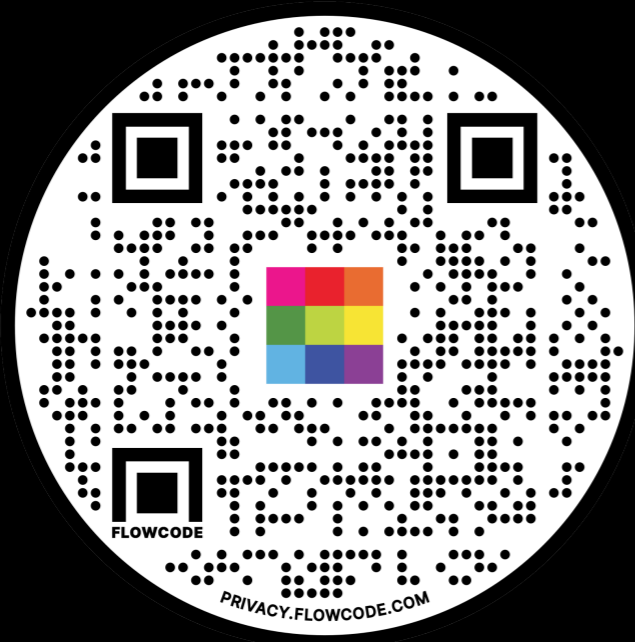
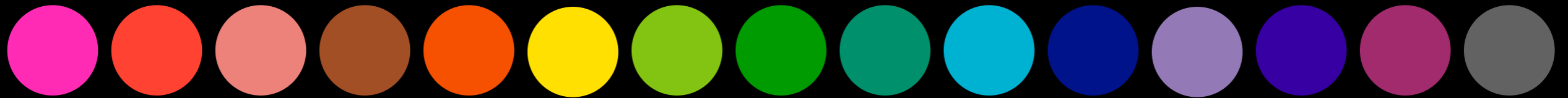


Product Innovation Lab

PLAYsentations!



Rainbow Records

Rainbow Records



Alvina Salim



Tony Nhan



Chapin Galowitz



Jack Courington



Nam Anh Nguyen



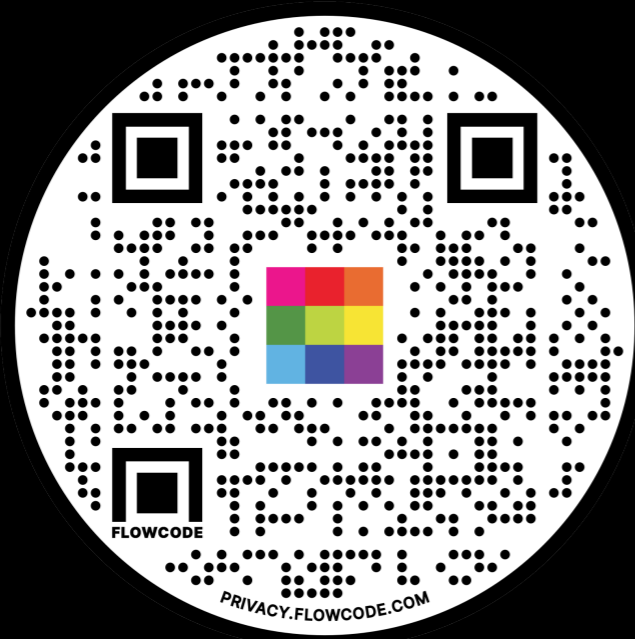
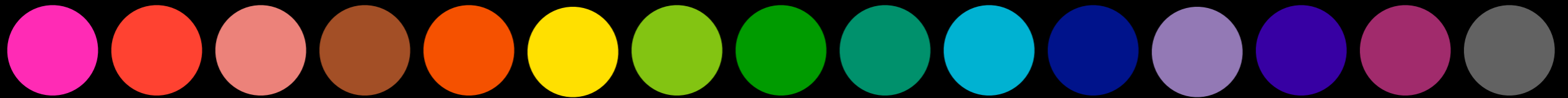
instructor
Krystianna Johnson



instructor
Jesse Purvey

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PLAYsentations!



