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My Direct Reports: Office Toys for Young Adults.

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M.F.A. Thesis

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My direct reports: Office toys for young adults.

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1. Abstract
2. Introduction
3. Preliminary Research
   a. User
   b. Environment
   c. Object
   d. Interaction
   e. Work Stress and Anxiety
   f. Summary
4. Questionnaire
5. Objectives
6. Concepts
   a. Preliminary Concepts
   b. Converge Directions
   c. Design Evolvement
   d. Refined Concepts
7. Final Design
   a. Concept
   b. Design
   c. Change the Climate of Office Space
   d. Packaging
   e. Prototypes
   f. Final Model Photos
   g. Testimony
9. Conclusion
10. Appendix
11. Reference
Abstract

Today, working in an office is more challenging than ever. The space is often filled with tension and the work requires people to make decisions and perform their duties in a fast-paced environment. To ease anxiety and keep productivity high, companies often encourage employees to bring toys to their office. However, in the current market, toys for grownups often miss the mark: most of them still use the same design language as children’s toys. As adults, we appreciate objects differently. How can we as designers extract the spirit of a toy, then incorporate it into products that appeal to grown-ups and successfully bring joy to users and ease anxiety in this unique scenario?

I begin by analyzing the three key elements in this scenario: user, object, and environment. In order to understand more deeply how users feel about toys and what they need from toys, I conducted a questionnaire. Based on feedback, I summarized the objectives and used them to guide my design process.

The outcome is refreshing, unique, and provides innovative solutions when compared to current toys. The design incorporates the need to fit into the environment, elements that are greatly appreciated by users, positive thinking, and stress relief. Users confirm they receive the intended message of the design and the product meets the objectives beautifully. The project sheds light on a new direction of toy design that targets young adults, and demonstrates a series of successful designs.

KEY WORDS:

Toy design, anxiety, stress relief, office, adult
INTRODUCTION

Under the modern corporate climate, many employees face the potential risk of work-related anxiety due to factors including extreme fast-paced workflow, overtime hours, and multitasking. To keep employees in a productive and healthy mental state and encourage creativity, more and more companies are encouraging employees to bring toys to their office.

Although it is natural to use toys as a medium to release stress and stimulate creativity, most toys in the current market are not aimed at grown-ups; toys have traditionally been regarded as children's playthings. Our society doesn't consider the value of toys high enough to warrant them status as adults' collectibles. For example, we use a slightly negative term of "geek" to describe people who still collect toys after they grow up. This phenomenon triggers the question of why this behavior is considered inappropriate for grownups.

Can we as designers remove this obstacle by raising the level of toys in society? Can we use design to allow adults to feel comfortable collecting toys and showing them to friends, and allow their peers to appreciate the collection accordingly?

Currently, there are some toys already designed for adults, but they are more utilitarian and lose some of the playful aspects of toys. Another problem with
grown up toys is that users’ social status are rarely reflected in the toys. In my thesis, I analyze the essence of toys, improve their quality, and redesign them to meet adults’ tastes in order to make it socially acceptable for them to be displayed in public environments. Furthermore, I hope my efforts can ease the workplace anxiety of my audience. The final work will preserve the spirit of toys while giving them appropriate quality, and make potential users feel comfortable and proud to have my designs on their office desks.
PRELIMINARY RESEARCH

In this early stage of the project, I break down the scenario into the following aspects: user, objects, environment, and the interaction between these aspects. In doing so, I clarify the direction of my further studies. In addition to these factors, I also study work stressors in order to develop appropriate solutions. My studies follow:

a. User

In this project, I focus on users age 22 to 32. The justifications behind this decision are as follows:

1. The majority of the people in this age group have just started their careers. For these people, this time period is filled with work burdens, self-recognition in a new and challenging environment, and the transition into a socialized and financially independent individual. They are under an exceptional level of stress

2. The target users in this stage are young, open minded, and typically have higher budgets that allow them to acquire accessories and appreciate their overall quality.
3. While this project is aimed at people who have just started their career, another important characteristic of this group is their flexibility and need to develop their own ways of releasing stress. This gives me, as a designer, a perfect opportunity to introduce my solution to these issues.

b. Environment

The office is one of the most common work environments. For many people, their office cubes are not just a place of work, but also a part of their lives and a space in which to display their personalities. In order to provide a successful solution, it is critical for me to blend various environments, especially when there are still quite a few company cultures that, because of tradition or client expectations, remain conservative toward the ways in which employees display their office spaces. Beside these factors, because toys are ever-changing, it is also critical to set up a method to identify toys that are appropriate for the office environment in order to be able to assess my upcoming designs. I conducted interviews with my target users and, in learning from their experiences; I summarized their concerns and proposed
the following 5 areas that can be used to assess an object’s correspondence to its environment.

