Furby Digital Experience

Partners: Hasbro Online Media Group, AMP Agency

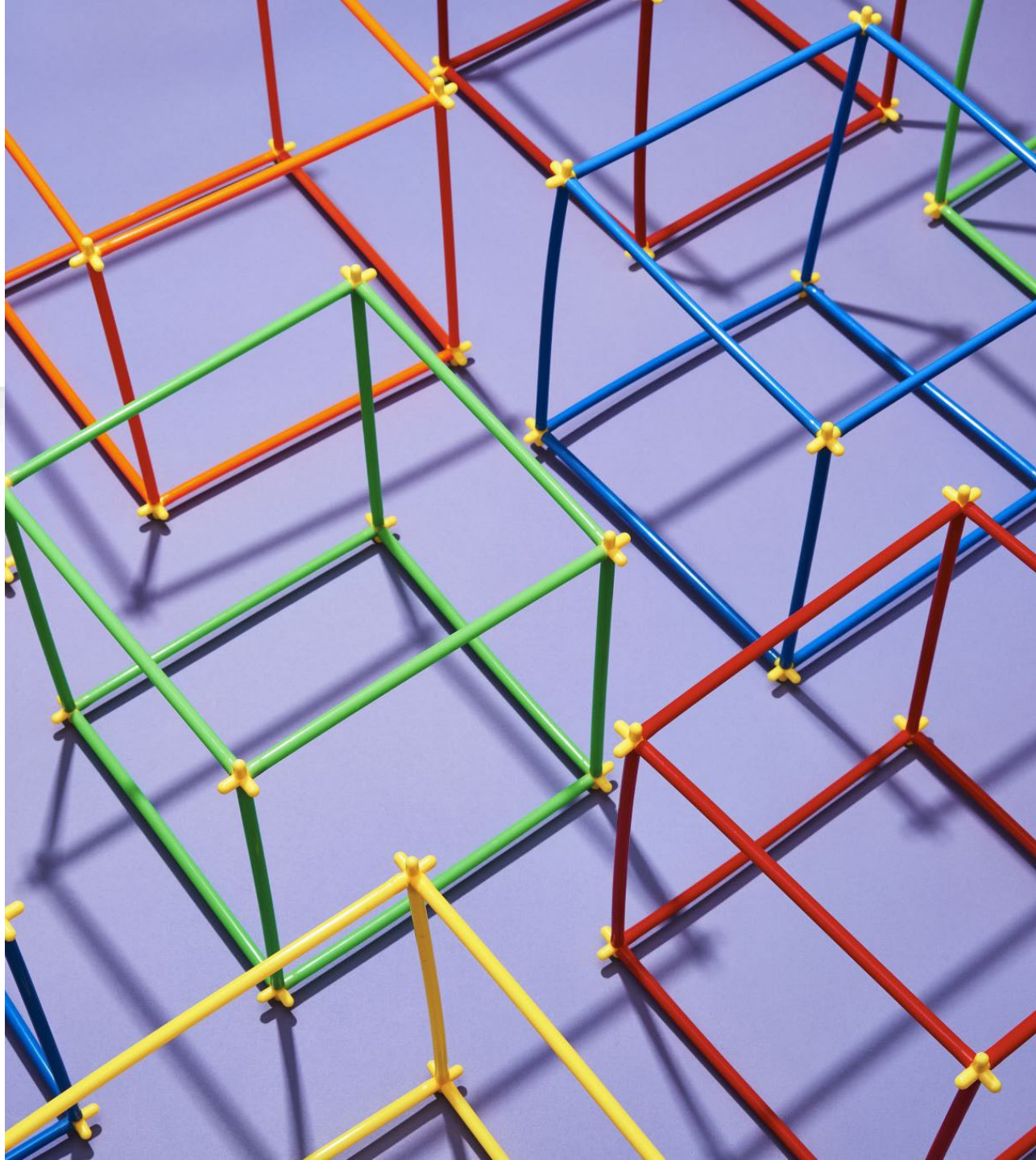
Reviving an iconic toy from the late '90s, Hasbro reintroduced Furby with a unique digital twist. The Furby Digital Experience was not just a website but a light-state interactive engagement, offering users an immersive journey into the world of Furby.

