

# HIT SNAP Research:

Our initial ideas at the start of the project consisted of many things, until a member of the group suggested the idea of a parodied version of Snap, in which when a snap is made, the opponent must perform the exercises given on the card. The product is similar to Twister in the sense it gets the player active, but in our product we have targeted preventing obesity. In 2011 to 2012 children attending reception class from age 4 to 5, 9.5% of them were obese.

HIGH INTENSITY TRAINING SNAP

The average cost of card games marketed at children was around £7. However, after researching into methods of manufacture, we found the cheapest way was lamination, Laminating sheets cost £1.31



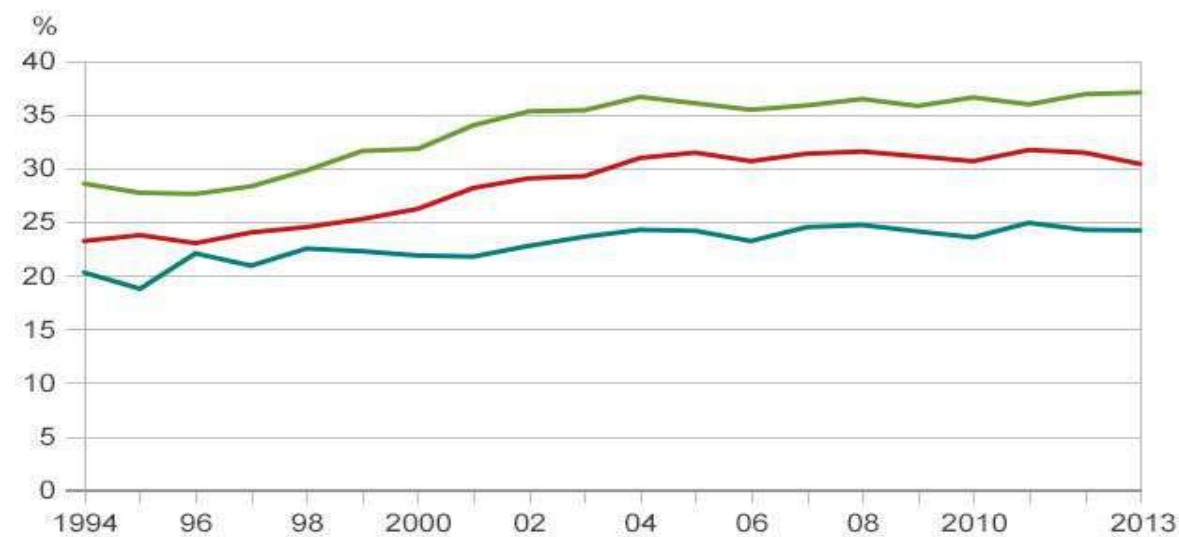
# HIT SNAP - A QUICK FIT CARD GAME

In industry, Cards are produced by the modern printing processes of lithography and die cutting. The production of a deck of cards involves the three primary steps including printing the pasteboards, cutting the sheets and assembling the deck. A standard deck of playing cards consists of 52 cards which have a rectangular shape, dimensions of about 2.5 x 3.5 in (6.35 x 9 cm), and rounded corners. The cards are made up of layers of paper and are often called pasteboards. Our cards will be produced in the same way.

To produce our pack of cards it costs around £1.50. We would be selling our product for £6 - 4 times more than the manufacturing price for 300% margin.

Percentage of children who are overweight, by age group

Age: — 2–5 — 6–10 — 11–15



Source: King's College London

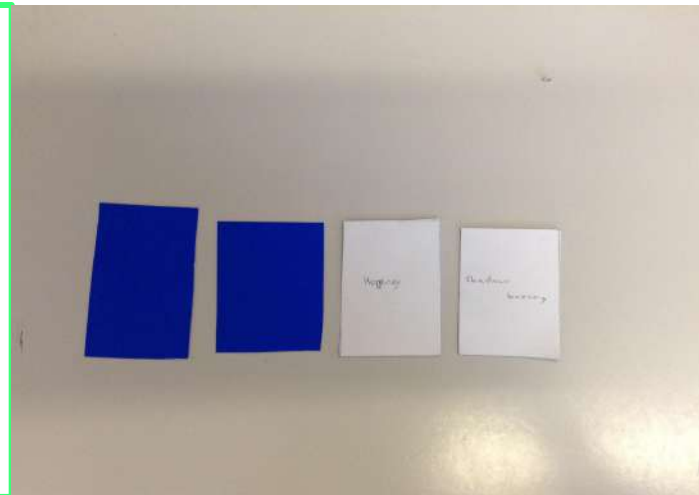
Benefits: helps children be active through game play, can be played in doors or out doors, can travel anywhere easily, simple and easy to play.

The material that we use for our Hit Snap cards is glossy paper card. It costs 48p per A3 sheet. We found to make a single deck of cards we would need two sheets, adding up to a total of 96p per deck.