1. Material
2. Purpose
3. Quality
4. Whether the object’s value corresponds to the user’s status
5. The experience the toy provides

c. Object

Before studying what kind of toy meets the needs of users, I define the term “toy”. What is a toy exactly? According to Terri Blenkle*, a toy is:

2. A tool to cultivate skills.
3. A medium to encourage creativity.
4. A tool to help learning.
5. A tool that provides comfort, release [of] emotions, and communication.

Based on the description and the scenarios of this project, the critical elements that deserve further exploration are points 1, 3, and 5. In conclusion, the key to this project is to propose an object that can bring the user joy, encourage a person’s creativity, and provide comfort when needed. To get a
better understanding of toys geared toward young adults and how well they achieve the goals described by my project, I researched the current toy market. Based on the research, it is evident that even though consumers can easily find toys labeled “for grownups”, the overall design and build quality often aren't truly adult oriented. Many toys that are aimed at an adult demographic either use the same design language as those for children, or are manufactured without taking into consideration grownups’ divergent tastes, more mature appreciation of physical objects, and different expectations of functionality, interaction, and the user experience. However, by contrast, I also found some toys that appeared to be designed in consideration of all the aforementioned concerns. Although the objectives of these designs may run counter to mine, I still found these products inspiring and worth using as references.
Illustration: grownup toys on the current market

Illustration: toys for grownups with specific design details
d. Interaction

Interaction is the key to success. The final design needs to intrigue users and encourage interaction. It is through this interaction that the object delivers the message the design transmits to the user. Here we need to examine the entire scenario as a whole, rather than just the user-object interaction, in order to see the larger picture and improve the experience. I start with the interaction between the user and the object, and then progress to the object-environment interaction, and with the help of the final design finish with the improvement of, the user-environment interaction.

For the project to succeed, the first challenge of the design is convincing the consumer of the appropriateness of obtaining the object and displaying it in the office in the first place. Then, if the user is able to receive the message we attempt to deliver through the object, the final challenge will be to improve what the user perceives from the environment through the design in order to improve the user’s work climate.

At this stage, I focus on the second and third challenges because the first will be answered by the form factor of the design once I research further and propose appropriate visual solutions. The second and third challenges are relevant to easing work-related anxiety, as discussed earlier. Throughout my research, I discover the following tips that are widely suggested by
professionals to overcome the second and third challenges:

- Temporary distraction can help to release stress.

- Set up a friendly work climate.

- Taking short breaks after a particularly stressful event can balance one's energy and maintain increased work performance.

- Encourage positive self-talk and use positive self-reinforcement affirmations.

- Cultivate allies at work. Simply knowing you have one or more co-workers who are willing to assist you in times of stress will reduce your stress level.

From the suggestions above, it seems that toys are a very logical and natural medium to be utilized. In this project, I will extract the essence of toys as summarized in the object section, and apply it to objects that appeal to my target users. In an ideal interaction, my design can play an active role in helping the users exercise the above-mentioned tips without inconvenience.

e. Work Stress and Anxiety

To fight work anxiety, the first task is getting to know it. Anxiety disorders are the most common mental illnesses, affecting 19 million people in the U.S.*
Stress and anxiety can result from high expectations at work, or from personal fears and insecurities that come from negative self-critique. Generally speaking, a feeling of powerlessness is a universal cause of job stress.

f. Summary

So far, through my early research, I have developed a general understanding of this scenario. We know the limit of current products, what to improve, for whom we design and their backgrounds, and what kind of interaction we are seeking. Additionally, I listed challenges in this project and key areas that will be used to evaluate our designs to confirm they meet our objectives. However, the most important aspect has not yet been explored: in order to provide the best solutions, we need to understand users’ concerns, such as:

- What kind of office toy is their favorite?
- What’s their goal in having toys in the office?
- Are there any pros or cons to having toys in the office?
- Do these toys help release stress? If so, how?
QUESTIONNAIRE

To more deeply understand the target user, I designed a questionnaire. The questionnaire includes three (3) parts: the first section is three general questions designed to clarify the viewer’s tendencies toward toys in the office. The second part is another three questions regarding the interviewee’s opinions towards toys in the office. The final paragraph contains detailed questions about the user’s preferences with regard to toys from different categories.

