

INDUSTRY LIVE BRIEF

Thank you for supporting our undergraduate students with a Live Brief. This form will help us capture the key information for your proposed challenge and ensure a rewarding experience for the students involved.

1. Organisation / Contact Details

- **Organisation name** : Wow! Stuff
- **Your name** : Robert Harrison
- **Job Title / Role** : Product Designer
- **Email Address** : rob.harrison@wowstuff.com
- **LinkedIn Profile (optional)** :

2. Title of the Challenge

A short, clear title (e.g. “Redesigning a Modular Bike for Urban Use”)

Create suspense and trigger a BIG surprise with a family board game.

3. Summary of the Brief

A short description (250 – 300 words) of the real-world engineering problem you would like the students to work on.

Create a fun family board game that builds suspense and triggers an exciting surprise mechanism when a player either wins or loses. Take inspiration from classics like Pop up pirate, Pop the pig and Pie face.

The surprise mechanism should be complimented by a play pattern that creates suspense and keeps players interested, for example you could use custom cards or dice.

The aesthetics of this brief are important, as this will attract customers and also give the gameplay more story. Classic cartoon characters do well like humans or animals. Feel free to do something obscure though, just give it some eyes! You could also think about applying a license to the product.

Overall the game should be fun with a “wow moment” that can be replayed and if recorded, can go viral on the internet.

If there is time create an engaging packaging for the product.

To wrap this project up create a short sizzle video (30secs) Selling your product.

4. Background or Motivation

What is the industry context or reason behind this challenge?

This is a very common gameplay style. There are hundreds of this type of game and every year inventors pitch hundreds of these ideas to major toy companies.

The sizzle video at the end is how inventors will pitch to manufacturers and then how this is sold to retailers.

5. Constraints/Special Considerations

Any key requirements such as sustainability, manufacturing, cost, regulations, or customer needs?

- The Target SRP of this item is \$19.99 and should only cost \$4 to manufacture (Including packaging)
- Target age 4+ so should be easy to operate by that age but still fun for older audiences.
- Easy to setup and reset
- Should fit into a pack (6.35 x 29.2 x 29.2 cm) or (19.05 x 12.5 x 26.67 cm)
- Should be easily portable
- Should be safe

6. Presentation and Acknowledgement

Do you consent for the student work on this brief to be presented at our Future Skills Day (December 2025) or shared internally within the University (with appropriate credit to you/your organisation)?

- ☒ Yes
☐ Yes, but internal use only
☐ No

7. Are you planning to attend the Future Skills Day on the 10th of December between 10am – 2pm at the Townhouse, Penrhyn Road Campus, Kingston University London?

- ☐ Yes
☒ Maybe
☐ No