



THE STORY OF:

Goordi

by Bar Bendet

Once
upon a
time...





There was a little girl who was obsessed with toys.
She was always building and breaking things.
Using every toy available to her, even mixing them together!



The little girl grew up and wanted to be a designer!
She went to design school and focused on making things that everyone would have fun with.



When it came to the final project of her degree, she wanted to make something that reflected her understanding of toys, kids, and being playful.



She wanted her toy to have purpose, something that was important for her and her users...

What better topic than fine motor skills!



The little designer spent days, weeks, even months learning everything she could!

WHAT IS: OCCUPATIONAL THERAPY?

by: [signature]



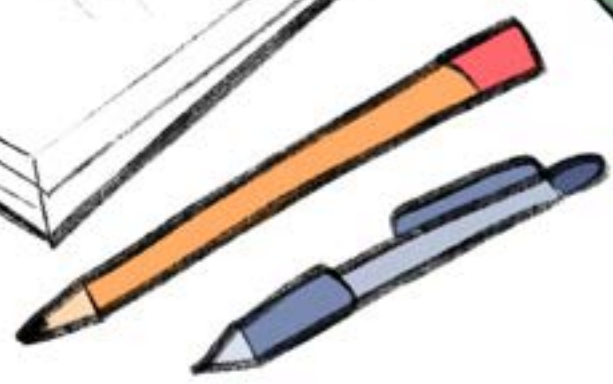
Dex·ter·i·ty

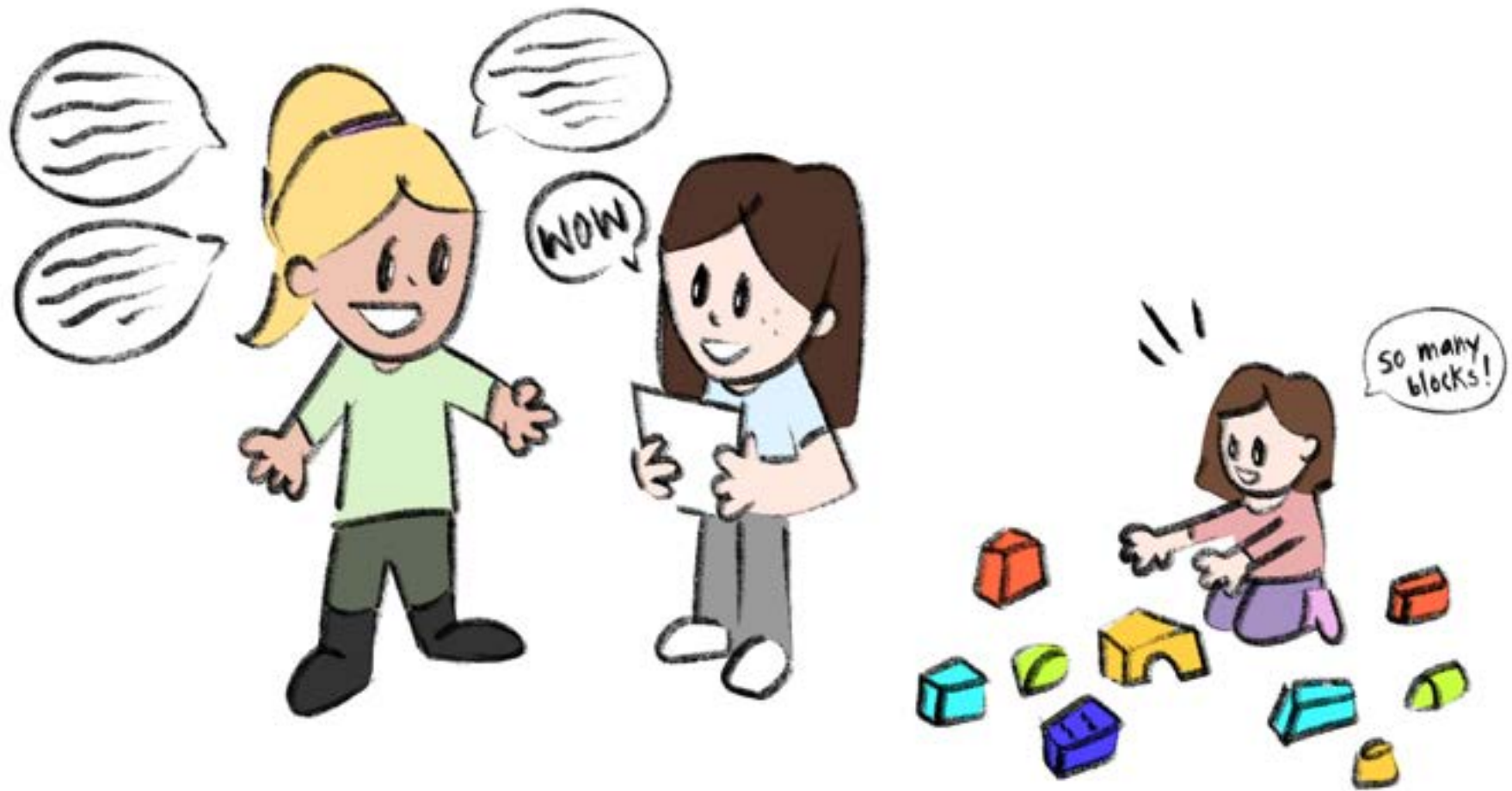
(noun)

Skill in performing tasks especially with the hands.

Fine Motor

- Matching:
- Threading:
- Hand-eye coordination





She went to talk to an expert on the topic:
An occupational therapist!
She even got to sit in on an active session.



There were lessons about play patterns and how the kids should be able to choose what they do during the session.

As long as they are practicing their skills, it does not matter how they do it!



Before she did any proper designing, she needed to know what other people made before.

Checking what the toys' purpose is, how much it costs, who makes it, and how old you have to be to play with it.

