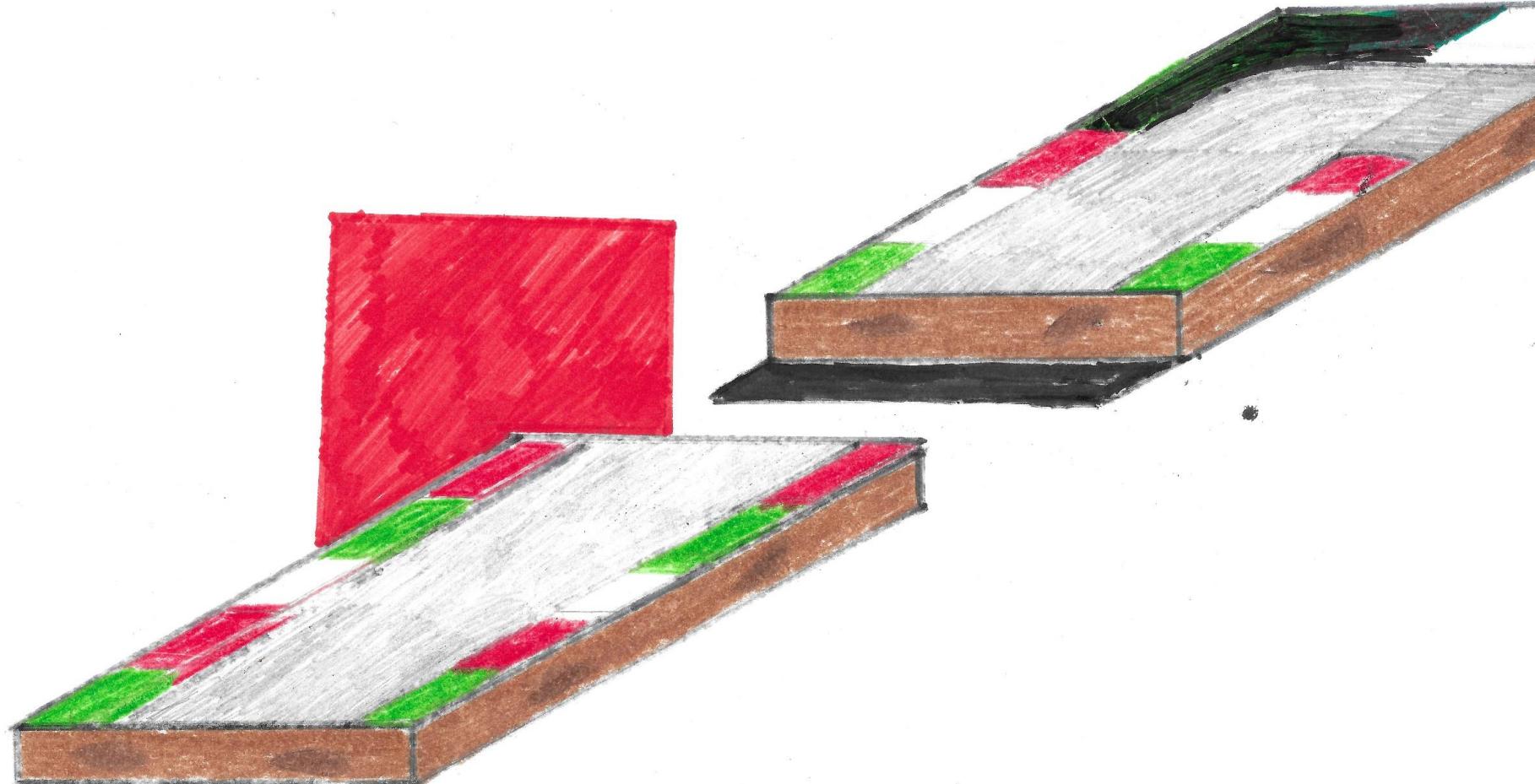
The new aesthetics are more complex plastic would be used to make it more safe. It's quite cheap. It aimed at kids and safe apart from the hazard of it being

Evaluation or next steps: Although I like all of these designs I will stick with my original idea as my final design.

