THIS IS TOCA BOCA
#toccon
BY: BJÖRN JEFFERY
RESEARCH
BONNIER R&D + STEVE JOBS (RIP)

Mag+ www.vimeo.com/bonnier
SHARED SCREENS
PASS-BACK EFFECT

“What we noticed was children – even very young children – playing on devices that weren’t specifically designed for them”
TYPES OF PLAY

ACTIVE
Physical
Outdoors
Sports

MAKE-BELIEVE
Dolls
Role-play
Scenes

MANIPULATIVE
Construction
Puzzles
Patterns

CREATIVE
Music
Arts & Crafts
Audio-Visual

LEARNING
Books
Games
Skills
TYPES OF PLAY

ACTIVE
MAKE-BELIEVE
MANIPULATIVE
CREATIVE
LEARNING
PLAYING > GAMING
LEARNING > EDUCATION
SO FAR
TIMELINE

- First development - January 2011
- First product release - March 2011
- Tenth product released - December 2011
- 5 million downloads - January 2012
TOCA HOUSE
FEB 23rd

TOCA HOUSE
FEB 23rd
THE END

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