

FLICK IT



Matthew Kwong
Design 1 A09
Fall 2018

FLICK

IT

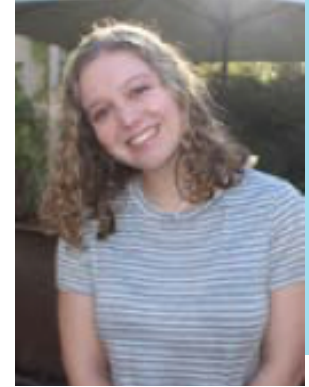
Contents

Meet the Team	3
Flick It	4
Audience	6
Research	8
Project Timeline	12
Design Process	14
Creative Brief	18
Sketches & Prototypes	20
Final Product & How It's Made	26
Works Cited	32

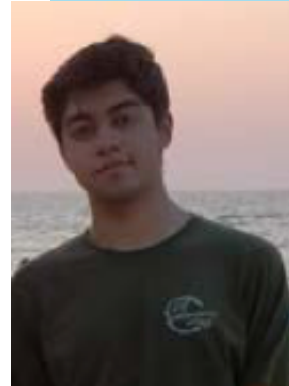
Meet the Team



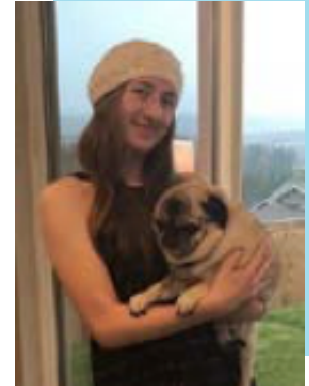
Matthew Kwong



Sophie Bolotin



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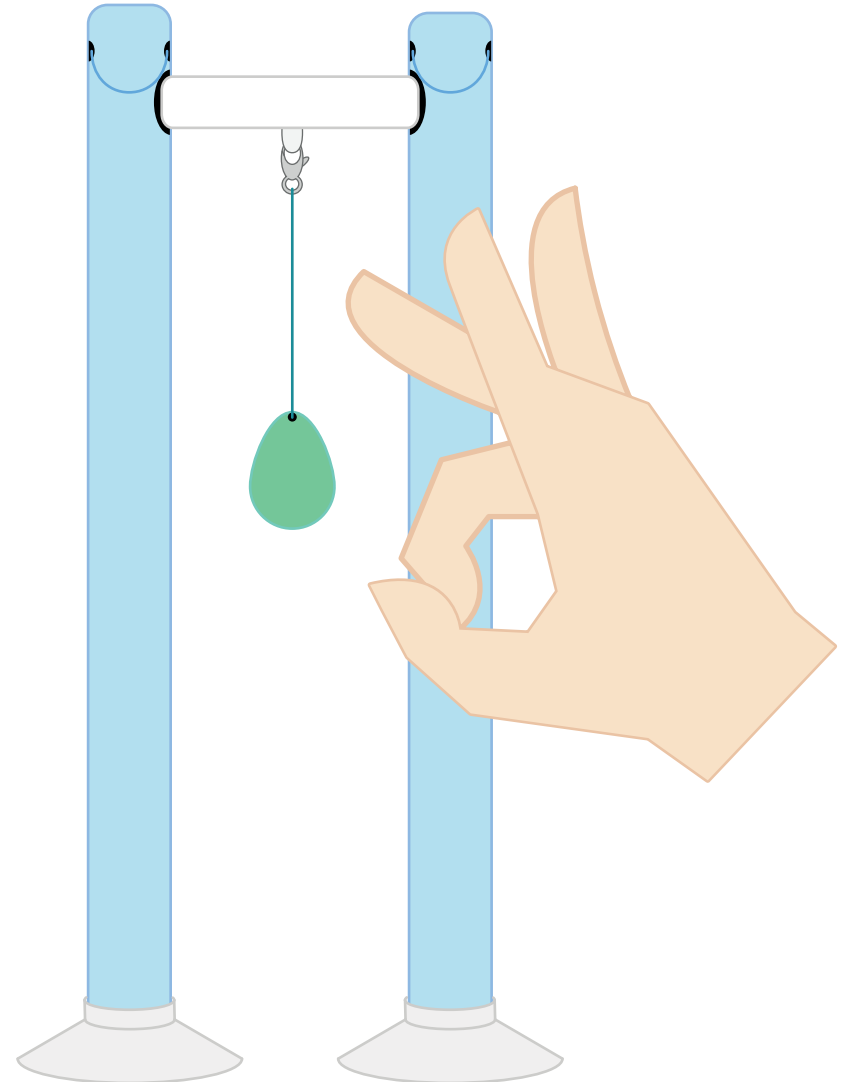


