

*Home
Note*





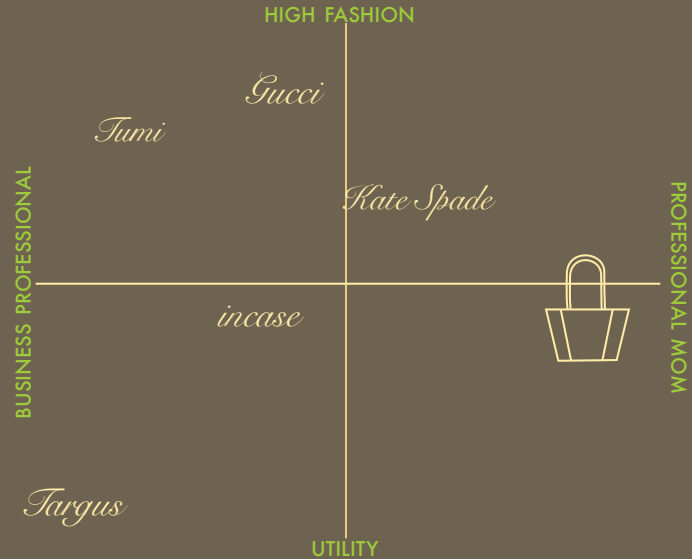
Nearly 7% of America's 80 million mothers distinguish themselves as stay-at-home moms. Meaning these women, predominately between the ages of 20 and 44 consider their primary job to be taking care of her family. But between PTA meetings, soccer practice, art and music classes keeping up with household maintainance and feeding her family every day, a stay-at-home mom is anything but. How can we help busy moms get to all the places she needs to be in a day with style, everything she needs and a few moments to spare?



THE ENVIRONMENT/ Busy moms spend hours in the car each day. between taking kids to school and afternoon practices, running to the grocery store, the bank, Starbucks, meetings and back home in time for dinner, her car becomes her personal portable office. our challenge was to create a product that worked for moms who work for their kids.

THE MARKET/ The Diaper bag:

In the last decade the diaper bag has become a necessary fashion statement for trendy moms. Designers from Gucci to Kate Spade have developed baby bag products for the mom who isn't quite ready to give up her pre-mom fashion sense. But once her kids graduate from diapers, the fashion bag options for her kid-oriented lifestyle disappear. Diaper bags are specifically designed to provide storage, organization, and the ability to transform any location into an on-the-go changing station. Our soccer mom bag needed to be that next step. It needed to provide busy moms with everything they need to do what they do best: be a mom. As your kids grow and their needs change, so do yours, and so should your bag.