# Final design (Toy)

Aim: To show off my final design for the toy

Final Design (Product)

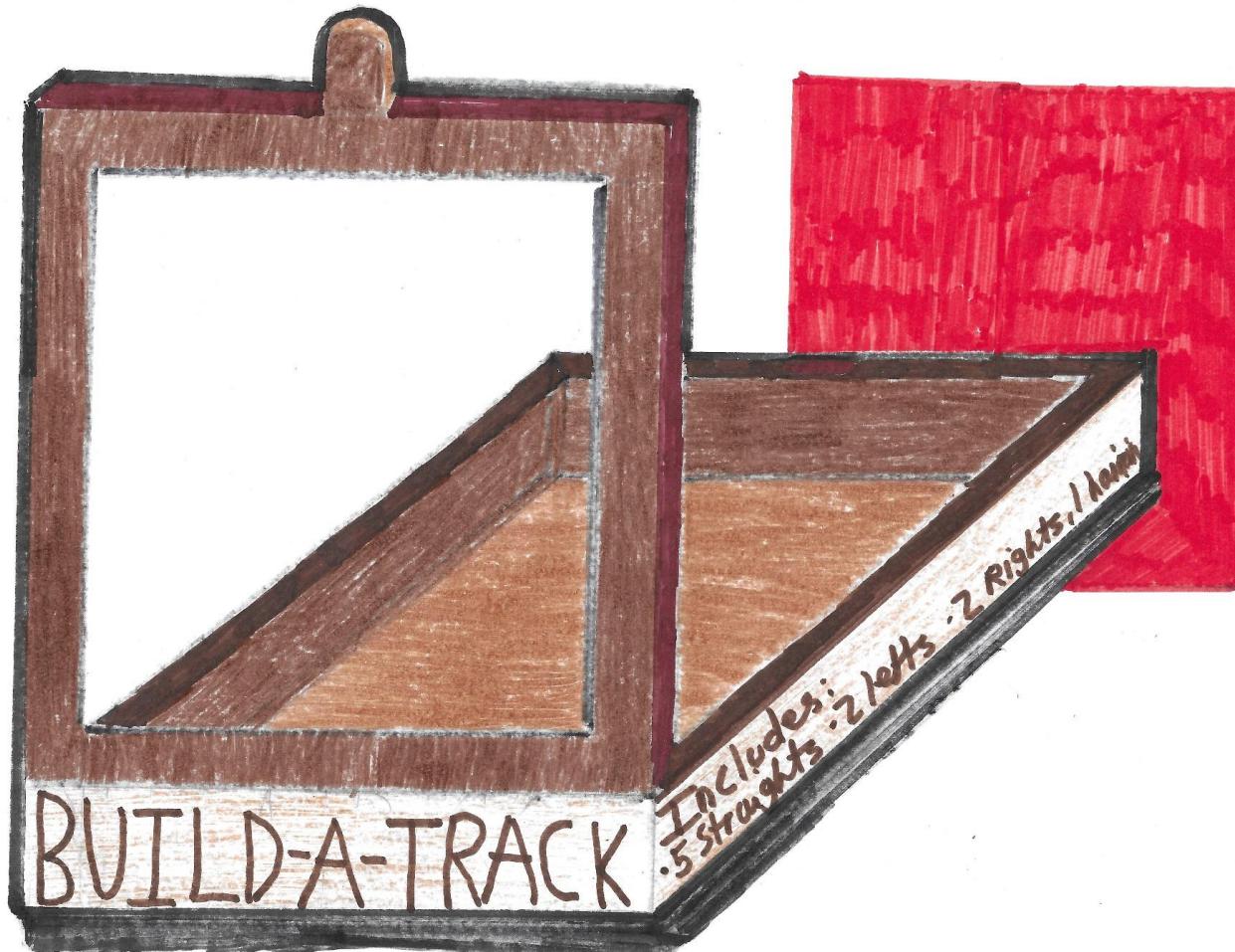


Evaluation or next steps: I am happy with this and will now move on to my final design for packaging

