



CONTRACT BOOK FOR FIDGET TOY

By: Kiya Grivalsky

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Table of Contents

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2. Table of Contents	2	Structured list of all major sections with corresponding page numbers.
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4. Product Brief	4–16	Summarizes the product concept, goals, target users, and key specifications.
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11. Survey Reflection	57–60	Interpretation of survey data and its impact on design decisions.

Mission Statement:

Our mission is to deliver a one-of-a-kind fidget toy that blends sensory play, creative transformation, and the joy of unboxing. Designed to spark imagination and calm the mind, this unique, gift-ready toy turns everyday moments into playful, meaningful experiences for users of all ages.

PRODUCT BRIEF

Marketing Product

Brief

Fidget Toy Product Brief

Project Name/Title: Fidget toy (That turns into an animal) - Maybe make the pieces detachable

Designer: Kiya Grivalsky

Date: March 5th

Target Audience/End User:

Ages 7-9

- You have severe anxiety that often results in you losing focus.
- You crave the sense of always being busy or doing something.
- The presence of animals makes you feel more relaxed.



Mia, The 8-Year-Old Animal Lover

ABOUT

Mia is a lively and curious girl who loves animals, especially soft, cuddly ones. She often struggles with anxiety, especially in school, which makes it hard for her to stay focused during lessons or even when doing her homework. Mia loves being active, but her anxious energy can make it difficult to sit still.

CHALLENGES

Mia frequently becomes overwhelmed during quiet or still activities, like reading or listening to her teacher. Her anxiety can cause her to lose focus quickly, making it hard to concentrate on tasks. She has a strong need to keep her hands busy, and if she isn't, her anxiety gets worse.

Toy Preferences

Mia prefers fidget toys that are soft, tactile, and include animal designs. A toy that has a cute animal theme, like a squishy cat or a rubbery puppy, would help her feel calm and distracted in stressful moments. Toys that provide both a soothing and sensory experience, like something that can be squeezed, rolled, or popped, would help her stay engaged and relaxed.



Ethan, The 9-Year-Old Focus Seeker

ABOUT

Ethan is a quiet, observant boy who loves animals, especially birds and small critters. He experiences severe anxiety, especially during group activities or when there's too much noise around him. His anxiety often makes it hard for him to concentrate in school, and he has a tendency to zone out during lessons.

CHALLENGES

Ethan needs to keep his hands busy to avoid feeling restless and distracted, but sometimes he doesn't realize when his anxiety is affecting his focus. Being in a classroom full of noise can overwhelm him, making it harder to stay engaged. When animals are nearby, Ethan feels a sense of calm and security, which helps him regain his focus.

Toy Preferences

Ethan gravitates toward animal-themed fidget toys that have a calming, smooth texture. He likes items that are discreet and portable, like a small, pocket-sized toy with an animal design that he can take to school. Toys that allow for repetitive movements (like twisting or pressing) without being too flashy or distracting to others are ideal for him.



PERSONA :



Mia, The 8-Year-Old Animal Lover

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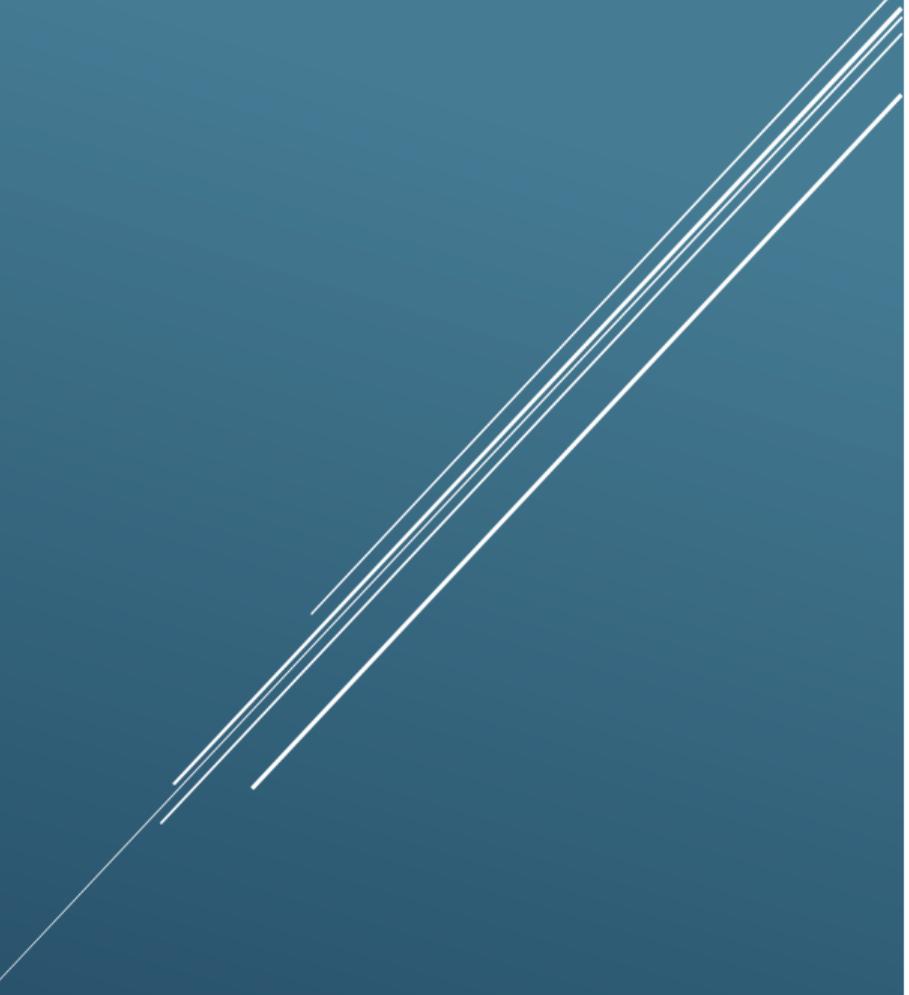
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T

Product Background:

Background:

Fidget toys have had various forms and iterations throughout history. The first fidget toy, Baoding Balls, was developed in China during the Ming Dynasty (1368-1644) and continues to be sold today. Worry beads (or Greek kompoloi), a string of beads manipulated with one or two hands, have been used to pass time for centuries.

Opportunity Identification:

- **Mental Health and Wellness:** With increasing awareness of mental health, people are looking for stress-relief products. Fidget toys provide a way to reduce anxiety and improve focus, catering to the growing wellness market.
- **ADHD and Learning Disorders:** The rise in recognition of ADHD and learning difficulties has created a demand for tools that improve focus and concentration. Fidget toys are an ideal solution for individuals who need sensory stimulation.
- **Sensory Products:** Fidget toys cater to those with sensory processing disorders, offering essential stimulation. There's a demand for products that address sensory needs, creating a unique market opportunity.
- **Office Use:** As remote work increases, there's a demand for stress-relief tools for adults. Fidget toys can help reduce stress and improve focus in the workplace.
- **Novelty and Collectibles:** Fidget toys are trendy and collectible and offering limited-edition designs could attract brand loyalists and collectors.
- **Affordable and Portable:** Fidget toys are affordable and portable, making them attractive to a broad range of consumers, including those purchasing for schools, events, and corporate wellness programs.

- **Product Innovation:** There is potential for innovation in multifunctional designs, eco-friendly materials, and customizations, which can differentiate the product in the market.
- **Sustainability:** Eco-conscious consumers are seeking sustainable products. Offering biodegradable or recyclable fidget toys could meet this demand.
- **Social media and Influencers:** Social media platforms offer a powerful channel for viral marketing and influencer campaigns, allowing for quick brand visibility among younger audiences.

Summary: The fidget toy market presents significant opportunity driven by trends in wellness, sensory support, office stress relief, and eco-conscious products. Innovation and social media marketing are crucial for the product's success.

Needs Analysis:

- Fidgeting has been shown to release dopamine, the "feel-good hormone," which helps enhance mental focus, happiness, and calm.
- Using fidget toys has been proven to improve fine motor skills, hand-eye coordination, concentration, and stress/anxiety reduction. They are beneficial for individuals with ADHD, autism, dyspraxia, dyslexia, cerebral palsy, and other conditions that benefit from sensory stimulation.

Demands:

Fidget toys are designed to serve multiple purposes, including:

1. Regulatory Needs:

- **Attention and Focus:** Fidget toys can provide a physical outlet for excess energy, redirecting mental energy towards tasks at hand.
- **Stress and Anxiety Reduction:** Repetitive movements or tactile sensations offered by fidget toys can relieve stress and serve as a calming distraction.
- **Sensory Input:** Some fidget toys provide auditory, visual, and tactile sensory stimulation, which helps individuals with sensory processing differences.

2. Specific Features for Specific Needs:

- **For ADHD individuals:** Fidget toys that provide movement and sensory input can improve focus.
- **For anxiety sufferers:** Fidget toys can serve as an outlet for nervous energy.
- **For sensory processing difficulties:** Fidget toys can help regulate sensory input in a positive, controlled way.

3. Context of Use:

- **Classroom and Office Settings:** Fidget toys can help maintain focus in educational and work environments.
- **Therapy Sessions:** Occupational therapists use fidget toys in therapy to address sensory and motor needs.
- **Personal Use:** Fidget toys can be used to manage stress, improve focus, or as a source of sensory stimulation.

4. Choosing the Right Fidget Toy:

- **Assess Individual Needs:** Choose fidget toys that align with the specific needs of the user, whether for focus, sensory stimulation, or calming effects.
- **Consider the Environment:** Ensure the toy is not disruptive in environments like classrooms or offices.
- **Experiment and Observe:** Test different types of fidget toys to determine which work best and observe their effects.

Product Market:

The ADHD Segment:

- **Target Audience:** Parents, grandparents, aunts, uncles, older siblings, cousins, and family friends.
 - **Market Segments:**
 - **Product Segmentation:** Types of fidget toys include fidget spinners, cubes, stress balls, and more.
 - **Application Segmentation:** Use cases can be segmented by ADHD/sensory support or stress relief.
 - **Geography Segmentation:** Market segmentation by region includes North America, Europe, and Asia-Pacific.
-

Product Category:

- Shopping Good
 - Heterogenous Good
 - Although there is always not a significant difference in every fidget toy, there are several variations across the board, each having different specifications across the board all to achieve the same goal.
 -
 - Niche Product
 - Although fidget toys are very popular among kids in general, these toys are designed to target a small and specific audience.
-

Product Development Strategy:

Proactive or Reactive:

- **Proactive:** The decision to create a fidget toy stems from understanding growing demand for stress-relief tools, sensory products, and tools for focus. The

development team has anticipated this demand, ensuring the product meets market needs.

