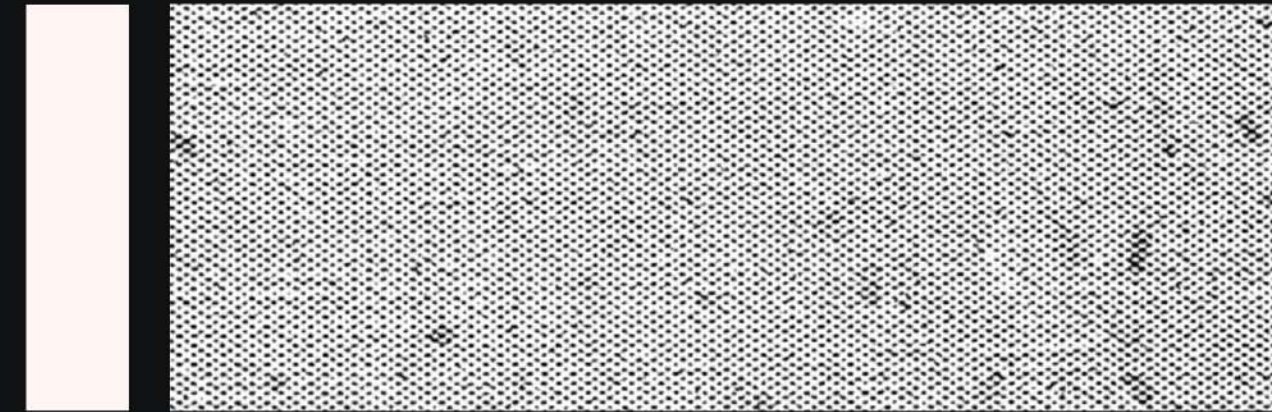


Brief

Perspective

To design a TOY product , The concept should be include an element of play that the user can interact with, the initial ideas should be conceptualized by using garbage and the following has to ensured :



01

Resourcefulness

The materials of the said concept should be ethically source-able and with the best intension towards nature kept in mind.



02

Category of Toy

The concept of what category the said concept fits in should be clear.



03

Audience & Solution

The concept should include target audience and solve a problem.

Main themes behind the concept :

01 Music + Sound

Harnessing soft, analogue sound to create a sensory space of calm, focus, and slow engagement.

02 Meditation + Dopamine Detox

I wanted to cater to people that seek dopamine detox and want to explore flow state.

03 Jellyfish structure

Drawing inspiration from the gentle, floating movement of jellyfish to evoke fluidity, softness, and a naturally calming rhythm.





MOODBOARD

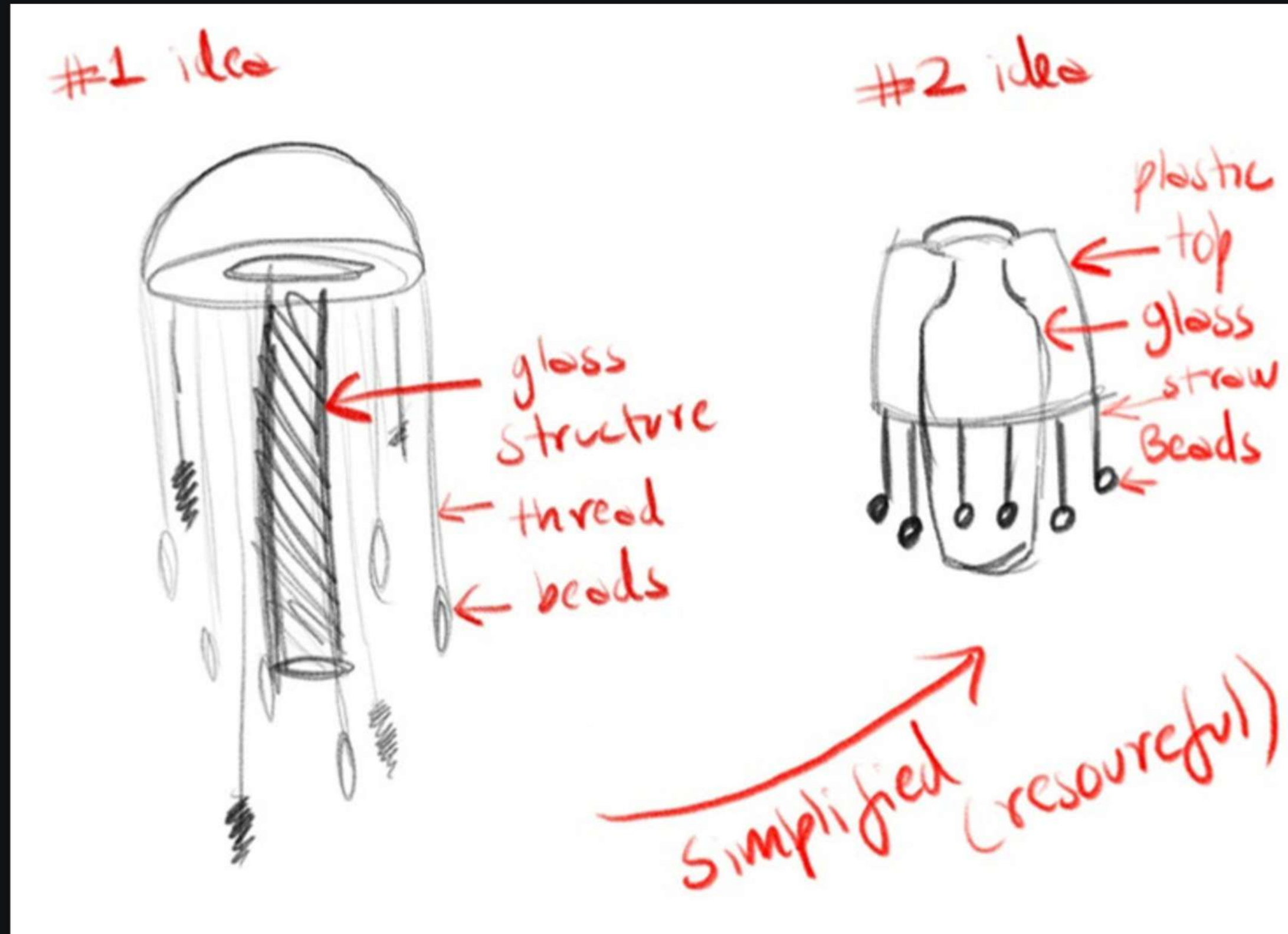
I used the linocut texture to showcase the idea stemming from my attraction towards time test forms of physical media which is further backed up by the imagery of the old radio , vinyl record player , old newspaper and the telephone. I also added the element of meditation along with the element of wind by including chimes. The idea of music instruments is also evident by the sheet music and the instruments showcased in the composition.