Katherine Boyd

FLICK IT

Creating joy through
Human Centered Design

A fun, yet simple stress relieving
toy designed to help college
students de-stress.



AUDIENCE



Relevance To Davis

While brainstorming ideas for Flick It, we interviewed students at the University of California Davis and found that many students who were stressed wished that there were better activities and stress toys to help them manage their stress.

RESEARCH



Materials:

Flick It is made out of wood based on the research found in Peter Wodehouse's book, *Fun Wooden Toys YOU Can Make!*, as he references how wood creates durable longer lasting products as opposed to plastic.

Play:

In *The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration* by Mary Scannell, Scannell mentions how team activities can bring people together, increase productivity, and lower stress levels. All of these are positive benefits we hope our product brings to others.

Design Revolution

Keeping aspects of Emily Pilloton's book, *Design Revolution* in mind, we built Flick It to be part of the Play category.

Like many products in Pilloton's book, Flick It is a human centered design product that is designed to be fun and engaging. Not to mention, Flick It is made from upcycled materials, is inclusive for everyone to play, and is affordable for everyone.

Although Pilloton's book provides good examples of low budget and human centered design products like Foldschool, there are flaws. For example, the Nike + iPod Sport Kit costs \$29 and requires both an iPod Nano and Nike + iPod shoes (both not included) to use the product. In total, it would cost almost \$300 to use the Nike + iPod Sports Kit because of the other products are needed in order to use it. This limits the amount of consumers as it is exclusive to owners of all 3 products.

Unlike the Nike+ iPod Sports Kit, Flick It is consumer friendly and costs no more than \$10 to reproduce as most materials can be upcycled by products already at home.

Foldschool



Nike + iPod Sport



PROJECT

TIMELINE



11/9/18
First Prototype

- Built of wooden dowels and pen caps

11/24/18
Second Prototype

- Drilled holes through wooden dowels
- Suction cups did not work as planned

12/1/18
Final Product

- Spray painted wooden dowels blue and white
- Added better suction cups
- Metal necklace clasp is added to makeup sponge on string
- Knit transportation case

12/4/18
Finalize Book

- Print and bind process book together

12/6/18
Project Due

- Process book due
- Final presentation

DESIGN PROCESS

*“Design can be art.
Design can be aesthetics.
Design is so simple, that’s
why it is so complicated.”*

— Paul Rand

Brainstorms and Inspirations

Brainstorming:

Our goal was to design an affordable product that was simple, yet fun and easy to play for all ages.

Inspirations:

Flick It is inspired by products such as the fidget spinner and the stress ball, as well as games like tetherball.

Comparison to Other Products

While most stress toys are small, portable, and designed to relieve stress, there are often 3 problems.

Other products have only **ONE WAY TO PLAY**, are **NOT MULTIPLAYER**, and are built of **NON-ECO-FRIENDLY** materials.

What makes Flick It unique is its versatility to play **MULTIPLE GAMES**, its ability to be **MULTIPLAYER**, and its **ECO FRIENDLY** composition of recycled materials.

CREATIVE BRIEF

Project Summary

Flick It, is a fun, yet simple stress relieving toy designed to help college students de-stress.

Audience

Our target audience is college students, however the product's design is inclusive to all ages.