Tradeoffs:

- **Cost vs. Quality:** Balancing production cost with high-quality materials is essential for a durable, effective toy.
- **Customization vs. Simplicity:** A highly customizable toy could appeal to a larger audience but may increase production complexity. Simpler designs may limit appeal but offer efficiency.
- **Speed to Market vs. Comprehensive Testing:** There is a tradeoff between launching the product quickly to capitalize on market trends and ensuring extensive testing for safety and user satisfaction.

Dynamic Forces:

- **Market Demand:** Consumer interest in mental health, wellness, and focus-enhancing products fluctuates with trends like mindfulness.
 - **Competition:** Growing competition will require differentiation in design, price, and functionality.
 - **Material and Manufacturing Costs:** External factors such as supply chain issues and material shortages could impact costs.
 - **Consumer Feedback:** Feedback will inform future iterations of the product, ensuring customer satisfaction.
-

Competition:

What's already in the market:

- Companies like **FidgetDoctor**, **Think Ink**, and **Tom's Fidget** dominate the market with various fidget toys like spinners and stress balls.
- **Price Range:** Basic fidget spinners cost around \$5, while premium versions can go from \$10 to \$50.

How do you plan to compete:

- Focus on keeping production costs low while delivering high-quality, engaging products.
 - Ensure the product has multifunctional features that offer a fresh experience with each use.
-

Proposal Details Analysis:

Prioritized Target Specifications:

- **Primary Audience:** Children and adults with stress, anxiety, or attention-related issues (e.g., ADHD).
- **Secondary Audience:** Educators, therapists, and parents looking for tools to help with focus or sensory regulation.

Design Specifications:

- **Size and Portability:** Compact, lightweight, and portable for various settings.
- **Durability:** Made from high-quality, long-lasting materials.
- **Ease of Use:** Simple features for all ages to engage with.
- **Sensory Inputs:** Variety of tactile, visual, and auditory stimuli.
- **Safety and Non-Toxic:** Made with child-safe, non-toxic materials.

Aesthetic Appeal:

- **Design Variety:** Different colors and designs to appeal to a wide range of users.
- **Appeal to All Ages:** Sleek designs for adults and playful ones for children.

Price Point:

- Priced competitively between \$5 and \$20 depending on features and materials used.

Sustainability:

- **Eco-friendly Materials:** Use recyclable or biodegradable materials.
- **Long Lifespan:** Focus on durability to reduce waste.

Functionality:

- Multiple features to cater to different user preferences, and quiet enough for classrooms and offices.

Market Differentiation:

- Stand out by offering unique features and customizable designs.

Summary of Proposal Ideas:

- The proposal is to develop a high-quality, durable fidget toy that serves as both a tool for stress relief and an engaging sensory experience. The toy should be affordable, portable, safe, and visually appealing, with the capacity to cater to a variety of user preferences through its design, functionality, and customization options. Focus will also be placed on using non-toxic, eco-friendly materials to appeal to conscious consumers, and ensuring the toy's usability across different age groups. The fidget toy's combination of sensory stimulation and aesthetic appeal is intended to address a growing demand for products that promote mental wellness and focus.

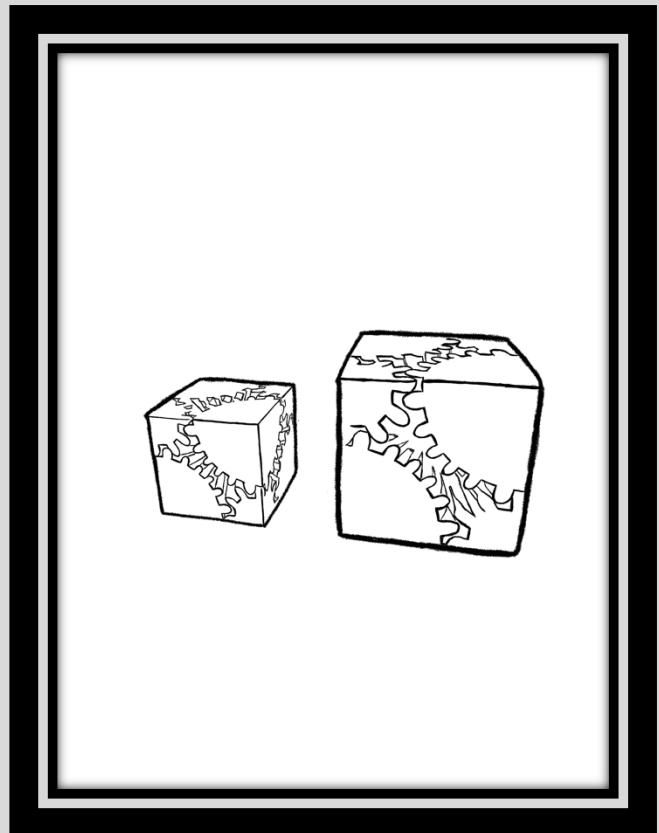
Target Price:

- \$8-\$10, ensuring affordability while maintaining a profit margin.
-

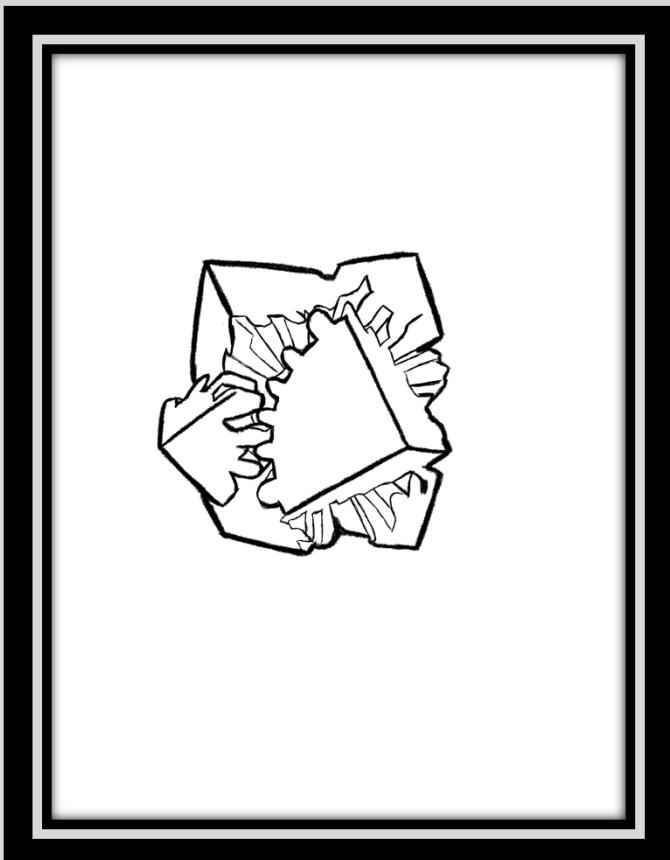


CONCEPT SKETCHES

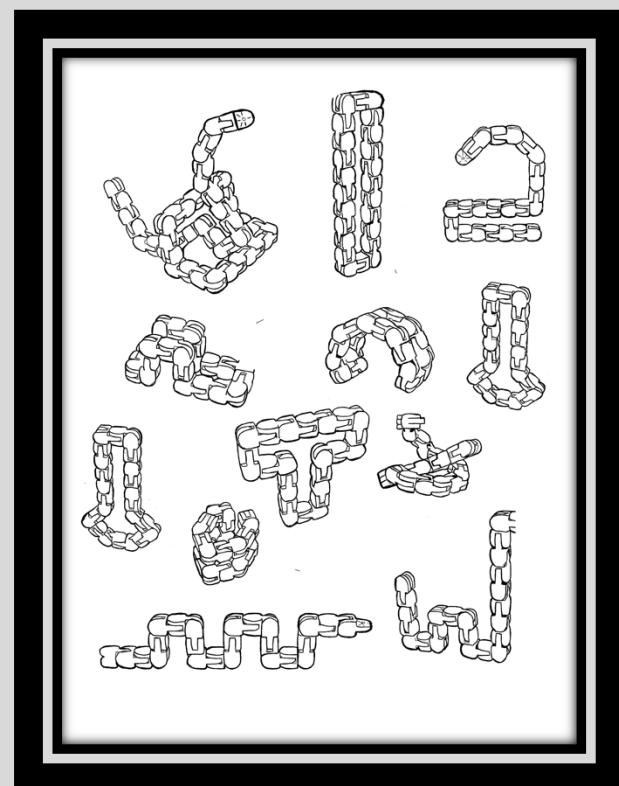
Concept Sketch 1



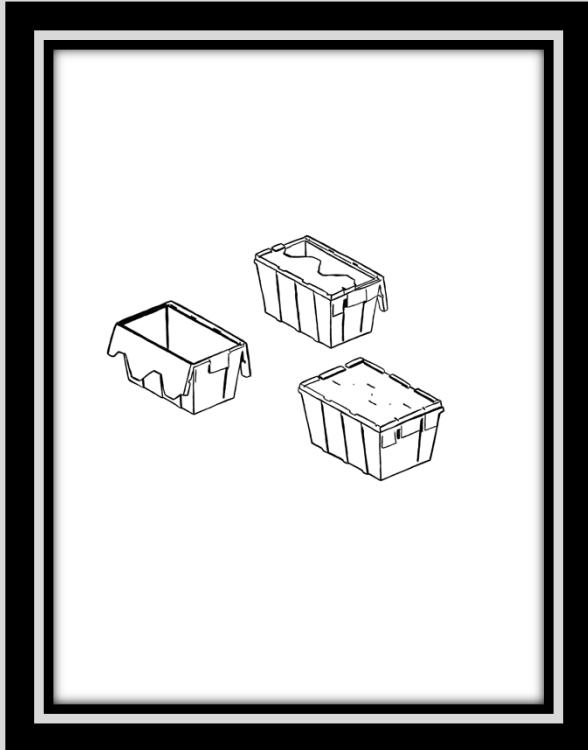
Concept Sketch 2



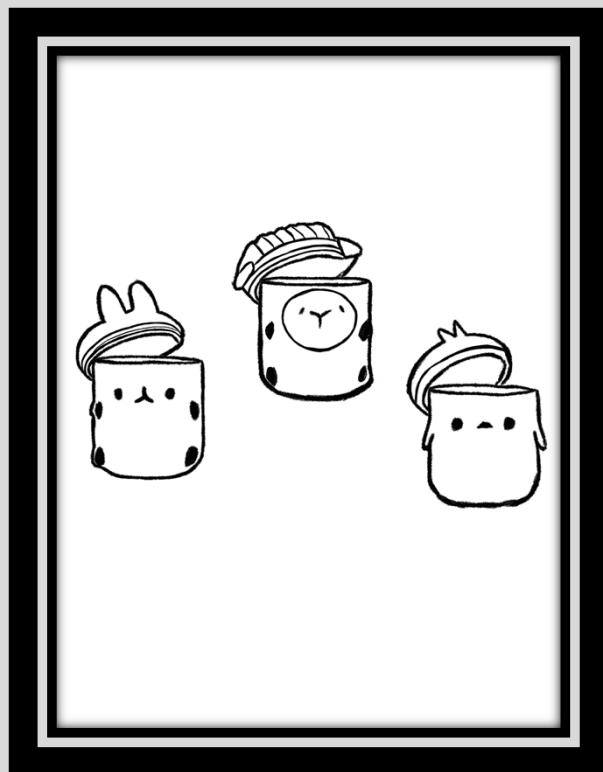
Concept Sketch 3



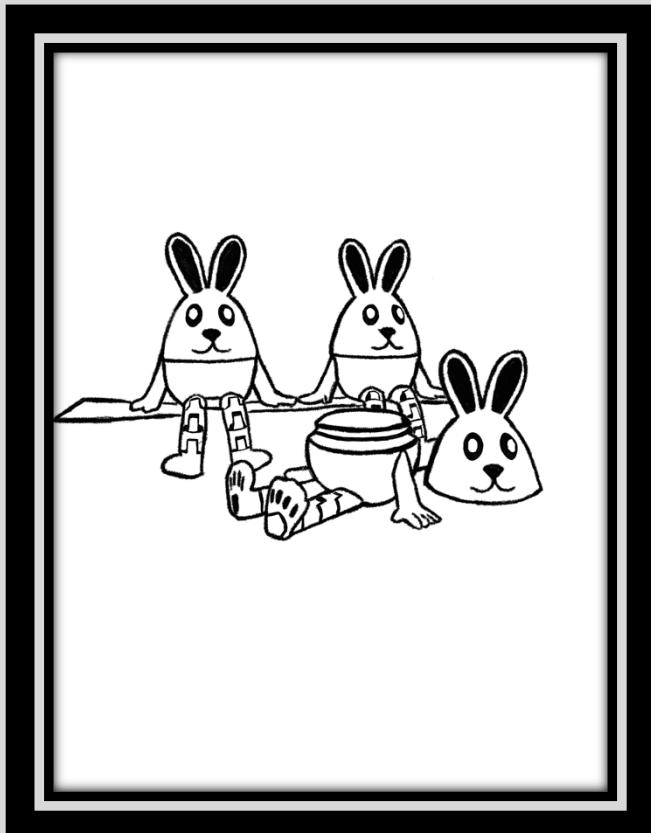
Concept Sketch 4



Concept Sketch 5



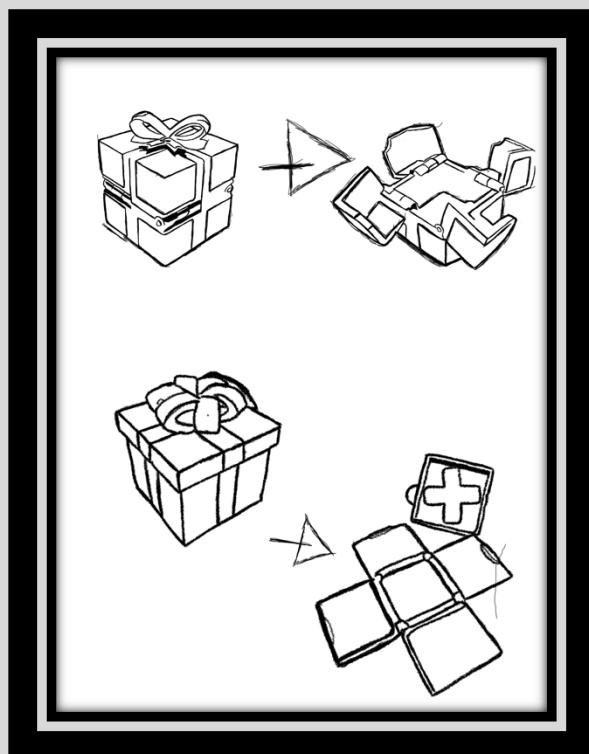
Concept Sketch 6



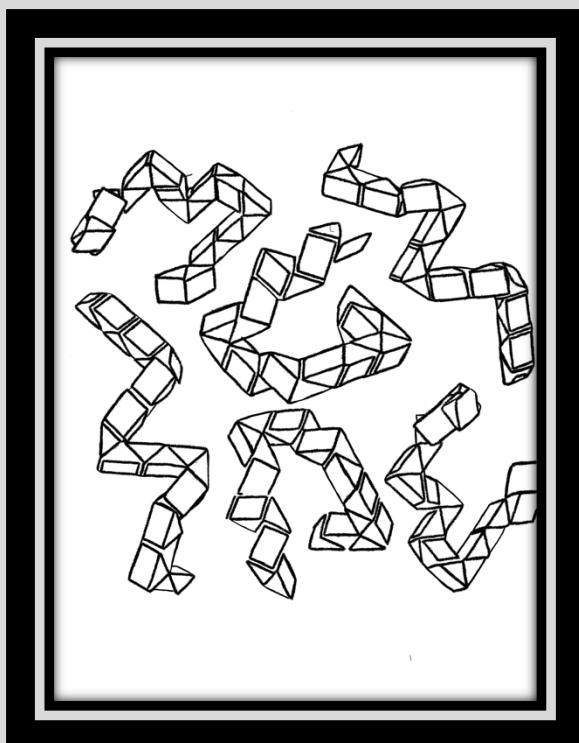
Concept Sketch 7



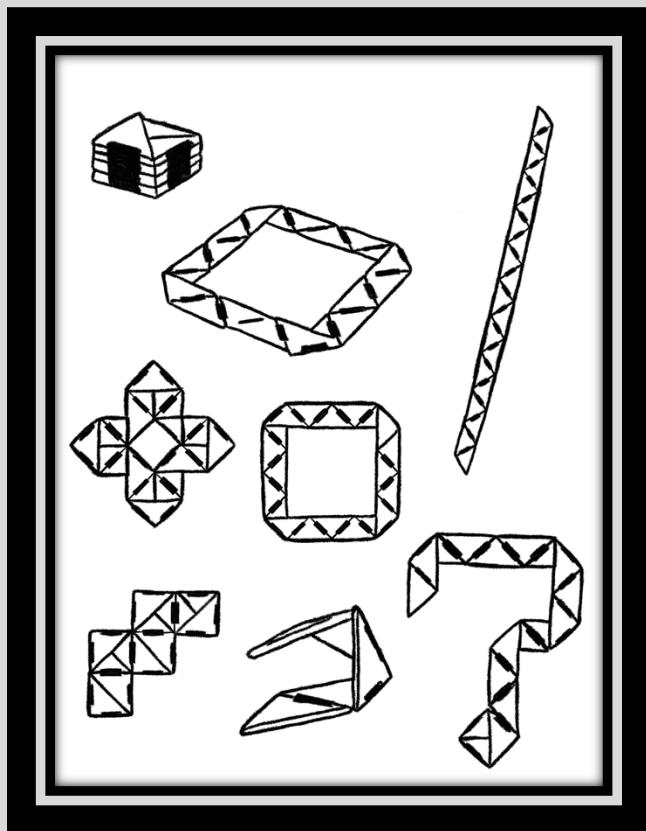
Concept Sketch 8



Concept Sketch 9



Concept Sketch 10



NEEDS SCORING/ PRIORITIZATION

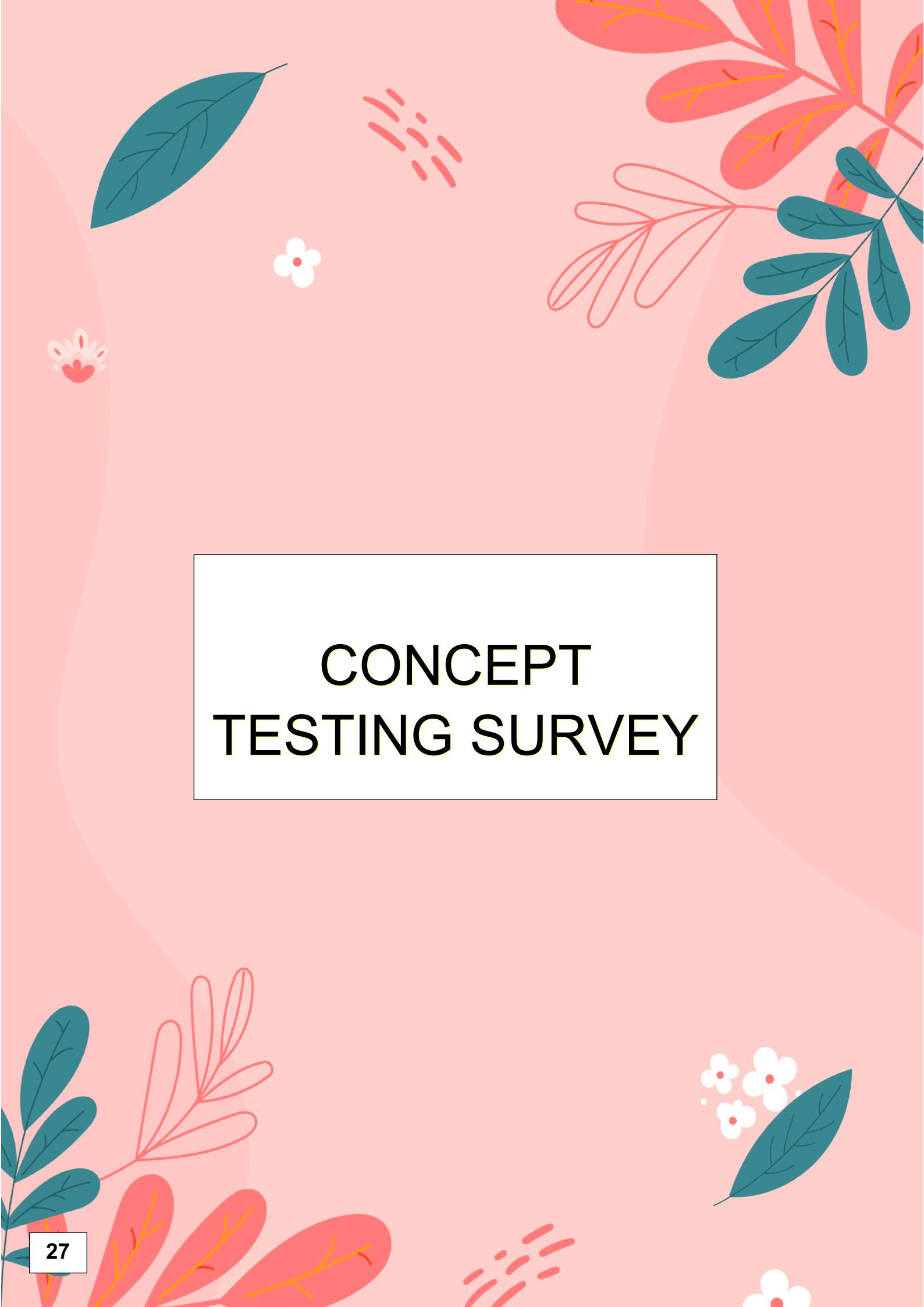
Item no.	Category	Need	Priority	
1	Functional	Needs to have moving parts, while maintaining shape	5	0.05205
2	Functional	Need to be able to change to multiple shapes and forms	4	0.04164
3	Functional	Need to be able to come apart and be put back together	4	0.04164
4	Functional	Usability across different age groups, not just the target audience	4	0.04164
5	Functional	Promote mental wellness and focus	4	0.04164
6	Functional	Improves Hand to Eye Coordination	3	0.03123
7	Functional	Reduces Anxiety	4	0.04164
8	Functional	Should be quiet enough to be used in classrooms or offices	3	0.03123
9	Functional	Able to cater to different users preferences	3	0.03123
10	Functional	High-quality materials	3	0.03123
11	Functional	Durability - no-wear and tear	2	0.02082
12	Functional	Easy to Use	4	0.04164
13	Functional	Portable	4	0.04164
14	Functional	Long-lasting	4	0.04164
15	Environmental	Eco-Friendly Materials, non-toxic	2	0.02082
16	Ergonomic	Should be quiet enough to be used in classrooms or offices	1	0.01041
17	Ergonomic	Stress relief	4	0.04164
18	Ergonomic	Improve Focus	4	0.04164
19	Ergonomic	Reduce Anxiety	4	0.04164
20	Ergonomic	Engaging Sensory Relief	4	0.04164
21	Aesthetic	Multiple colors/ Designs to appeal to different audiences	3	0.03123
22	Aesthetic	Able to transform into multiple animals and objects	3	0.03123
23	Aesthetic	Textured to offer a sensational thing	2	0.02082
24	Aesthetic	Personalized	2	0.02082
25	Aesthetic	Muti-textured Engagement	2	0.02082
26	Aesthetic	Competitive and Acessible Price	4	0.04164
27	Safety	Non- Toxic	5	0.05205
28	Safety	Child-safe materials	5	0.05205

Add numbers, divide number by 100, number*cell/100

CONCEPT SCORING SHEET

Candidates 1-5											
		Concept 1 (box3)		Concept 2(twist box)		Concept 3 (snake 1)		Concept 4 (Bin)		Concept 5(Animal Cont.)	
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	
Moving Parts, While still maintaining shape	5%	5	0.26025	5	0.26025	5	0.26025	5	0.26025	1	0.05205
Have multiple shapes and forms	4%	4	0.16656	5	0.2082	5	0.2082	1	0.04164	1	0.04164
Needs to come apart, and put back together	4%	1	0.04164	1	0.04164	5	0.2082	1	0.04164	1	0.04164
Usability across different age groups	4%	4	0.16656	3	0.12492	5	0.2082	3	0.12492	4	0.16656
Promote mental wellness and focus	4%	3	0.12492	4	0.16656	4	0.16656	1	0.04164	1	0.04164
Improves hand to eye coordination	3%	5	0.15615	4	0.12492	3	0.09369	1	0.03123	1	0.03123
Reduces Anxiety	4%	3	0.12492	5	0.2082	4	0.16656	1	0.04164	1	0.04164
Should be quiet enough to be used in classrooms	3%	5	0.15615	4	0.12492	5	0.15615	4	0.12492	5	0.15615
Able to cater to different users preferences	3%	3	0.09369	3	0.09369	4	0.12492	3	0.09369	5	0.15615
High-quality materials	3%	4	0.12492	4	0.12492	4	0.12492	4	0.12492	4	0.12492
Durability - no-wear and tear	2%	4	0.08328	5	0.1041	5	0.1041	5	0.1041	5	0.1041
Easy to use	4%	5	0.2082	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Portable	4%	5	0.2082	5	0.2082	5	0.2082	3	0.12492	5	0.2082
Long-lasting	4%	5	0.2082	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Eco-Friendly Materials	2%	5	0.1041	4	0.08328	3	0.06246	3	0.06246	4	0.08328
