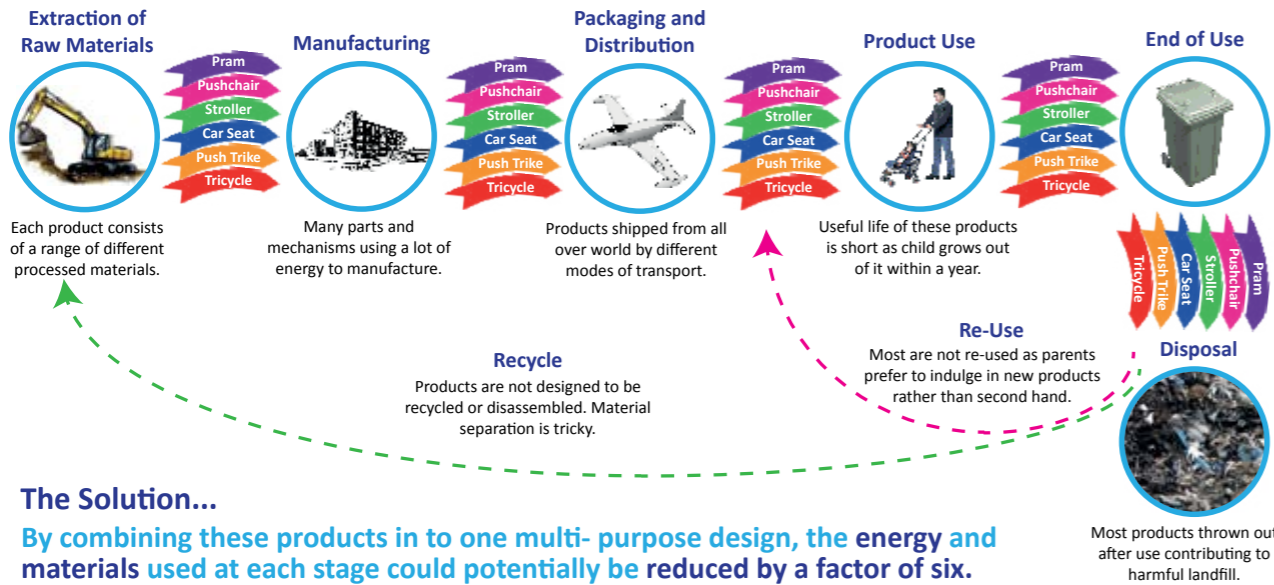


..Presentation..

The Problem...

Around 2000 babies are born every day in the UK. \times The average child will go through 10 separate prams, pushchairs, strollers, car seats, push trikes and tricycles. $=$ 20,000 products per day.



The Solution...

By combining these products in to one multi- purpose design, the energy and materials used at each stage could potentially be reduced by a factor of six.



Hannah Jenkins PDE3



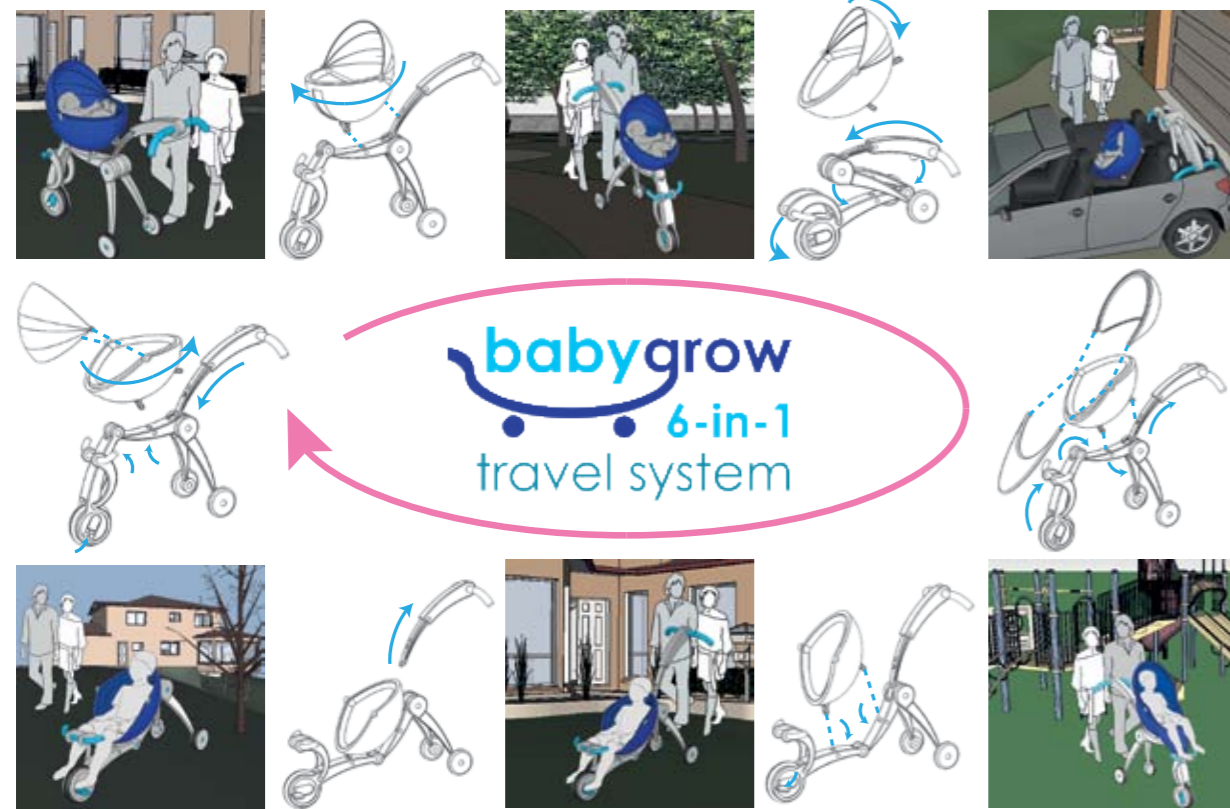
<p>Forward Facing Pram 6-18 months</p>	<p>Toddler Pushchair/Stroller 18-36 months</p>
<p>Push Trike 24-42 months</p>	<p>Tricycle 3-5 years</p>
<p>Car Seat and Folded Assembly 0-24 months</p>	<p>Specifications Height: 90cm -110cm Length: 75cm - 100cm Weight: Frame - 6kg Seat - 3.5kg Materials: Frame - Aluminium Seat - HDPE Cushion - Waterproof organic cotton Sliding clips - Steel Cost: £299</p>