Rainbow Records



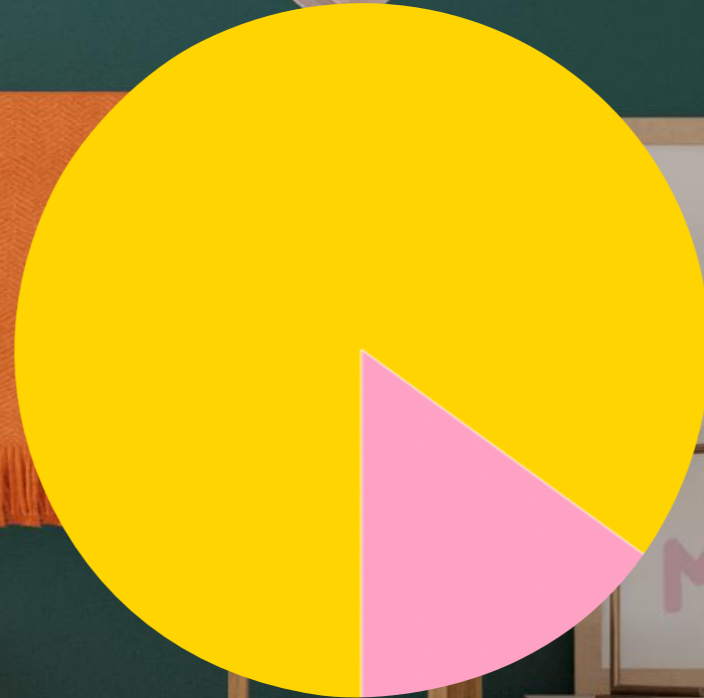
Interchangeable keys

Multi-directional spin

Cue cards of popular songs

Play hands-free or with mallet





85% of children own

at least 2 musical toys



\$50



\$30



\$15

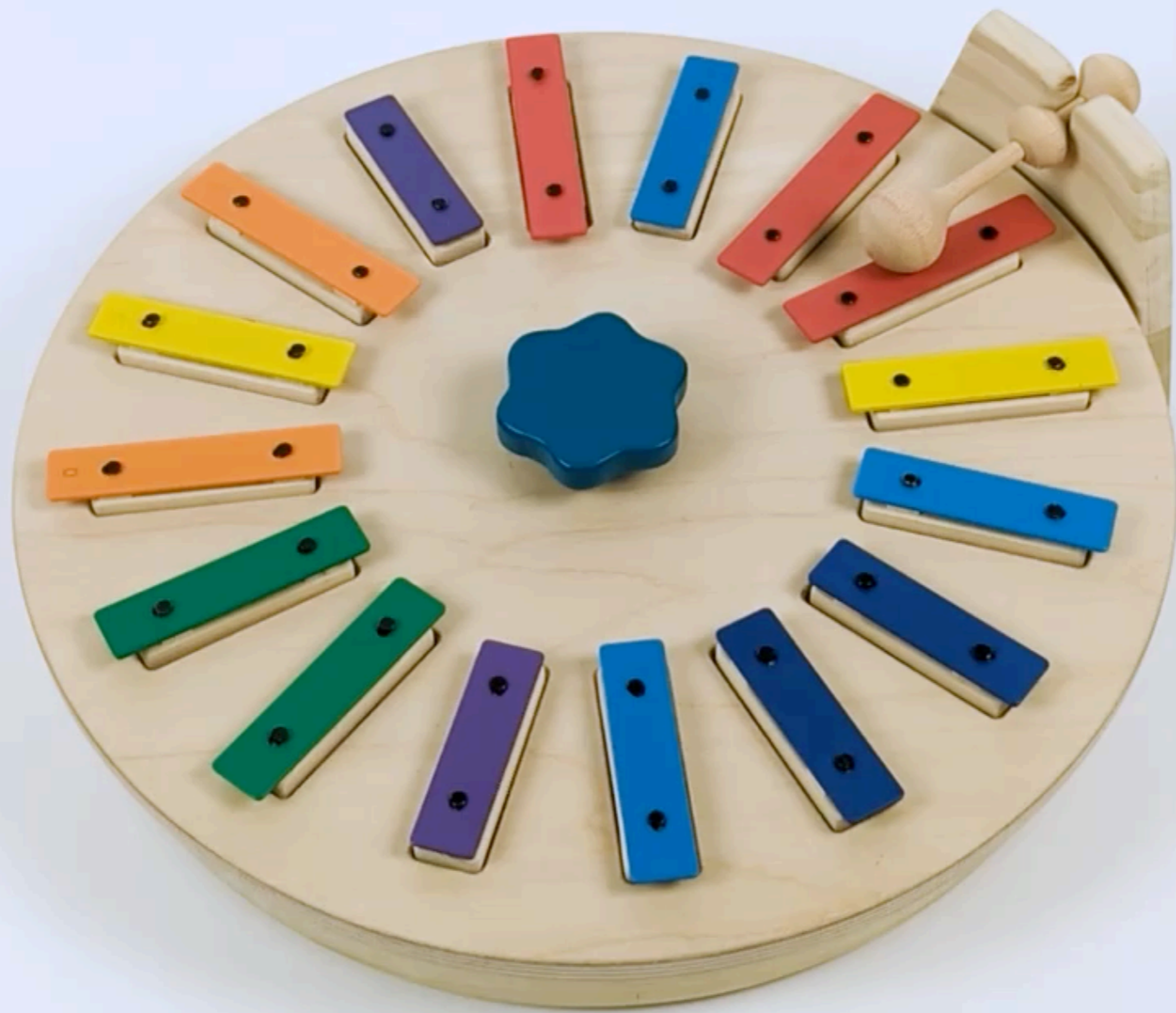
