

## Interactive Game for Child - P09003

9/19/2008

	Concepts			
Features	A (Minimal)	B (Max)	C (Median)	D(Control)
<b>Size</b>	~8"x4"	~9"x5"	~9"x5"	~9"x5"
<b>LCD</b>	3.8" Screen	5.7" Screen	5.7" Screen	3.8" Screen
<b>Brightness</b>	Switch	Auto	Manual Buttons	Manual Buttons
<b>Shape Complexity</b>	Rectilinear	Organic	Handles	Organic
<b>Trigger Buttons</b>	0	4	2	4
<b>Pressure Sensitive</b>	No	Yes	No	Yes
<b>Control</b>	D-Pad	D-Pad & Joystick	D-Pad	D-Pad
<b>Action Buttons</b>	2	4	3	2
<b>Dominant Hand</b>	-	-	-	-
<b>Vibration</b>	1 Small Motor	4 Big Motors	2 Motors	2 Motors
<b>Audio</b>	Stereo	Stereo	Stereo	Stereo
<b># Speakers</b>	1	2	2	2
<b>Grip Handles</b>	None	Textile	Ridges	Textile
<b>Audio Level</b>	Dial	Buttons	Buttons	Dial
<b>Cartridge Location</b>	Top	Top	Top	Top
<b>Audio Jack Location</b>	Side	Bottom	Bottom	Bottom
<b>Screen Protection</b>	Clear Plastic	Scratch Resistant	Clear Plastic	Clear Plastic

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Selection Criteria	Weight	Rank	A	Weight	B	Weight	C	Weight	D	Weight
Battery Life	0.14	High	1	14	-1	-14	0	0	0	0
Screen Visibility	0.12	Med	-1	-12	1	12	1	12	0	0
Mainstream Appeal	0.06	Low	0	0	1	6	0	0	0	0
Ergonomics	0.15	High	-1	-15	1	15	1	15	1	15
Usability	0.18	High	1	18	-1	-18	0	0	-1	-18
Sound Complexity	0.15	High	0	0	1	15	1	15	1	15
Weight	0.11	Med	1	11	-1	-11	0	0	1	11
Manufacturability	0.09	Med	1	9	-1	-9	-1	-9	-1	-9
<b>Total</b>	<b>1</b>			<b>25</b>		<b>-4</b>		<b>33</b>		<b>14</b>

## Definitions

Battery Life	Screen Size, #/Size of Motors
Screen Visibility	Screen Size & Protection, Brightness
Mainstream Appeal	Grip, Shape Complexity, Buttons, Screen Size
Ergonomics	Grip, Shape Complexity, Button Layout
Usability	Button Layout, Brightness/Screen Size, Audio Level
Sound Complexity	Audio, #Speakers
Weight	Screen Size, #/Size of Motors, Battery Pack
Manufacturability	Complexity of Shape