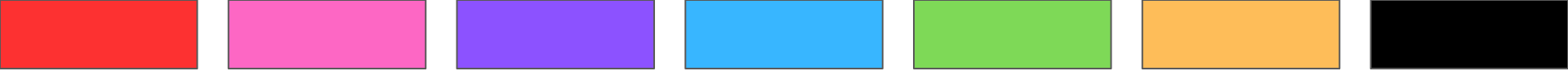


Project 3: It's Child's Play

Playful Piano Pads

Designers / Blaise Carr, Jessica Allen-Goix, Jing Yi, Zeki Xu





PHASE/ 01. Research and Design Analysis



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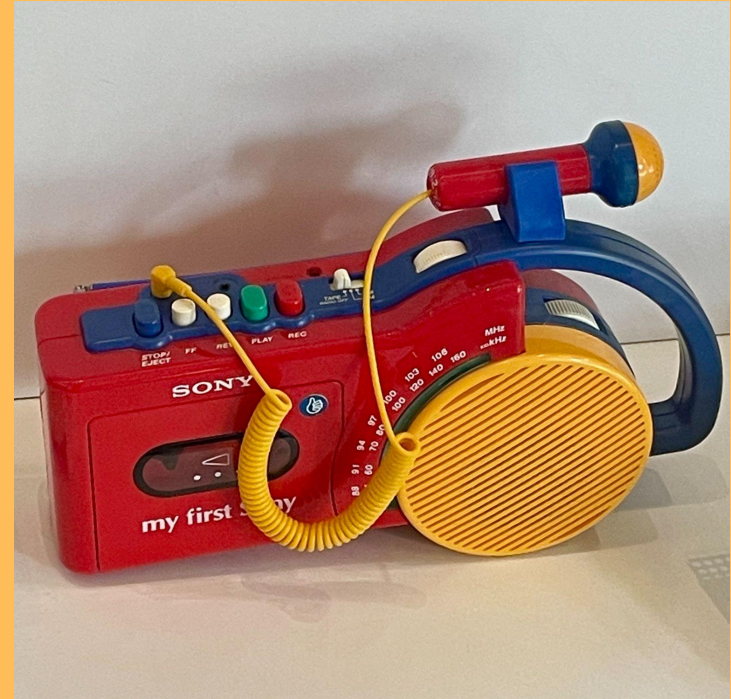
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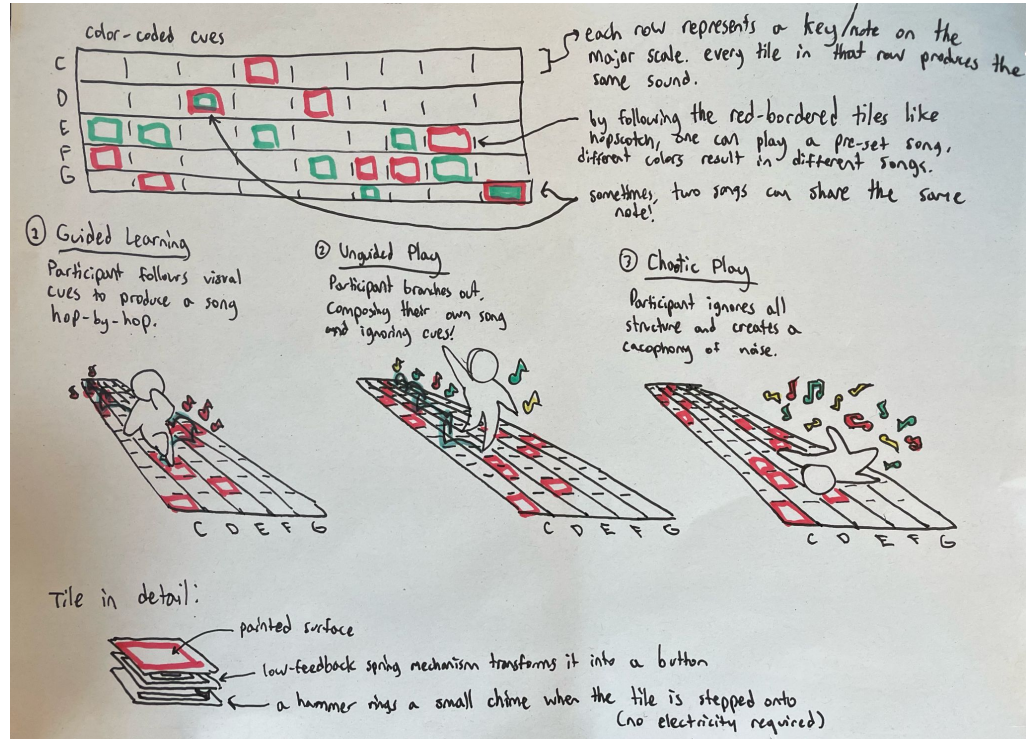
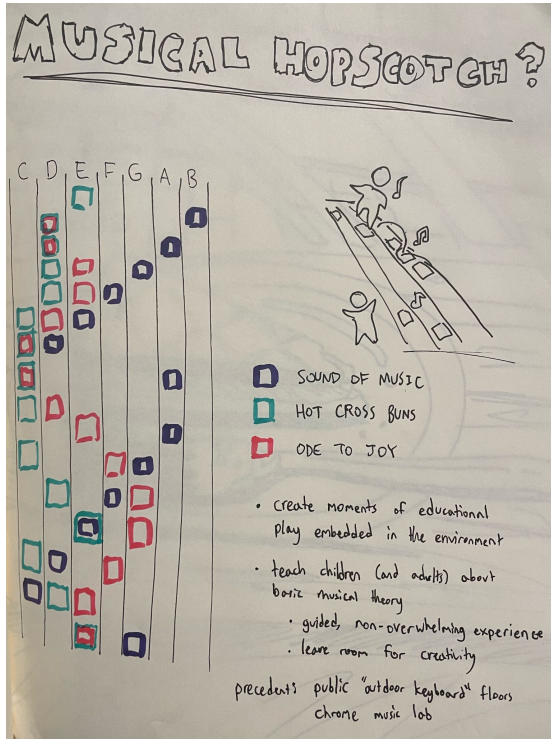
Our Young V&A Toy Choice:

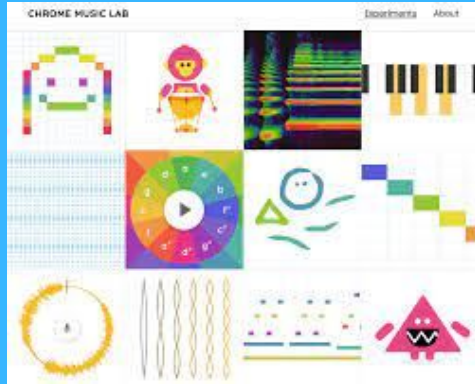
“My First Sony”

- Toy was significant by allowing children to:
 - Create, record and share audio in a way that hadn't been possible before
- Core concepts we wanted to expand on:
 - Creativity and imagination
 - Through Music



Concept Sketches and Studies





Chrome Music Lab
by Google - interactive virtual activities designed to be simple and accessible enough for kids to enjoy.



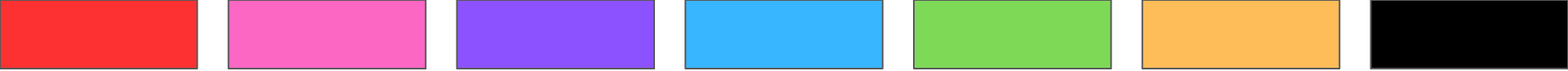
Stepping Stones
by PercussionPlay - square mats that ring a bell chime when stepped on.



Piano Stairs Experiment
by The Fun Theory - stairs for the Swedish underground were transformed into working piano keys.



Grand Floor Piano
by PercussionPlay - a mat that can be played like a keyboard when stepped on or rolled over.



PHASE/ 02. Concept and Design Proposal



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We would like to transform a section of public road into a musical instrument that can be enjoyed by children and adults alike.

Our goals and objectives:

- create moments of play embedded in an everyday environment
- teach children (and adults) about basic musical theory, in both guided and unguided ways
 - guided: use visual cues to teach participants the process
 - unguided: leave room for creativity and outside-the-box thinking
- interpret through the following methods:
 - sensory: involve participants through space and sound
 - discovery: inspire participants to explore music
 - participatory: be directly interactive

Meet our Target Audience:



Curious Lily

Age : 6

Curious and imaginative. She enjoys exploring different sounds and interactive toys.



Playful Ethan

Age : 5

Adventurous, and a bit rambunctious, he enjoys running and jumping around.



Music-Loving Parent Sara

Age : 30

A music enthusiast. She cherishes the joy of music and wants to instill the same love for music in her child.