Mallet + Carousel

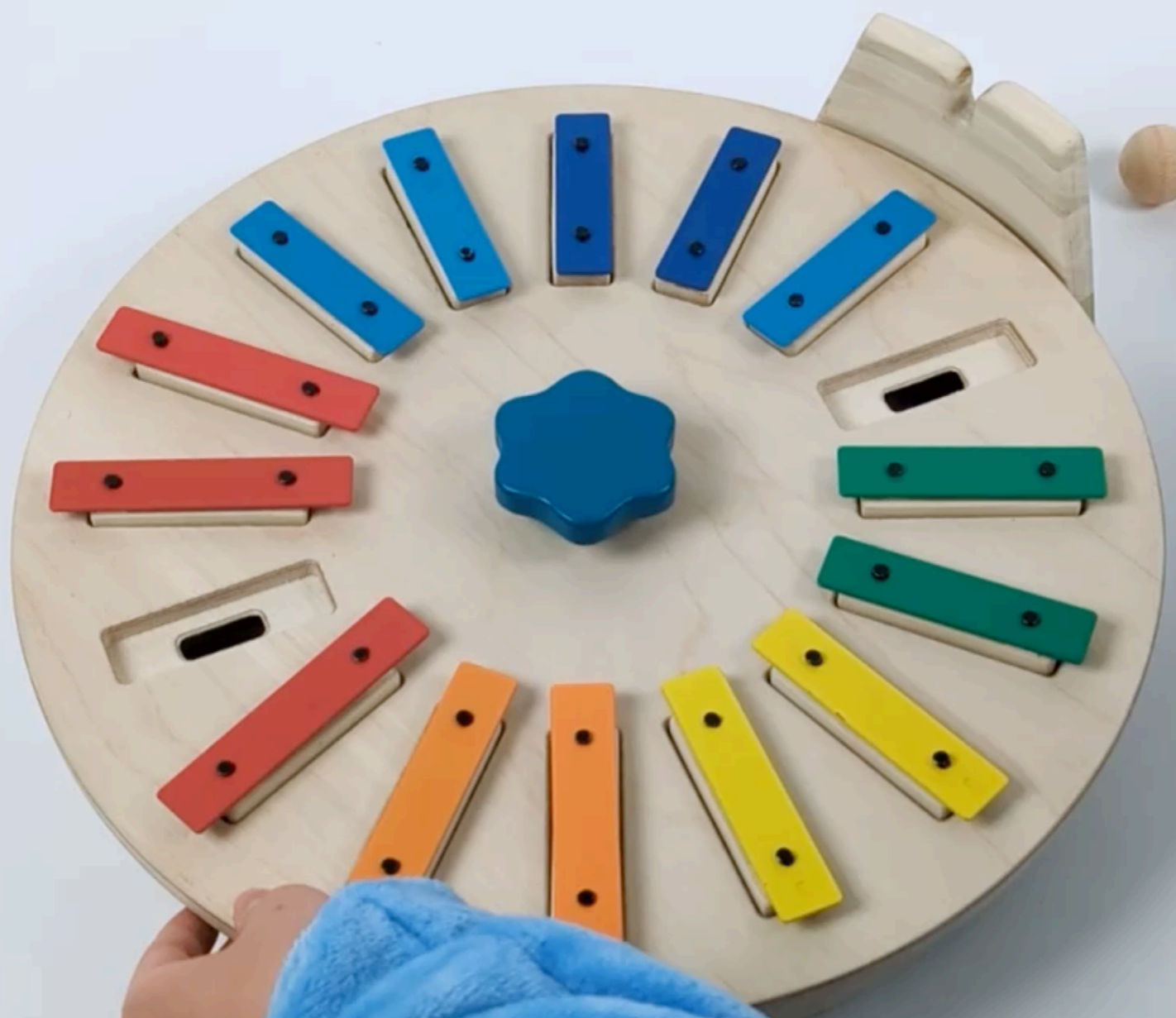
**Mallet +
Spinning wheels**

Mallet + Carousel

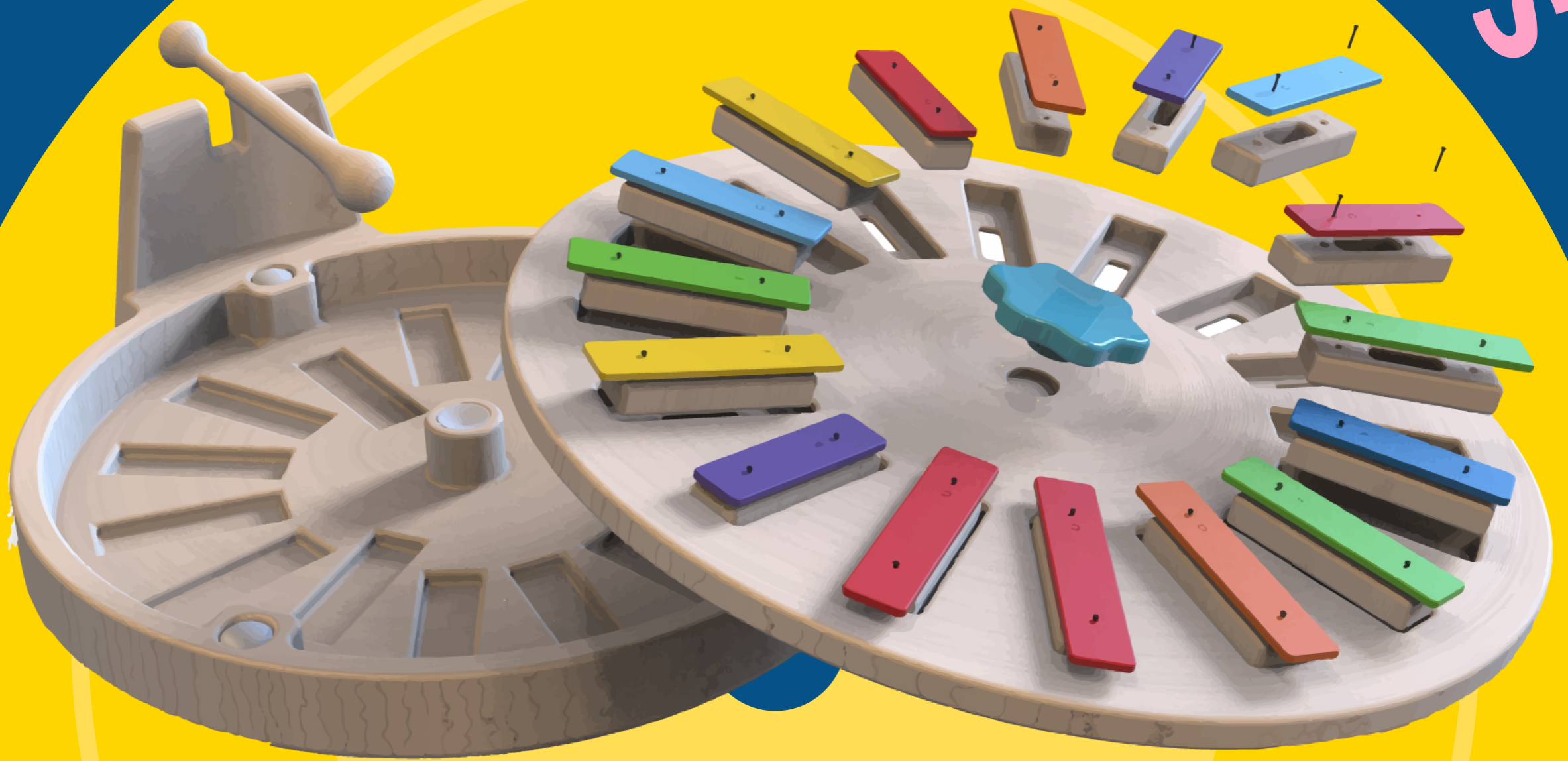
DJ BABY & THE RAINBOW RECORDS





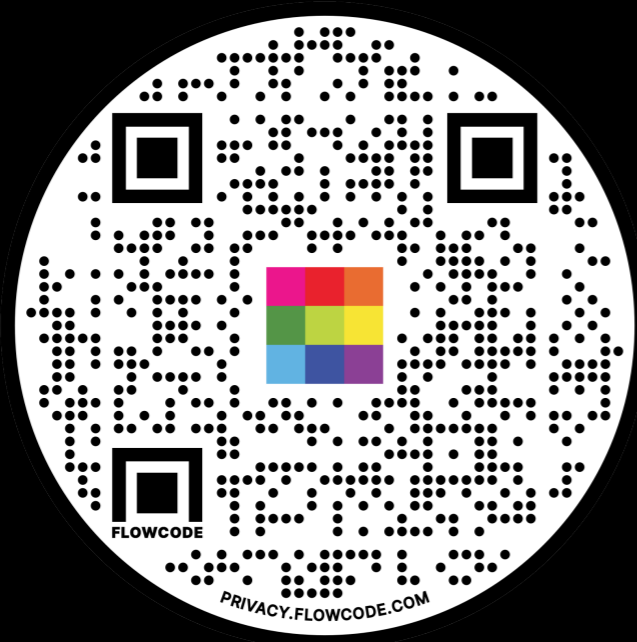
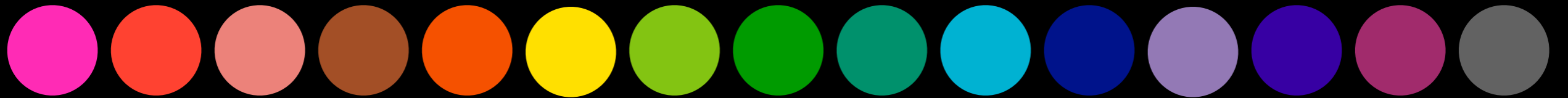


RAINBOW RECORDS



Product Innovation Lab

PLAYsentations!



Rainbow Records

MARKET RESEARCH

BATTAT Piccolo Carousel Bells



\$50

Mallet + Carousel

"My family loves it. The sounds are magical."

"When you spin the carousel, it pops right off the base. The paint comes off easily after only a day"

FAT BRAIN TOYS Rock 'n Roller Piano



\$30

Mallet + Spinning wheels

Unique toy, minimal pressure needed to play

It is out of a tune and the sound is too quiet. The mallet is a hazard for children.

