

# PRODUCT ANALYSIS - EDUCATIONAL TOY

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Product analysis involves looking closely at existing products and identifying how they work, the materials they are made from, the industrial processes used to manufacture them and their key features. It may also involve the designer asking the general public or potential customers what they think of the product. The aim of product analysis is to help the designer develop even better designs and products in the future.

The educational toy shown opposite has undergone product analysis and the results are written below.

A TYPICAL EDUCATIONAL TOY  
FOR A YOUNG CHILD

## WHAT PRODUCT ANALYSIS TELLS US ABOUT THE EDUCATIONAL TOY

1. The product is made from pine.
2. It is relatively light and tough, able to withstand being dropped and accidentally knocked. It is impact resistant.
3. It will hold a variety of shaped blocks.
4. It is composed of four bright colours and has a sturdy varnished base.
5. The shapes will only fit into the correct shaped holes. This helps children recognise a range of shapes and colours
6. It is stable and well balanced, it will not topple over even if pushed from the side.
7. It is safe as there are no sharp edges, they are all rounded to protect hands and fingers.
8. It can be manufactured through traditional woodworking techniques or CNC machines
9. It fits on a standard table without taking up too much room.
10. Space has been used well as the shapes fit comfortably into their slots.
11. The shapes are different heights, teaching children spatial awareness.
12. It can be stored away easily