Quiet	1%	5	0.05205	4	0.04164	5	0.05205	3	0.03123	5	0.05205
Stress Relief	4%	4	0.16656	5	0.2082	4	0.16656	1	0.04164	1	0.04164
Improve Focus	4%	4	0.16656	4	0.16656	4	0.16656	1	0.04164	1	0.04164
Reduce Anxiety	4%	4	0.16656	3	0.12492	4	0.16656	1	0.04164	1	0.04164
Engaging Sensory Relief	4%	5	0.2082	3	0.12492	4	0.16656	1	0.04164	1	0.04164
Multiple Colors/ Designs to appeal to different audiences	3%	5	0.15615	4	0.12492	5	0.15615	5	0.15615	5	0.15615
Able to transform into mutiple animals and objects	3%	2	0.06246	1	0.03123	5	0.15615	1	0.03123	1	0.03123
Textured to offer a sensational thing	2%	5	0.1041	4	0.08328	3	0.06246	2	0.04164	3	0.06246
Personalized	2%	4	0.08328	4	0.08328	3	0.06246	2	0.04164	4	0.08328
Muti-textured Engagement	2%	5	0.1041	4	0.08328	3	0.06246	3	0.06246	1	0.02082
Competitive and accessible price	4%	4	0.16656	4	0.16656	4	0.16656	4	0.16656	5	0.2082
Non-Toxic	5%	4	0.2082	4	0.2082	4	0.2082	3	0.15615	5	0.26025
Child- Safe Materials	5%	4	0.2082	4	0.2082	4	0.2082	3	0.15615	4	0.2082
		0	0	0	0	0	0	0	0	0	
Total score		4.08072		3.94539		4.30974		2.64414		2.9148	
Rank											

Candidates 1-5											
		Concept 6(Bunny Cont.)		Concept 7 (animal Cont.)		Concept 8(present)		Concept 9 (snake 2)		Concept 10 (snake 3)	
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	
Moving parts, while still maintaining shape	5%	5	0.26025	4	0.2082	5	0.26025	5	0.26025	5	0.26025
Have multiple shapes and forms	4%	1	0.04164	1	0.04164	5	0.2082	5	0.2082	5	0.2082
Able to come apart and put back together	4%	4	0.16656	4	0.16656	5	0.2082	5	0.2082	1	0.04164
Usability across different age groups	4%	3	0.12492	4	0.16656	4	0.16656	4	0.16656	4	0.16656
Promote mental wellness and focus	4%	1	0.04164	2	0.08328	3	0.12492	5	0.2082	3	0.12492
Improves hand to eye cordination	3%	1	0.03123	1	0.03123	2	0.06246	3	0.09369	3	0.09369
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Should be quiet enough to be used in classrooms	3%	5	0.15615	5	0.15615	5	0.15615	5	0.15615	5	0.15615
Able to cater to different users preferences	3%	3	0.09369	4	0.12492	4	0.12492	3	0.09369	3	0.09369
High-quality materials	3%	4	0.12492	4	0.12492	4	0.12492	3	0.09369	3	0.09369
Durability- no wear or tear	2%	4	0.08328	4	0.08328	5	0.1041	4	0.08328	5	0.1041
Easy to use	4%	5	0.2082	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Portable	4%	5	0.2082	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Long-Lasting	4%	4	0.16656	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Eco-Friendly Materials, Non-toxic	2%	4	0.08328	4	0.08328	4	0.08328	3	0.06246	3	0.06246
Quiet	1%	5	0.05205	5	0.05205	5	0.05205	5	0.05205	5	0.05205
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Personalized	2%	2	0.04164	2	0.04164	4	0.08328	3	0.06246	3	0.06246
Muti-Textured Engagaments	2%	1	0.02082	1	0.02082	4	0.08328	2	0.04164	2	0.04164
Competitive and accessible price	4%	5	0.2082	5	0.2082	5	0.2082	5	0.2082	5	0.2082
Non-Toxic	5%	3	0.15615	3	0.15615	4	0.2082	2	0.1041	3	0.15615
Child - safe materials	5%	3	0.15615	3	0.15615	3	0.15615	3	0.15615	3	0.15615
		0	0	0	0	0	0	0	0	0	
Total score		2.90439		3.00849		3.98703		3.90375		3.65391	
Rank											



CONCEPT TESTING SURVEY

Concept Testing Survey for Fidget Toy

1. Age?

Under 12

12-17

18-24

25-34

35-44

45-54

55-64

65 or older

2. Do you or your child suffer from severe ADHD or anxiety?

Yes

No

Not sure

3. Do you have a hard time concentrating when you are at school or work?

Yes

No

4. Do you use fidget toys or similar items regularly?

Yes

No

5. What is your main reason for using a fidget toy? (Select all that apply)

To reduce stress/ anxiety

To improve focus/ concentration

To help with sensory needs (e.g., autism)