Market+ Research x



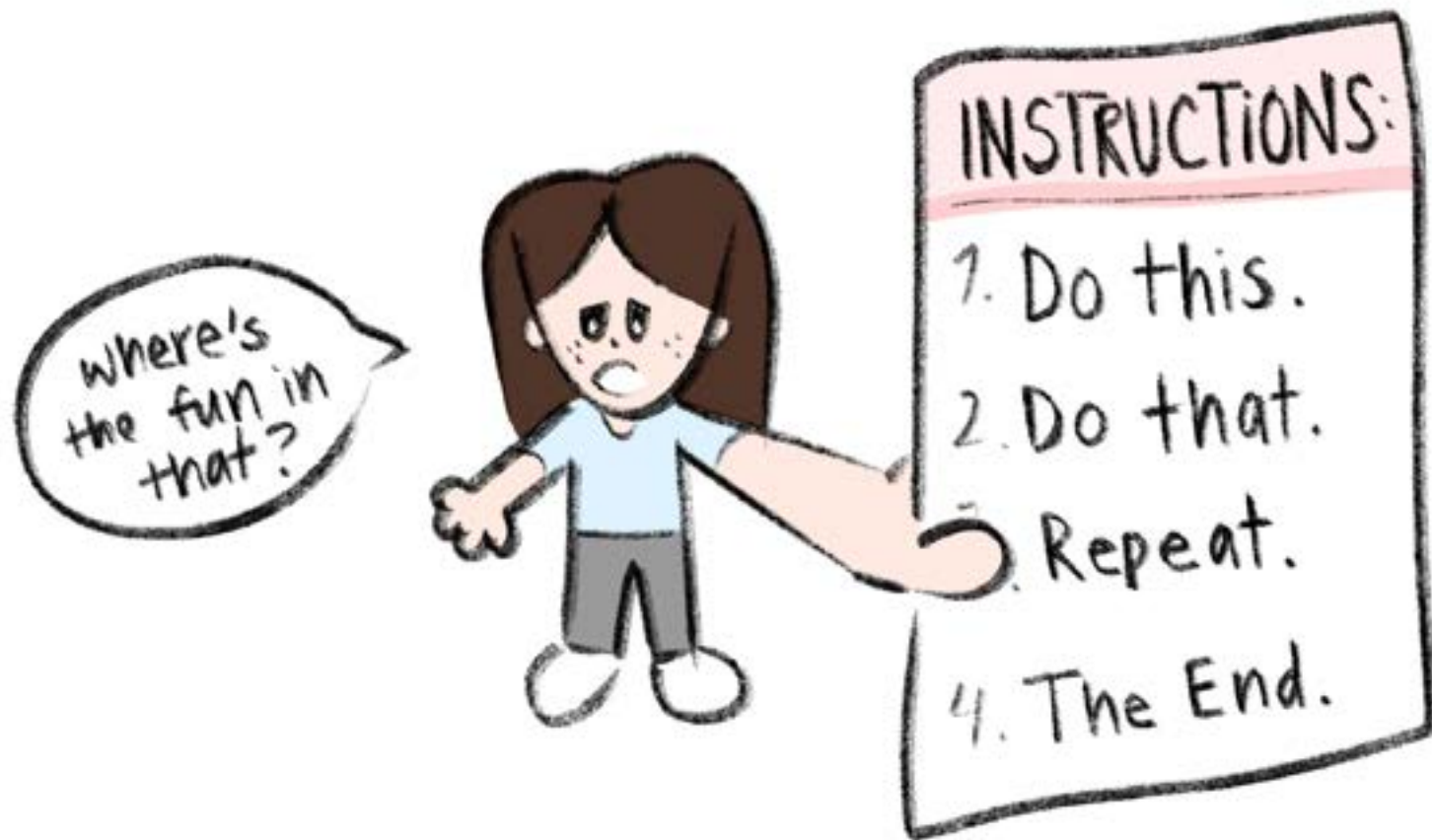
PHOTO	NAME	MAKER	COST	AGE	MATERIAL	PACKAGING	FEATURES
	Wooden Latches Board	Melissa and Doug	\$32.99	3-6	wood + metal	heat wrap	working locks and latches (opening and closing)
	Primary Lacing Beads	Melissa and Doug	\$17.99	3-6	wood + string	tray + heat wrap	stringing beads onto show lace
	Rainbow Cord Picture and Pattern Maker	Melissa and Doug	\$32.99	4-7	plastic + string	cardboard box + plastic window	following an existing pattern with string
	Wooden Lacing Shoe	Melissa and Doug	\$17.99	3-5	wood + sting	cardboard information	practice lacing up shoes
	Spike the Fine Motor Hedgehog	Learning Resources	\$15.99	18 mon +	plastic	cardboard box	putting spikes into the body of the hedgehog
	Noodle Knockout Fine Motor Game	Learning Resources	\$19.99	4+	plastic + cardboard	cardboard box	taking noodles and other plastic bits out of a box with tweezers