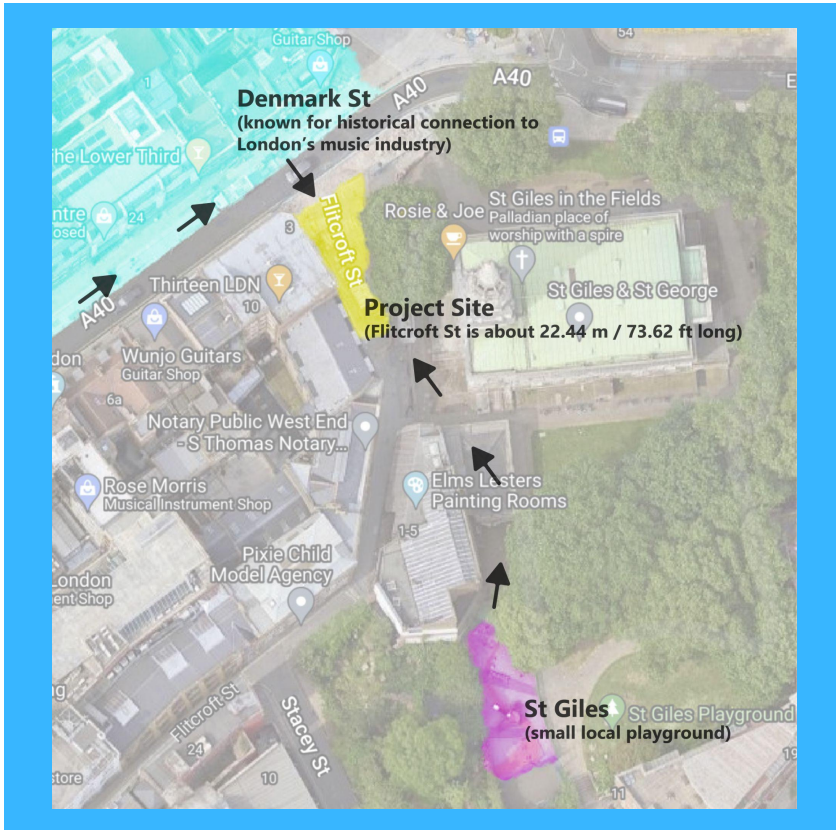
Tech-Savvy Parent Mike

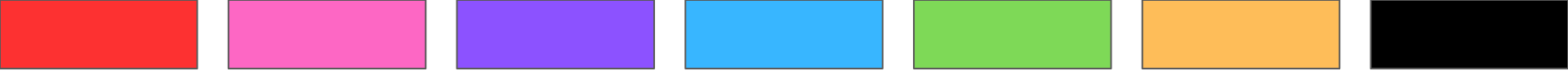
Age : 32

A tech-savvy parent who loves discovering innovative and educational toys for his son.

We would like to transform a section of public road into a musical instrument that can be enjoyed by children and adults alike. Our goals and objectives (continued):

- simplicity: the design should be intuitive to passerby
- portability: the experience should be easily set up and taken down from the space, and potentially be reconstructed elsewhere
- the experience is intended to occupy an area of London well known for its connections to music, but is also a church courtyard. We must make sure that by taking space it is thematically appropriate and not disruptive to the community. For example, sound cannot be so loud that it is disruptive to other park-goers or church attendees.





PHASE/ 03. Detailed Design Solutions



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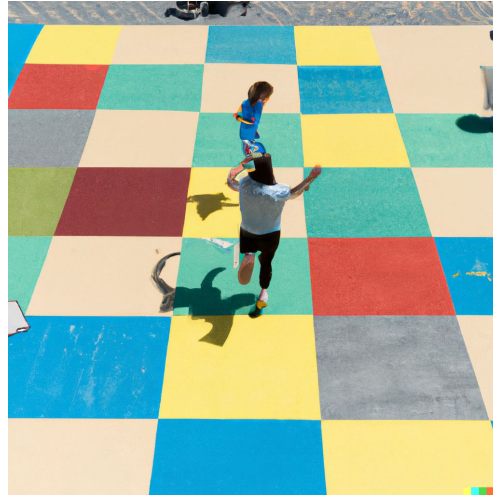
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Street View



Bird's Eye View



Close-up Scene



(AI enhanced and generated imagery give rough visualisation of the design solution)