OBJECTIVE

- To relaunch Furby, an iconic animatronic pet from the '90s, by creating a unique digital experience that goes beyond traditional web interfaces. The aim was to deepen user engagement, showcase Furby's evolved personality, and bridge the gap between physical toy and digital interaction.

Process - Overview

- Furby, once a sensation in the late '90s, was set for a grand comeback. Hasbro envisioned a digital platform that would complement the physical toy, offering users an interactive experience that mirrors Furby's unique characteristics and behaviors. This wasn't just a website; it was an interactive digital playground designed to captivate both old fans and a new generation of Furby enthusiasts.



Play – Immersive Interactions

01

The Furby Digital Experience was designed to be a playground.

02

Furbish Translator: Users could converse with Furby in its unique language, deepening the bond.

03

Mood-Based Games: Games and activities that changed based on Furby's mood, ensuring a fresh experience every time.

04

Storytelling Elements: Interactive stories where users could decide the outcome, making them feel in control of Furby's digital adventures.

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
GOOD MORNING!

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
WHAT WOULD YOU LIKE TO DO TODAY?
PLAY
DISCOVER
DESIGN

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
HOW YOU TREAT FURBY WILL SHAPE FURBY'S PERSONALITY!

Furby
PLAY
DISCOVER
DESIGN
FURBY TV

Furby
PLAY
DISCOVER
DESIGN
FURBY TV

Furby
PLAY
DISCOVER
DESIGN
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Furby
PLAY
DISCOVER
DESIGN
FURBY TV

Furby
PLAY
DISCOVER
DESIGN
FURBY TV

Design – Crafting the Digital Realm

01

The design phase was about translating the essence of Furby into a digital experience:

02

Interactive Animations: Elements that mirrored Furby's real-world behaviors, such as dancing when music played or showing surprise when discovering something new.

03

Mood Sync: A feature that showcased Furby's current mood, dynamically changing based on user interactions and real-world feedback.

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
WHO YOUR FURBY BECOMES MIGHT SURPRISE YOU!

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
DESIGN ME
Pick your favorite fur and eyes.

Furby
PLAY
DISCOVER
DESIGN
FURBY TV

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
Ooh-tah toh-toh!
me love it. print now?

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
Kah beautiful!
add me to wall
Save Your Furby
Add Furby to the Wall
Print Your Furby

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
AH-BOH-BAY
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
LA-LOO
AH-MAY NAH-BAH
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
LA-LOO
DOO-DO-TYE?
DAH-BOH-BAY
AH-MAY NAH-BAH
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
LA-LOO
DOO-DO-TYE?
DAH-BOH-BAY
AH-MAY NAH-BAH
TEE-WEE LAH

Discovery - Understanding Play

01

The discovery phase emphasized understanding the essence of 'play' in the context of Furby. Key insights included:

02

User Engagement: Recognizing that users, especially children, desired an immersive experience that went beyond mere interaction.

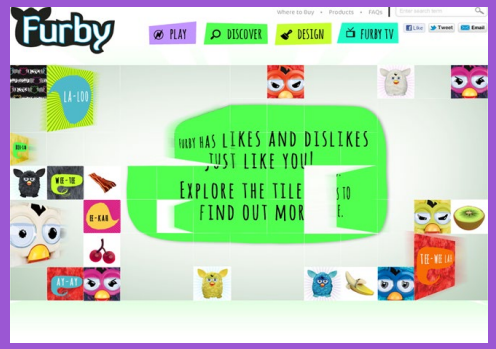
03

Furby's Unique Appeal: Furby wasn't just a toy; it was a companion with its own language, moods, and reactions.

04

Digital-Physical Integration: The challenge was to ensure that the digital experience mirrored and enhanced the physical interaction with Furby.

