the idea presentation
Play Testing!

Influence on Product Selection

Product Use

User

Purchaser

Producer

Influence on Product Selection

MATTEL

Hasbro
Play Testing!

Tomorrow,
February 19th, Tuesday, 10-12,
Minnesota Children’s Museum
Idea Presentation

Toys and Play
Ethnography
Brainstorming and Innovation
Sketching
Graphic Design
Idea Presentation

Wednesday, in class, here!

Present your own poster

One Minute per Poster
60 Second Elevator Pitch

pitch it - what is the idea? who is it for? target age range?
ground it - why this idea? ethnography? trend research? theme?
compare it - what are similar products? cost? differences? advantages?
challenge it - what are the next steps going forward? variations?
Reverse Elevator Pitch

2 minute feedback from the passengers after each team
no questions, only comments
lab instructors will take notes for you

who is coming?
so far 35 from Target, Kablooe, Creative Kidstuff, Manhattan Toy, General Mills, WhiteBoard, Starkey, Mayo Clinic, St. Jude, Ideas to Go, etc.
Poster Reminders

Portrait Format

Consistency, Balance, Focus, Contrast, Legibility, Use of Space

Fragile

Name / Team on Back (small in bottom corner)

Need Product Names
Presentation Guidelines

**Do:**
- Address everyone
- Clearly explain the concept
- Use the poster
- Keep in mind that this is fun!
- Practice!

**Don’t:**
- Use note cards
- Go into too many details
- Face/block the poster
- Don’t be a salesman!
I Can’t Draw...
Logistics

This Lab - Shop
Introduction

Design
Notebooks
Everywhere, all
the time

Be on time.
design them posters