

..Existing Product Research..

I began looking at existing products while first designing my concept, and continued to research them as I developed the concept. Although the baby market is a very wasteful one, it is also a highly developed one, with competing products striving to suit the user's needs best and have the most effective mechanisms. Recently there has been a rapid development in 3-in-1 travel systems, which I looked into thoroughly. Companies are trying to make the products more sustainable, but I felt it could be done better. Most of the systems still used a large amount of materials, only saving on the frame itself.

By looking in depth at a full range of existing pushchairs, I was able to pick out the flaws in each and find room for improvement. I watched online videos showing how the travel systems transformed, assembled and disassembled, and this made me think about how mine would work.



Cosatto Cabi 3 in 1 Combi



Bugaboo Bee Pushchairs



iCandy Pushchairs



From the start, I had wanted to utilise the wheels of the pushchair, by transforming the product into a tricycle. This similar product transforms from pushchair to stroller to push toy to child toy to scooter. It grows with the child as I intended mine to do. However I found this design was bulky and very childish, and I wanted mine to be a stylish system you cherish and enjoy using for years.



As it is the base of the pushchair which transforms to a tricycle, I looked at tricycles which were lower to the ground than standard. I also looked at where the wheels would sit, and designed mine to fold out from the front tyre.

..Market Research..

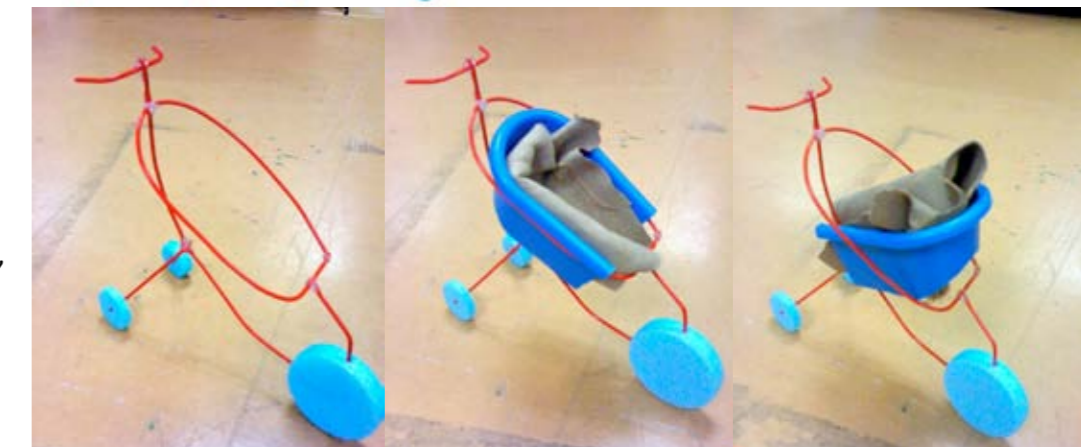


I used online forums for parents as a research source. There are thousands of discussions about products in the baby market, pointing out strengths and weaknesses as well as debates over preference. I used the forums to establish how many travel products parents may go through, the flaws of 3-in-1 systems, popular products, as well as the age range of child using each stage.

As I did not have much access to parents for questioning, the forums provided an effective way of gauging answers to my questions quickly and with a diverse range of solutions.

..Development..

I developed the product as I collected the research. My first version of the concept used a thin curved frame which could hold the baby basket in different formations. I wanted to use the same baby basket for the first 4 stages, as this would drastically save on materials where the other travel systems had not. The idea was influenced by existing travel systems, but keeping functionality as simple as possible.



I began model making early on and made a basic wire frame of the pushchair. *This proved very helpful in visualising the product. I realised my issue with this concept would be folding, and did not want to copy existing techniques, so chose to develop the folding frame in more detail.*