# Final design (Packaging)

Aim: To show off my final design for the packaging

Final Design (packaging)



Evaluation or next steps: I am also happy with this and will now move on to my models

# Model (Toy)

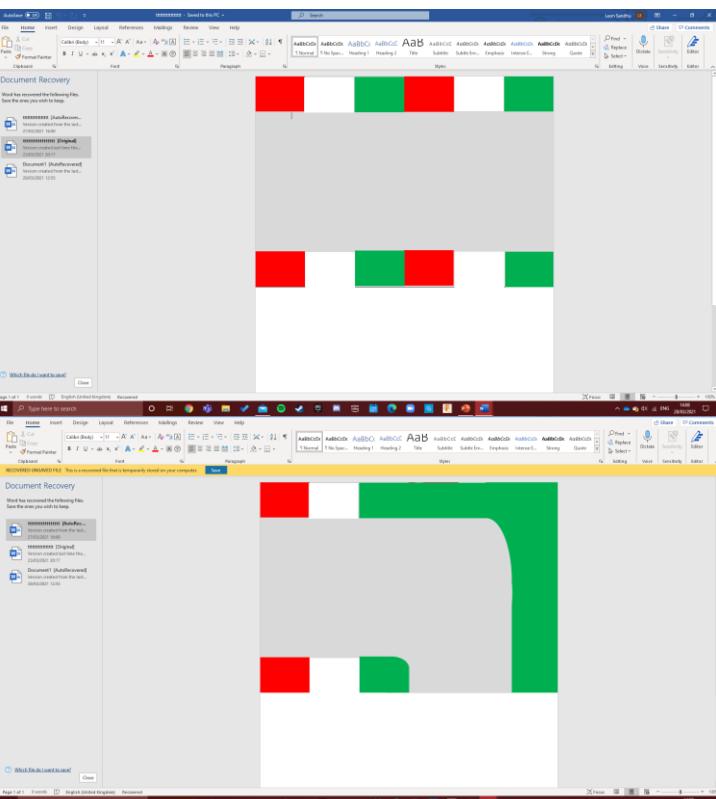
Aim: To create a model of my final design.

## Materials

For this model I had to use what I had available and what I could access, so the materials I used were MDF ,Velcro ,Paper and Sellotape.

## Manufacturing process

The first thing I did was create each straight and corner on Microsoft Word using the “shapes” function. I then made sure that the size was a5 because the MDF I had was A5 size. I printed this on A4 paper so I could wrap the paper around the MDF and Sellotape it making it neat and tidy. Once I had made sure each edge was secured for all 10 pieces I added the Velcro to each part where the corner/straight ended. This allowed me to join each part together as one racing track.



Evaluation or next steps: I am exceedingly happy of how my final design turned out and hope to replicate it with my packaging.



# Model (Packaging)

Aim: To create packaging for my final design

## Materials

For this design I had easy access to old amazon packaging, so I used the corrugated cardboard, some glue, some sellotape and a sandwich bag

## Manufacturing

The first thing I did was rip up some old amazon boxes till I had a flat piece. Then I drew a net of the box, cut it out and started to join it together with sellotape. I then cut a hole on the front, tore open a sandwich bag till I had a flat piece and Sellotaped the plastic bag onto the back of the hole, so the product is visible form outside the packaging. Finally using word, I created the labels using the “shapes” function, printed them off and using glue stuck them on the sides of the box.

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- [Original] Version created last time the... 23/03/2021 20:17
- Document1 [AutoRecover...] Version created from the last... 28/03/2021 10:55

Includes

- 2 Straights, 6 Rights, 2 Lefts, 10 Velcro strips

Build-A-Track Playset

Evaluation or next steps: I am slightly less happy than I was with the design purely because of the untidiness that I couldn't quite fix on the corners but nevertheless I am still relatively happy with this product.