WHO IS THIS FOR ? & AND WHAT BORING MOMENT IT FIXED ?

Individual who are seeking dopamine detox and want to stay in flow state.

As of recently the concept of dopamine detox has been on the rise, a way of life where individual avoid excessive consumption of luxuries that induce dopamine flushes. Similarly flow state is a concept defined as the state in which the brain performs tasks in a consistent fluid and fast state in which time seems to flow effortlessly. This playful design showcased in the the prototype caters to people in flow state , be it on a call or while creative writing etc , the user can approach the chime worry free of being distracted for prolonged periods of time.

Concept Sketches and notes :



01 Music + Sound

As the beads hit the glass they make sounds and as the beads are hung at different elevation they make different sounds.

02 Meditation + Dopamine Detox

The structure is very simple and designed to have very precise and limited function.

03 Jellyfishes

The structure mimic a jellyfish with the oblong top and tentacles made out a combination of thread and bead encased with a straw so that they do not tangle.

Intial Prototype



01 Materials Used

String , used planter , buttons , beads , water bottle, and cardboard baton for interaction.

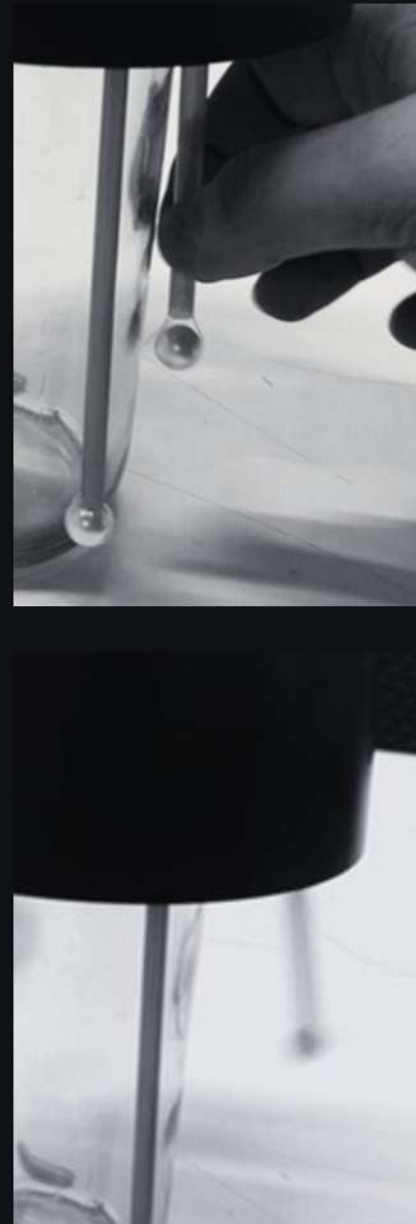
02 Issues

- The strings kept getting tangled up.
- Sounds made by the suspended objects weren't optimal.
- The idea of the baton was not practical and strayed from the minimalist ideology.

03 Learning outcomes

- How to repurpose recycle-able objects.
- How to work with fragile materials.
- How to empathize with people who are tired of dopamine flushes.

Final Prototype and notes :



01 Materials Used

String , used planter , faux pearls , glass bottle, and straw encasing for interaction.

02 Resolved Issues

- The straw helped the strings stay separated.
- Sounds made by bead hitting the glass bottle were perfect.
- The idea of the interaction being accessible by just fingers alone helps the design stay minimalist.

03 Learning outcomes

- How to design with structural conformity in mind.
- How to improve aesthetical composition of a product.

The experience and conclusion

This week of playful design helped us understand how interaction goes beyond functionality and becomes an experience. Through hands-on activities and explorations, we learned how play can spark curiosity, shape user behaviour, and open new creative possibilities. The project reflects how intentional interaction design can turn simple ideas into engaging, meaningful moments.