Out of habit

For fun/ entertainment

I don't really use fidget toys

Other (please specify)

6. How appealing is the description of this fidget toy to you?

- Very appealing
- Somewhat appealing
- Neutral
- Not very appealing
- Not appealing at all

7. Do you enjoy the detachable feature of this product?

- Yes
- No
- Not sure

8. How much more likely are you to buy the product if it is customizable or personalizable?

- Doesn't Change
- A little more likely
- More likely
- Very likely

9. Do you enjoy the product having a box that can also be a toy?

- Yes
- No
- None of the above

10. Do you think the product is more desirable with a simplistic package design?

- Yes
- No
- Not sure

11. Do you believe that the product can be applied to multiple audiences and age groups?

- Yes
- No
- Maybe
- Not sure

12. How does the product make you feel?

**12. How does the product make you feel?
(Select all that apply)**

- Calm
- Relaxed
- Focused
- Happy
- Entertained
- Stress-free
- Comfortable
- Energized
- Motivated
- Neutral
- None of the above
- Other

**13. How much would you be willing to pay
for this fidget toy?**

**14. If this fidget toy were available for
purchase, what price range would you**

consider reasonable?

under \$5

\$5 - \$10

\$11 - \$15

\$16 - \$20

\$21 - \$25

Over \$25

15. How likely would you be to recommend this fidget toy to others? (On a scale of 1 to 10, where 1 = Not likely at all and 10 = Very likely)



16. Are there any concepts or features that you believe should be added to this product? (Open-ended response)

17. How likely are you to purchase this fidget toy?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

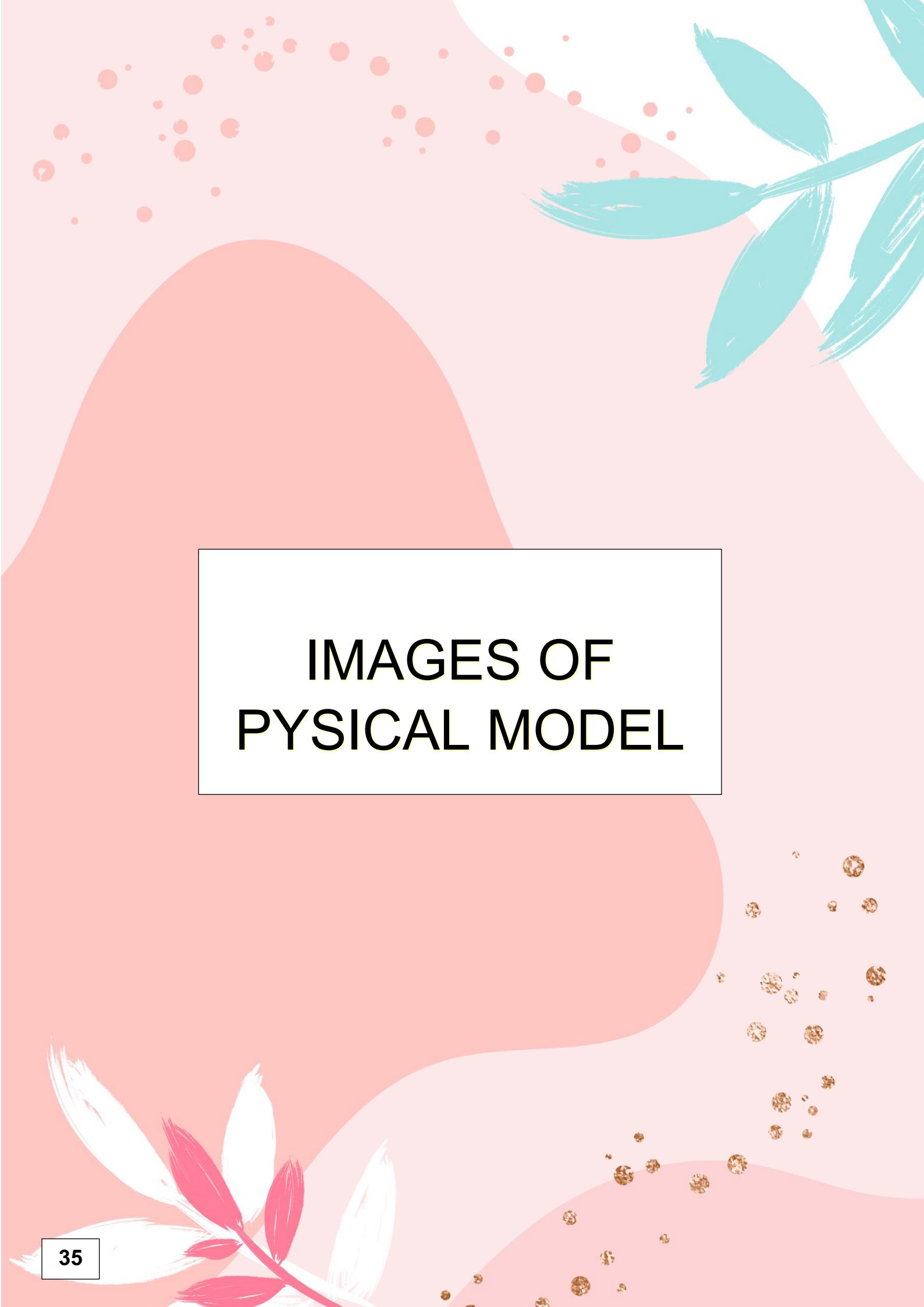
Done

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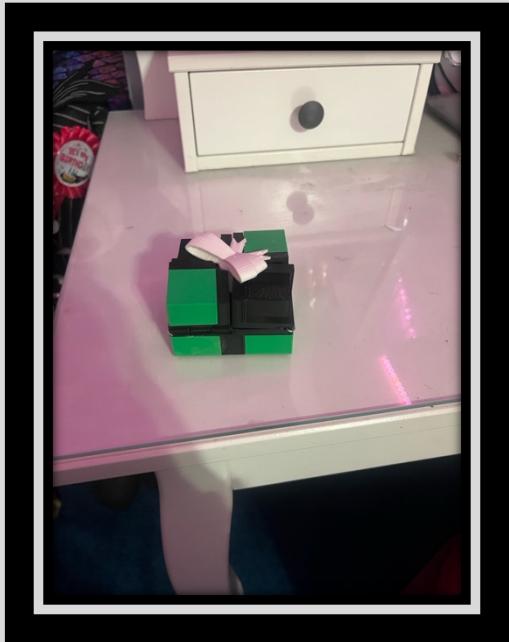
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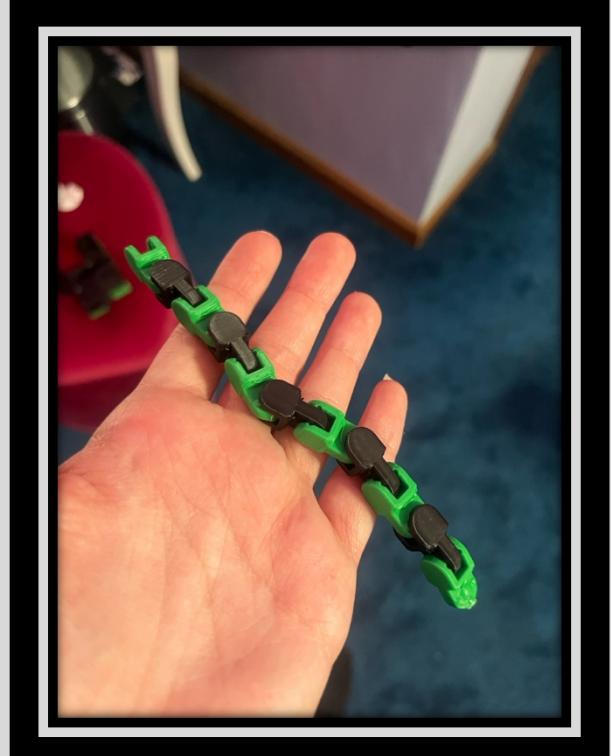
IMAGES OF PHYSICAL MODEL

Prototype 1



This prototype represents the original vision for both the toy and its packaging. The box was designed with a fidget-friendly element and an unfolding mechanism to enhance user interaction, while also securely housing the toy. The toy itself is simplified and was a highlight of the design. However, while the toy met expectations, the box faced issues specifically with the hinges, which did not function as planned, resulting in problems with opening and closing.

Prototype 2



In the final version, the toy remained consistent with the first prototype-simple, durable, and featuring the successful detachable element. Major improvements were made to the box design. Building on the original concept, the unfolding feature was realized: pulling the lid now activates a mechanism that causes the box to unfold smoothly. As the design evolved, a string-pull feature added-when the user pulls the string, the box opens, enhancing both functionality and user interaction. The final version brought the original version to life with a more reliable and engaging opening mechanism.



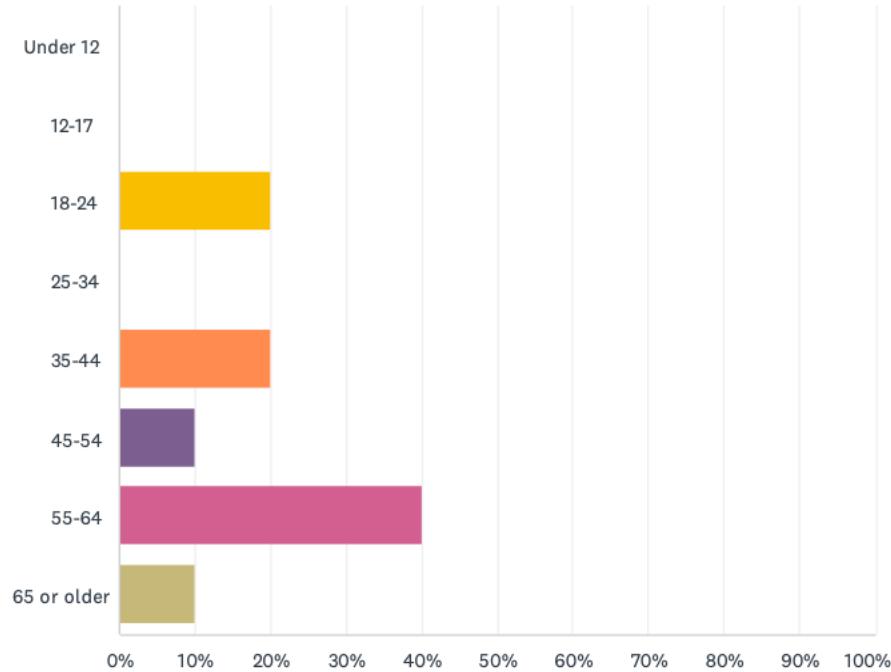


CONCEPT TESTING RESULTS

Concept Testing Survey for Fidget Toy

Q1 Age?

