

# PRODUCT ANALYSIS - EXERCISE



The educational toy seen opposite is a game aimed at helping young children identify letters. The letters slot into the base, in alphabetical order. Parents can also help their child identify short words. Some of the letters have pictures of animals and everyday objects to help the child remember the letters.

You are to carry out a product analysis of the educational toy. Write a sentence or more alongside the prompts. There is space for your own individual remarks about the toy.

## WHAT PRODUCT ANALYSIS TELLS US ABOUT THE EDUCATIONAL TOY

1. Material: \_\_\_\_\_  
\_\_\_\_\_
2. Estimated Weight: \_\_\_\_\_  
\_\_\_\_\_
3. Strength and resistance to knocks: \_\_\_\_\_  
\_\_\_\_\_
4. Colour: \_\_\_\_\_  
\_\_\_\_\_
5. What does the child learn? \_\_\_\_\_  
\_\_\_\_\_
6. Stability / balance: \_\_\_\_\_  
\_\_\_\_\_
7. Safety: \_\_\_\_\_  
\_\_\_\_\_
8. Manufacturing processes: \_\_\_\_\_  
\_\_\_\_\_
9. Overall size: \_\_\_\_\_  
\_\_\_\_\_
10. Efficient use of space / inefficient use of space. \_\_\_\_\_  
\_\_\_\_\_

## DESIGN / PRODUCT IMPROVEMENTS

Now that you have carried out your own product analysis, describe a few design improvements.