GREEN TONES Wooden Stirring Xylophone



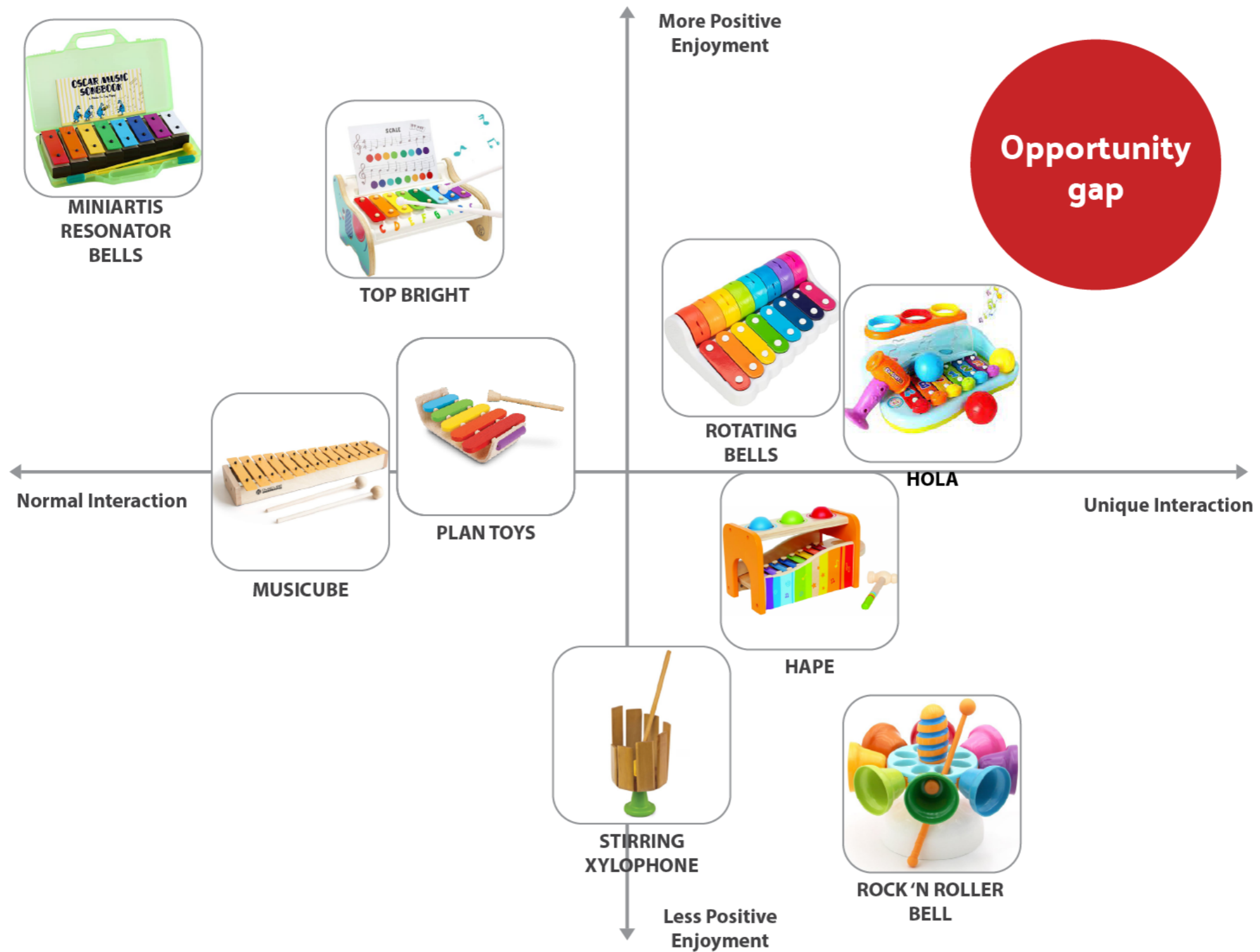
\$15

Mallet

Everyone loved it. No one had seen anything like it. It makes a lovely sound.

Smaller than expected. The tone is a little higher and flatter than expected.

