

Fidget Family Modular Dollhouse

Product Concept Book

May 8, 2025

Designs and Concepts By Sara Estus

Introduction to Product Design (ARTM-2510-A)

Professor Jon Radermacher

Table of Contents:

- ❖ **Mission Statement ————— Page 3**
- ❖ **Customer Persona ————— Page 4**
- ❖ **Product Design Brief ————— Page 5-8**
- ❖ **Concept Design Sketches — Page 9-14**
- ❖ **Digital Concept Design —----- Page 15**
- ❖ **Priorities Scoring Sheet ----- Page 16**
- ❖ **Concept Scoring Sheet ----- Page 17**
- ❖ **Concept Testing Survey ---- Page 18-19**
- ❖ **The Product Prototype ---- Page 20-24**
- ❖ **Survey Testing Results ----- Page 25-31**
- ❖ **Results - Reflection ----- Page 32-39**
- ❖ **Survey Results - Viability ---Page 40-41**

Mission Statement:

"The Fidget Family Modular Dollhouse blends the charm of a traditional dollhouse with the sensory benefits of fidget tools, creating a unique, interactive experience all under one roof."

Customer Persona:



Abigail Smith

"Hello! I'm Abigail, I like toys that are soft and quiet because they help me feel calm. I like to touch different textures and play with dolls so I can make up stories, even when I don't feel like talking."

Personal Information:

Age: 7 years old
Gender: Female
School: 4th Grade
From: Los Angeles, California
Lives with: Mom and Dad

Personality:

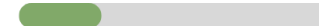
Communication



Empathy:



Social Skills:



Interests:

Dolls, Building Toys, Stuffed Animals, and her iPad.

Goals:

- Find a toy that gives her the stimulation she wants, but one that doesn't have textures she dislikes
- The ability to be create like most children her age, while still being able to regress into being non-verbal.

Frustrations:

- Loud Toys, with repetitive sounds.
- Some textures, like spiked, and crinkly.
- Toys that are considered fragile

Favorite Brands:

Mattel, LEGO, GUND, Hasbro.

Image Source: Adobe Stock

Product Design Brief:

Project Title/Name: “Fidget Family Modular DollHouse”

Designer: Sara Estus

Date: March 26, 2025

Target Audience/End User:

Children aged 6 and up, primarily produced for children of both genders who are autistic/neurodivergent, enjoy exploring textures and creating simulations with dollhouses. Sources of stimulation can be textures (soft, prickly, hard, crunchy, and squishy) Subtle noises and sounds (clacking, ticking, wooshing, and clicking), and some sources of color, such as glitter, more, and a muted color palette.

Persona:

Abigail is a 9-year-old female who was diagnosed with autism at the age of 5. Her parents found that she can easily be overstimulated by loud, bright toys. They discovered that Abigail finds comfort in playing with dolls, and she often seeks stimulation through textures and fidgets. They are looking to get Abigail a toy that provides comfort with playability, but also allows her to decide how much or how little stimulation she desires. Abigail has moments where she is nonverbal, so having a toy that gives her a sense of socialization, even through means of interaction between dolls, will allow her to still play as expected.



Image Source: Adobe Stock

Product Background:

The Fidget Family Modular DollHouse is a wooden doll house that has multiple sources of movement, texture, color, noise, and imaginative play with four dolls and a pet dog to create a family. The doll house has unique furniture items, including a couch, lamp, kitchen stove, kitchen table, four chairs, three beds, television, coffee table, and dog bed. The house itself is made out of wood, with the roof tiles being a fidget with a sequined texture, which allows color change. The two windows and door can be opened and closed, and the house is painted a soft color of blue. The various furniture has different textures, colors, and some have features that can be used to fidget, like the couch cushions functioning like a button. There are a lot of furniture items to choose from, as many neurodivergent children may hyperfixate (focus highly on) being able to do exactly what they realistically want, such as making sure all the dolls are able to sit at the kitchen table.

Opportunity Identification:

In a toy market with a substantial amount of rubber fidget toys that leads to an overabundance in the market, many of the toys are similar, if not exact copies, flooding the rubber fidget toy market with unnecessary supply. By still utilizing the rubber material and function of rubber fidget toys, we can apply that concept to the clothes of the dolls, giving them a unique texture, color, and use. Something that is not yet in the market today. There is a lack of preexisting toys that also utilize the stimulation autistic children need (as stated above). Many neurodivergent children desire toys that are relatively muted in color scheme, and lack any form of loud, continuous noise and fast movements. There are a few products like larger dolls that have clothing that gives slight fidget ability, but few products utilize not only the need for stimulation but also the means of creating situations/stories with dolls in a doll house.

Needs Analysis:

Giving autistic children the ability to have control over their playtime is crucial not only for development, but also for giving children support in the stimulation they desire. By creating this toy, it can be universally used for both children who are neurodivergent and those who are not. The furniture, dolls, and house itself has interchangeably, removable fidgets, and endless play. Something very rare in the toy industry today.

Demands:

With a rising demand for fidget toys and diagnoses in neurodivergent individuals, the need to provide a normal source of entertainment and support for the specific needs, such as “avoiding overstimulation” and “meltdowns” in children, is necessary for growth and development. Working with children to provide a regulated experience with playtime can support the development of fine motor skills and imaginative behaviors.

Product Market:

Many parents may have some struggles with finding a toy that can stimulate and encourage regular play with their autistic children. This dollhouse can provide a good opportunity for children to play while not becoming overwhelmed and discouraged by single-use toys that are on the market today. When a parent purchases the doll house, they will be able to observe a calm and collected play environment, due to the control the child will have, the amount of furniture can be adapted for each session of play, and the child can control what features are there, by the multitude of options on, for example how the roof looks with its colored sequins, or how the dolls are dressed based on flipping the rubber inside out. And if the abundance of features, such as the furniture, becomes overstimulating, parents can remove the furniture, giving their child a fully customized experience.

Product Category:

The Fidget Family Modular Dollhouse can be considered a niche product due to its target market, but it is a homogeneous product in plain orientation.

Product Development Strategy:

Focusing on the design strategies themselves is a good approach to the product's development. The focus on the design of the product, with its simplistic, but abundant parts, and the wants and needs of neurodivergent children being the focus of the product, is a good way to build support with the clientele.

Ideation: *Issue: Neurodivergent Children have a plethora of fidget-type toys, but often the desire of some of these children is to play with toys that have more structure and imaginative aspects. By creating a doll house that combines both fidget/sensory toys, on top of the base of a doll house, children have more options for the type of play they want. (Keeping it simple, but fun!)

Proactive vs. Reactive: By supporting a *proactive* strategy in the product's development, we can implement preventative measures to avoid equipment breakdowns. Identify and address potential customer issues before they arise. Anticipate customer needs and trends to create relevant products and campaigns. Identify and address potential problems in the product design before it is launched.

Tradeoffs: Some possible Tradeoffs in the product's development process may include focusing on the quality and cost of creating the product, as the idea is to have a high-quality toy that can withstand the tests of children playing with it, possibly aggressively. Anticipating the need for strong, durable materials can cause some issues for cost, but understanding that with careful material considerations, the product can be made to last. (using wood and rubber, for example)

Dynamic Forces: While it should always be considered that materials and supply shortages can occur in any instance, the possibility of demand for fidget-based toys, such as the fidget family modular dollhouse, not being adequate.

Natural Variations: Some possible natural variations can come with the product's development, such as the variation in each child's ability to use the toy with the intention it was meant to provide. Younger children, around the age of 3-4, may not be able to use this toy as intended, especially since some of the parts are small. But with a wide range of neurodivergent individuals, such as high and low functioning, it should be the parents' discretion to decide if their child can handle playing with the toy from the beginning.

Competition:

Giving children the ability to have complete control over their playtime and how much stimulation they require is not something in the market today. Many companies will choose to have fidgets on toys that can either be removed as a whole, or taken away from the toy, or they are the whole toy itself.

One competitor of this product is the toy "Fidgie Friends" produced by "Sunny Dayz Entertainment." This toy is a standard 11-inch doll that has clothing and "features" that are fidgets. These dolls include a plethora of textures, colors, and personalities. One flaw of this toy is that its reviews have often stated the product being "cheap" and unable to last typical, long-lasting playtime. The toy itself has had multiple instances of possibly being discontinued

for this reason. The dolls themselves range from \$12-\$16 USD. They may be cheaper than the product we are creating, but they have obvious limitations.

Comparison: the Fidget Family Modular Dollhouse is built to not only last, but withstand the pressures and play that may come with its use. The Doll house has more structurally sound fidgets that can support their integrity, and bounce back for more play every time, as they are made with wood, rubber, and strong plastics.