=CLICK=

=CLICK=



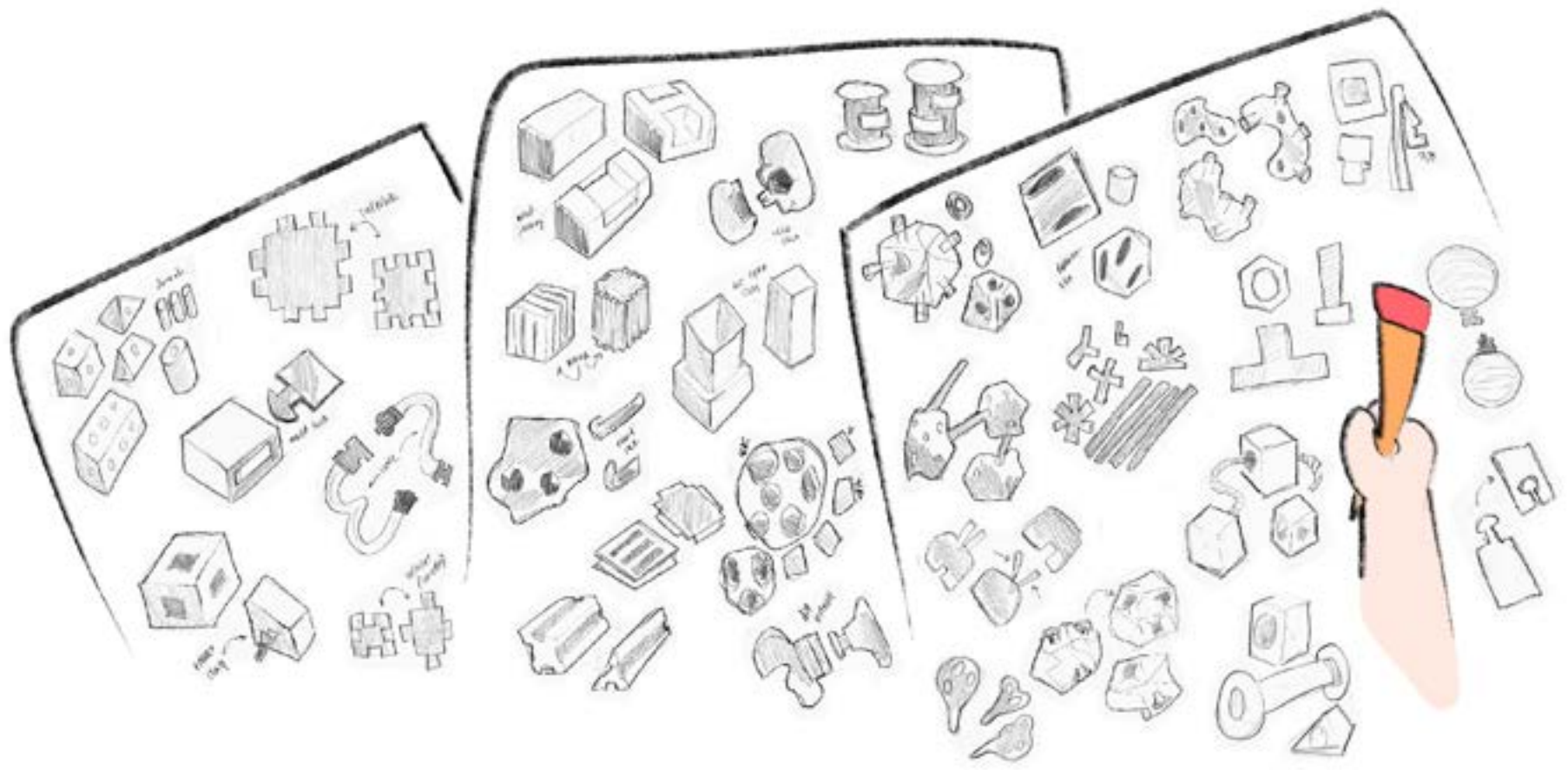
Even though they are all so different, these toys all have one thing in common.



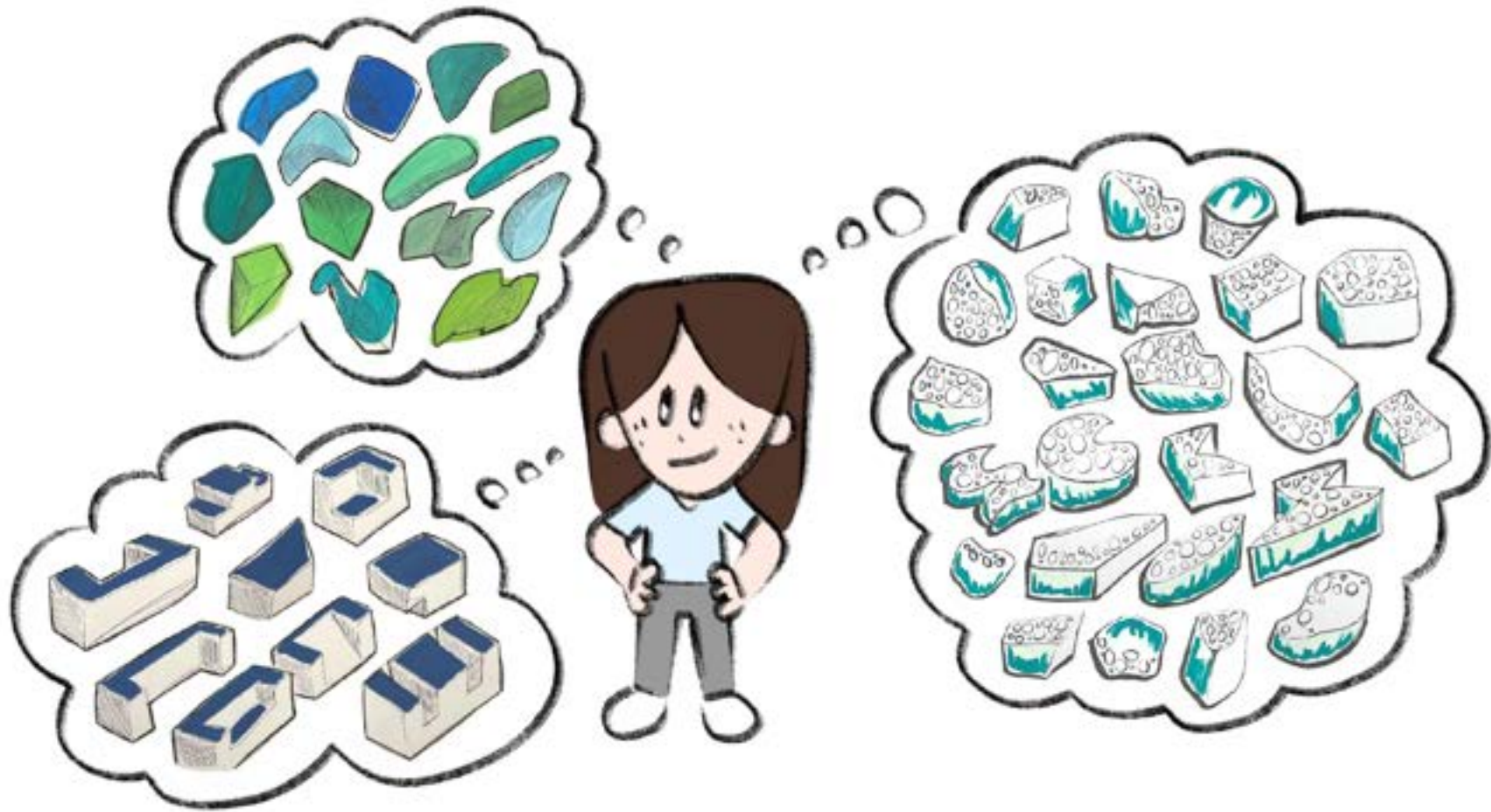
They're all "task-based"