MARKET RESEARCH



USER RESEARCH

184 user survey responses:



85% of children own at least two musical toys



24% of parents would pay \$60-\$80

22% would pay \$80-\$100

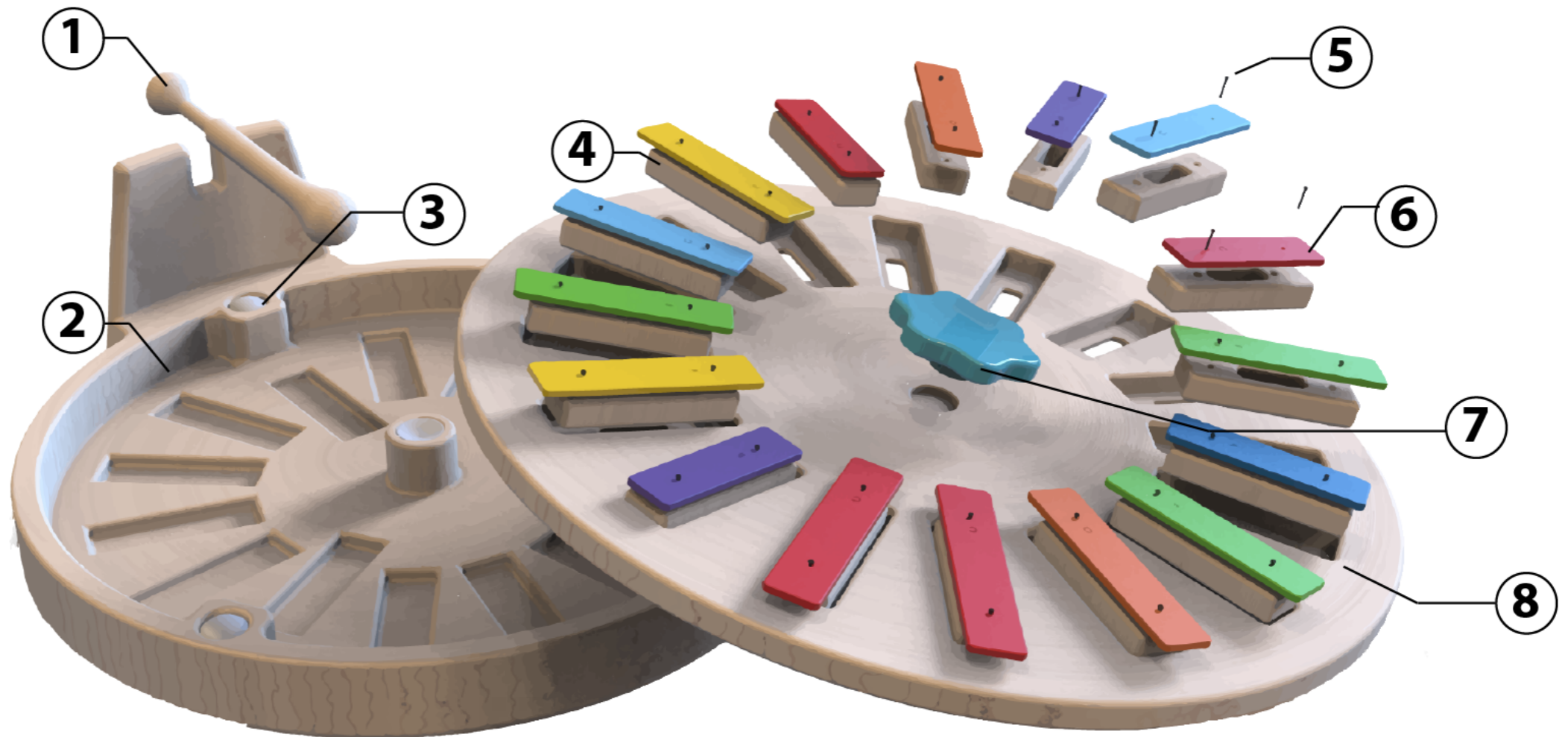
Most important features in a musical toy:

78% Build quality

43% Aesthetic

36% Number of notes

DESIGN FOR MANUFACTURING



1 Mallet
Process: Lathe Spun
Material: Plan Wood

2 Base
Process: CNC
Material: Plan Wood

3 Friction Pads
Process: Purchased
Material: Delrin

4 Key Base
Process: CNC
Material: Plan Wood

5 Nail
Process: Purchased
Material: Aluminum Alloy

6 Key
Process: Purchased
Material: Stainless Steel

7 Handle
Process: CNC
Material: Plan Wood

8 Key Holder
Process: CNC
Material: Plan Wood