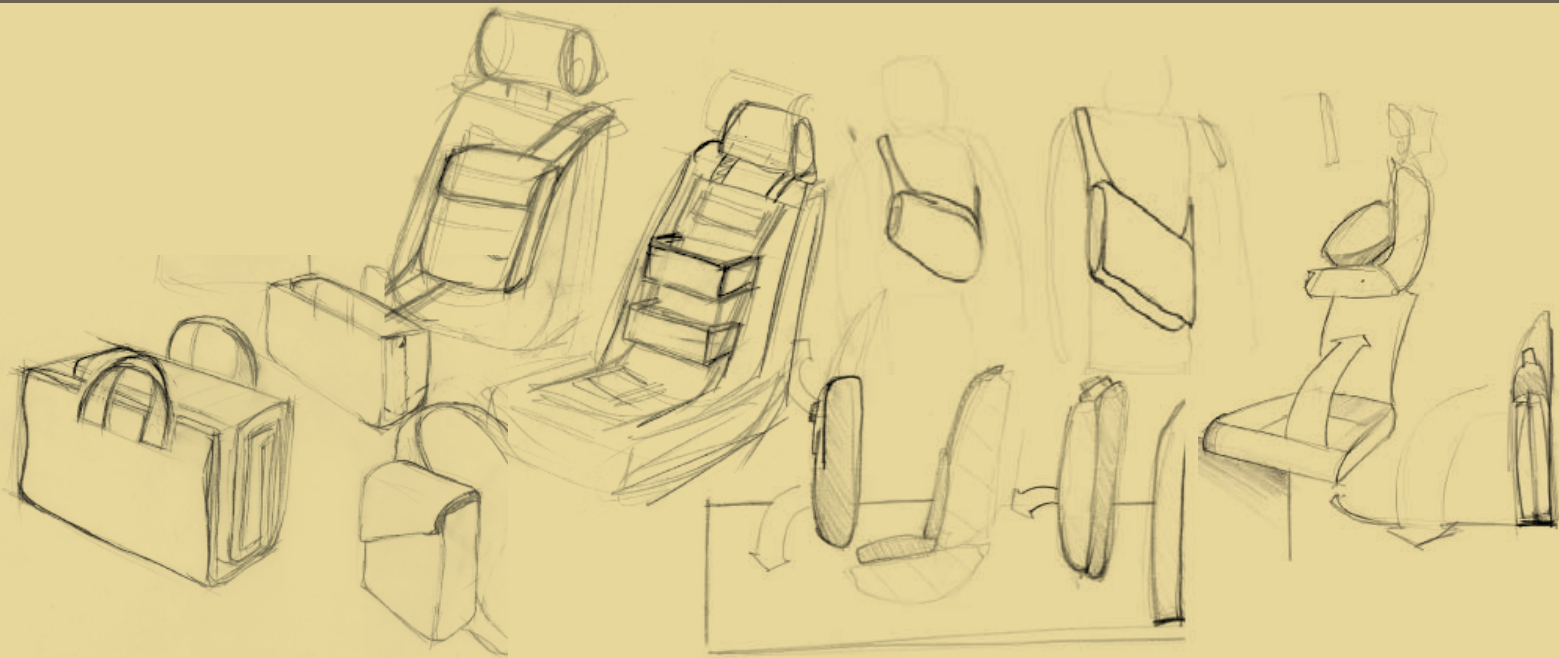




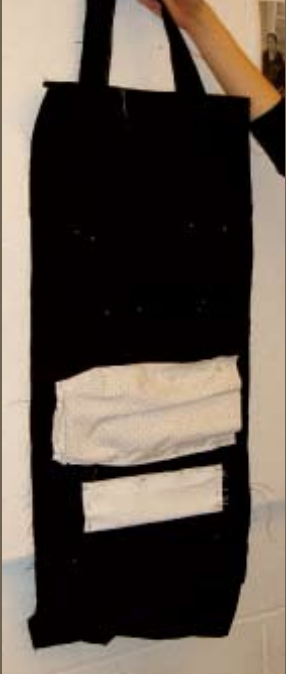
INTERVIEWS/ Who knows what busy moms need better than, well, busy moms? We conducted interviews with several moms to gather preliminary information and build a consumer persona. We returned to our mom focus group during product development to put our prototypes to the test, again using their feedback to move forward.

CONSUMER PERSONA/

Pam has two boys. Chris is 12 and Riley is 9. As boys will do, Chris and Riley get very competitive with each other about everything. Both play soccer, but Chris started cross country this fall and Riley has been taking art classes for two years and loves it. Every morning Pam drives her two boys 10 miles to a school they have attended since Chris was 3. They love the community and the teachers and it is worth driving the extra distance. During the day Pam runs errands in town, closer to the kids school as well as the college on which she acts on the board. Then, depending on the day of the week she shuttles the boys to sports and art classes. Saturdays the boys often have games or meets. With two growing boys always out on the field, Pam is always feeding someone. She always makes sure she brings granola bars or orange slices to games or sandwiches when she picks them up for practice and she usually packs herself a bag of sunflower seeds to munch between meetings or meal times. Pam needs a bag that can hold everything her kids might need. Snacks, water, tissues, band aids or an extra knee guard.