"Put this thing over here with that" or "move all the stuff with this". All of them telling the kids exactly how to play.

And who wants a chore disguised as a toy?

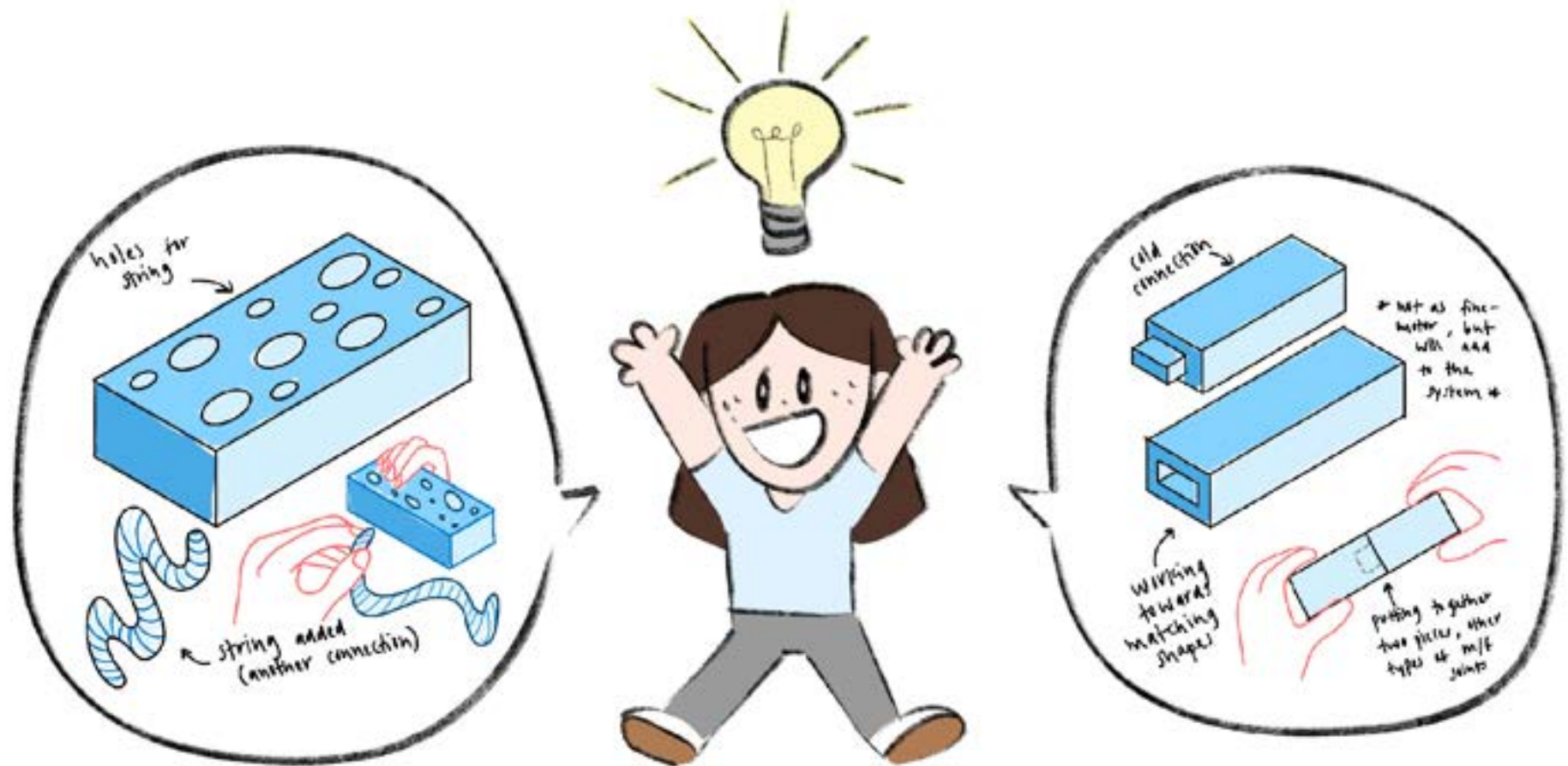


With all this research, she knew her toy had to be straightforward, endless, and lets kids do what they want. The sketches immediately started flowing!



