

HOUSEWARES: SIDS PREVENTION PROJECT

Goals?

The realistic goals for this current design project was to research and develop possible product to aid in the prevention of harm to a new born baby, specifically in their sleeping environment.

Target Market:

The product was targeted at parents of children age 0 - 1 year. One of the most traumatic causes of newborn baby deaths, when birth defects or other complications are not present, is Sudden Infant Death Syndrome (SIDS). Although there are no direct causes of SIDS, there are, however, several specific pieces of advice that is offered to parents of newborn babies in order to prevent the occurrence in their own home. Using what was learned about SIDS and the various steps in the aid of prevention a more safe sleep environment was ultimately being obtained.