Proposal Details Analysis:

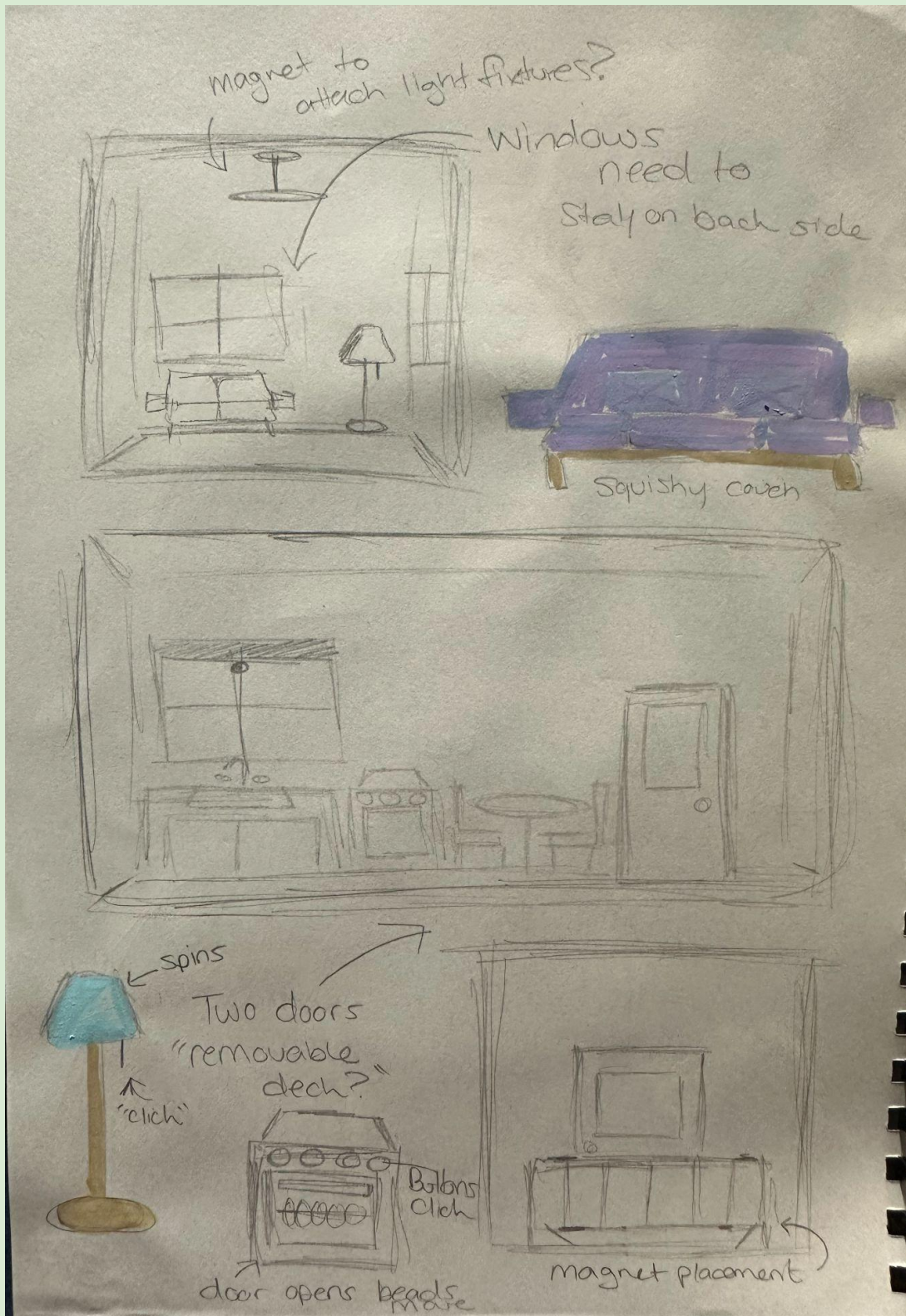
The most important feature of this product is longevity. Many toys for children with special needs may not have the ability to withstand “roughhousing” or repetitive play. And while few products can withstand constant rough use, it should be understood that the Fidget Family Modular Dollhouse is made with intentions of providing sensory stimulation and imaginary play without the use of pre-made personification like the competitors.

Target Price: (general materials)

- Wood
- Rubber
- Plastic

(Based on Quality and Materials) \$50.00

Product Concept Designs:

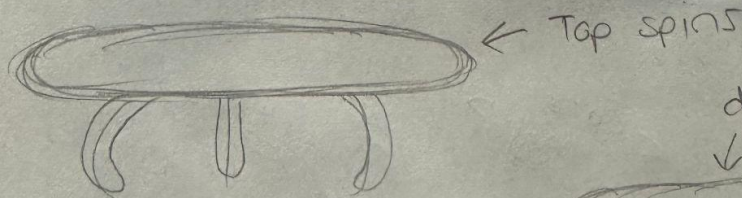
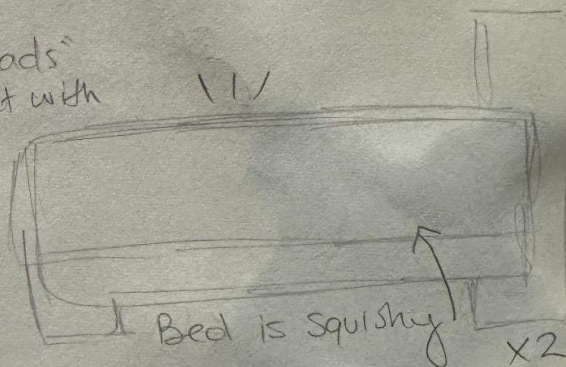
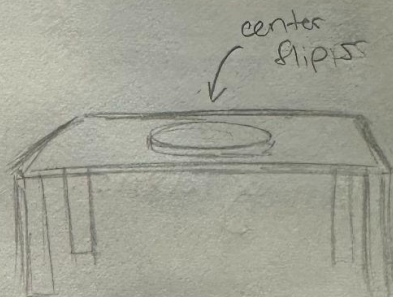
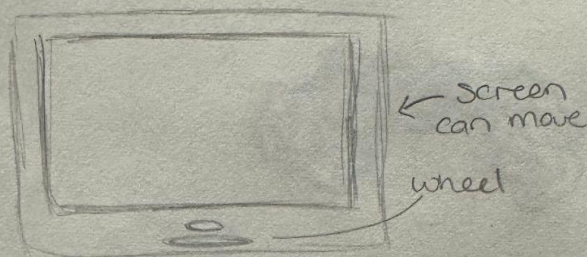


Planned furniture items:

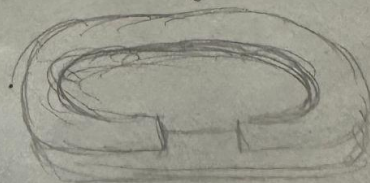
- ★ Couch
- ★ lamp
- ★ Kitchen stove
- ★ TV
- ★ Kitchen table
- ★ 4 chairs
- ★ 3 beds (one big, two small)
- ★ coffee table
- ★ dog bed

Ideas:

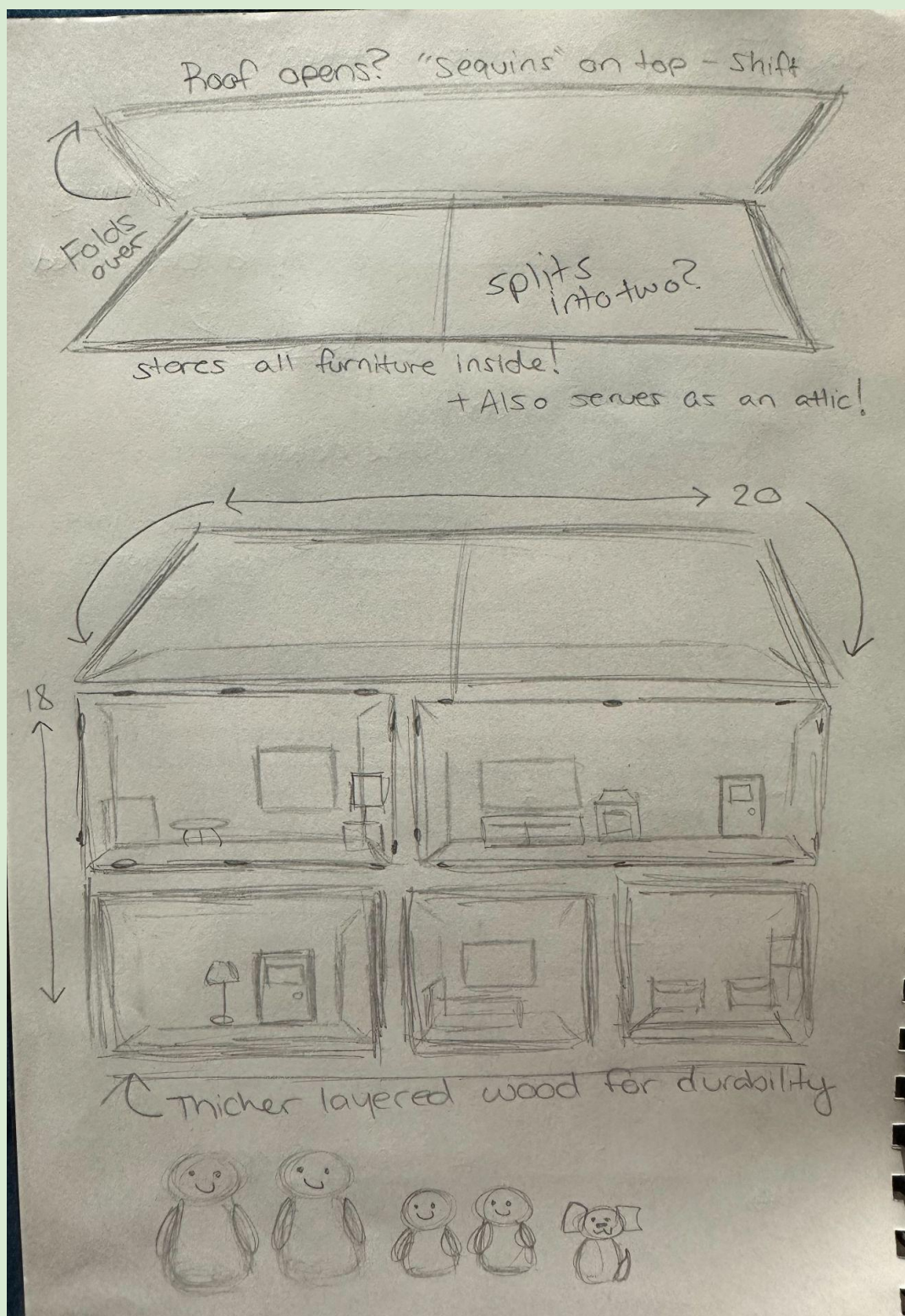
- ★ Kitchen stch (+ cabinets)
- ★ light fixtures?



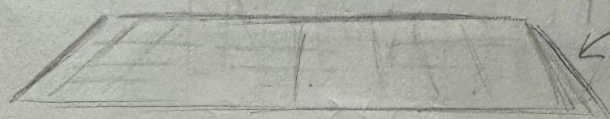
dog bed is squishy



x other furniture
on ← pages

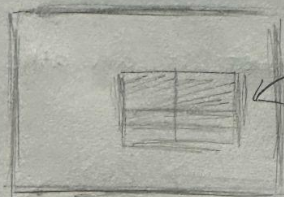


Fidget Family Dollhouse Sketches:



Sequin "switching"
roof
muted blue or red

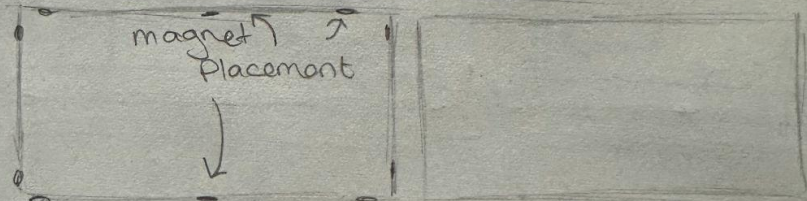
Modular?



Blinds that
can come down?



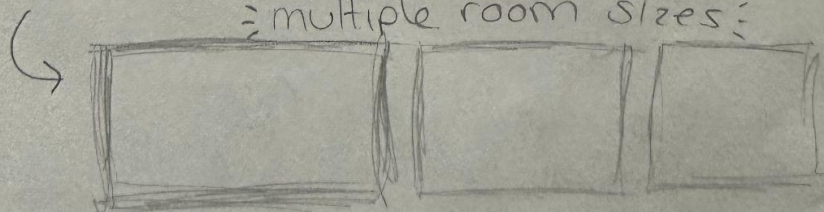
Blind fits into
gap between
wood

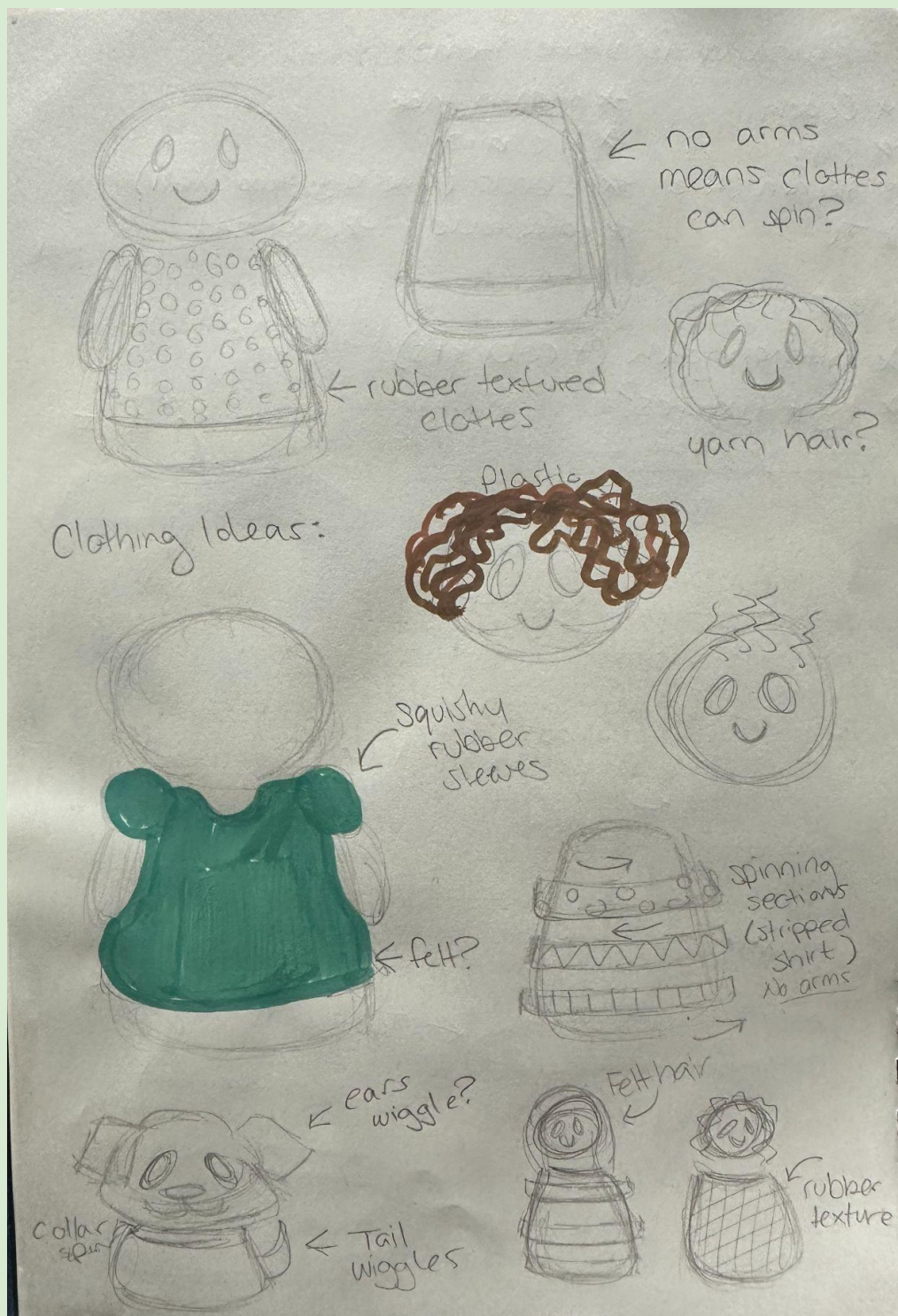


magnet
placement

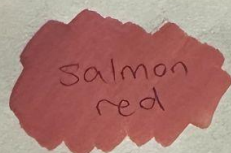


≡ multiple room sizes ≡





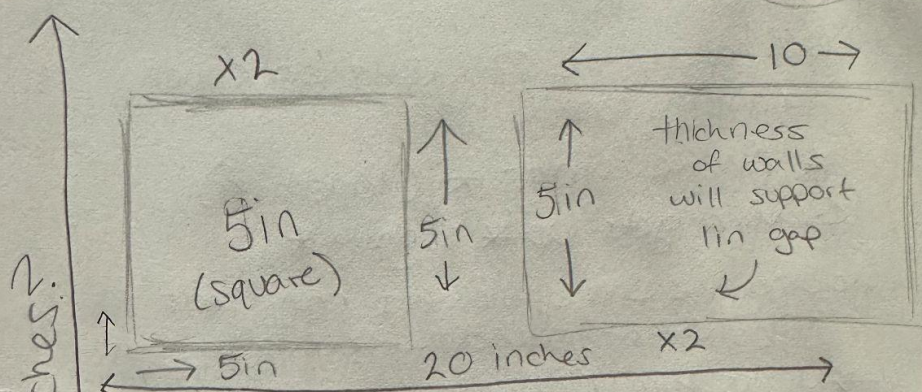
Colors and measurement:



The roof
- color shift
- only works on very opposite colors



house measurements? :

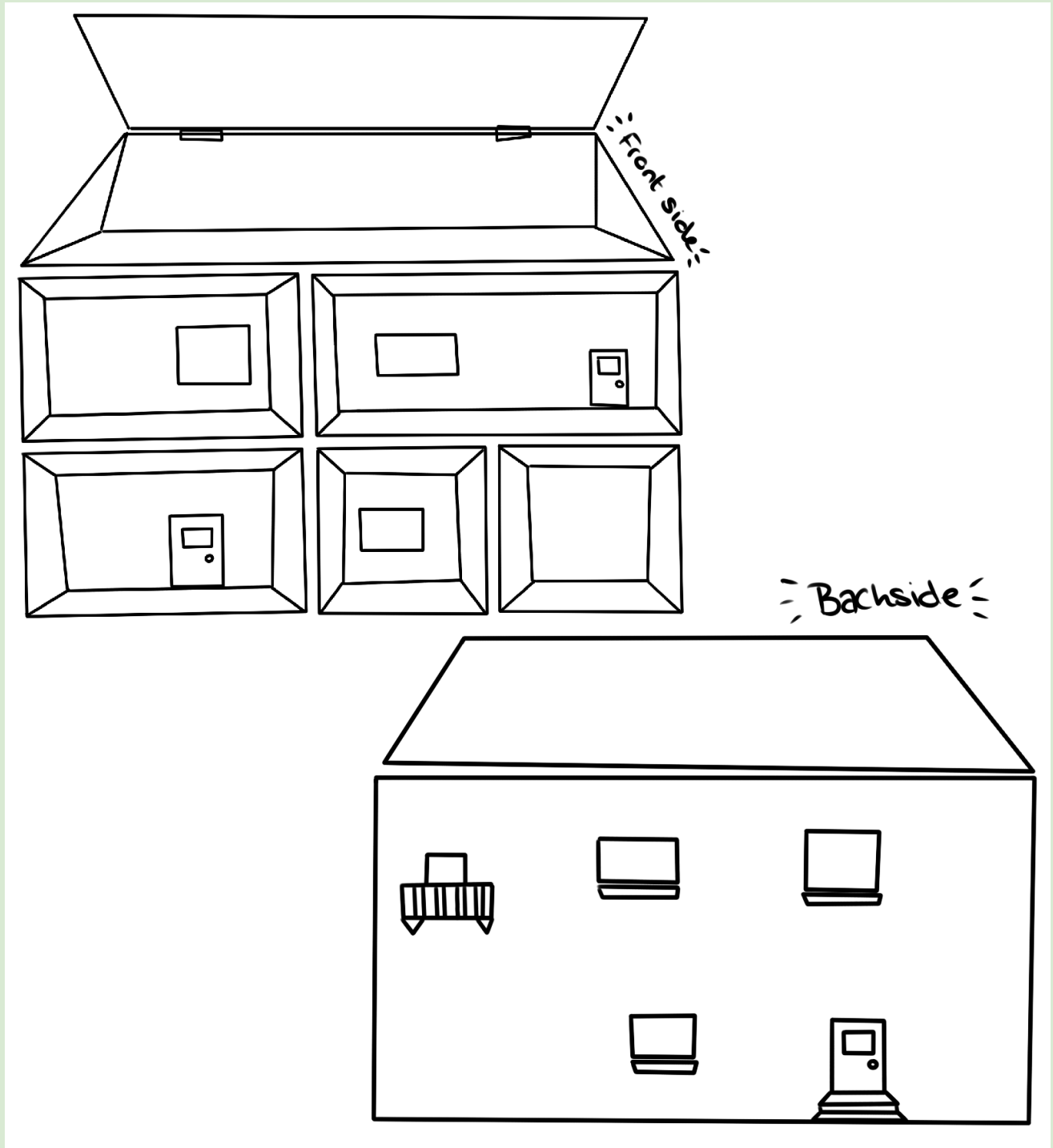


Neutral muted pallet
- warm pastels?
main color (soft wood?)
sandy/beige
★ pops of color

Use of same colors throughout :



Digital Concept Art:



Priorities Scoring Sheet:

Candidates 1-5												
"Fidget Family Dollhouse"		Modular House (6 Rooms/Roof Sol		6 Rooms Modular		Travel Friendly Aspects		Family (With Arms)		Family (Without Arms)		
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	
Ample Textures	9%	4	0.36	4	0.36	4	0.36	4	0.36	5	0.45	
Repetitive Support	7%	5	0.35	4	0.28	4	0.28	2	0.14	5	0.35	
Full Play Control	5%	4	0.2	3	0.15	5	0.25	3	0.15	5	0.25	
Multiple Fidgets	9%	4	0.36	4	0.36	4	0.36	3	0.27	4	0.36	
Mental Stimulation	5%	5	0.25	5	0.25	3	0.15	4	0.2	4	0.2	
Travel Friendly	3%	3	0.09	3	0.09	5	0.15	4	0.12	4	0.12	
Imaginative Play	6%	4	0.24	4	0.24	3	0.18	4	0.24	5	0.3	
Smooth Finished Wood	3%	3	0.09	4	0.12	5	0.15	5	0.15	5	0.15	
Soft Silicone	3%	3	0.09	3	0.09	4	0.12	5	0.15	5	0.15	
Muted Color Palette	5%	3	0.15	3	0.15	3	0.15	3	0.15	3	0.15	
Ethically Sourced Wood	3%	2	0.06	2	0.06	2	0.06	5	0.15	5	0.15	
Silicone Fidgets	5%	4	0.2	4	0.2	3	0.15	5	0.25	5	0.25	
Polypropylene Plastic	3%	2	0.06	2	0.06	2	0.06	3	0.09	3	0.09	
Smooth Surfaces	4%	4	0.16	4	0.16	4	0.16	3	0.12	3	0.12	
Sturdy - Large Sizes	6%	5	0.3	5	0.3	5	0.3	4	0.24	5	0.3	
Smooth Edges	8%	5	0.4	5	0.4	5	0.4	4	0.32	5	0.4	
Silicone well attached	7%	4	0.28	4	0.28	5	0.35	4	0.28	4	0.28	
Larger pieces (no swallowing)	9%	5	0.45	5	0.45	5	0.45	5	0.45	5	0.45	
Total score		4.09		4		4.08		3.83		4.52		
Rank		3		5		4		2		1		
Candidates 6-9												
"Fidget Family Dollhouse"		5 Rooms Modular		Fully Modular (5 Rooms/Roof)		14 Furniture Items		10 Furniture Items				
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	
Ample Textures	9%	5	0.45	5	0.45	5	0.45	4	0.36			
Repetitive Support	7%	5	0.35	4	0.28	5	0.35	2	0.14			
Full Play Control	5%	4	0.2	4	0.2	5	0.25	3	0.15			
Multiple Fidgets	9%	4	0.36	2	0.18	4	0.36	3	0.27			
Mental Stimulation	5%	5	0.25	5	0.25	5	0.25	4	0.2			
Travel Friendly	3%	5	0.15	5	0.15	2	0.06	4	0.12			
Imaginative Play	6%	3	0.18	4	0.24	3	0.18	4	0.24			
Smooth Finished Wood	3%	4	0.12	5	0.15	2	0.06	5	0.15			
Soft Silicone	3%	3	0.09	3	0.09	4	0.12	5	0.15			
Muted Color Palette	5%	5	0.25	4	0.2	3	0.15	3	0.15			
Ethically Sourced Wood	3%	5	0.15	5	0.15	5	0.15	5	0.15			
Silicone Fidgets	5%	2	0.1	2	0.1	3	0.15	5	0.25			
Polypropylene Plastic	3%	2	0.06	2	0.06	2	0.06	3	0.09			
Smooth Surfaces	4%	3	0.12	5	0.2	3	0.12	3	0.12			
Sturdy - Large Sizes	6%	4	0.24	5	0.3	3	0.18	4	0.24			
Smooth Edges	8%	5	0.4	4	0.32	4	0.32	4	0.32			
Silicone well attached	7%	2	0.14	2	0.14	5	0.35	4	0.28			
Larger pieces (no swallowing)	9%	2	0.18	5	0.45	3	0.27	3	0.27			
Total score		3.79		3.91		3.83		3.65				
Rank		3		1		2		4				