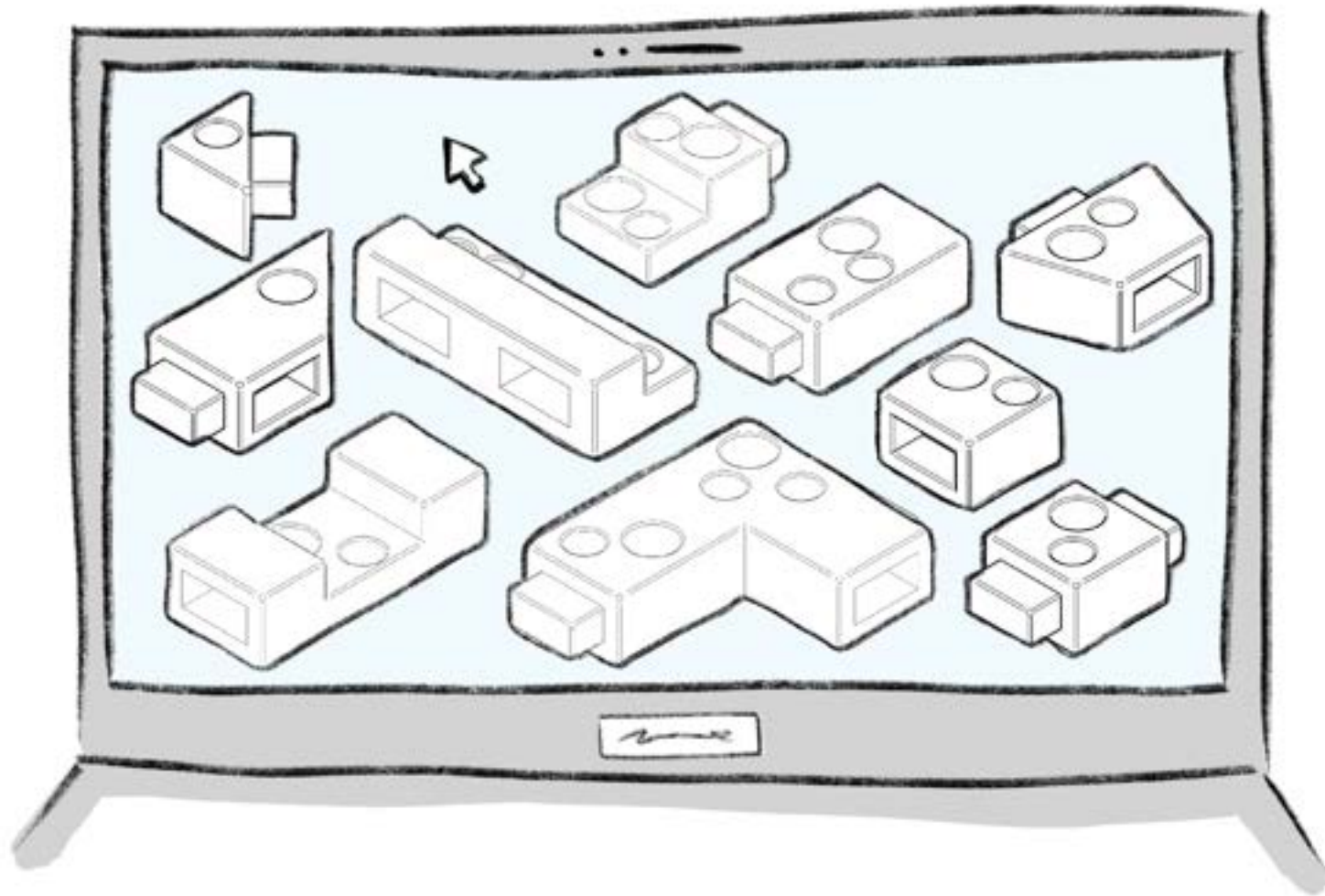
She started asking herself: “what if I add this?” and “what if it could do that?”.

The system of play needed to be thought of completely, to have complex connections, but not be overwhelming either.



And then it clicked!

She knew exactly what her system's connections would be:
Threading and mortise and tenons!



Each piece of the puzzle needed to be unique, but of course still work with the system.

To the computer!



She wanted to know how the pieces worked together.

3D printing them would help figure all of that out! And would let other people play with the toy!



So many people got to play with the prototypes!
It was so great to see how differently everyone used the system to make their creations.

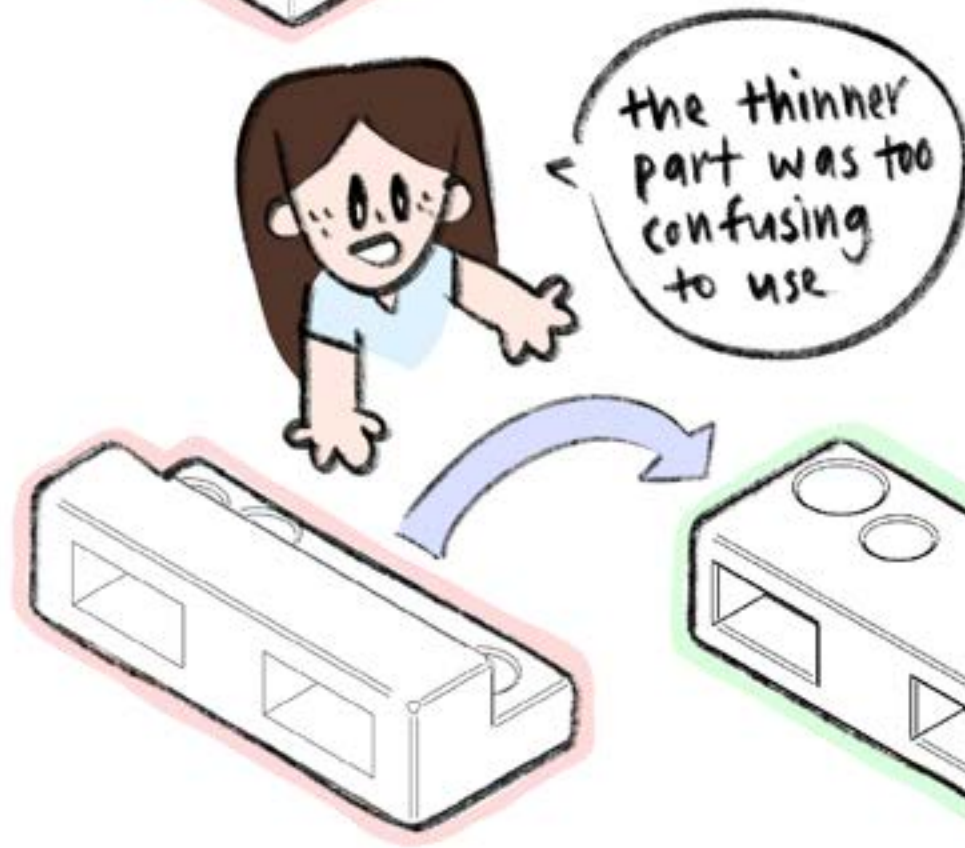
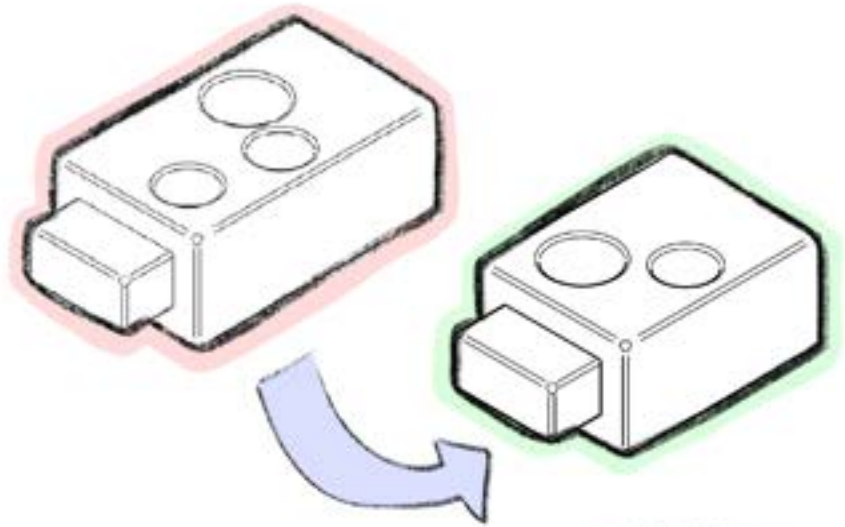