Hannah Jenkins PDE3

I looked at the product life cycle in depth and used it to illustrate just how sustainable my concept was. I put the product in context, showing how the user would interact with it and how it transforms. I feel this let me communicate the key features of the product effectively.

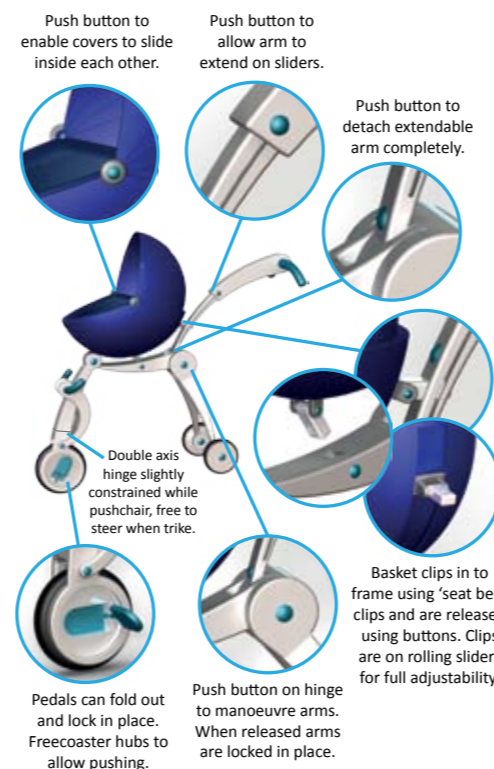
..Feedback..

- Clear product opportunity.
- Good response to brief - Making FIVE products disappear.
- In depth life cycle assessment.
- One life cycle rather than six - very sustainable.
- Visual images aid understanding.
- Point out storage - hook on long arm to hang bag from.
- Steering needs visualised.
- Benefit from having side view, ergo view of children, showing feet touching pedals etc.
- Bigger front wheel? To allow less energy for child pedalling.
- Show scale - with adjustability.
- Free wheeling hubs - does it need brakes?



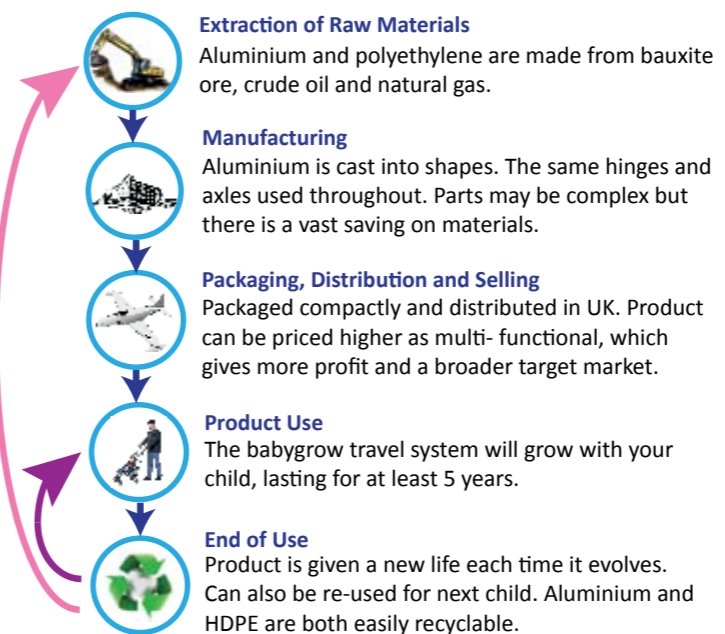
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How to use the babygrow...



Sustainable Justifications...

ONE life cycle rather than SIX



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