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
FURBY HAS LIKES AND DISLIKES JUST LIKE YOU!
EXPLORE THE TILES TO FIND OUT MORE.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PLAY
DISCOVER
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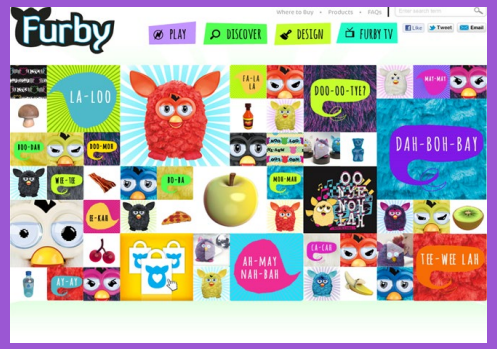
LA-LOO
TEE-WEE LAH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PLAY
DISCOVER
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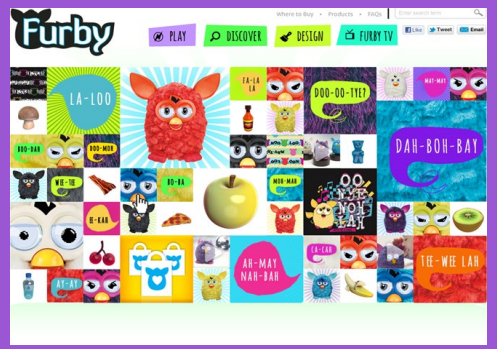
LA-LOO
DOO-OO-TYE?
DAH-BOH-BAY
AH-MAY NAH-BAH
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
DAH-BOH-BAY
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV
Walmart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PLAY
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LA-LOO
DOO-OO-TYE?
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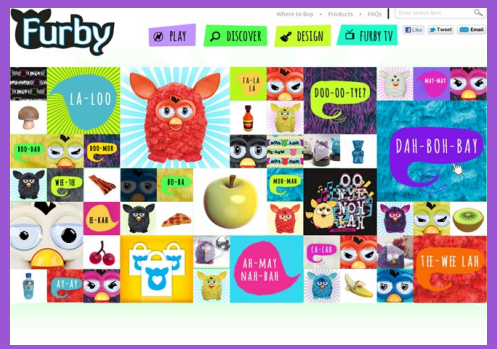
TEE-WEE LAH

Furby
PLAY
DISCOVER
DESIGN
FURBY TV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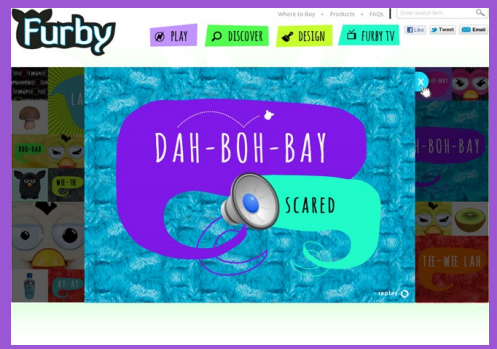
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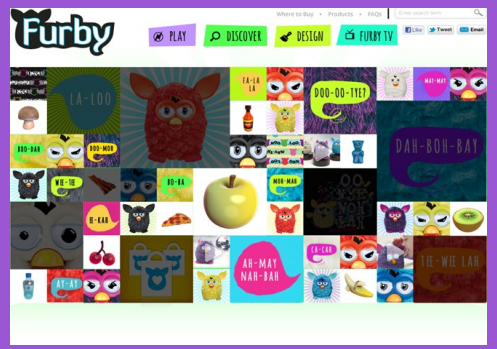
PLAY
DISCOVER
DESIGN
FURBY TV
DAH-BOH-BAY
SCARED


Furby
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DAH-BOH-BAY
AH-MAY NAH-BAH
TEE-WEE LAH

A Seamless Experience

Ensuring the digital realm felt natural and intuitive was crucial.

Responsive Design: The platform was crafted to be accessible across devices, ensuring Furby's digital companion was always within reach.

Intuitive UI: User interfaces that mimicked real-world interactions, like tickling or feeding Furby, making the digital experience feel tangible.

Feedback Mechanisms: Visual and auditory feedback that mirrored Furby's reactions, such as giggles, purrs, or even grumbles, enhancing user engagement.

Play - Beyond the Screen

The experience was designed to transcend the digital realm.

Sync with Physical Furby: The platform could interact with the physical Furby toy, such as syncing moods or reactions, blurring the lines between the digital and physical worlds.