Answered: 10 Skipped: 0

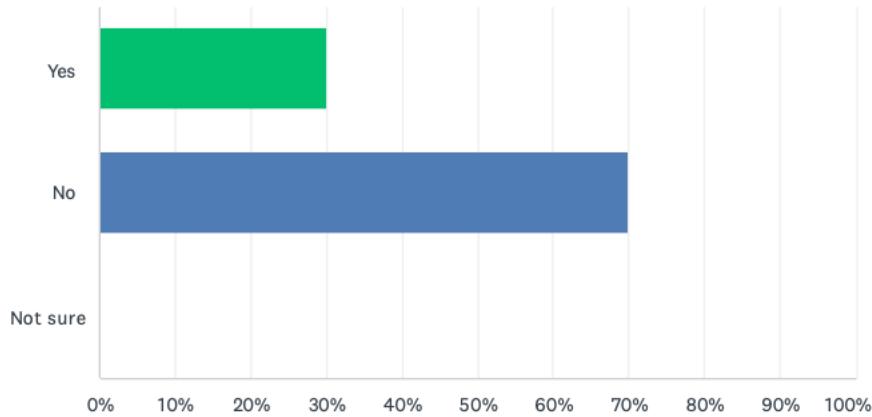


ANSWER CHOICES	RESPONSES
Under 12	0.00%
12-17	0.00%
18-24	20.00%
25-34	0.00%
35-44	20.00%
45-54	10.00%
55-64	40.00%
65 or older	10.00%
Total Respondents: 10	

Concept Testing Survey for Fidget Toy

Q2 Do you or your child suffer from severe ADHD or anxiety?

Answered: 10 Skipped: 0

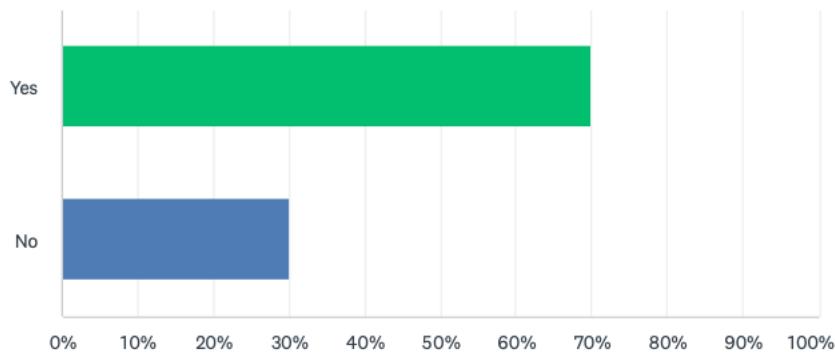


ANSWER CHOICES	RESPONSES	
Yes	30.00%	3
No	70.00%	7
Not sure	0.00%	0
TOTAL		10

Concept Testing Survey for Fidget Toy

Q3 Do you have a hard time concentrating when you are at school or work?

Answered: 10 Skipped: 0

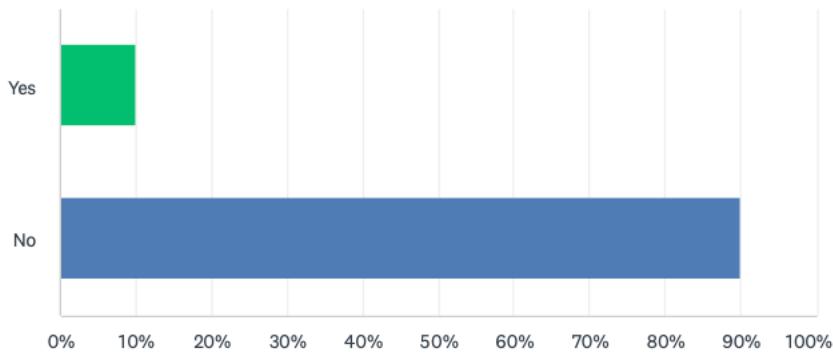


ANSWER CHOICES	RESPONSES	
Yes	70.00%	7
No	30.00%	3
TOTAL		10

Concept Testing Survey for Fidget Toy

Q4 Do you use fidget toys or similar items regularly?

Answered: 10 Skipped: 0

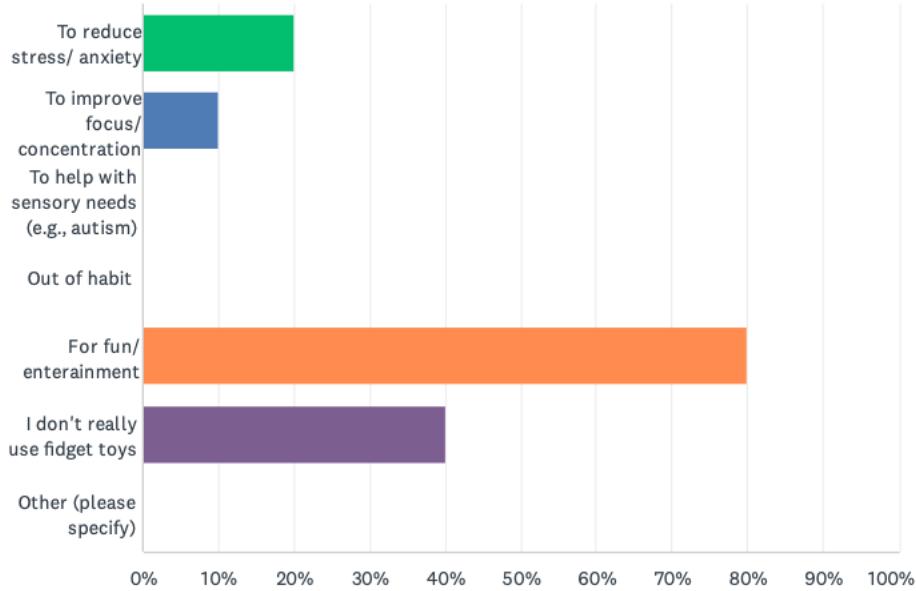


ANSWER CHOICES	RESPONSES	
Yes	10.00%	1
No	90.00%	9
TOTAL		10

Concept Testing Survey for Fidget Toy

Q5 What is your main reason for using a fidget toy? (Select all that apply)

Answered: 10 Skipped: 0

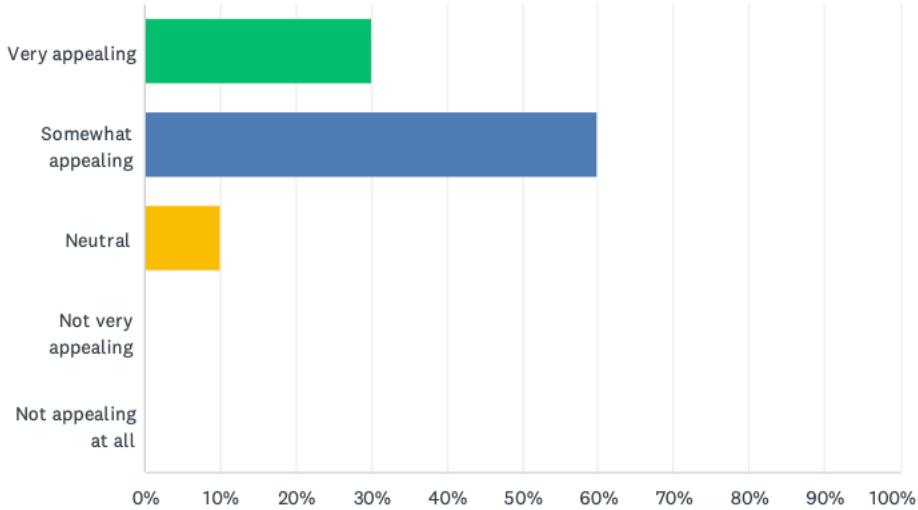


ANSWER CHOICES	RESPONSES
To reduce stress/ anxiety	20.00% 2
To improve focus/ concentration	10.00% 1
To help with sensory needs (e.g., autism)	0.00% 0
Out of habit	0.00% 0
For fun/ entertainment	80.00% 8
I don't really use fidget toys	40.00% 4
Other (please specify)	0.00% 0
Total Respondents: 10	

Concept Testing Survey for Fidget Toy

Q6 How appealing is the description of this fidget toy to you?

Answered: 10 Skipped: 0

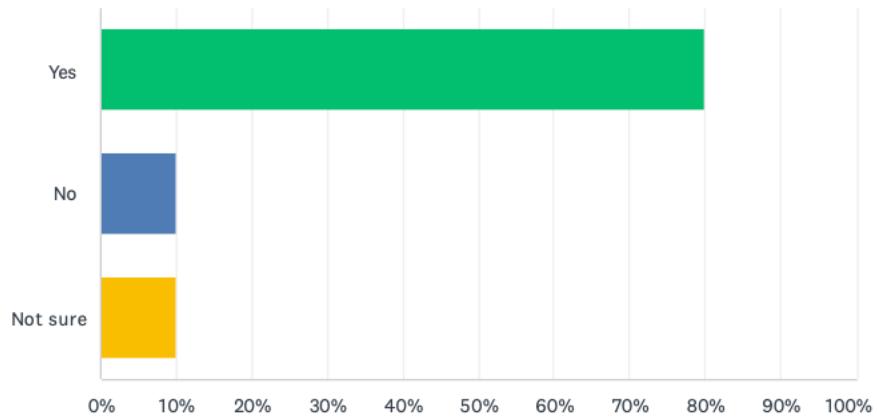


ANSWER CHOICES	RESPONSES	
Very appealing	30.00%	3
Somewhat appealing	60.00%	6
Neutral	10.00%	1
Not very appealing	0.00%	0
Not appealing at all	0.00%	0
TOTAL		10

Concept Testing Survey for Fidget Toy

Q7 Do you enjoy the detachable feature of this product?

