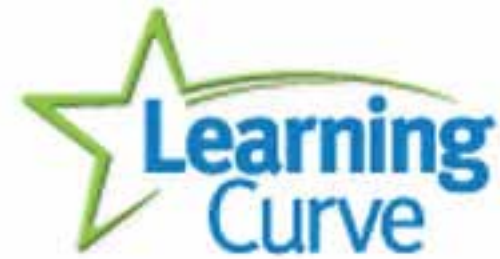


project:

Thomas & Friends Toys



client:

Learning Curve of the RC2 Corporation

objective:

To redesign the Thomas & Friends wood licensed toys.

challenge:

To redesign existing wood toy products to meet a younger age group of three (3) and under.



methodology:

Because the current Harold the Helicopter product sold well, The Learning Curve marketing team deemed it necessary to come up with a completely new product line that took the existing product line that targeted three (3) to six (6) year old children and redesign it for children under the age of three (3). MoveScience researched other various projects that redesigned toys in a similar way and determined that more rounded forms were necessary for the new younger product line.



solution:

The challenge was to capture the character with the more rounded shapes yet keep similarities of the character intact. Pro/ENGINEER Wildfire was used to model and render the forms for both manufacturing, presentation, and product packaging. This product was manufactured in China in record time.

timeline:

Less than one (1) week