One section of the questionnaire that may come into question is my categorization of toys into six (6) categories as defined by Wikipedia. Much of the time, Wikipedia is not a reliable citation source; however, in this case, these 6 categories are credible because they may be modified by anyone at any time, yet have remained unchanged for years. This circumstance indicates that most people agree with the listed definition. The six categories are:

1. Construction Toys - e.g. LEGO스
2. Dolls, animals, and miniatures - e.g. Green Little Soldiers
3. Toy vehicles
4. Puzzles
5. Physical activity toys – e.g. Boxing BALLs. etc
6. Collectible Toys – e.g. STAR WARS memorabilia

The purpose of these questions is to learn:

- Is there a toy category popular with my target users?
- Why the target user wants to have a specific toy in the office.
- What is my target users’ expectation of office toys?
- How they decide if a toy is appropriate to put in their office or not.
- If not, what are their concerns? What worries them?
- The feedback they gain from the object, through the interaction, and from fellow workers.
- Will toys truly ease work stress/anxiety?

The information gathered will guide me through the design process to ensure the final outcome truly meets the needs of the users. Please refer to the appendix on page 49 to see the complete questionnaire.

Data results of the questionnaire:

Total questionnaires received: 52

Gender breakdown: 30 male / 22 female

15 of 52 have toys in their office
39 of 52 agree that the office should have toys

Occupations (labels derived from Monster.com):

- 13 Writing*
- 10 IT/Software Development/Technical Service
- 7 Office Management
- 5 Government Related
- 4 Accounting
- 3 Education
- 8 Student
- 2 Other

*: Writing includes digital content development (blogger), editorial, technical writing, journalism. etc

**General opinion:**

Do you agree that office toys can release stress?

Yes: 82%  No: 18%

Do you agree that office toys can help employees to be more creative?

Yes: 77%  No: 23%

Do you agree that having toys in the office can benefit teamwork?
Yes: 65%  No: 35%

**Definition of toy:**

68%  Objects that bring joy

41%  A medium to encourage creativity

38%  A tool that releases emotions

**The purpose:**

54%  To play with

47%  As a decoration

38%  As a way to express personality

**Shortcomings of toys:**

31%  No practical use

26%  Not enough interaction

25%  Low quality

**Location of toys:**

58%  On the desk
35% On top of computer tower or screen

29% On the shelf

**Favorite toys:**

56% Dolls, animals, and miniatures

36% Collectible Toys

31% Construction Toys

**Toys as a medium to release stress:**

61% Play with toys

50% Use toys to divert my attention

48% Use toys to decorate the work space

**Toys that are inappropriate for office:**

79% Generate loud sounds

77% Size larger than a letter size paper

76% Dangerous
Categories of toys:

**Construction Toys**

*Meaning:* joy and encouragement of creativity

*Purpose:* to be played with, as a decoration, and as a way to express my personality

**Dolls, animals, and miniatures**

*Meaning:* joy and comfort

*Purpose:* as a decoration and a companion

**Toy vehicles**

*Meaning:* joy and to release emotions

*Purpose:* as a decoration and a way to express personality

**Puzzle**

*Meaning:* joy and creativity

*Purpose:* to play with and divert attention
**Physical activity toys**

*Meaning:* joy and to release emotions

*Purpose:* to play with and divert attention

**Collectible Toys**

*Meaning:* enable communication, joy, and comfort

*Purpose:* as a decoration and a way to express my personality

Summary:

1. Over 60% of people think the meaning of office toys is for fun while over 30% of people think toys can release stress and encourage creativity.

2. Top 3 purposes of office toys: play, decoration, and diversion of attention.

3. Top shortcoming of office toys: lack of practical use.

4. Over 60% of people place their toys on the desk.

5. Over 80% of people will not bring loud, large, or dangerous toys to the office.

6. Top 2 favorite toy categories: dolls, animals, and miniatures and collectibles.

7. Over half of people agree that playing with toys can release stress, and about 50% of people think that even when toys are simply used as decoration or a medium to divert attention, they can still ease stress.
OBJECTIVES

In each interview, after I completed the questionnaire with my target users, I showed them my early concepts and explained the idea and vision of the project. I gained a great deal of feedback and got to know their expectations in more detail. People are amused by the interaction and appreciate its forms. The target users also enlightened me with several ideas that had great potential. Based on the information I collected from questionnaire and the interviews with my audience, I listed these key elements as objectives of the project:

1. To design objects that appeal to young adults.

2. To improve the quality of the final products. Raise the value of the design to reflect adults’ social status.

3. The final design should consider the ability to fit into most office environments.

4. The purposes of the design would be play, decoration, and diversion. By reaching these objectives, the design should also be able to help the user release stress and anxiety.

