

Challenge

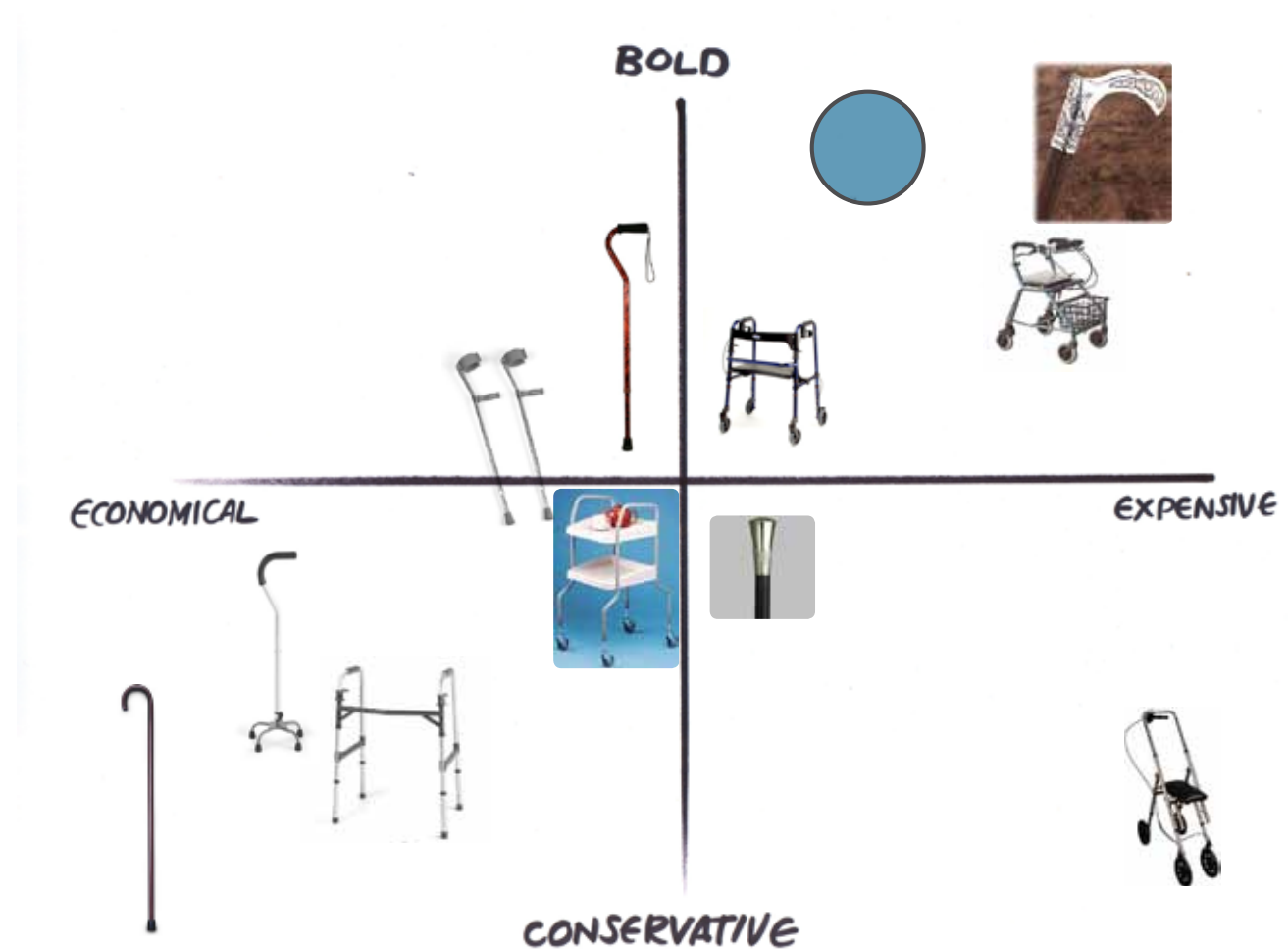
Design a mobility assistive device for the aging baby boomer market. Because baby boomers view themselves as young and active, they tend not to want anything that may appear to make them look older, such as a cane. The challenge here is to design a product that removes the stigma associated with canes. For this project, I chose to design a cane specifically for the baby boomer who likes bold and unique designs.

Product Requirements

- Conversation starter
- Stability/balance
- Regulates in a situation
- Peace of mind
- Lightweight

Adjectives

- Unique
- Organic
- Comfortable
- Adjustable



Product Positioning