



Zach going through his developed photos.



7 metrics chart.

# discovery

My Commercial Practice's in Industrial Design Class was "hired" by PlayPower, the world's largest, fully integrated manufacturer of commercial playground equipment, to innovate the playground experience. I worked on a team with Industrial Design students Kyle Lawson and Adam Brodowski, we called ourselves "team fresh'es".

We began our research with a series of authorized trips to local school playgrounds. We wanted to observe "play" and do it ourselves. We also conducted a collaborative design session with a group of elementary school kids. We used our artistic talents to aid the children in realizing their "ideal" playground. We also gave the students a creative journal and disposable camera to record the important things in their lives.

After analyzing the huge amounts of raw data, we developed a chart that communicated 7 metrics that we used to develop our final concept. These metrics are: desire to improve, personal, competition, exploration, social, customizable, and innovative. While developing ideas we would compare them to this chart to see the idea's validity.