5. The final design should incorporate a certain degree of practical use.
6. The location where the objects are placed; research indicates the office desk as the primary location.

7. Avoid loud noise-making devices and be aware of the volume of the objects.

The list above is the expectation from my audience. I want to respond to their concerns by not only fulfilling these requests, but also incorporating more added value. I illustrate the two pursuits as follows:

<table>
<thead>
<tr>
<th>Ultimate Pursuit</th>
<th>Practical Expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Raise the social value of toys</td>
<td>1. Appeal to young adults.</td>
</tr>
<tr>
<td>2. Ease the work anxiety</td>
<td>2. Improve the quality of the final products. Raise the value of the design to reflect adults' social status.</td>
</tr>
<tr>
<td>3. Encourage positive thinking</td>
<td>3. The final design should consider the ability to fit into most office environments.</td>
</tr>
<tr>
<td>4. Change the climate of office space</td>
<td>4. The purposes of the design would be play, decoration, and diversion.</td>
</tr>
<tr>
<td></td>
<td>5. The final design should incorporate a certain degree of practical use.</td>
</tr>
<tr>
<td></td>
<td>6. The location where the objects are placed; primarily, the office desk.</td>
</tr>
</tbody>
</table>
a. Preliminary Concepts

The preliminary concepts can be divided into the following directions:

1. Magnetic Toys
2. Diverting Attention
3. Analogy
4. Stress relief
5. Construction Toy
6. Dolls
Magnetic Toys:

Easily controllable magnets are always a major element in toy design. I always appreciate the amazingness of the magnetic force and would like to explore the idea into a fully developed series of designs. Through magnets I want to create toys that provide appealing interaction and encourage creativity by leaving the design open for users to modify or expand.

Diverting Attention (Collectibles):

During a high tension workload or before an important meeting, it is advised by professionals that the best way to release stress is to divert one’s attention. The spirit of this concept is to enable this feature with a more elevated taste to meet young adults’ pursuits. To raise the value of the design so it is more than just a “pasttime” object, I plan on forging the features into a series of collectible toys and giving the design some practical elements. The presentation as a collection of toys
allows the design to enhance the idea of diverting attention, create a unique space / climate, and also increase the value of each object in the collection.

Analogy:

This is one of the most common toy categories. The analogy of similarity creates infinite possibilities. Under this category, I want to design toys that parallel users' office lives and daily experiences. For example, staplers with the form factor of a automobile’s manual shifter. The analogy comes from the similar way of holding and operating the object. In this case, I want to use design to bring a joyful, refreshing experience to the repetitive, boring chore of using a stapler.

Stress Relief:

Unlike other concepts that are a combination of fun, joy, and stress relief, in this category the design is focused on using all means possible to solve stress issue. For
example, the first concept is to do a
makeover to the old stress-
Armstrong toy. By utilizing some
low-tech electronics and a different
approach, the stress-Armstrong toy
can release users’ stress and also be
modern and appealing to young adults.

Construction Toys:

Construction toys are famous for
their infinite possibilities and
inspiration of creativity. Yet the bold
presence of the objects due to their
size or complex structure often
becomes the primary reason not to
display them in an office space. To expand this category to meet the needs of
my target group, I want to combine the scenario and modular design
together to make the toys more office friendly and able to blend into the
environment.
Dolls:

The human figure is a very unique area; the form enables user to project one’s inner thoughts onto the objects. This behavior provides designers with a great opportunity to create a medium to induce the user to release work stress.
b. Converge Directions

Guided by the questionnaire and the summary of interviews, I converge the design concepts into three directions: collectibles, construction toys, and dolls. Although all six directions are have their own potentials in this project, it is critical to rouse users interest rapidly and effortlessly, convince them the design is perfectly adequate for display in their office space, and ease their work stress. In this regard, the above-mentioned three categories have their own advantages based on the results of the questionnaire as the top three favorite toys.
c. Design Evolvement

As I develop my designs, I try to embrace the idea of “positive thinking.” I applied the metaphors of positive thinking into the posture of the toys. Users will be able to receive these messages through interaction with the objects.

