Forging new generations of engineers
Writing a Design Brief
People are constantly surrounded by objects that compete for their attention.

What were the designers thinking when they created these objects? What purposes do their creations serve, and what problems do they address?
Question #1: What are the features of the product?
Question #1: What are the features of the product?

- Made from plastic
- Movable
- Contains cartoon images
- Multi-colored
Question #1: What are the features of the product?

Musical tones
Question #1: What are the features of the product?

- Sequential alphabet wheel
Question #1: What are the features of the product?

- Simple shapes
- Wheel
Question #1: What are the features of the product?
Question #1: What are the features of the product?
Question #1: What are the features of the product?

- Foldable
- Rear legs
Question #1: What are the features of the product?

grab bar
Question #2: What purpose does the product serve?
Question #2: What purpose does the product serve?

An infant might use the toy as a learning/play-center. The product also appears to convert into a walker, and might be used to help a toddler balance upright as he/she begins to walk. Therefore, the product may be a combination play-center/walker.
Question #3: What issues might the product address?

- Children need to prepare for school.
- Parents need toys to keep their children occupied.
- Children quickly outgrow their toys.
- Children need toys to help them develop their cognitive abilities and fine motor skills.
Question #4: What might the design brief look like?
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- Client/End User/Target Consumer
- Problem Statement
- Design Statement
- Constraints
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Who might the Client be?

A large toy manufacturer, such as Playskool™, Fisher Price™, Leap Frog™, etc.

Who was Target Consumer?

Obviously, a child is the end user, but a person (parent, family member, or family friend) considering the purchase of an educational toy for an infant or toddler would be the target consumer.
Infant/Toddler Toy Design Brief Example

Client: Playskool™

The Client
Often the target consumer and the client are one in the same. Since it is very difficult to know who the actual designer was, that portion has been omitted for this example.
Question #4: What might the design brief look like?

- Client/End User/Target Consumer
- Problem Statement
- Design Statement
- Constraints
Most parents expect their children to be able to walk, talk, sing, count, and recite their ABC’s before they enter elementary school.

A growing demand is being placed on infants and toddlers to develop their cognitive abilities and fine motor skills during the first three years of life.
Problem Statement:

Most parents expect their children to be able to walk, talk, sing, count, and recite their ABC’s before they enter elementary school. A growing demand is being placed on infants and toddler’s to develop their cognitive abilities and fine motor skills during the first 3 years of life.
Question #4: What might the design brief look like?

- Client/End User/Target Consumer
- Problem Statement
- Design Statement
- Constraints
What could the Design Statement have looked like?

Design, market, test, and mass produce a multi-use educational toy that serves as an infant activity center, and a toddler’s walking aid.
Infant/Toddler Toy Design Brief Example

Client: Playskool™
Target Consumer: Parents (purchasers)
Infants & Toddlers (end users)
Problem Statement: Most parents expect their children to be able to walk, talk, sing, count, and recite their ABC’s before they enter elementary school. A growing demand is being placed on infants and toddler’s to develop their cognitive abilities and fine motor skills during the first 3 years of life.

Design Statement: Design, market, test, and mass produce a multi-use educational toy that serves as an infant activity center, and a toddler's walking aid.
Question #4: What might the design brief look like?

- Client/End User/Target Consumer
- Problem Statement
- Design Statement
- Constraints
What might the Constraints have been?

- Is easy to assemble.
- Is visually stimulating to a child.
- Contains multiple shapes, numbers and letters.
- Plays music.
- Meets all health and safety codes.
- Is easy to clean.
What might the Constraints have been?

- Is easily transformable from infant mode to toddler mode.
- Weighs less than 4 lbs.
- Costs under $20 to purchase.
- Uses primarily injection molded parts.
Infant/Toddler Toy Design Brief Example

Client: Playskool™

Target Consumer:
- Parents (purchasers)
- Infants & Toddlers (end users)

Problem Statement:
Most parents expect their children to be able to walk, talk, sing, count, and recite their ABC's before they enter elementary school. A growing demand is being placed on infants and toddler's to develop their cognitive abilities and fine motor skills during the first 3 years of life.

Design Statement:
Design, market, test, and mass produce a multi-use educational toy that serves as an infant activity center, and a toddler’s walking aid.

Constraints:
- Easy to assemble
- Visually stimulating to a child
- Contain multiple shapes, numbers and letters
- Play music
- Meet all health and safety codes
- Easy to clean
- Easy to transform between infant and toddler mode
- Weigh less than 4 lbs
- Retail cost under $20
- Parts made primarily from injection molding