****Concept Priorities with Green Highlighted sections below them are the priorities that were used in the final design concepts and prototypes****

Concepts Scoring Sheet:

		Candidates 1-5											
"Fidget Family Dollhouse"		Modular House (6 Rooms/Roof Solid)		6 Rooms Modular		Travel Friendly Aspects		Family (with Arms)		Family (Without Arms)			
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score		
Function	30%	5	1.5	3	0.9	5	1.5	3	0.9	5	1.5		
Aesthetics	20%	4	0.8	5	1	4	0.8	4	0.8	4	0.8		
Environmental	15%	2	0.3	2	0.3	3	0.45	5	0.75	3	0.45		
Ergonomic	15%	3	0.45	3	0.45	4	0.6	2	0.3	4	0.6		
Safety	20%	4	0.8	4	0.8	3	0.6	2	0.4	4	0.8		
	Total score	3.85		3.45		3.95		3.15		4.15			
	Rank	3		4		2		5		1			
		Candidates 6-9											
"Fidget Family Dollhouse"		5 Rooms Modular		Fully Modular (5 Rooms/Roof)		14 Furniture Items		10 Furniture Items					
Criterion	Weight (%)	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Rating (1-5)	Weighted Score	Color-matched features compare themselves directly, with "travel-friendly aspects" being stand-alone. Final Prototype features will include a fully modular dollhouse with five rooms and an attic roof, 14 furniture Items, and dolls without arms to add to the fidget aspect of their clothing.			
Function	30%	5	1.5	5	1.5	5	1.5	4	1.2				
Aesthetics	20%	5	1	5	1	5	1	3	0.6				
Environmental	15%	4	0.6	4	0.6	3	0.45	3	0.45				
Ergonomic	15%	4	0.6	3	0.45	3	0.45	3	0.45				
Safety	20%	3	0.6	3	0.6	2	0.4	2	0.4				
	Total score	4.3		4.15		3.8		3.1					
	Rank	2		1		3		3					

**** 9 similar, but different concepts and features - as seen in the concept drawings, are listed as candidates, in the Priorities Scoring Sheet, the same concepts are scored, but more specifically.****

Product Testing Survey:

The Fidget Family Modular Dollhouse is a new product innovation that combines the concept of silicone fidgets with versatile textures and functions, with the familiar concept of a dollhouse with a modular twist for fully customizable play, specifically for children ages 7 and up.

This product is meant for children with neurodivergence who desire controlled, but stimulating playtime.

This survey is meant to collect opinions based on the functionality and variety that the dollhouse may include.

- 1.) Based on the appearance of the dollhouse, does the amount of furniture and textures feel overwhelming? (Yes or No)
- 2.) The product is made with safe, non-toxic, and very durable materials (Wood, Silicone, and Polypropylene Plastic). Do you have any other safety concerns? (Prompt users to give short answers)
- 3.) Do you like that you can change the toy completely, such as moving the sequin roof tiles, moving the rooms around, etc.? (Yes, No, or Other)
- 4.) Do you feel like this product is more suitable for boys or girls? (Girls, Boys, or Both)
- 5.) What do you like most about the Fidget Family Modular Dollhouse? (Prompt users to give short answers)
- 6.) What do you dislike most about the Fidget Family Modular Dollhouse? (Prompt users to give short answers)

- 7.) Do you have any further comments or ideas for this product? (Prompt users to give short answers)
- 8.) How much would you feel comfortable paying for this product based on your experience today? (Prompt users to give short answers)
- 9.) How likely are you to purchase this product? (Score 1-5, with 1 being likely and 5 being unlikely)

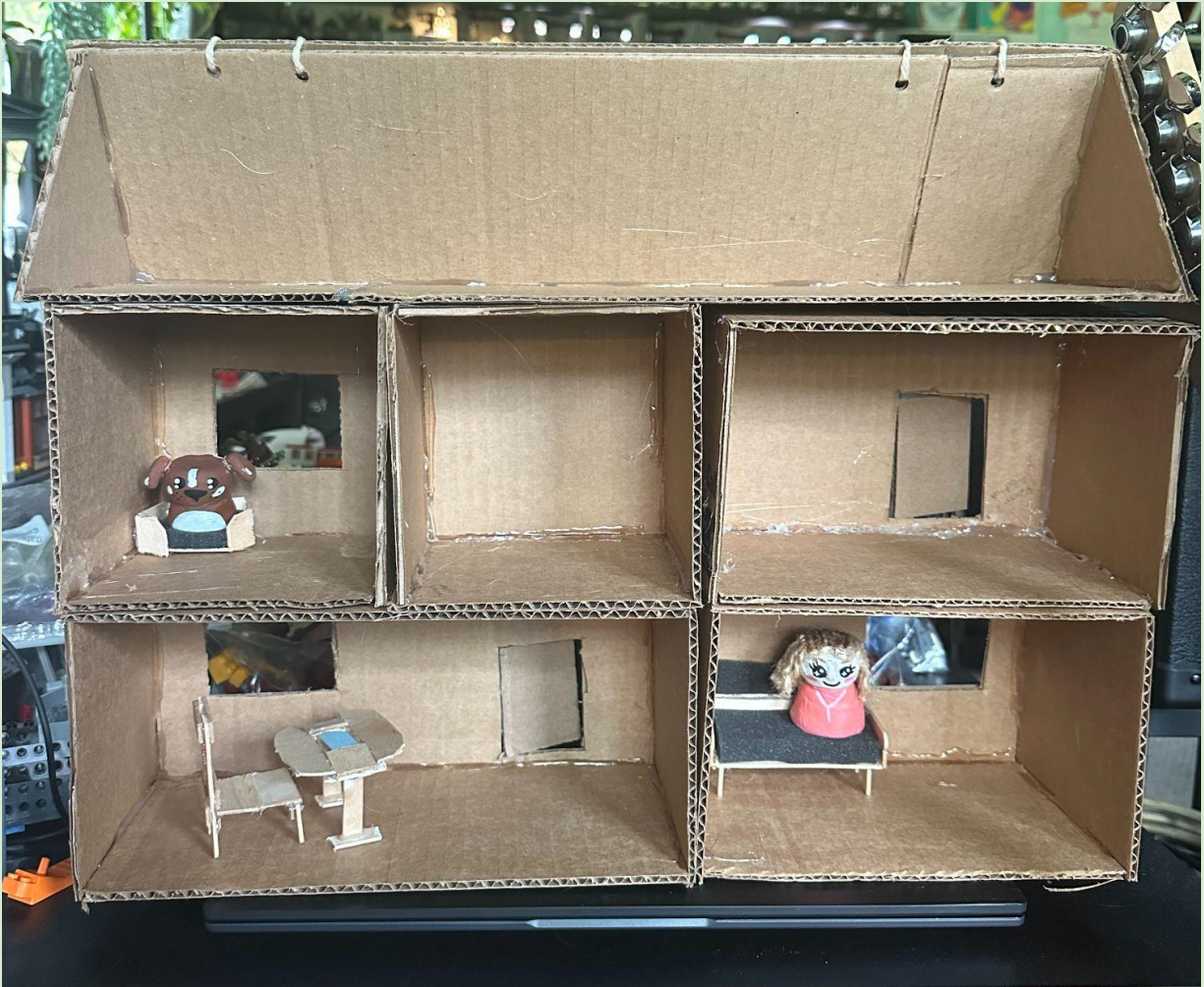
I had realized after I had started to get survey responses that the 9th question was backwards. I will be using the data as is, but I will acknowledge the error in the survey review section of this packet

Link to Survey in Google Forms: [Fidget Family Modular Dollhouse Survey](#)

The Product Prototype:



As seen above, the Fidget Family Modular Dollhouse has 5 rooms, a roof/attic, and four pieces of “test” furniture and two dolls, one girl, and her dog.



As seen above, the roof of the house also opens to be an attic and for storage when traveling.

Below is a close-up of the dolls, a cute brown puppy, and a girl with shimmering eyes





Above is a sample of what a chair would look like; the back of it has beads that spin.



Above is a sample of what the couch looks like, which has squishy cushions



Above, you can't forget the puppy! A squishy dog bed functions as a small squishy fidget.



