

Designing Deep-Sea Play Experiences

MBARI wants to transform how the general public learns about the ocean to facilitate a more sustainable future.

Goal

Design toys that foster curiosity about and familiarity with the deep sea through play in children 3-6 years old.

How This Fits In

If we create engaging play products, people will buy them, and children will play with them.

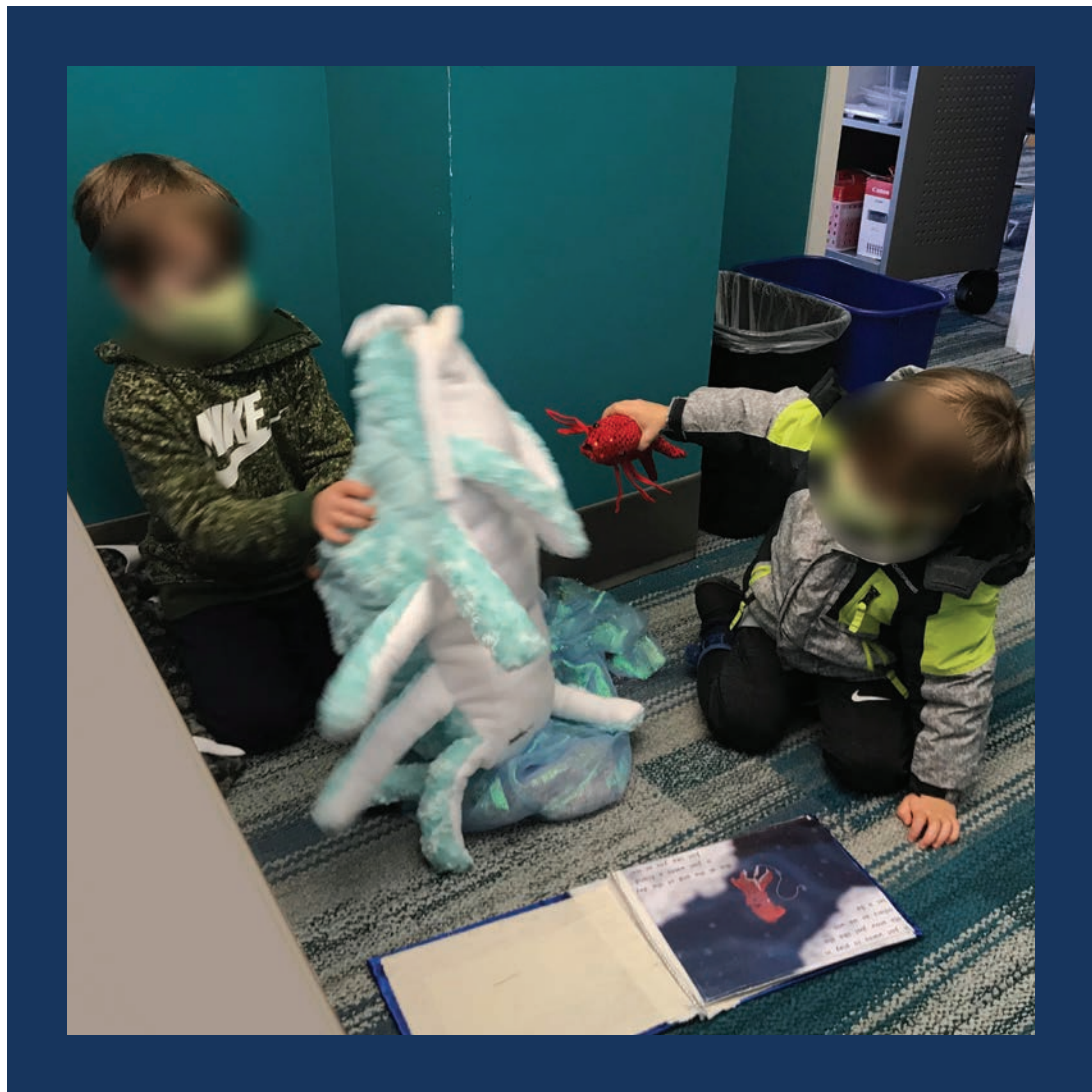
As a result, children will become familiar and connected with the ocean. This connection can foster a conservation mindset.

Next Steps

With our research and design book, MBARI can partner with toy makers and other stakeholders to bring our designs to life and get them into the hands of children.

Our Solution

- 21 Playtests with children
- 11 Interviews with parents
- 4 Novel and engaging toy ideas
- 1 Overarching digital platform to extend engagement & education
- 1 Design book of sketches, CAD models and storyboards



Team	Liaisons	Advisors	Subject Matter Experts
Megan Ku Melissa Anthony Lilly Novak Jane Sieving Mia Skaggs	Debbie Dean Kakani Katija Joost Daniels Paul Roberts	Scott Hersey Jason Woodard Jessica Townsend	Ben Linder Jon Stolk Deb Chachra

