

Toys & Games for Adult-Child Play

Carlos Borges & Rob Faludi

Project & Research Goals

- Creating toys or games that enhance the relationship between parents and children
- Determine what creates enjoyable and compelling interaction for both adults and children



What makes a game good?

Research Methods, Diaries

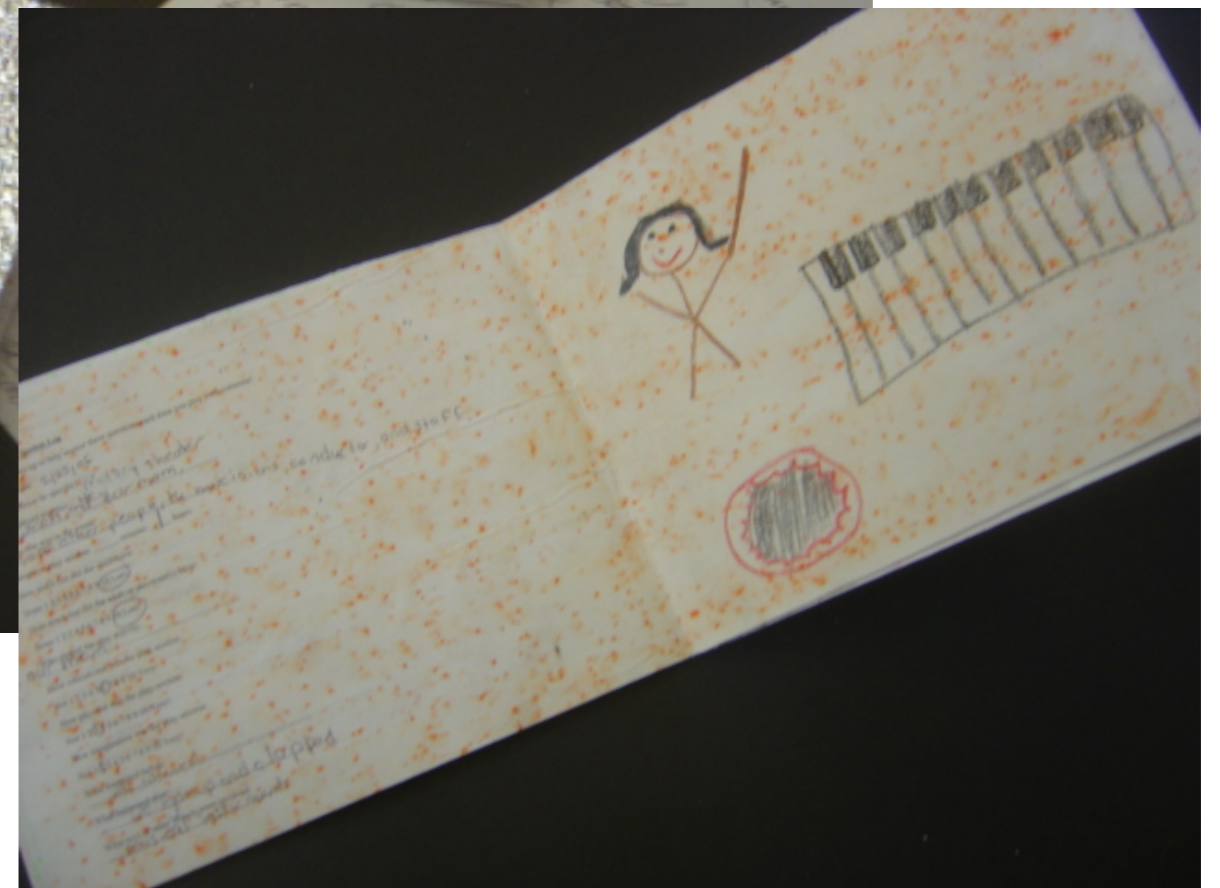
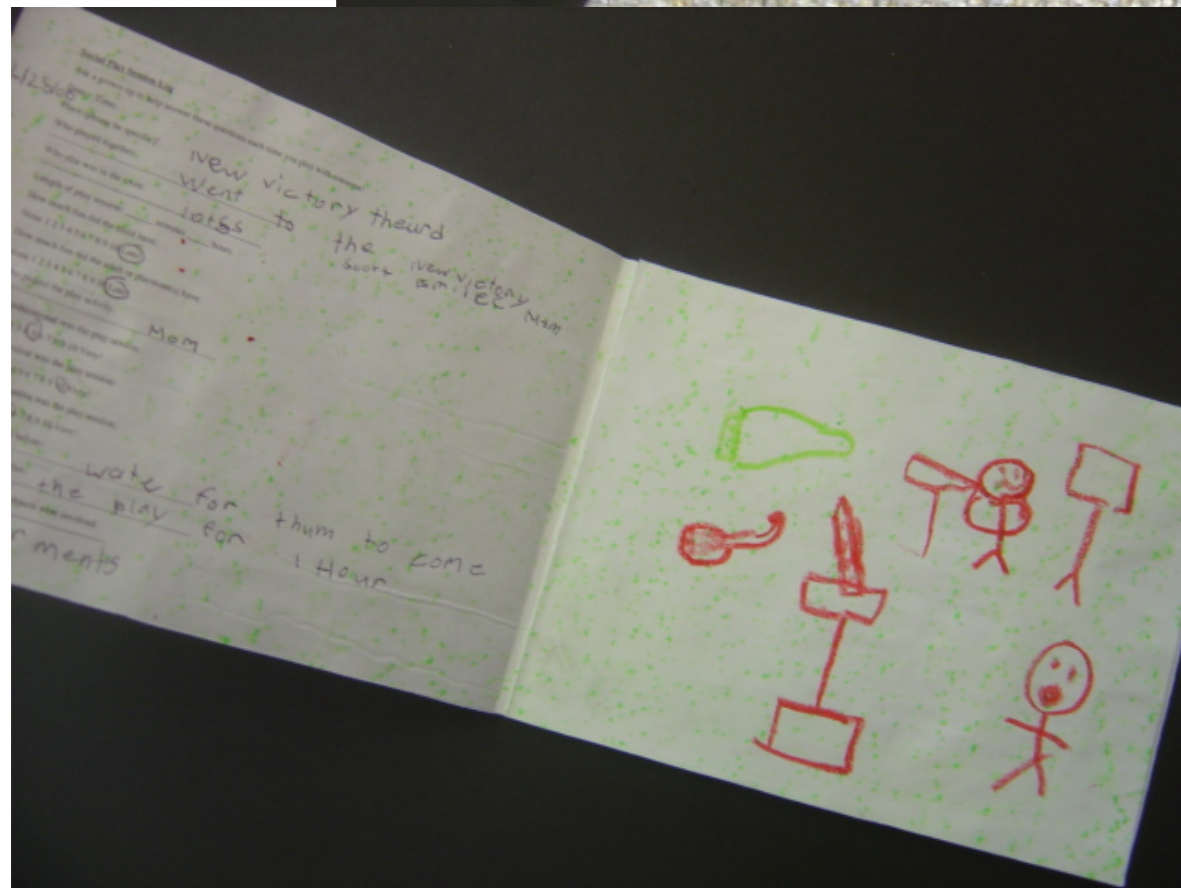
- Drawing journal
- Follow up on the drawing journal with interviews
- Also interviews during the cultural inventory of children's toys