While developing the forms of the design details, I get feedback from my target users regarding the “characteristics" of objects. Most people indicated they would appreciate the design more if I reduce recognizable descriptors, such as height (tall/short), weight (fat/skinny), race, and gender, as these details actually make it more difficult for users to project their inner thoughts onto the toy. The inclusion of these elements reduced the ability of the toys to release the users’ emotion when interacting with the toys. In short, my designs ease work anxiety more effectively when open to the imagination.

Illustration: The evolution of design in order to leave openness for imagination and creativity.
During this stage of the design process, I became aware of the fact that the area of collectibles I am pursuing is increasingly a feature that I can apply to my designs in all categories rather than as a separate direction. I began to develop my designs in doll and construction toy categories with collectible features and refined my concepts as follows:
d. Refined Concepts

1. Key Holder

The design is a human figure pulling itself up on a high bar. This posture is a metaphor of working hard to get on top. While putting weight (keys) on the doll’s ankle, the doll will swing higher due to the change in its center of gravity. This behavior is a hint to encourage the user to treat the load on one’s shoulder as an incentive to greater achievement, instead of a burden.
2. Tape Dispenser

The concept is about recreating the stress-Armstrong toy to modern age. I installed a red LED light into the head of the doll and created a small lever mechanism to trigger the LED, thus making the head turn red every time the user pull the tape (tie) out. The interaction is a simulation of pulling one’s tie to make the person suffocate. This user experience is designed to assist the user in releasing anger, stress, and other negative emotions by physically abusing the object. The experience parallels that of the classic stress-Armstrong model, but with a more appealing form factor, practical use, and humor in office life.
3. Desktop Roller Coaster

In this concept, I create a desktop version of a roller coaster using a steel ball as the roller and modular flexible tubes for users to build their own tracks. My goal is to provide a new direction of construction toy whose primary concept is the ability to blend into the user’s own office space. With this design, the user can utilize all the objects on his/her desk to form a unique track. While the roller coaster connects everything on the desk, it also changes the outline and the climate of the office space, thus giving the user a more joyful environment.
Final Design

I received a great deal of positive feedbacks to my refined concepts. People are amused by the interaction, appreciate the forms, and look forward to playing with them in the office. During the interview, my target audience revealed much interest in seeing the key holder and tape dispenser developed into a design collection. Though it received positive feedback, the construction toy concept still raises some concerns about the amount of space it takes up and its strong presence in the office space. At this stage I decided to focus on developing designs based on the key holder and tape dispenser concepts, as they showed a promising resolution that meets all the criteria in my design objectives.

Illustration: Work-in-progress drawings of final designs for the office toy collection.

With the target users’ feedback in mind, I propose my final concepts as follows. The final design contains three directions: positive thinking, stress-Armstrong toy, and imaginative playground. The design is a series of collectible office stationeries. With the form factor and the metaphor forged in the object, these office toys can be a great medium to release work stress and a perfect way to reveal one’s personal taste in the social strata.
a. Concepts:

Office Toy: My Direct Reports

CONCEPT A: Positive Thinking

“"You can do it! Carry on with the weight on your shoulders!"

“High Bar Man” Key Holder

“Weight Lifter” Clip / Pin Collector

CONCEPT B: New Approach of Traditional Stress Armstrong Toys

“"Bend me, break me, anyway you need me... as long as you’re happy!"

Staple Remover

“Seppuku” Pencil Sharpener

“Climber” Cloth Hanger

CONCEPT C: Imaginative Playground

“"See me transforming your mess of cords into rappelling field!"

“Rappelling” Cord Wrap

Wrap cord on the doll to organize extra length...
b. Design:

1. “High Bar Man” Key holder:
   As mentioned in previous refined concepts, this design contains a metaphor of working hard to get on top. While putting weight (keys) on the doll’s ankle, the doll will swing higher due to the change in its center of gravity. This behavior is a suggestive encouragement to the user to treat the load on one’s shoulder as assistance to achievement, instead of a burden.
2. “Weight Lifter” Pin/Clip Collector:

Designed with the same philosophy as the high bar man, this weight lifter contains the metaphor of carrying weight yet standing tall. The two weight disks are magnets to which the user can stick pins and clips.
3. “Seppuku” Pencil Sharpener:

The Japanese word “seppuku,” meaning “stomach-cutting,” is a form of Japanese ritual suicide*. Samurais were sometimes asked by their masters to commit seppuku in order to have an honorable death after making an error. This design incorporates this concept into its user experience. When operating the pencil sharper, the head of the doll will turn red, as if it’s in pain. The interaction is to give the user a sense of power in causing one’s direct report to suffer pain. This design is one of the three concepts that tackles the old stress-Armstrong toy with a new approach.
4. “Climber” Clothes Hanger:

The climber design is a combination of the stress-Armstrong toy and the office playground. The concept is to form a playful character that turns an office cube divider into a cliff to climb. The product can also be used as a coat hanger and such. To fix the product to the divider, simply hammer the back of the doll to the divider to fasten it.
5. Staple Remover:

This design is the third concept of the stress-Armstrong toy line with the new approach. The design indicates the cartoonish posture of a figure pulling a carrot out of the ground. I develop the idea into a more feasible design: a staple remover. When the product grabs the staple and pulls it out, the head will turn red to give the impression of a rush of blood due to hard work. With this design, I want to deliver the message of “you can have a hard-working direct report that serves YOU all the time!” to workers who are always busy serving their superiors.
6. “Rappelling” Cord Wrap:

This design is an extension of the imaginative playground. One common thing in modern offices is tangled or messy cords. The concept is to turn the cords mess into a rappelling field. The product is used as a cord wrap to organize the cords as illustrated. The design will be present in 2 sizes: a small one for portable use and a larger one for permanent desk use.
7. Bookend:

One important cause of work stress is the feeling of powerlessness. In this design I incorporated the environment to form the design: a servant to help the user keep his/her desk organized. The concept consists simply of a human figure using all its strength to hold the book. The key is to help the user receive the message that “I have this (direct report) working very hard for me!” in order to reduce the impact of feeling powerless.
8. “Boxer” Massager:

By analogy, the punches from a boxer and a massager are very alike. The design is simple: to transform the image of a boxer into the direct report design series with the features of a hand massager. The product uses the strong image of a boxer to encourage the user and also works as one’s servant to help release physical pain. The two different roles both help the user to feel empowered enough to fight the stress caused by powerlessness.
c. Change the Climate of the Office Space

The following 3D rendering is an illustration to show how the collection can alternate the climate of one’s office space, thus providing a better, more relaxing environment that still contains a quality and finish that corresponds to the owner’s social status.
d. Packaging

In order appeal to my target audience, it is critical for my design to have a packaging that generates interest. As part of the solution to the project, I propose the following drawing as a template for the packaging of the collection.

The following image illustrates how the packaging enhances the impression of the product as a collection of designs and also improves the overall brand image.
e. Prototypes

Due to the limits of resources and time, I chose 4 designs from the collection to generate into prototypes. To ensure the overall design details met the high standards of this project, I chose rapid prototyping tools to generate the final models. With the complete 3D modeling tools and 3D printer the final designs can be formed in exact adherence with my vision.

Illustration: tools used to generate prototypes: Rhinoceros 3D (left) & 3D Printer (right)
The following series of images illustrates how the prototypes are developed.

a. Models generated by 3D printer.  
b. Application of primer  
c. Repeated sanding of the surface and application of primer until the surface is visually smooth and even.
d. Finished surface. The prototype is now ready for paint.

e. Paint coating (left) and soft rubber finish (right)
f. The process is more complicated when there are mechanical features.

g. Putting the wires and electronic components in their positions and testing the circuit.
h. Once the circuit is working, fasten all the components.
i. Same steps as previous prototypes: sand and apply primer until the surface is smooth.

Meanwhile limbs were attached and seams filled.

j. When the surface is ready, isolate joints while painting to avoid paint glueing the joints.

Test the mechanisms once the paint is dry.
f. Final Model Photos
g. Testimony

With all the prototypes completed, I brought back 12 interviewees who completed the original questionnaire to verify that the final designs met their need and my expectations. After interacting with the designs, most people showed a high level of satisfaction with the products. They commented the toys were very well crafted and the message of positive thinking is well received. Users also praised the designs as "refreshing and contemporary that making showing the collection a proud thing to do." Interviewees also believed that the toys will aid greatly in the release of work stresses. Through the interaction, interviewees confirmed that the whole experience is much elevated to meet their taste. As a result, most interviewees confirmed the collection responds to the following concerns previously listed as design objectives.