Answered: 10 Skipped: 0

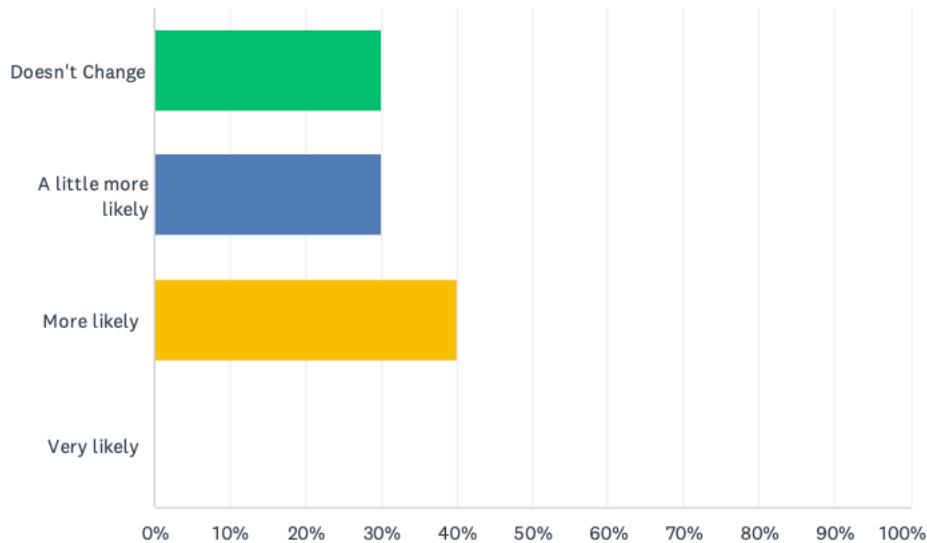


ANSWER CHOICES	RESPONSES	
Yes	80.00%	8
No	10.00%	1
Not sure	10.00%	1
TOTAL		10

Concept Testing Survey for Fidget Toy

Q8 How much more likely are you to buy the product if it is customizable or personalizable?

Answered: 10 Skipped: 0

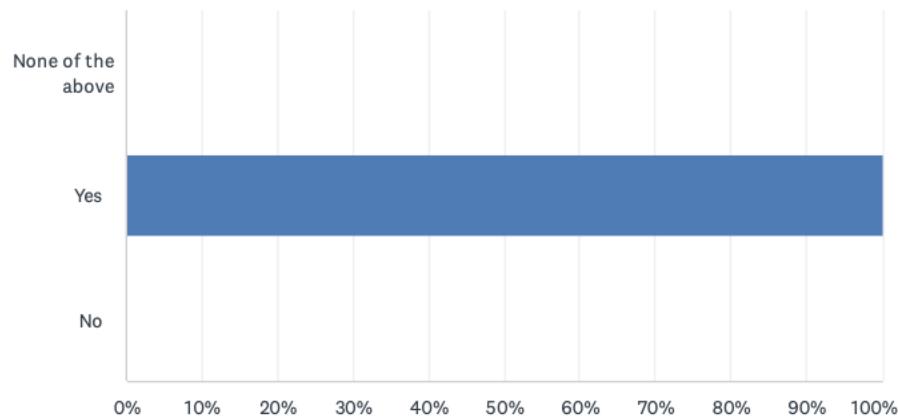


ANSWER CHOICES	RESPONSES	
Doesn't Change	30.00%	3
A little more likely	30.00%	3
More likely	40.00%	4
Very likely	0.00%	0
TOTAL		10

Concept Testing Survey for Fidget Toy

Q9 Do you enjoy the product having a box that can also be a toy?

Answered: 10 Skipped: 0

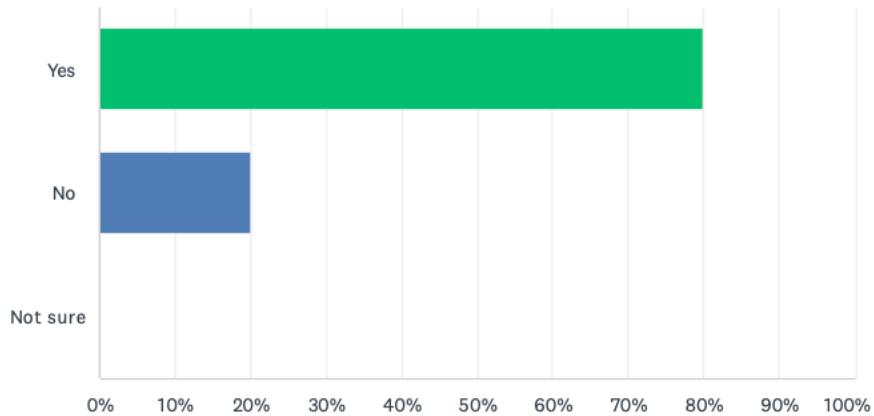


ANSWER CHOICES	RESPONSES
None of the above	0.00%
Yes	100.00%
No	0.00%
TOTAL	10

Concept Testing Survey for Fidget Toy

Q10 Do you think the product is more desirable with a simplistic package design?

Answered: 10 Skipped: 0

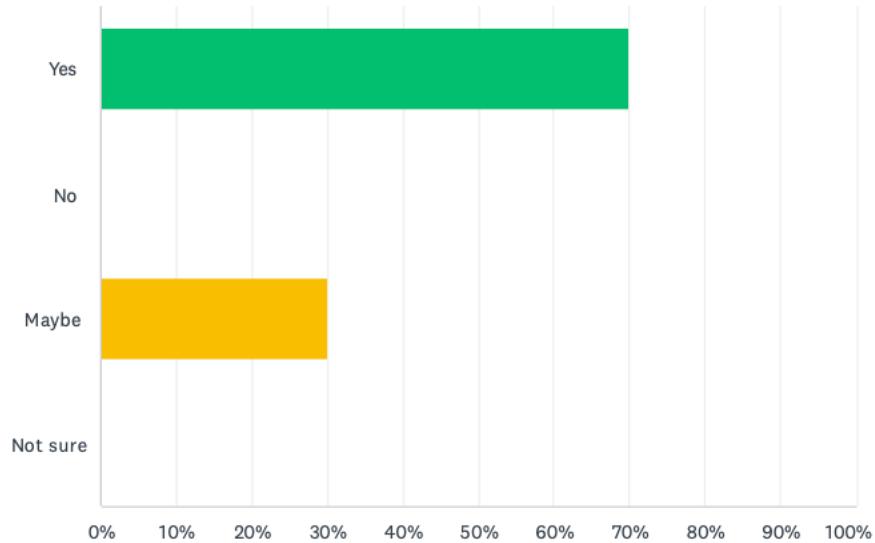


ANSWER CHOICES	RESPONSES	
Yes	80.00%	8
No	20.00%	2
Not sure	0.00%	0
TOTAL		10

Concept Testing Survey for Fidget Toy

Q11 Do you believe that the product can be applied to multiple audiences and age groups?

Answered: 10 Skipped: 0

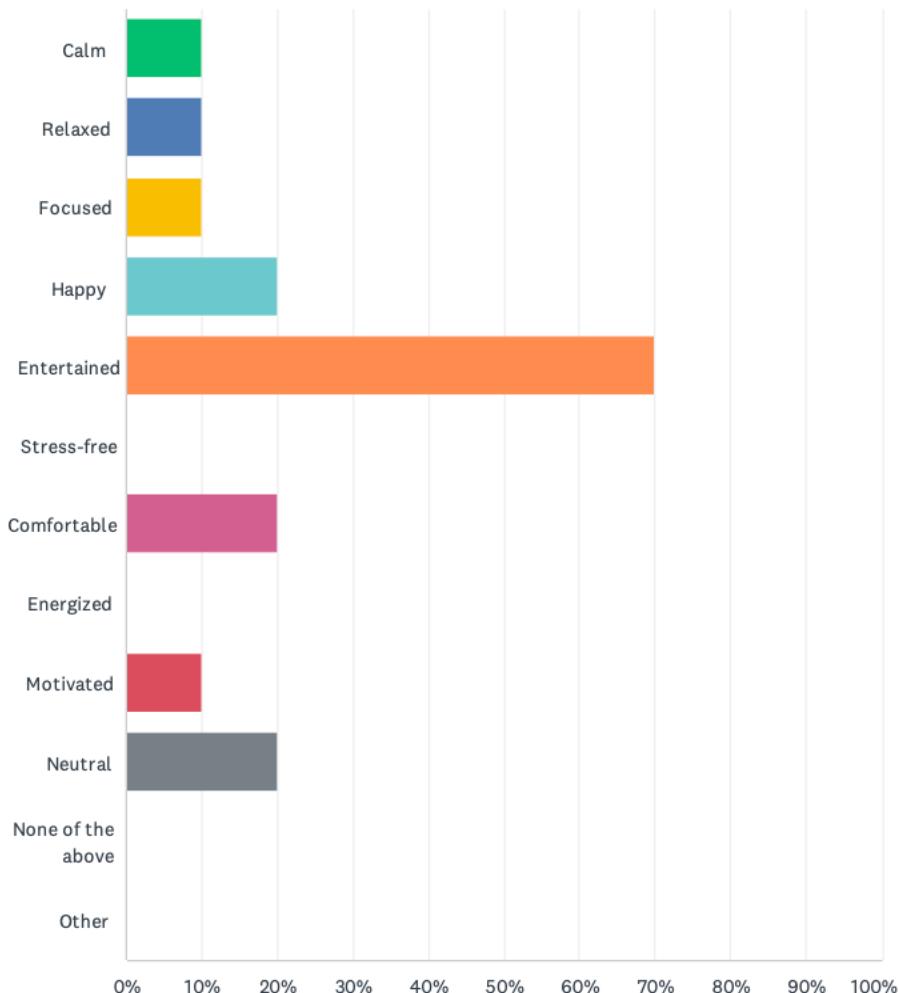


ANSWER CHOICES	RESPONSES	
Yes	70.00%	7
No	0.00%	0
Maybe	30.00%	3
Not sure	0.00%	0
TOTAL		10

Concept Testing Survey for Fidget Toy

Q12 How does the product make you feel? (Select all that apply)