Guided play with color tiles and pre-set songs



Shared notes for two songs



Free-play tiles



PlayfulPianoPads - Marketing Strategies

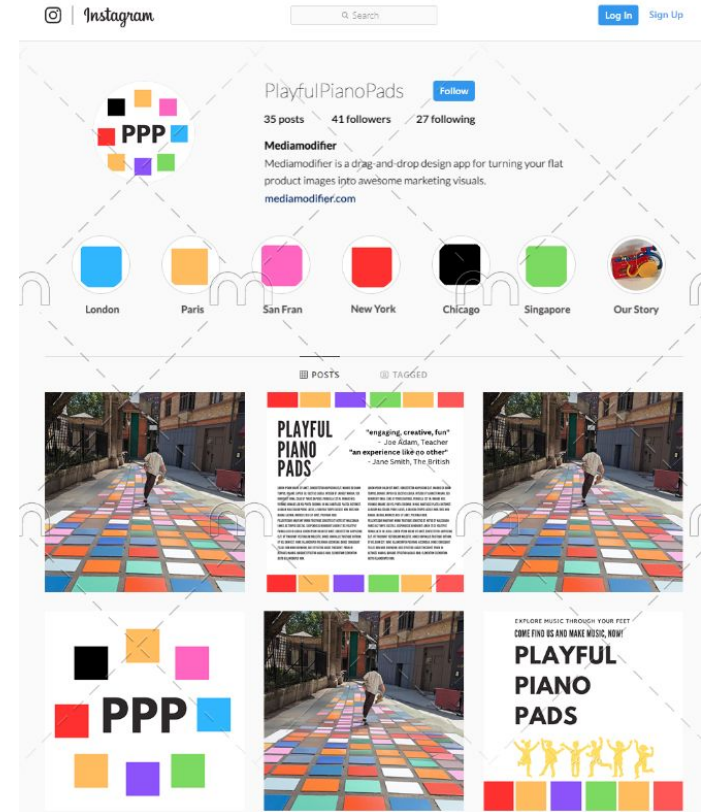
1. Posters in the Tube

- a. High Foot Traffic
- b. Mass Exposure
- c. Dwell Time
- d. Local Engagement



2. Instagram Presence (@PlayfulPianoPads)

- a. Visual Storytelling
 - i. Showcasing unique features, explain how the pads work
- b. Wide Audience Reach
 - i. Instagram allows tourists to hear about it and come seek it out
- c. Engagement and Interaction
 - i. Online and physical community
- d. Geo-Tagging
 - i. Locations on posts and live stories make it easier for attendees to visit the venue.



3. Flyers on Site

- a. Tangible Promotion
 - i. Allows visitors to take home info about the exhibit
 - ii. Everyone loves a eye-catching design
- b. Informational Content
 - i. Showcase themes and inspo through writing that people might not get from just interacting with the site
- c. Map and Directions
 - i. Guide visitors to other exhibits that share similar experiences, like the Young V&A.



Design Palette

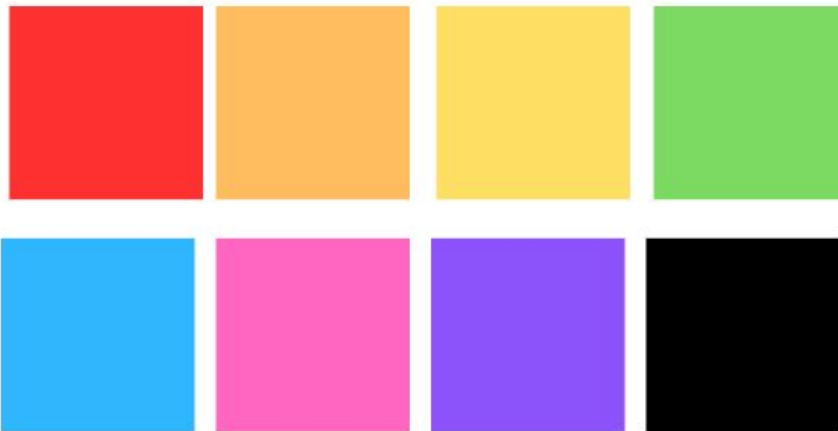
Typography :

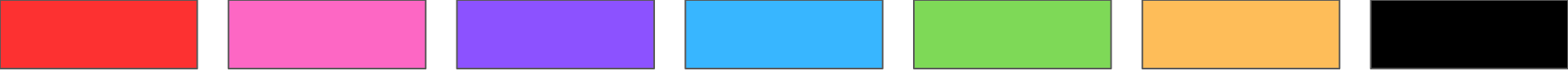
ABCDEFGHIJKLMNIOQRSTUVWXYZ
LEAGUE SPARTAN

ABCDEFGHIJKLMNIOQRSTUVWXYZ
LEAGUE SPARTAN

ABCDEFGHIJKLMNIOQRSTUVWXYZ
LEAGUE SPARTAN

Color Palette :





PHASE/ 04. Design Documentation and Intent



Client / Central Saint Martins

Course / DESIGN IN EUROPE 2023

Designers / Blaise Carr, Jessica Allen-Goix, Jing Yi, Zeki Xu

Final Message

- Create play into everyday environments
- Allowing for students to learn about basic musical theory, in both guided and unguided ways
- Allow interpretation through various methods including:
 - Sensory, discovery and participatory