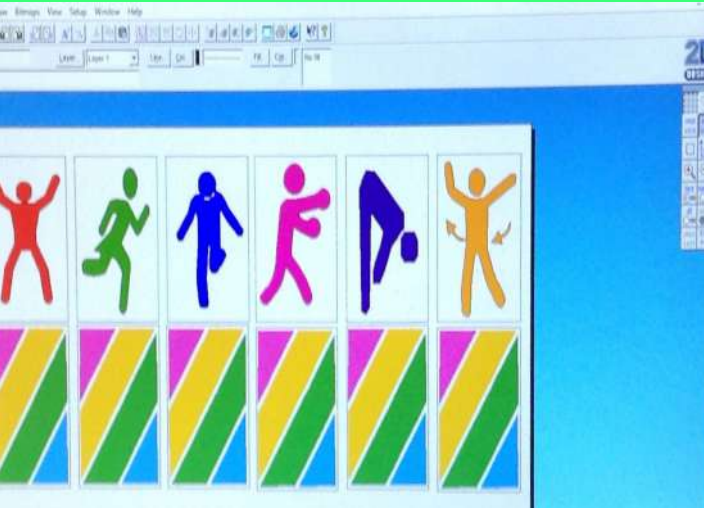


# HIT SNAP Initial Design:

We designed a set of basic prototype cards to test how the game functioned. Happy with the results, we created an official design on 2D Design.



On 2D design we added colour and an image to our cards, as well as a background template.



We then proceeded to print out a sheet of our cards onto normal A3 paper.



We cut the cards up into a deck and played a couple games. The original plan was to laminate them and give a deck to the kids in the primary school to test.



Laminating on standard paper:



Printing on card:



The main problem we encountered with laminating the prototype cards was that when they were laid out, the separate cards were too close together, and so the laminate did not layer up correctly. The use of standard paper also affected the bonding process.

Taking note of the issue with the type of paper and how separated the cards needed to be, we instead used card as our material. By using this we also did not need to laminate, saving even more money.



# Final Designs: HIT SNAP - An indoor fitness card game



To test our cards, we took our designs to the primary school. The children played a couple of games and after only a few minutes asked to keep on playing and said they really enjoyed it. Some asked to keep the cards - Some didn't want to go back to lessons! Happy with their feedback, we finalised the prototyping stage of our product.

It took some time to fully develop, but this is our final logo design. We thought this one was best as it clearly states the brand name, and shows both the card and an example of the exercise.

After reviewing our prototypes and making a few changes to the print layout, we finalised our design. We decided to add writing to the cards to clearly show what the exercise was.



Final Card Design & Logo



Rules:

Start with giving both players 24 cards.

Then either player can start by placing a card down, picture side up.

Both players take it in turns to place a card down until they land on the same card.

Then the first player to call HIT SNAP and place their hand on the pile of cards takes the cards and the other player has to do 10 HIT SNAP seconds of the exercise on the card.

After the 10 second exercise is finished, resume play and keep snapping until a player runs out of cards.

The first player to run out of cards loses.

When the player is doing the exercise the other player counts to ten by saying "1 HIT SNAP, 2 HIT SNAP, 3 HIT SNAP, 4 HIT SNAP, 5 HIT SNAP, 6 HIT SNAP, 7 HIT SNAP, 8 HIT SNAP, 9 HIT SNAP, 10 HIT SNAP"

## About you

### Name of your school

Simon Balle All-through School

### Submitting teacher name

Jack Andrews

### Year group

- Year 10

### Team members

- ~~Luca Cimino Billy Bailey Ross Goldie Fyn Giddebottom Daniel Parker Bailey Harrison~~  
Stokoe

## About your idea

### Product name

HIT SNAP

### Your idea

Our idea is a parodied version of Snap, in which when a snap is made, the opponent must perform the exercises given on the card for 10 HIT SNAP seconds to combat child obesity.

### Target Audience

Children aged 2+ and parents.

### Sustainable design

We will use sustainable and renewable materials for the printing of our cards. The manufacturing processes are low energy also and the cards could maybe be recycled at the end of their use.

### Manufacturing

The product will be made from a good quality gloss or matt card. They will be printed using either a laser printer or offset lithography. The cards and net for box could be die cut then. The box would be made from box card like cereal boxes.

## Costing and budget

### What is the cost price of one product?

1.50

### How many products do you plan to make and sell?

666

### What will the retail price of one product be?

6

### What is the total profit that you will make from sales?

2997

### Which charity would you donate the proceeds to? Why?

MOVE Charity as it helps the children most in need.

Since Move started 7 young people between the ages of 7 & 24 are diagnosed with cancer every single day and have to face an extremely tough journey. For young people there is so much thrown at them both physically and mentally during their treatment and it doesn't just stop there. Life goes on after cancer and we want to support young people as much as possible to encourage a healthy and active lifestyle both during and after treatment so they can work towards getting their lives back on track and look forward to a brighter future.

#### Upload your files

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- [HIT-SNAP.pdf](#)
- [HIT-SNAP-Budget-Sheet.pdf](#)