

Bryce Wiseman

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CRT 420

17 January 2018

## **Concept Development**

The problem my product hopes to address is that of children and teens wanting something tangible to play with as well as a lack of school-themed leisure products.

My product will solve these issues by giving children through nostalgic adults something to play with that they can have in their hands, shows school spirit, and provides a fun, caring environment that is heavily user-interactive.

Influences:

The Tamagotchi - The Tamagotchi is a handheld digital pet, created in Japan by Akihiro Yokoi of WiZ and Aki Maita of Bandai. It started the virtual pet craze and was also the most popular version of it. It came out in 1996 and still has new models coming out to



this day. As of 2010, more than 76 million units have been sold world-wide.

<https://en.wikipedia.org/wiki/Tamagotchi>

<https://www.theverge.com/2017/10/10/16430134/tamagotchi-pet-bandai-america-nostalgia>

Giga Pets — essentially the same thing as a Tamagotchi, the Giga Pet was America's response. It was made with 4 (instead of 3) buttons and was cheaper and more available to the American youth.


[https://en.wikipedia.org/wiki/Giga\\_Pet](https://en.wikipedia.org/wiki/Giga_Pet)



NeoPets — This is yet another example of virtual pets, this example is different in the fact that it was all online. There was no physical device necessary to play this game.

<https://en.wikipedia.org/wiki/Neopets>



 — Another pixelated 90's hit, this game series involved collecting and evolving multiple different creatures and training them so you could use them to fight your way to the top of the Pokemon League.