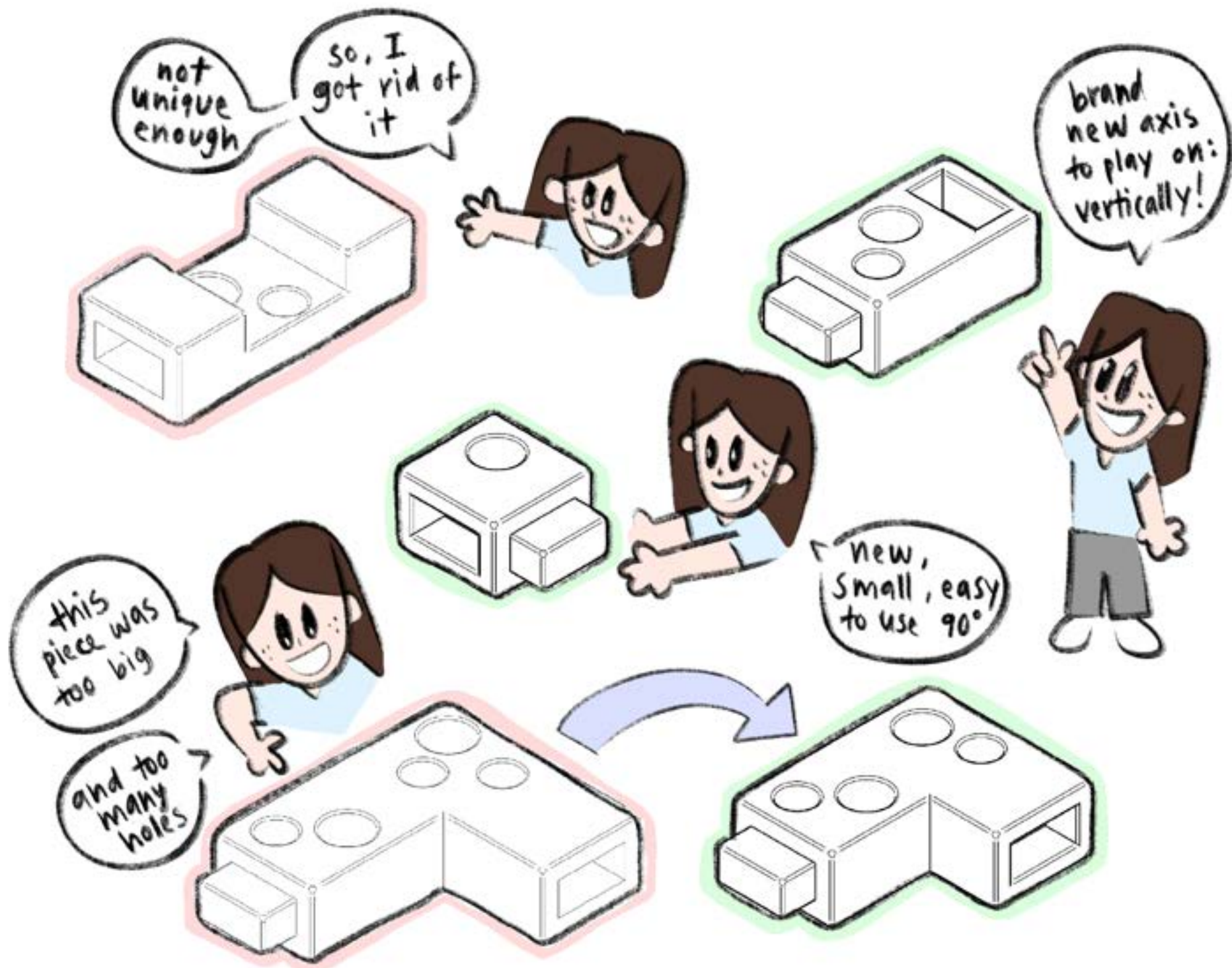
The little designer was so happy that people had fun!
Everyone lit up when they shared what they thought about the toy: so much to do, to add, and to play with!



With everyone's notes and comments, she went right back to work to redesign them.

She had to make this toy better than before!