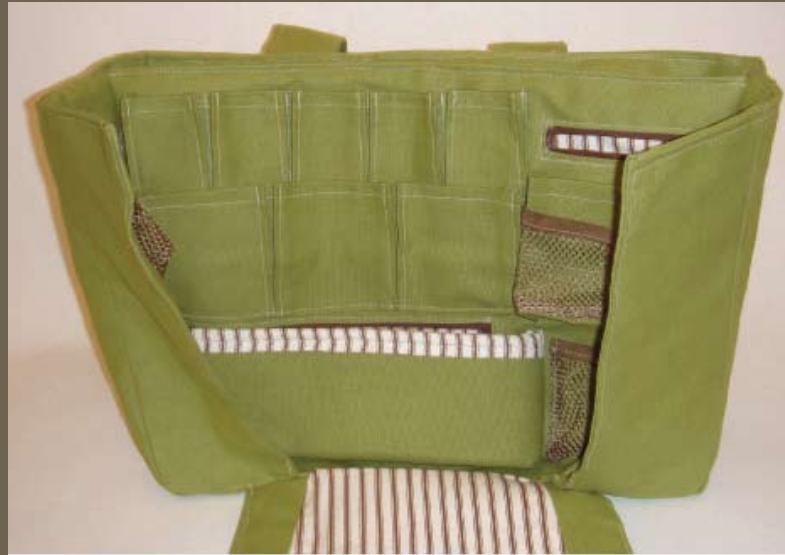


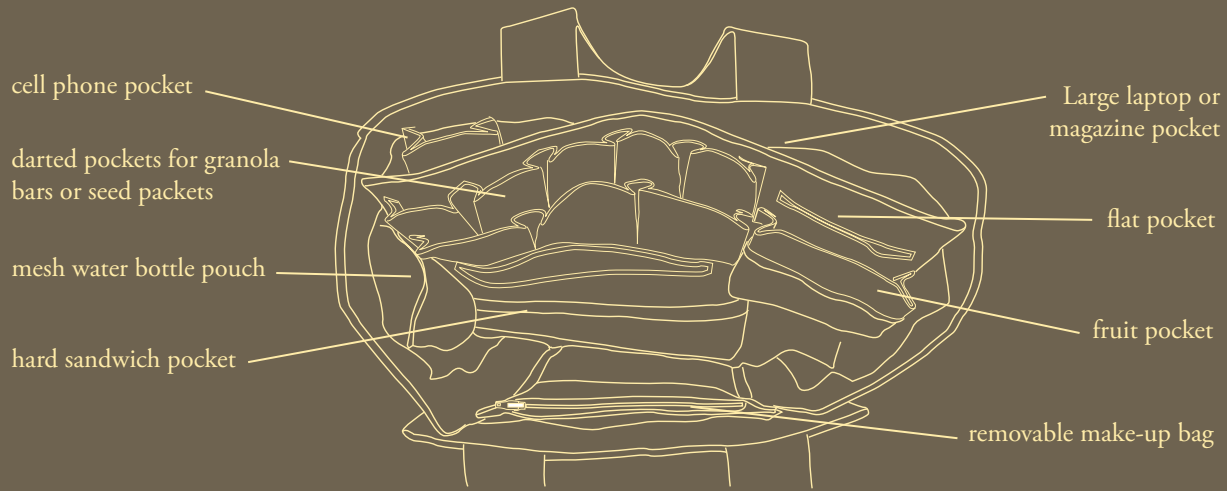
INITIAL PRODUCT SKETCHES/





DEVELOPMENT/ After sketching we moved to prototypes testing them both on the body and in the car, until we came to a design we thought would be successful.









THE POCKET TOTE/ our final design looks like a simple tote at first glance, but the center front panel is attached with magnets and opens when the bag is hung from the headrest of the passenger seat allowing easy access in the car. Nearly 30 pockets, including specific potckets for a cell phone, water bottle, granola bars or other healthy snacks, sandwiches, fruit and removeable make-up case led us to call our creation the Pocket Tote.





Pocket Tote

*Designed by Zoe Pinfold with Mary
Katica and Mike Levy
Carnegie Mellon 2006*