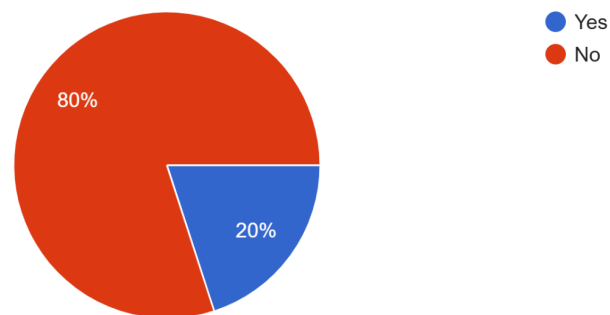
Above, a kitchen table that has a center piece that can spin

Survey Test Results:

Question 1:

Based on the appearance of the dollhouse, does the amount of furniture and textures feel overwhelming?

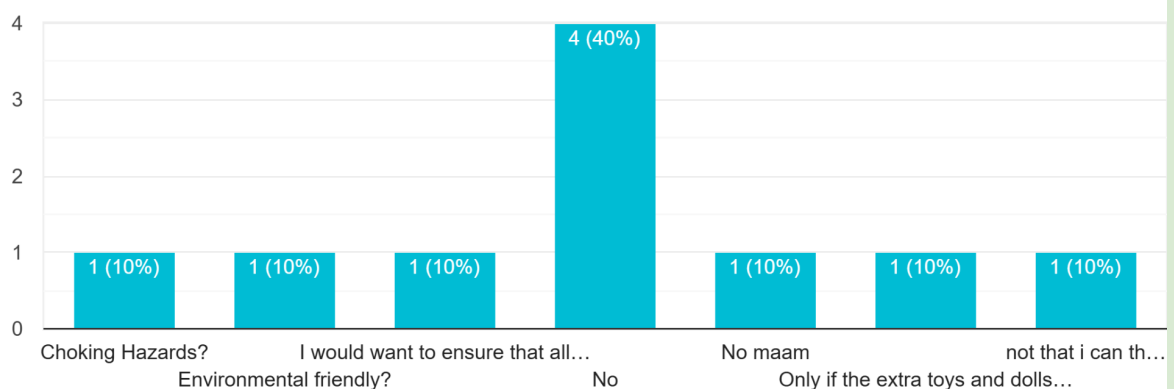
10 responses



Question 2:

The product is made with safe, non-toxic and very durable materials, (Wood, Silicone, and Polypropylene Plastic) Do you have any other safety concerns?

10 responses

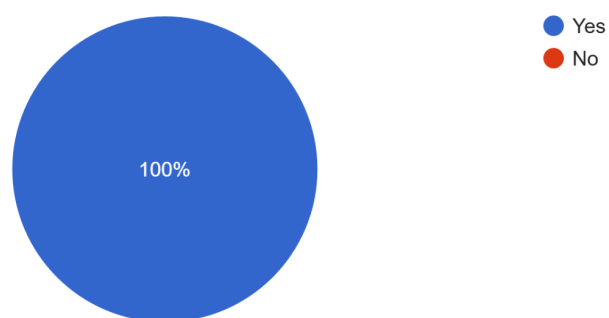


Primary Concern: Choking Hazards, and whether the toy is environmentally friendly

Question 3:

Do you like that you can change the toy completely, such as moving the sequin roof tiles, moving the rooms around, etc.?

10 responses



Question 4:

Do you feel like this product is more suitable for boys or girls?

10 responses



Question 5:

What do you like most about the Fidget Family Modular Dollhouse?

10 responses

The product allows for versatility in play and stimulation.

The squishy couch

The amount of fidget objects is very good for most of the neurodivergent children, the more stimulation you can provide in a small area typically helps to calm and soothe them. And provides great opportunities to pass time for the child.

The inclusion for neurodivergent individuals.

It has different stimming options for people who have different fixations

I love the versatility!

It will keep their attention

The variety you can choose

the amount of customization and the different texture options

The versatility! Especially the way this can be designed for boys and girls. Dollhouse traditionally being designed for girls, a product like this can bridge the gap of toys for all kids!

Survey States: Responses have an agreement with the strong versatility in the product's design, and that the amount of fidgets is good.

Question 6:

What do you dislike most about the Fidget Family Modular Dollhouse?

10 responses

I understand why you would want a lot of furniture, but having a lot of pieces seems like it can be overstimulating at times.

I like the flipping of sequins but not the scratchy texture

It all looks good, but some of the objects seem very small, potential to easily lose some pieces if not locked in place

That I didn't have one as a kid, I would have loved it!

I'm not sure

The roof doesn't appear to be as modular as the rest of the house

More height to it.

Nothin!

some of the different textures aren't my personal favorites, like sequins

ABSOLUTELY NOTHING

Main Concern: Overstimulation, choking hazards, and the dislike of certain textures.

Question 7:

Do you have any further comments or ideas for this product?

10 responses

No

Will the magnets be embedded into the wood? I worry about choking on them.

I like it!

Maybe add customization for the "family" such as clothing options

I better get a test model!

This is a cool concept for those who like to get lost in their own world

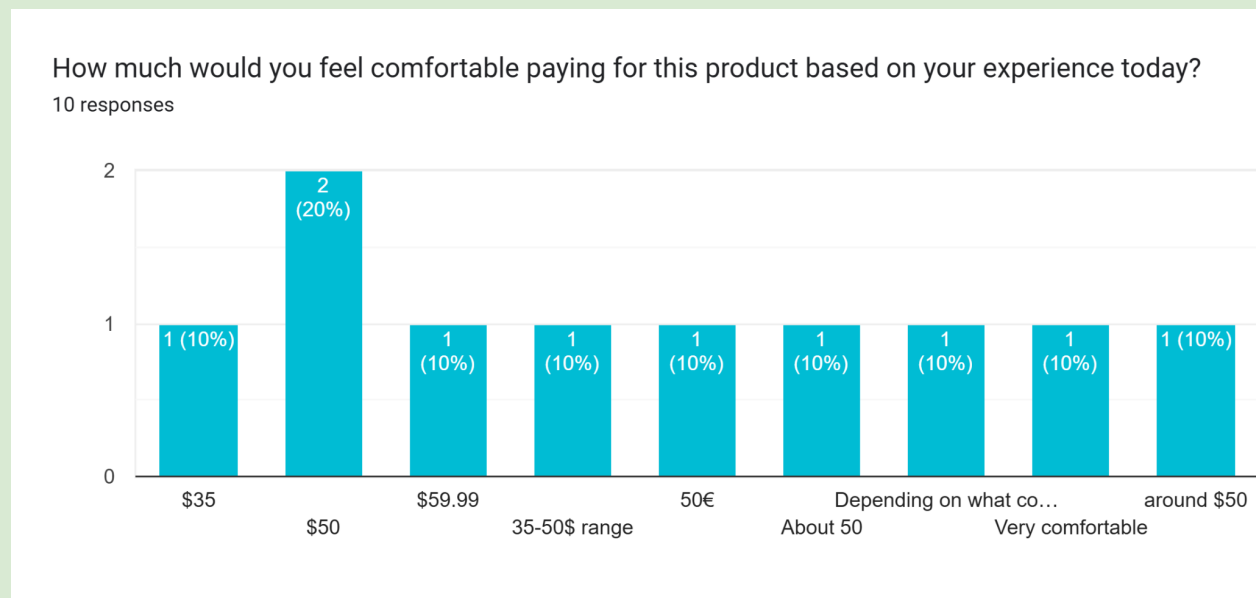
Honestly, I wouldn't market this product to very small children, maybe 6+

not that I can think of at this time!

make the toy dogs very very cute please

Survey States: Many responses did not have further input, but a handful continued to push for the awareness of choking hazards and customization.