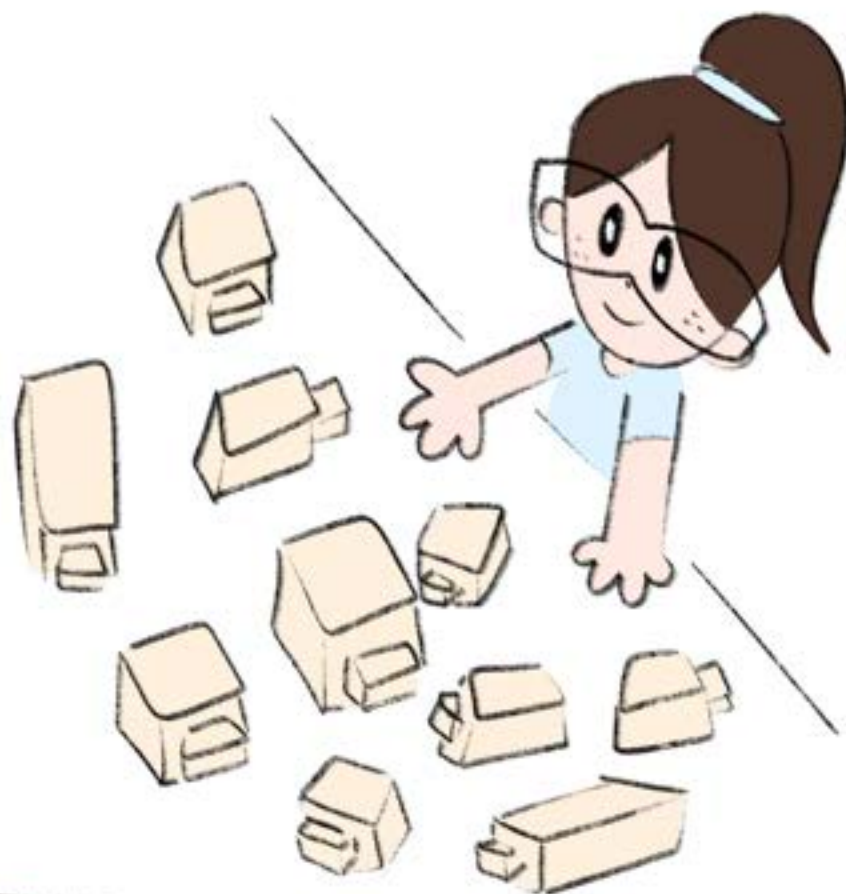
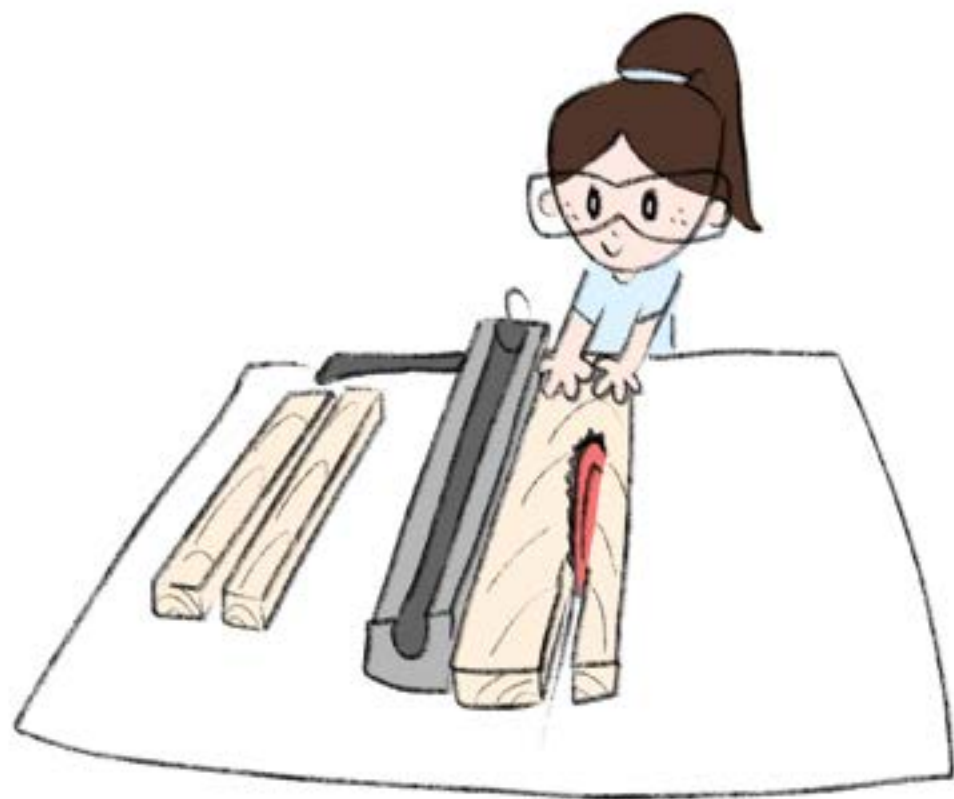


Yay! The designs are ready to be made in real life!

It was important to the little designer that the toy was made of wood, to be sustainable and have a warmer material to touch.



It had been years since the little designer worked with wood and she wanted to make sure she was doing everything right. She talked to everyone she knew to ask for advice!







While not in the woodshop, there was lots of work to be done about the packaging!



The packaging had to be made for the parents (the toy is in their house at the end of the day!)

The little designer had to put herself in their shoes.



zipper to
close! more
practice!



colorful
pattern on
the inside!



name on
handle!





Yay! Packaging is done!
Time to go back to the blocks!