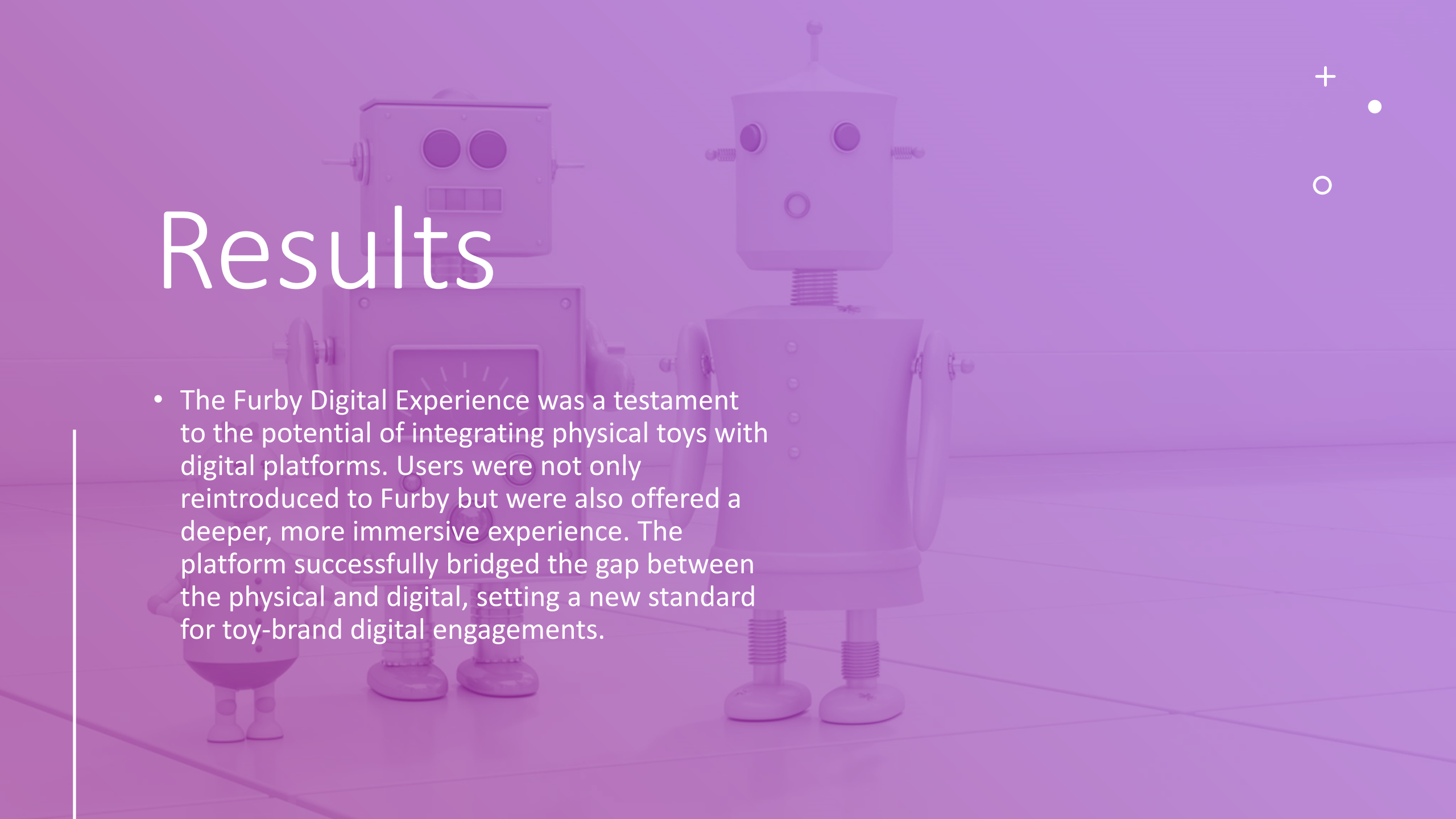
Learning Through Play: Activities that subtly introduced users to new concepts, like languages or problem-solving, ensuring the play was both fun and educational.

Key Takeaways

Digital experiences can significantly enhance physical products, creating a holistic brand journey.

Seamless integration between physical and digital realms can redefine user experiences, setting new industry benchmarks.

User-centric designs, tailored to the target audience, drive deeper engagement and brand loyalty.



Results

- The Furby Digital Experience was a testament to the potential of integrating physical toys with digital platforms. Users were not only reintroduced to Furby but were also offered a deeper, more immersive experience. The platform successfully bridged the gap between the physical and digital, setting a new standard for toy-brand digital engagements.