

# Playtime: Design The Next Toy Craze

## Creative Idea Game

Use the following categories to create a creative character.



A ....., who  
works as a ..... and can  
.....!

Here is an example!



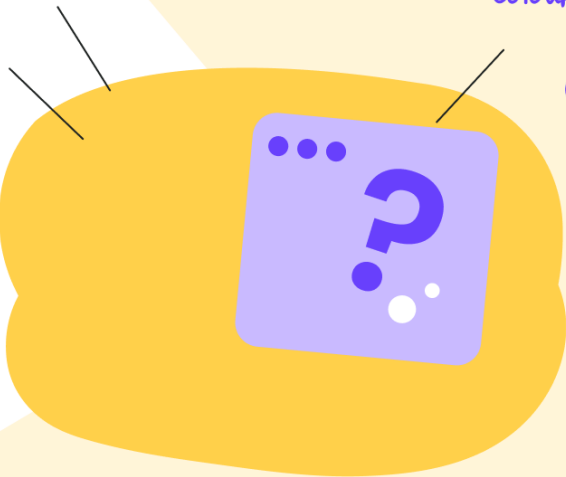
A green elephant, who works as a bus driver and can fly!

# Meet Your First Customer: The Power Of Profiles

## Who Is Your Customer?

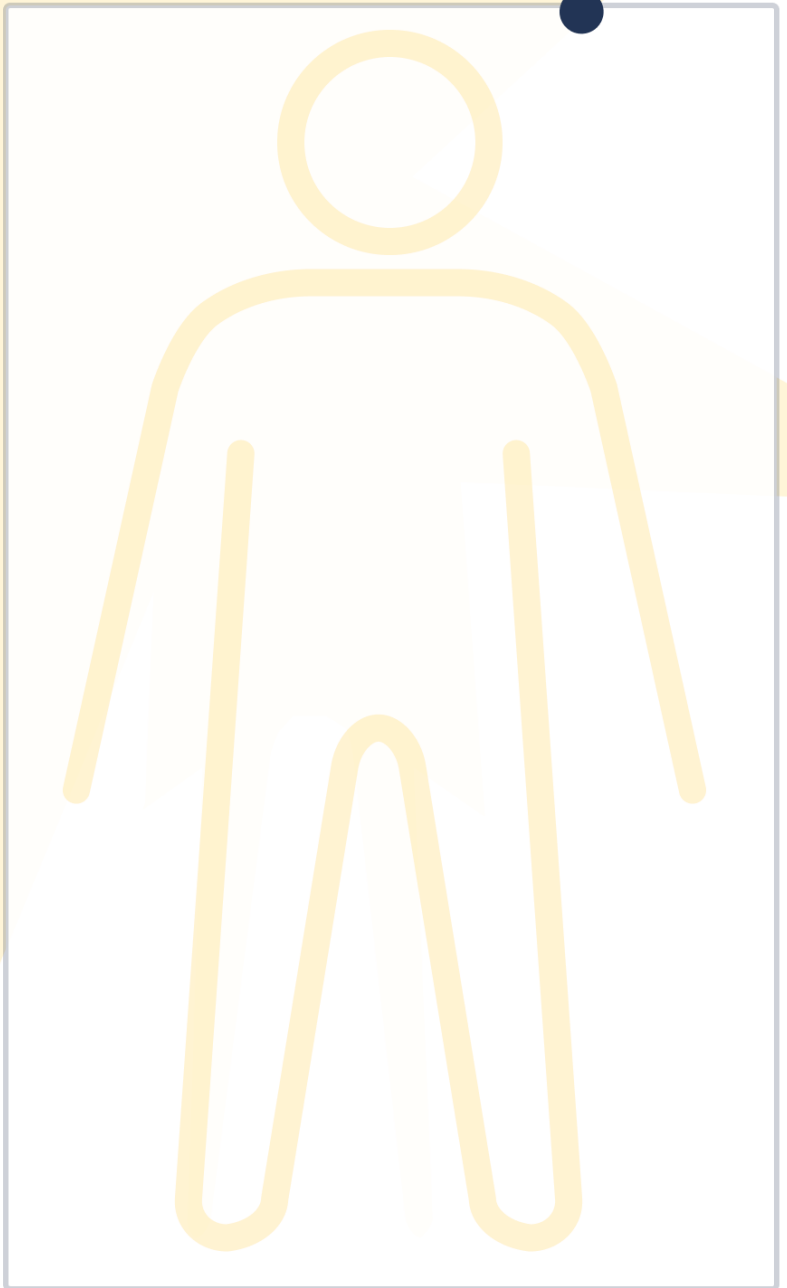
Think about who would most enjoy your toy? Draw a picture of your customer in the box below!

Use lots of colour if you can!



## What Are They Like?

Draw or write down all the things about your customer that will be useful to know!