Answered: 10 Skipped: 0



Concept Testing Survey for Fidget Toy

ANSWER CHOICES	RESPONSES	
Calm	10.00%	1
Relaxed	10.00%	1
Focused	10.00%	1
Happy	20.00%	2
Entertained	70.00%	7
Stress-free	0.00%	0
Comfortable	20.00%	2
Energized	0.00%	0
Motivated	10.00%	1
Neutral	20.00%	2
None of the above	0.00%	0
Other	0.00%	0
Total Respondents: 10		

Concept Testing Survey for Fidget Toy

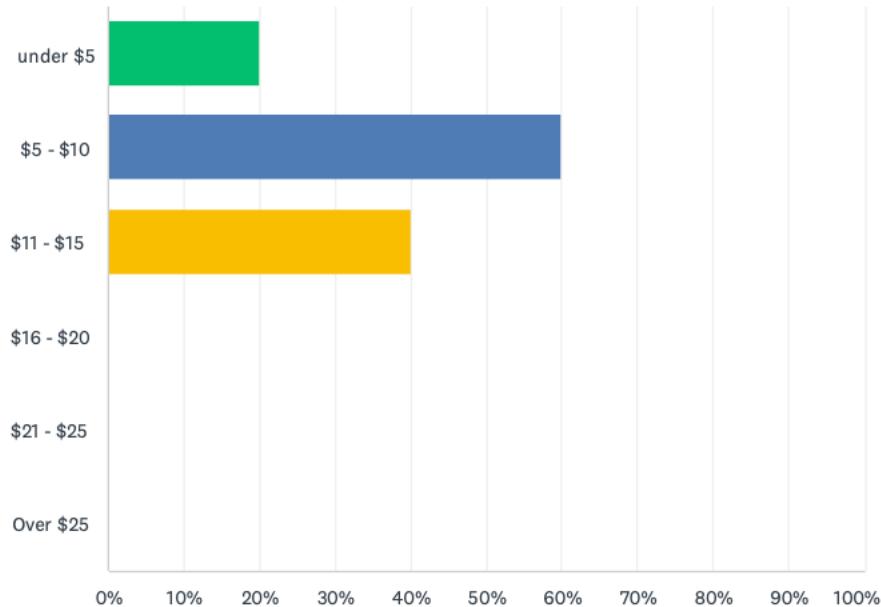
Q13 How much would you be willing to pay for this fidget toy?

Answered: 8 Skipped: 2

Concept Testing Survey for Fidget Toy

Q14 If this fidget toy were available for purchase, what price range would you consider reasonable?

Answered: 10 Skipped: 0

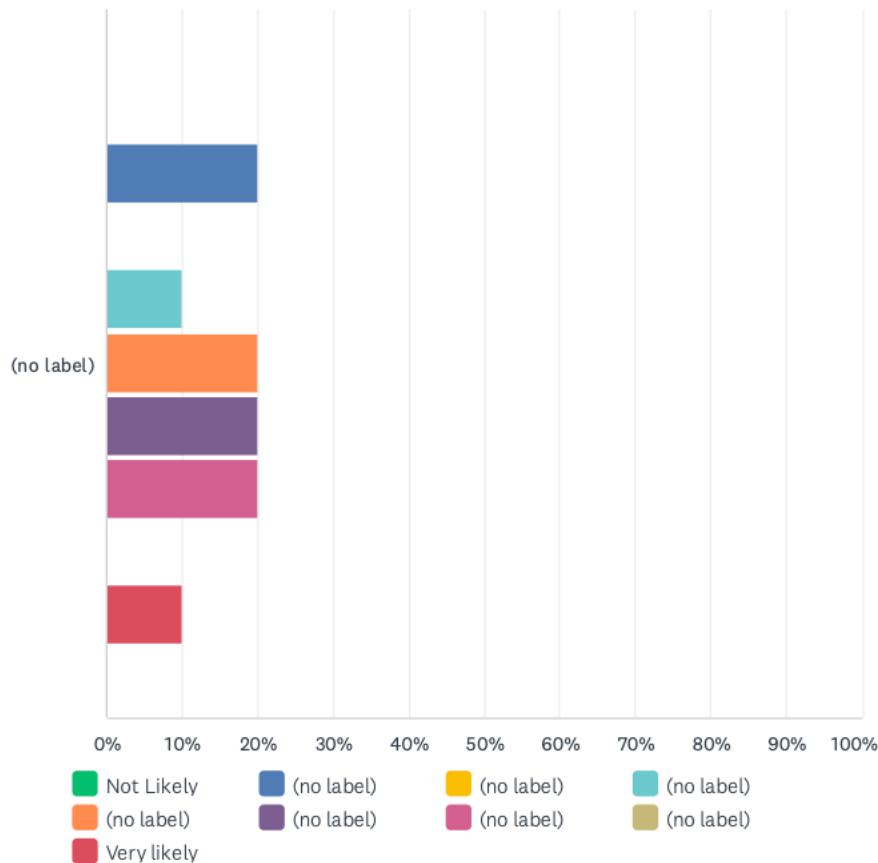


ANSWER CHOICES	RESPONSES
under \$5	20.00%
\$5 - \$10	60.00%
\$11 - \$15	40.00%
\$16 - \$20	0.00%
\$21 - \$25	0.00%
Over \$25	0.00%
Total Respondents: 10	

Concept Testing Survey for Fidget Toy

Q15 How likely would you be to recommend this fidget toy to others? (On a scale of 1 to 10, where 1 = Not likely at all and 10 = Very likely)

Answered: 10 Skipped: 0



	NOT LIKELY	(NO LABEL)	VERY LIKELY	TOTAL	WEIGHTED AVERAGE							
(no label)	0.00%	20.00%	0.00%	10.00%	20.00%	20.00%	20.00%	20.00%	0.00%	10.00%	10	5.40

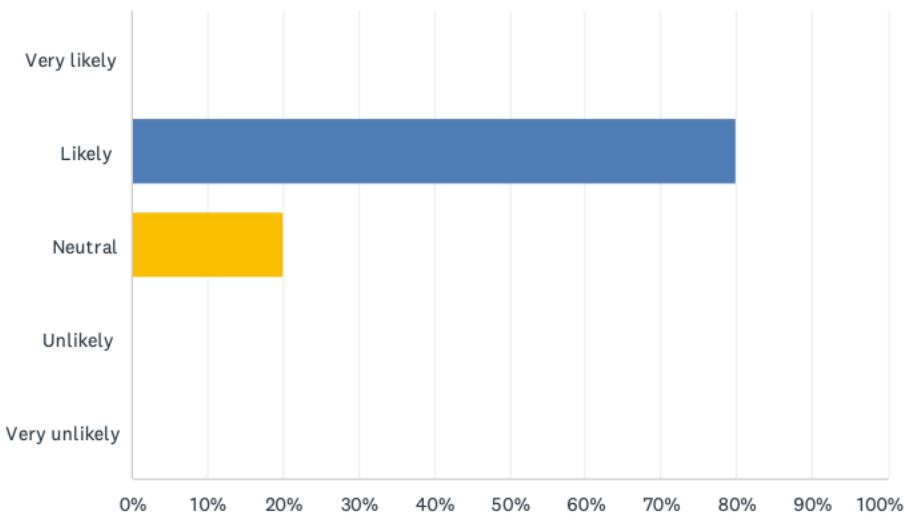
Q16 Are there any concepts or features that you believe should be added to this product?(Open-ended response)

Answered: 4 Skipped: 6

Concept Testing Survey for Fidget Toy

Q17 How likely are you to purchase this fidget toy?

Answered: 10 Skipped: 0



ANSWER CHOICES	RESPONSES
Very likely	0.00%
Likely	80.00%
Neutral	20.00%
Unlikely	0.00%
Very unlikely	0.00%
TOTAL	10

REFLECTION ON TESTING RESULTS

Reflection on Survey Results:

Concept Testing Reflection: Detachable, Shapeable Fidget Toy in an Interactive Gift Box

For my concept testing, I designed a 17-question survey focused on understanding user interest and feedback on my fidget toy concept—a detachable, multi-shape fidget toy that comes in a creative gift box, which unfolds as part of the unboxing experience. The survey received 10 responses, and participants typically took around 4–5 minutes to complete it. I used a visual representation model (VRM) for this round of testing, rather than a physical prototype.

Sample Representation

While the sample size is small, the participants were generally within the intended demographic—individuals who either use or purchase sensory or stress-relief items, particularly as gifts. However, since the group was relatively limited and potentially drawn from my immediate network, there is a chance it does not fully represent a broader customer base in terms of diversity in age, geographic location, or purchasing behavior.

Survey Quality and Reliability

The survey appears to have produced solid data overall. Most participants completed all the questions, and there was no evidence of leading or biased phrasing. However, a few responses hinted at confusion regarding the unfolding gift box feature, which suggests that this element might not have been clearly communicated through the VRM.

Reflection on Survey Results:

A) Overall Appeal and Interest

The concept received generally positive interest. Most respondents found the multi-shape functionality intriguing, and the interactive unboxing experience added novelty. The giftable nature of the toy was frequently cited as a unique and appealing factor.

B) Perceived Benefits and Value

Respondents saw value in the toy's versatility—being both a fidget tool and a playset. Many appreciated the creative box feature, noting it adds an emotional and playful element, especially for gift-giving. Several mentioned that the design could cater to both kids and adults, widening its appeal.

C) Areas for Improvement and Concerns

Some participants expressed confusion about how the toy detaches and reshapes—suggesting the need for clearer visuals or hands-on demo in future testing. Others were unsure how durable the pieces would be, especially given their modular nature. A few respondents questioned whether the unfolding box might become wasteful or cumbersome after repeated use.

D) Purchase Intent

8 out of 10 participants (80%) said they would likely buy the product, particularly as a gift. This is a strong indicator of commercial potential at this early stage. The remaining 2 responses reflected cautious interest, with a desire to see the final product or know the price before committing.

Final Evaluation

Viability Argument: The concept is viable. Despite some areas for refinement, the product idea generated meaningful interest and purchase intent among respondents. The interactive box and the toy's transformable nature both stood out as strong differentiators in a crowded market. If future iterations clarify the product mechanics and ensure durability, it has the potential to perform well—especially in gift and novelty markets.

