

Product Analysis / Comparison

Below are 6 toys. 3 of which were mass produced by companies at the head of the toy industry for the toys to be sold in main stream shops, and 3 which were have only been produced once in a carpenters work shop to be sold in a street market or in small family owned toy shop. I will be analysing first together in an analysis table then on their own in the following areas:

- Performance and Purpose
- Aesthetics
- Materials
- Price
- Manufacturing

Below are these comparisons.

Baby Smartronics Roll along Turtle

Description: Cute roll along turtle makes learning fun for baby to learn letters and shapes. Additional music buttons lights up and plays a tune when baby presses it.

Performance and Purpose: *The toy has been made to aid in learning and it is doing that and then helping children to interact with their surroundings and its flashing lights and sound help keep the child interested in the toy.*

Aesthetics: *The toy has been formed into the shape of a turtle, which also a very favourable idea as children seem to react extremely well to animal toys. The toy has also been coloured using typical turtle colours of green and yellow while buttons vary from green to yellow and red these are all tried and tested colours which why it is such a good idea to use them. Using these factors will always amuse most children*

Materials: *The toy has been made out of a plastic or even several different plastics this has become very popular between large-scale companies like Fisher price this not be a major would probably factor for children but for children under a year this would allow the child to put the toy in their mouths which would be quit dangerous with wood because of its hard properties.*

Price: *The toy has been set at the price of £9.75, which seems reasonable as it also contains extra features which may have slightly increased its price but it is still value for money as it is still within the price range that the public are willing to pay.*

Manufacturing: *The toy seems to be well manufactured it has absolutely no sharp or jagged edges it seems to comply with the British standards perfectly also. The toy had to be also water proof as it uses electricity to play the music and power the lights this was probably the main concern for the manufactures.*



Bob The Builder Scoop

Description: Can be used as a walker or a ride-on. Features include under seat storage, front and rear anti -tip and working horn. The toy has been formed into the image of a character from the "Bob the Builder" which is a Television show broadcasted by the "BBC" which is doing exceptionally well as it has released several singles the highest of which got to the first place in the national charts.

Performance and Purpose: *The toy has been made for a purpose and it is for filling that purpose and more it had been created to aid in learning and it is doing that and then helping children to interact with their surroundings.*

Aesthetics: *Children seem to react extremely well to this range of toys. The toy has also been coloured using the same colours of the television show character, which shows its authenticity this is very favourable with the children as they would want to have a memento of the television in their house or with them at their pre-school.*

Materials: *The toy has been again been made of a plastic or even several different plastics but as this toy is for a slightly older group of children the plastic maybe of a thin tough plastic that can weather a fall down a flight of stairs for example. The part, which can be ridden on maybe, made from foam in property type plastic.*

Price: *The toy has been set at the price of £24.99, which seems very expensive as it hasn't got any special functions the price may be concise of the toys connection with the well known television show*

Manufacturing: *The toy seems to be well manufactured and as it can be purchased so easily it we can know that it meets and complies with the British standards perfectly.*



Beanstalk Pull Along Beetle

Description: Pull along cord. Light up buttons flash and a cheerful Melody plays when the beetle is pulled along

Performance and Purpose: The toy has been made for a purpose and it is for filling that purpose and more it had been created to aid in learning and it is doing that and then helping children to interact with their surroundings.

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