Research Methods: Inventory

- Cultural inventory of all the toys in a home. Had parents identify:
 - favorite toys
 - use frequency
 - what play activities are like
 - why the parents like it
 - why the child likes it



Kids have a lot of toys.



PlayBooks were a good toy.

Insights

“Children's toys are like lingerie. They are marketed for two very different groups.”

-- Clay Shirky

Insights: Children

- Imagination (lint brush):
“Jack really likes his ‘guys’ ”
- Meaningful sources:
“My castle came from grandma!”
- Platforms & collections
- Swords and guns



Parent's don't like these.

Insights: Parents

- Nostalgia:
“My favorites are the Fisher-Price Little People because I used to have them.”
- Intellectual engagement:
 - teaching, development, puzzles
“I enjoyed watching Matthew devise a totally new game”
- Design:
“I wish Micha played more with his trains...”



“...but he prefers playing with a broken hanger.”

Insights: Both

- developmental: (sports, ball games):
“The balloon game was good because I liked watching him develop a strategy.”
- reading (intellectual, emotional, physical):
“It’s nice to have her close to me.”
- arts & crafts (social, interactive):
“I don’t like being the train conductor but I like making the track.”



Everyone likes interaction.



Including us.

Frameworks

	intellectual	both	emotional
child	<p>musical instruments card games legos leap frog edu games devices kiosks, installations online educational games childrens museums</p>	<p>brio train set - building and imagination plays or shows balloon playing sports - wrestling, baseball, football. arts and craft - who made the toy puzzles</p>	<p>swords toy gun objects of imagination - hanger, cellphones, keys, etc. dolls role playing fisher price castle and people lego playsets playground and playgroups</p>
parent	<p>board games- checkers, chess, montessori reading books</p>		<p>nostalgic toys</p>

Age Group

- Under 5 too young for abstractions
- 11 & up too old for traditional play
- Ages 6 - 10 is our target group

Opportunities

- spheres
- physical interactions
- developmental, intellectual games
- Nostalgic, interactive, craft toy you make with your kids!