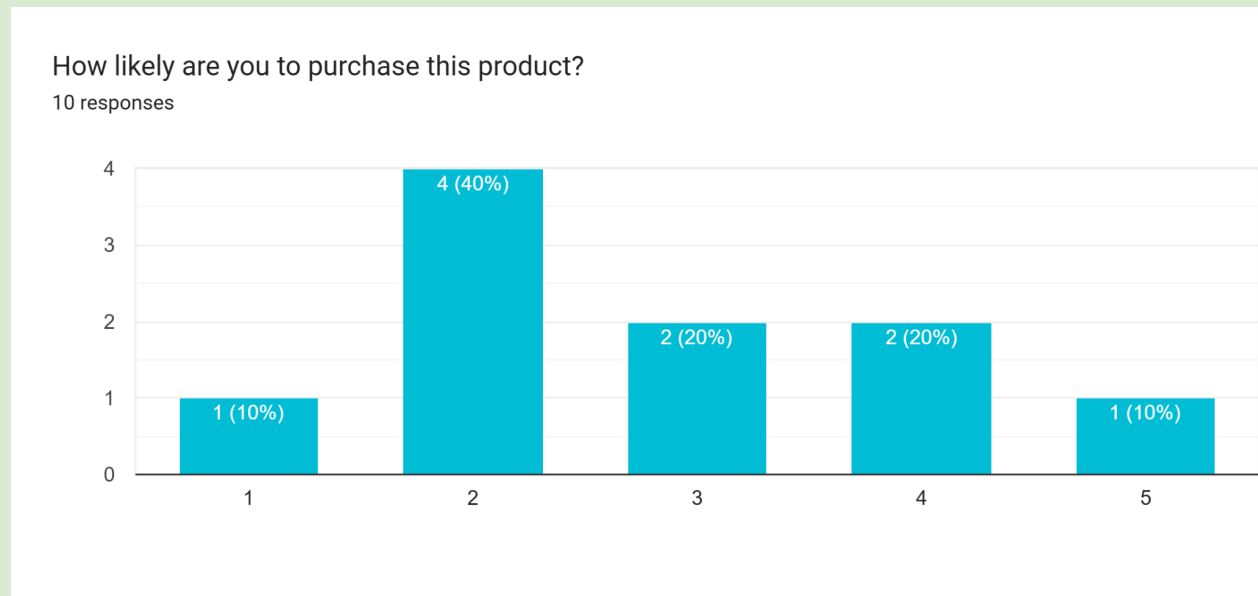
Question 8:



Survey States: The range is \$35-\$60, with \$50 being the most common price.

****One survey responder misunderstood the question, stating only “Very comfortable”; when later asked, they stated they would be willing to pay \$50.****

Question 9:



**** As stated on page 18, this question was done backwards, with one being likely, and five being unlikely to purchase this product. I did not see this error until at least three had finalized their responses to the survey, and they stated that they were confused by the last question. I will not be changing the data based on their verbal responses, following through based on what the final chart says. ****

(I did clarify with the other seven who did the survey to pay close attention to the final question.)

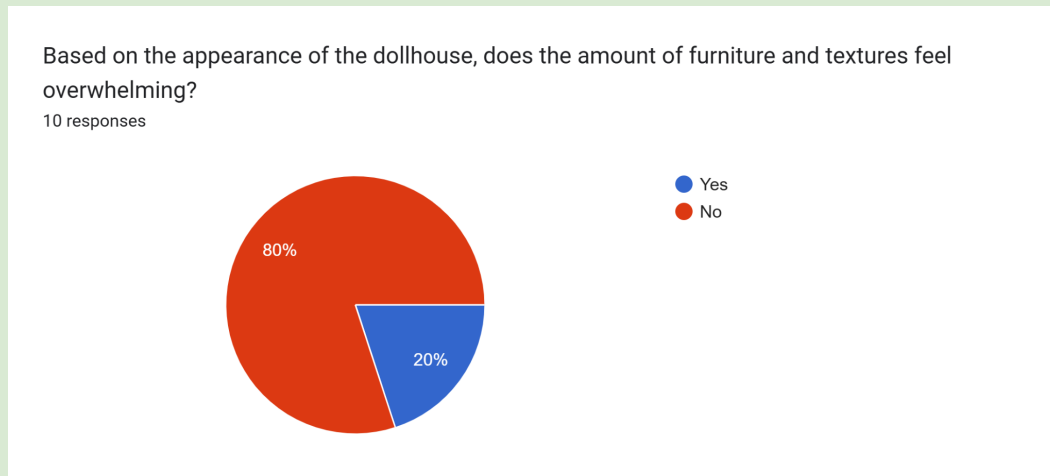
Survey Results - Reflection:

In creating the survey, I wanted to create something that would guide responders to give me feedback on the primary concerns I had with the product, such as overstimulation in the quantity of furniture and textures. However, like most surveys, I wanted to also give responders a chance to have full unlimited input through their thoughts, ideas, and what they liked and disliked about the Fidget Family Modular Dollhouse.

10 different respondents, both male and female, completed the survey. They all completed the survey in about 5 mins maximum time. I was open to any questions before and after the survey, and provided the concept sketches and images of the function prototype for examination. With 10 responses to my survey for my product concept, I would say that the responses do reflect similar thoughts of my own, but also bring up many issues I would like to look further into and adapt, such as possible choking hazards, further customization, and overstimulation.

Below, I will reflect on all the question responses, and then infer if I believe the product is viable as an actual product that can be manufactured and sold.

Question 1:

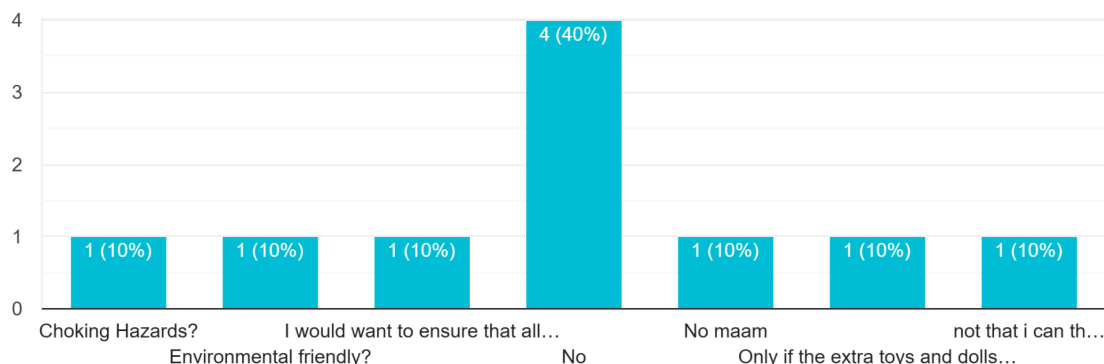


In my scoring sheet, I asked myself if 10-14 furniture items would be better, and in both scoring trials, 14 won. I can see why the majority of respondents stated “No,” and as more respondents were filling out the survey, two stated “Yes” that the content of the product felt overwhelming. I plan to continue with 14 furniture items, but take into consideration that less is more in the case of textures and content.

Question 2:

The product is made with safe, non-toxic and very durable materials, (Wood, Silicone, and Polypropylene Plastic) Do you have any other safety concerns?

10 responses

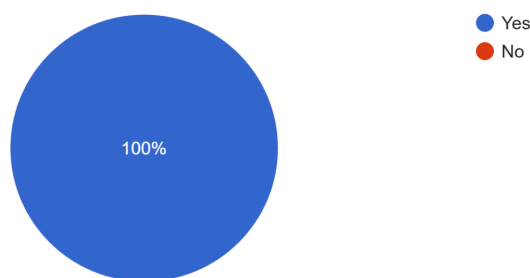


The focus of this question was to analyze what respondents felt when they were made aware of the types of materials and the quality of their longevity. I got a mix of no further concerns and three responses that were concerned with choking hazards due to the size of the dolls and furniture. I plan to use this input to further support the need to have larger-scale furniture and dolls.

Question 3:

Do you like that you can change the toy completely, such as moving the sequin roof tiles, moving the rooms around, etc.?

10 responses



I was not surprised by the overwhelming response of agreement to the product's ability to adapt to a child's wants and needs. The desire for modularity and customization is often welcomed and popular in products.

Question 4:

Do you feel like this product is more suitable for boys or girls?

10 responses



I was also not surprised by the overwhelming response of agreement to the toy being suitable for both boys and girls. In modern generations, toys being versatile with concepts that are both considered masculine and feminine is more acceptable, and so having this product follow that concept was one of the key features in its aesthetic design.

Question 5:

What do you like most about the Fidget Family Modular Dollhouse?

10 responses

The product allows for versatility in play and stimulation.

The squishy couch

The amount of fidget objects is very good for most of the neurodivergent children, the more stimulation you can provide in a small area typically helps to calm and soothe them. And provides great opportunities to pass time for the child.

The inclusion for neurodivergent individuals.

It has different stimming options for people who have different fixes

I love the versatility!

It will keep their attention

The variety you can choose

the amount of customization and the different texture options

The versatility! Especially the way this can be designed for boys and girls. Dollhouse traditionally being designed for girls, a product like this can bridge the gap of toys for all kids!

I appreciated the feedback that supported my concept of having both traditional and modern features from a dollhouse and fidgets. I also appreciated the agreement of stimulation for neurodivergent children being a key winning feature of my product's concept.

Question 6:

What do you dislike most about the Fidget Family Modular Dollhouse?

10 responses

I understand why you would want a lot of furniture, but having a lot of pieces seems like it can be overstimulating at times.

I like the flipping of sequins but not the scratchy texture

It all looks good, but some of the objects seem very small, potential to easily lose some pieces if not locked in place

That I didn't have one as a kid, I would have loved it!

I'm not sure

The roof doesn't appear to be as modular as the rest of the house

More height to it.