1. Raise the social value of toys.
2. Ease work anxiety.
3. Encourage positive thinking.
4. Change the climate of the office space.
5. Appeal to young adults.
6. Improve the quality of the final products and raise the value of the design to reflect adults’ social status.
7. The final design should consider the ability to fit into most office environments.

8. The purposes of design will be play, decoration, and diversion.

9. The final design should incorporate a certain degree of practical use.

10. The location where the objects are placed will primarily be the office desk.
CONCLUSION

The modern office climate is often intense and fast-paced. While most employers encourage employees to have some form of entertainment in their own office spaces to encourage creativity and productivity, and ease work stress, it is difficult to find toys that are truly made for young adults. Toys have traditionally been regarded as children's things. Our society doesn't consider the value of toys high enough for them to be adult collectibles. My target users want toys that are well crafted, have some practical use, and are designed for their age and social statuses. With these aspects in mind and with the help of the target user group, I designed the “My Direct Reports” office toy collection. The designs preserve the spirit of toys while giving them superb quality and practical use, and making potential users feel comfortable with and proud to have my designs on their office desks. In addition to these features, my direct reports series presents great mediums to ease work stresses and anxiety.
Gender: __Male __Female
Age:
Occupation:
Highest Degree:

SECTION 1

1. Do you agree that office toys can release stress
__Yes __No

2. Do you agree that office toys can help employees to be more creative
__Yes __No

3. Do you agree that having toys in the office can benefit teamwork
__Yes __No

4. What are your favorite toys (multiple options):
__Construction Toys __Dolls, animals, and miniatures __Toy vehicles __Puzzle
__Physical activity toys __Collectible Toys

5. In your own experience, which of the following options can release the stress (multiple options):
__Play with toys __Use toys to decorate the work space __Use toys to express my uniqueness
__Use toys as companions __Use toys to divert my attention __To enable my creativity
__To provide a material to talk about

6. What toys have in the following options will you NOT bring to the office (multiple
SECTION 2

Opinions towards different toys:

a. *Construction Toys (LEGO)*

b. *Dolls, animals, and miniatures*

c. *Toy vehicles*

d. *Puzzle (Rubik’s Cube)*

e. *Physical activity toys (Stress Armstrong, Boxing ball)*

f. *Collectibles (GI Joe, Star Wars)*

a. **Construction toys are objects that enable users to build in the way they want i.e. LEGO.**

1. What does a construction toy mean to you (multiple options):

   _Generate sounds as loud as copy machine _Size bigger than a letter size paper

   _Dangerous _Sex related _Fragile _complicated to build

   Other:______________________________________________________________

   ________________________________________________________________
2. When you place a construction toy in your office, what is your purpose (multiple options):

__To play with  _As a decoration  _As a way to express my personality _As a companion _Divert my attention _To enable my creativity _To provide a material to talk about _To release my emotions

Other:____________________________________________________________________

3. What is the shortcoming of current construction toys (multiple options):

__ Not enough interaction  _Lack of ability to play with others  _No practical use  _Low Quality  _Few choices  _No innovation  _Short lifespan  _Easy to get bored

Other:____________________________________________________________________

4. Where you put your construction toys in your office (multiple options):

__On the desk  _On top of computer tower or screen _In the drawer _On the shelf  _On the wall _On the window

Other:____________________________________________________________________

b. Dolls, animals, and miniatures are usually scaled down versions of originals. i.e. green soldiers.

1. What do doll, animal, or miniature toys mean to you (multiple options):

__Objects that bring joy  _A tool to cultivate skills  _A medium to encourage creativity  _A tool to help learning  _A tool that provides comfort  _A tool that release emotions  _A tool enables communication.
2. When you place a doll, animal, or miniature toy in your office, what is your purpose (multiple options):

__To play with  _As a decoration  _As a way to express my personality __As a companion  _Divert my attention  _To enable my creativity  _To provide a material to talk about  _To release my emotions

Other:____________________________________________________________________

3. What is the shortcoming of current dolls, animals, or miniature toys (multiple options):

__ Not enough interaction  _Lack of ability to play with others  _No practical use  _Low Quality  _Few choices  _No innovation  _Short lifespan  _Easy to get bored

Other:____________________________________________________________________

4. Where you put your dolls, animals, or miniature toys in your office (multiple options):

__On the desk  _On top of computer tower or screen  _In the drawer  _On the shelf  _On the wall  _On the window

Other:____________________________________________________________________

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c. Toy vehicles include toy cars, aircrafts, etc.