Perception

To create a relaxing, yet fun and engaging experience, Flick It consists of a variety of colors, textures, and ways to play.

Needs

Students needed a new way to de-stress as current stress toys on the market are not meeting their standards.

Materials, Tools, & Equipment

Flick It consists of: 3 wooden dowels, 2 suction cups, 1 makeup sponge, string, 1 necklace clasp, electric drill, glue gun, super glue, yarn, 1 button, and blue and white spray paint

Timeline

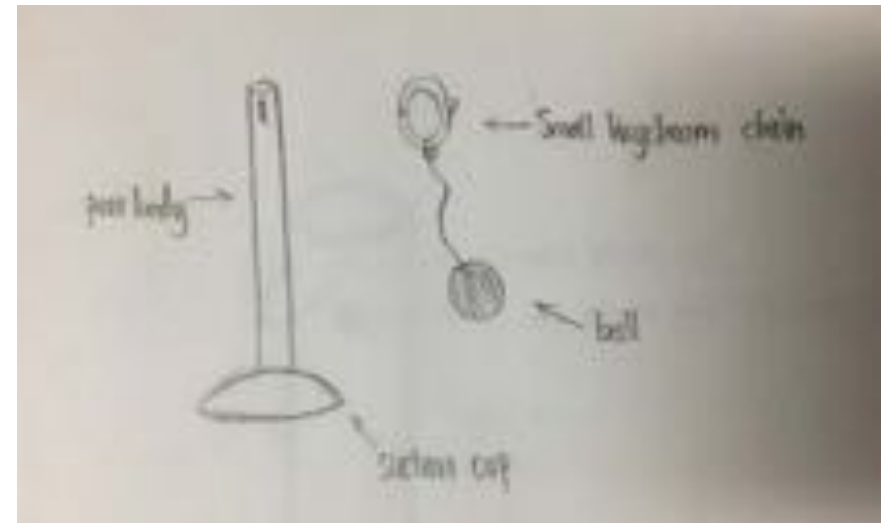
- 11/9/18** - Create first prototype
- 11/24/18** - Revise and produce second prototype
- 12/1/18** - Produce final product
- 12/4/18** - Print and bind process book
- 12/6/18** - Process book due and final presentation

SKETCHES & PROTOTYPES

Initial Sketches



The first prototype was to be built with erasers, pen caps, pen bodies, a keychain ring, string, and a ball.



First Prototype

While building our first prototype, we used wooden dowels instead of pen bodies in efforts to be eco-friendly.

We created our “ball” by puncturing a hole through a makeup sponge and tying a braided string around it.



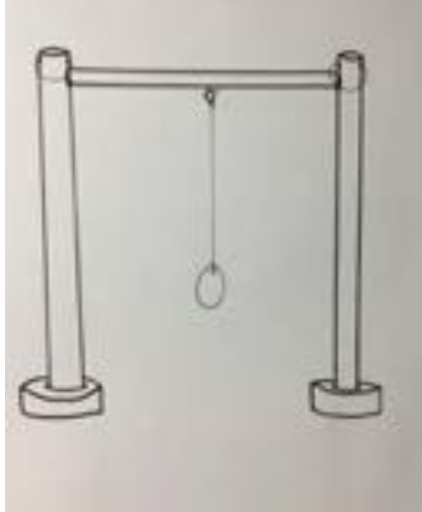
Second Prototype

After building our second prototype we needed to create a better base as the suction cups we initially wanted to use were not properly sticking on to surfaces. Moreover, we decided to use a metal necklace clasp in our final product to hold the string and makeup sponge.

Product testers suggested we make a case to hold the game inside, and so we designed a case.