Nothin!

some of the different textures aren't my personal favorites, like sequins

ABSOLUTELY NOTHING

Out of all the questions asked in the survey, I believe this question is the most helpful for feedback. Looking at the concept of having a lot of little moving pieces like furniture can understandably be a lot for a child who is neurodivergent, so I do plan to make the furniture much bigger and more stable, with simplicity being tied into their design. For the roof, as its sequined texture is mentioned in a few of the responses, I do plan to find an alternative solution that is less scratchy, and the concern of its lack of modularity, which is a setback due to concerns I have about making it travel-friendly. But all in all, most respondents found no further issues.

Question 7:

Do you have any further comments or ideas for this product?

10 responses

No

Will the magnets be embedded into the wood? I worry about choking on them.

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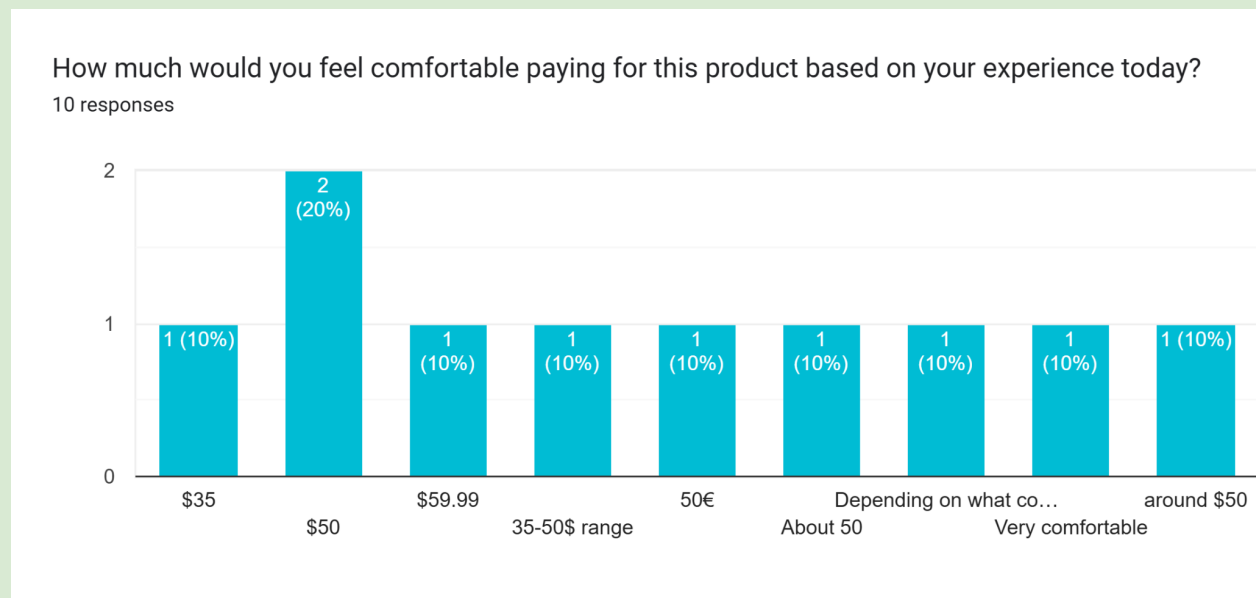
Honestly, I wouldn't market this product to very small children, maybe 6+

not that I can think of at this time!

make the toy dogs very very cute please

I believe most other comments and concerns were answered in question 6, as most of the respondents stated that they liked the toy or didn't have further input. But some further returning statements were the desire for further customization and concern for choking hazards. I do plan to embed the magnets, and the dolls will have fidgetable clothing that makes it pretty customizable.

Question 8:

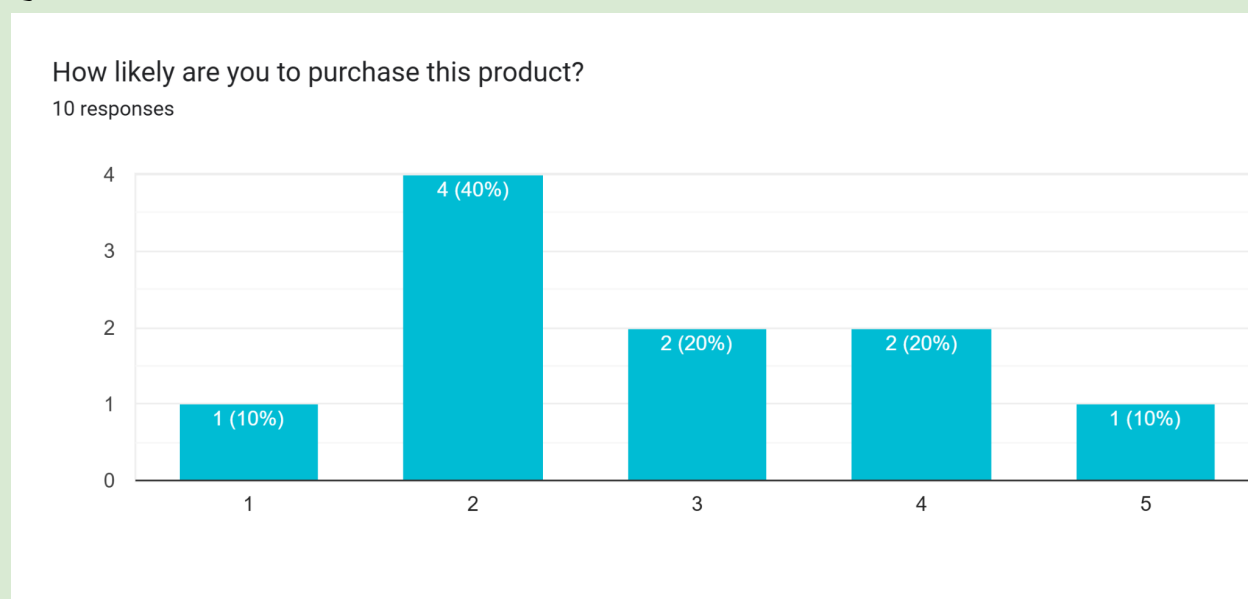


In my concept brief, I stated at the end that I believe the product should be priced at about \$50 USD. I was pretty happy that the respondents had a relatively similar estimated price they were willing to pay for the product. The minimum price of \$35 dollars does seem reasonable as well, but I think if my product is created in its final form with its quality built materials and fidgets, \$50 is a fair price.

I did have one respondent from Europe who did use Euros as their currency, but it still leaves little difference due to the exchange rate being 50 euros to \$56.52 USD.

I also observed (as stated on pages 18 and 24) that one respondent did misunderstand the question, later stating they would pay about \$50. I will choose to accept that verbal answer, even though it is not written.

Question 9:



**** Please see Page 25 to understand the error of this question.****

Regardless of the error that was brought to my attention by the first three respondents, I believe there is enough information to still get viable results. It makes me happy that many of the respondents would be willing to purchase my product. However, I do understand those who also believe that they likely wouldn't, as there are many products out there that are stimulants for children with neurodivergence, and dollhouses have been around for centuries.

Survey Results - Viability:

After considerate observation of the survey results of the product from 10 different respondents, and the final results of both the concept scoring sheet and priorities scoring sheet, I have concluded that the Fidget Family Modular Dollhouse is a viable product that can be created and sold on the market today. The survey was given to a handful of people who fit the criteria of what the clientele would look like, such as being a parent, being a parent of a neurodivergent child, or having neurodivergence themselves. The product sample they were provided with was fairly limited, as it was only in photos, but I believe that they asked enough questions for me to gain insight and support what they wanted to know with enough context to understand the product fully. I don't believe that the survey contained any issues or indications of biases, as it was fairly open-ended and solid.

In reviewing the results of the survey:

A) the overall appeal and interest?

Respondents appeared to be interested in the combination of a traditional dollhouse with the innovation of fidgets and modularity.

B) Perceived benefits and value?

The Fidget Family Modular Dollhouse was perceived to have key benefits of stimulation and structure, while also using durable materials and familiarity in a dollhouse form.

C) Areas for improvement and concerns?

The main concern for many of the respondents was the possibility of choking hazards, and the concern with some of the provided textures being too overstimulating. There was also a slight concern about environmentally friendly materials.

D) Purchase intent?

Based on the provided information, it seems that there is a market for the Fidget Family Modular Dollhouse, but many respondents don't seem like they would be interested in purchasing the product immediately.

This product contains both the traditional features and concepts of a dollhouse that has been popular among children for centuries, but it also contains the fairly new, popular functionality of stimulation through fidgets, which are often made from silicone. I believe that tying in the traditional features with the stimulating features will allow neurodivergent children to have a sense of control over their playtime, by playing with the dolls in a structured environment, and the ability to receive physical stimulation can help improve their playtime and desire for control.