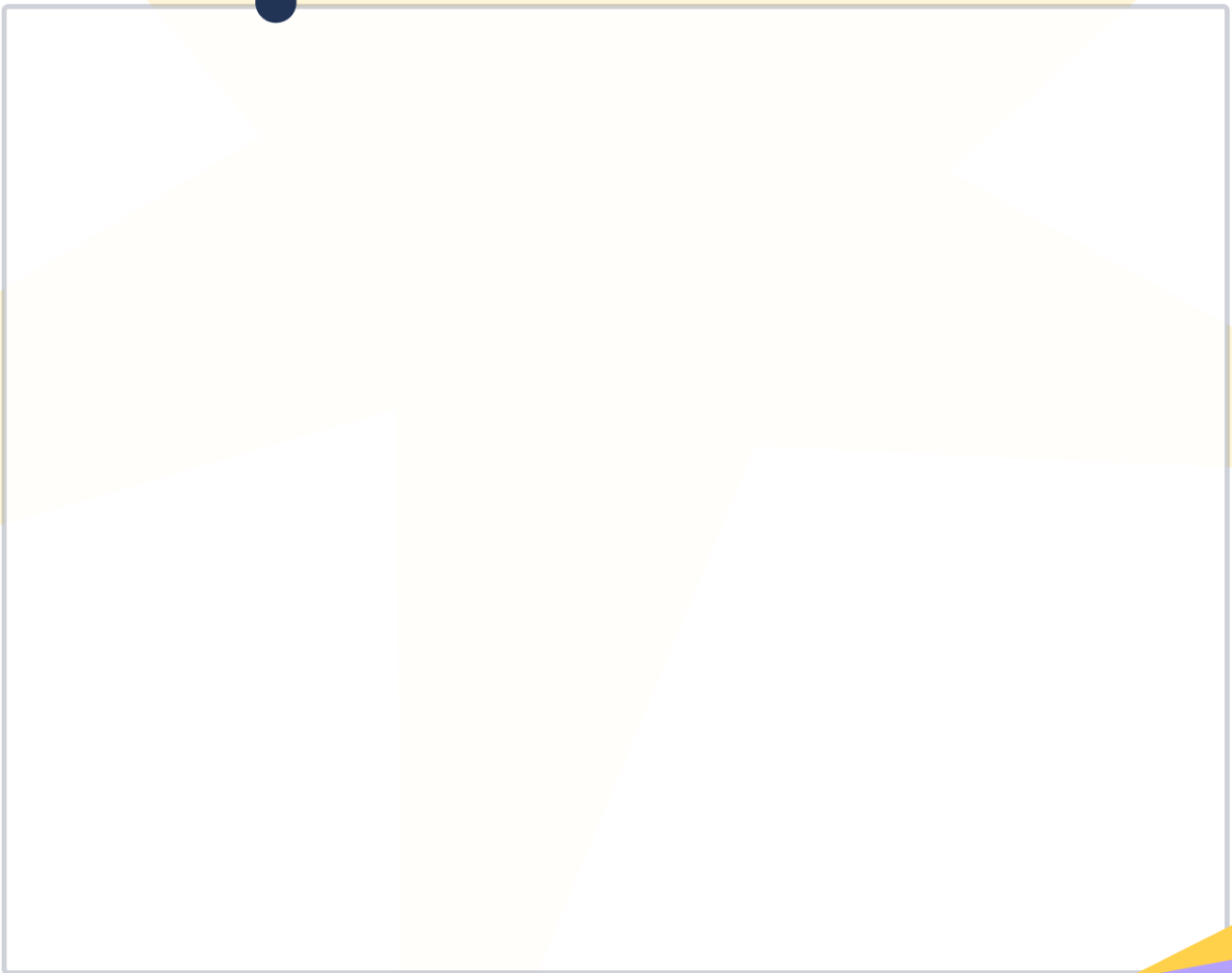


# Concept To Prototype

## Lo-Fi Idea Brainstorm

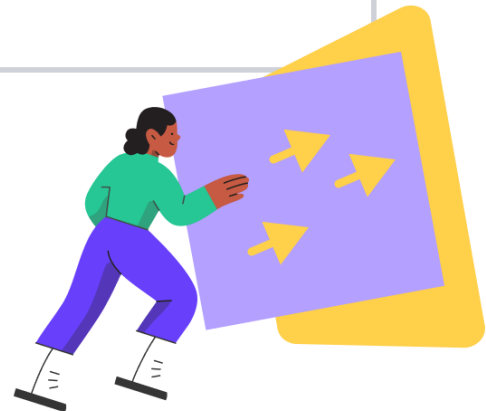
Take everything you've learnt and brainstorm as many designs of your toy as you can. You can use the box below!

The more designs you can come up with the better!



## Create Your Toy!

Using recyclable materials, create a 3D model of your final design!



# Art Of The Pitch

## Skills To Pitch

Write down 5 things that might make an effective pitch.


*You will be using these skills when performing your pitches!*