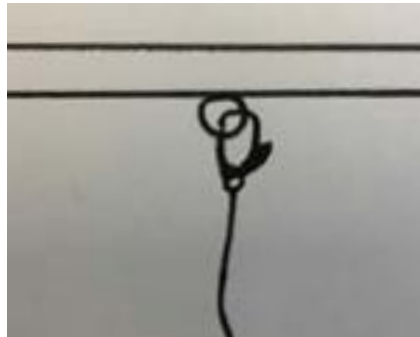
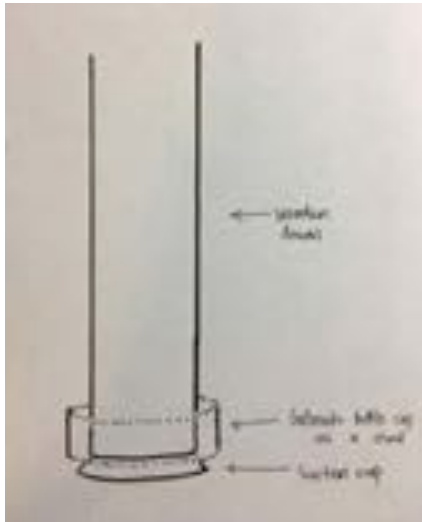


Final Sketches



While sketching our final design, we decided to hot glue the connecting part of the necklace clasp on the beam instead of drilling a hole through the center.

To resolve our problem of a weak base, we considered putting the dowels through Gatorade bottle caps with suction cups glued underneath as extra support.



Final Product

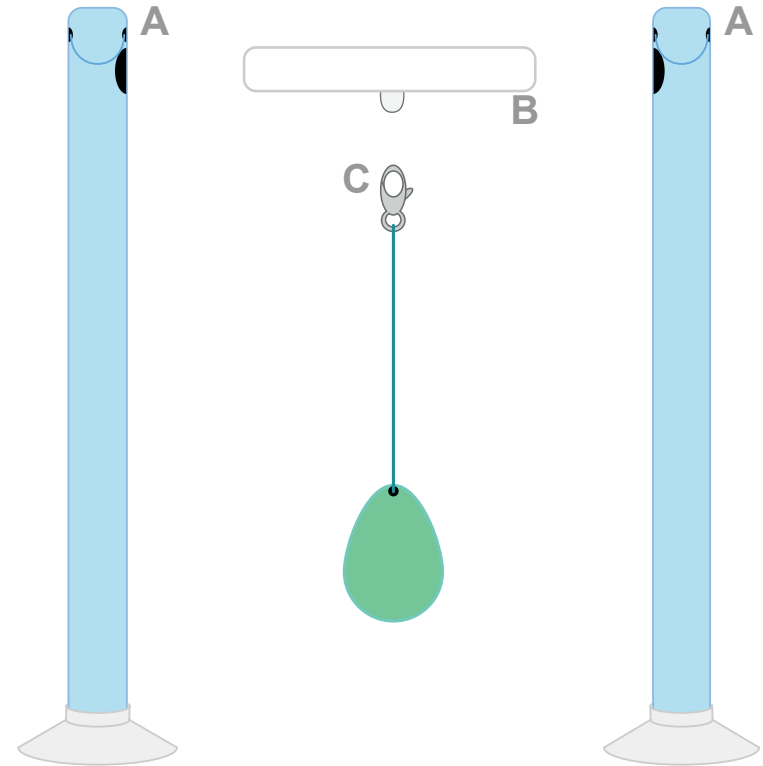
Instead of using Gatorade caps, we used sturdy suction cups that had holes matching the diameter of the wooden dowels.

We also found a necklace clasp for our braided string and makeup sponge.

Lastly, we spray painted the wooden dowels blue and white, colors associated with serenity.



FINAL PRODUCT & HOW IT'S MADE



A) Pole: Each wooden dowel is drilled with 1 small hole going through the top and another hole that goes halfway through. String is then looped and tied through the smaller hole and each dowel is super glued on to a suction cup.

B) Middle Beam: A connecting necklace clasp is hot glued in the middle of a thinner wooden dowel.

C) Ball: An opening and closing necklace clasp is attached to a braided string and a makeup sponge.

Final Product

Game Mode 1



Game Mode 2



Final Product

Complete Set



Packaged Set



WORKS CITED

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