TEAM 8
The Fantastic Four

Target Product:
- Select the Shape

Mission Statement:

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Customer Statements:
- “This product is great for developing young minds.”
- “My newborn would love to get his hands on this.”
- “My concern with this product is that it is not safe for all children, such as the pieces may be too small and the edges are too sharp.”
- “This is a great idea to start the learning process at such a young age.”
- “The product doesn’t seem like my child would enjoy it, or be entertained.”
- “I think this product will better the children.”
- “Will the table and pieces be able to withstand the abuse of child play?”
- “At the age this product is designed for, the children can learn an absorb so much.”
- “I am concerned that there will be some difficulty for my child to learn.”
“Shapes seem so simple, yet it helps them learn.”
“The product must be easily used and accessible, the child has to have an understanding of what the concept is.”
“Not only does it teach the children about shapes, it teaches them about the learning process.”
“Through testing each shape, they learn and remember what should go where.”
“Even though it may take them some time to grasp the concepts of shapes and how they are and what they are, it will eventually click in their brains, and they will remember that.”
“The Select the Shapes game is an ingenious design that will help further the learning of young children, when they are in such a learning state where they observe and try to make sense of everything. To be able to take advantage of this period of time allows the child to somewhat get a hold of what they are doing.”

Children Observations:
- The children tend to bang the table with the shapes in their hand, unaware of what to do.
- But when you show them what to do, they may get it once, maybe twice.
- Eventually, they will understand what to do on their own.
- Once they start playing by themselves, they are not only playing, they are learning.
- In time, the child learns what shape goes where and how they should put the shape into the table with the cut out holes.