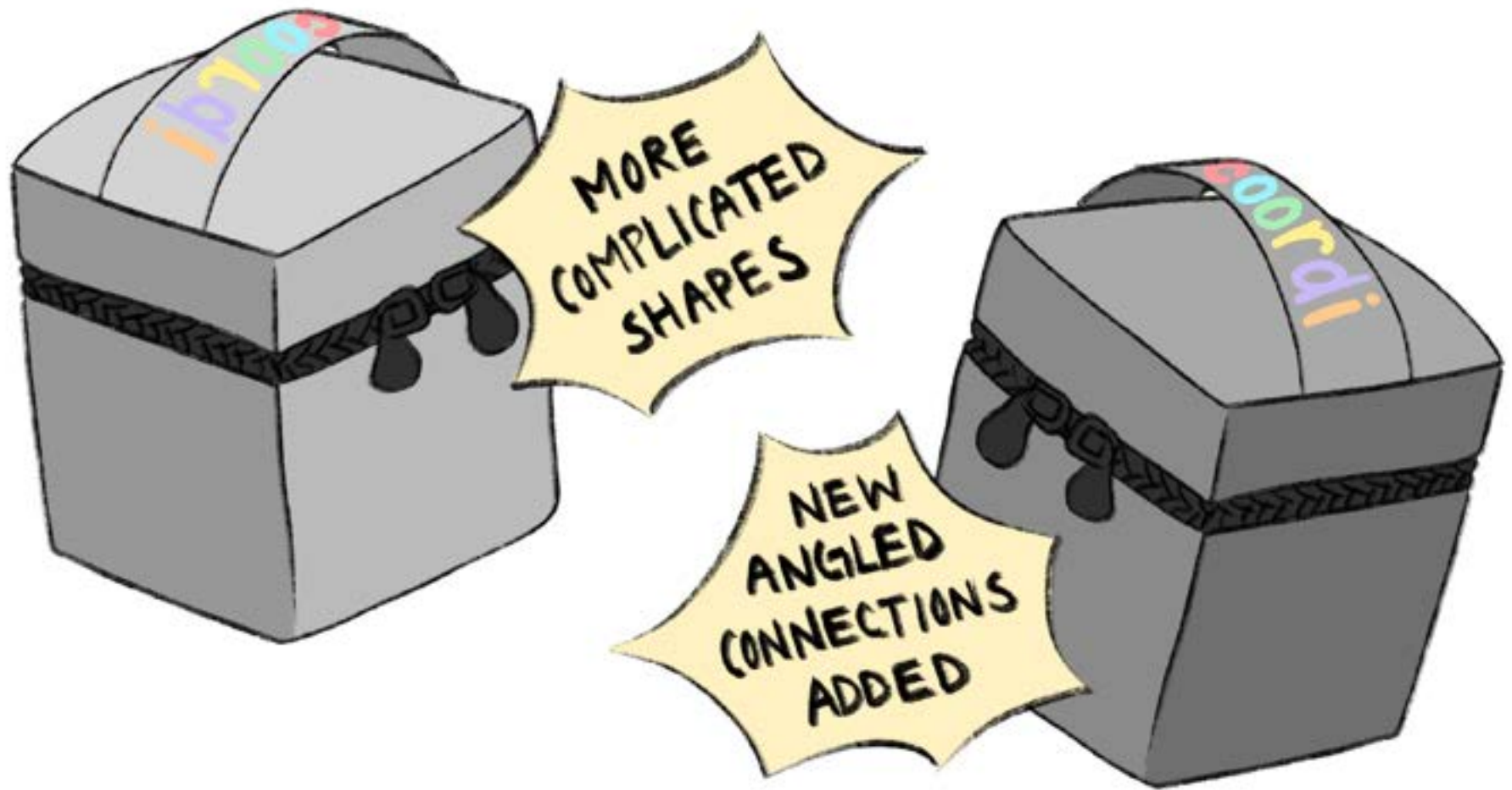


The blocks are all nice and clean.

So, it is time to add all the colors! Now they are done!



But that is just what this specific toy pack looks like, what if there were more packs?



These expansion packs will add so much more fun to the system, with new blocks and harder connections!

This is perfect for kids who are learning quickly!





People love playing with coordi, so much to build and so much to explore!







Thank you
for coming on this
journey with me!

I hope you
enjoyed it as
much as I did!



coordi by Bar Bendet

Parsons School of Design - BFA Product Design

Erika Doering and Sam Falco

OCCUPATIONAL THERAPIST INTERVIEWED: Nicole Trepper - Occupational Therapist at Connect The Dots OT, PLLC

CITATIONS:

Cleveland Clinic medical. "Fine Motor Skills." Cleveland Clinic, September 7, 2023.

<https://my.clevelandclinic.org/health/articles/25235-fine-motor-skills>.

Early Impact. "7 Differences Between Fine And Gross Motor Skills." YouTube, 2020.

<https://www.youtube.com/watch?v=r1jDbVweUo0>.

Tidman, Sallie, and Melanie Koch. "Fine Motor Skills: 2 to 5 Years." Fine motor skill development: 2 to 5 year olds | Children's Hospital of Richmond at VCU. Accessed May 13, 2025.

<https://www.chrichmond.org/services/therapy-services/developmental-milestones/fine-motor-skills-2-to-5-years/>.

Wilmot, Keri. "Gross Motor Skills vs. Fine Motor Skills: What's the Difference?" YouTube, 2018.

<http://youtube.com/watch?v=l93BTYyHG0c>.

MARKET RESEARCH LINKS:

Wooden Latches Board: <https://www.melissaanddoug.com/collections/motor-skills/products/wooden-latches-board>

Primary Lacing Beads: <https://www.melissaanddoug.com/collections/motor-skills/products/primary-lacing-beads>

Rainbow Cord Picture: <https://www.melissaanddoug.com/collections/motor-skills/products/rainbow-cord-picture-pattern-maker>

Wooden Lacing Shoe: <https://www.melissaanddoug.com/collections/motor-skills/products/wooden-lacing-shoe>

Spike the Fine Motor Hedgehog: <https://www.learningresources.com/item-spike-the-fine-motor-hedgehogtm>

Noodle Knockout Fine Motor Game: <https://www.learningresources.com/item-noodle-knockout-fine-motor-game>



HAVE FUN
PLAYING!

COME BACK
SOON!