1. What does a toy vehicle mean to you (multiple options):

__Objects that bring joy  _A tool to cultivate skills  _A medium to encourage creativity

__A tool to help learning  _A tool that provides comfort  _A tool that release emotions

__A tool enables communication.

2. When you place a toy vehicle in your office, what is your purpose (multiple options):
1. What does a puzzle toy mean to you (multiple options):
   __Objects that bring joy   __A tool to cultivate skills   __A medium to encourage
   creativity
   __A tool to help learning   __A tool that provides comfort   __A tool that release
   emotions
   __A tool enables communication.

2. When you place a puzzle toy in your office, what is your purpose (multiple options):
   __To play with   __As a decoration   __As a way to express my personality   __As a
   companion   __Divert my attention   __To enable my creativity   __To provide a material
   to talk about   __To release my emotions

Other:____________________________________________________________________

3. What is the shortcoming of current toy vehicles (multiple options):
   __Not enough interaction   __Lack of ability to play with others   __No practical use
   __Low Quality   __Few choices   __No innovation   __Short lifespan   __Easy to get bored
   Other:____________________________________________________________________

4. Where you put your toy vehicles in your office (multiple options):
   __On the desk   __On top of computer tower or screen   __In the drawer   __On the shelf
   __On the wall   __On the window
   Other:____________________________________________________________________

**d. Puzzle i.e. Rubik's cube.**

1. What does a puzzle toy mean to you (multiple options):
   __Objects that bring joy   __A tool to cultivate skills   __A medium to encourage
   creativity
   __A tool to help learning   __A tool that provides comfort   __A tool that release
   emotions
   __A tool enables communication.

2. When you place a puzzle toy in your office, what is your purpose (multiple options):
   __To play with   __As a decoration   __As a way to express my personality   __As a
   companion   __Divert my attention   __To enable my creativity   __To provide a material
to talk about __To release my emotions

Other:______________________________________________________________

3. What is the shortcoming of current puzzle toys (multiple options):

__ Not enough interaction __Lack of ability to play with others __No practical use
__Low Quality __Few choices __No innovation __Short lifespan __Easy to get bored

Other:______________________________________________________________

4. Where you put your puzzle toys in your office (multiple options):

__On the desk __On top of computer tower or screen __In the drawer __On the shelf
__On the wall __On the window

Other:______________________________________________________________

e. Physical activity toys. For example, stress-Armstrong, boxing ball, yo-yo.

1. What does a physical activity toy mean to you (multiple options):

__Objects that bring joy __A tool to cultivate skills __A medium to encourage
creativity
__A tool to help learning __A tool that provides comfort __A tool that release
emotions
__A tool enables communication.

2. When you place a physical activity toy in your office, what is your purpose (multiple options):

__To play with __As a decoration __As a way to express my personality __As a
companion __Divert my attention __To enable my creativity __To provide a material
to talk about __To release my emotions
3. What is the shortcoming of current physical activity toys (multiple options):

_ Not enough interaction _Lack of ability to play with others _No practical use
_ Low Quality _ Few choices _ No innovation _ Short lifespan _ Easy to get bored

Other:____________________________________________________________________

4. Where you put your physical activity toys in your office (multiple options):

_ On the desk _ On top of computer tower or screen _ In the drawer _ On the shelf
_ On the wall _ On the window

Other:____________________________________________________________________

f. Collectibles i.e. GI Joe figures, Beanie Baby, etc.

1. What does a collectible toy mean to you (multiple options):

_ Objects that bring joy _ A tool to cultivate skills _ A medium to encourage creativity
_ A tool to help learning _ A tool that provides comfort _ A tool that release emotions
_ A tool enables communication.

2. When you place a collectible toy in your office, what is your purpose (multiple options):

_ To play with _ As a decoration _ As a way to express my personality _ As a companion _ Divert my attention _ To enable my creativity _ To provide a material to talk about _ To release my emotions

Other:____________________________________________________________________

3. What is the shortcoming of current collectibles (multiple options):
__ Not enough interaction  __Lack of ability to play with others  __No practical use

__Low Quality  __Few choices  __No innovation  __Short lifespan  __Easy to get bored

Other:__________________________________________

4. Where you put your collectibles in your office (multiple options):

__On the desk  __On top of computer tower or screen  __In the drawer  __On the shelf

__On the wall  __On the window

Other:__________________________________________


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