

PRODUCT DESIGN 2

JOY RIDE ON PRODUCT PRESENTATION

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Roll No-176130001

PROBLEM STATEMENT :

DESIGN A PARK EQUIPMENT OR A RIDE ON EQUIPMENT FOR KIDS OF 6-12 YEARS AGE GROUP USING BIOMIMITIC APPROACH.

USER STUDY :

ACTIVE PEOPLE WATCHING IN PUBLIC PLACES LIKE

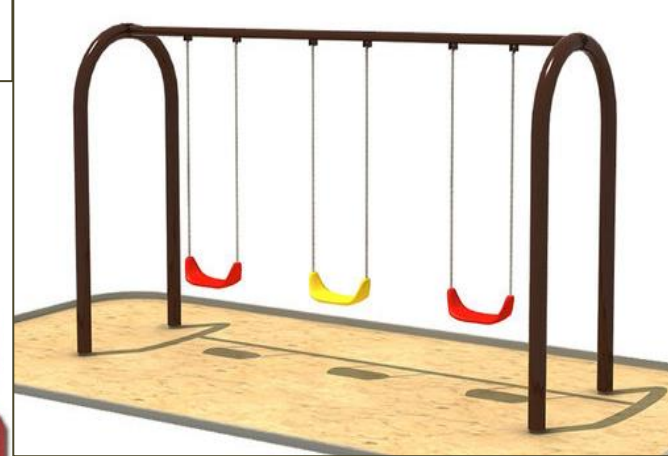
1. PLAYGROUNDS
2. PARKS
3. TOY STORES

LITERATURE STUDY THROUGH

1. BOOKS
2. INTERNET

TOYS IN PARKS :

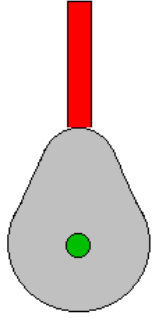
1. SLIDERS
2. SEESAW
3. AXIAL SLIDER WITH SHM
4. ROTATING RING
5. MULTI PLAY STATION
6. SWINGS
7. BOUNCY CASTLE
8. ROPE SLIDER
9. TOY TRAINS
10. HANGING BARS



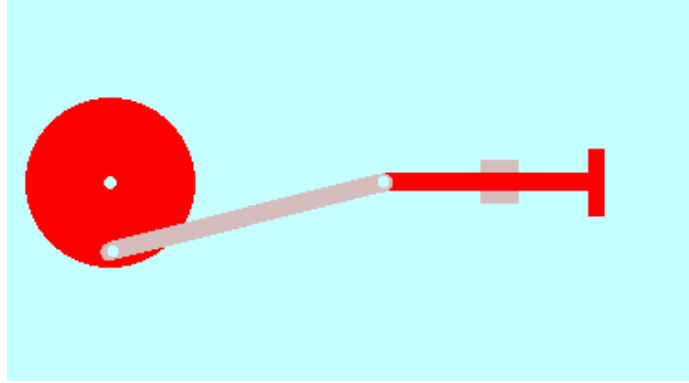
DESIGN INSIGHTS :

1. CUSHIONING SAND ENABLES TO JUMP FROM HIGHTS.
2. WINDOW FOR EXPLORATION IN THE EQUIPMENT.
3. EXPLORING AND GETTING CONTROL OVER PHYSICAL BODY.

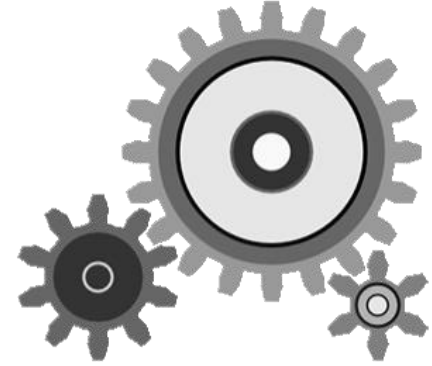
MECHANISMS STUDY :



01- CAMS



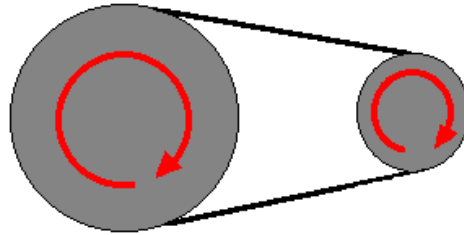
02 - CRANKS



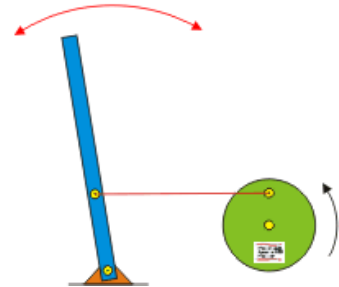
03 - GEARS



04 - RATCHETS



05 - PULLEYS



06 - LEVERS

DESIGN BRIEF :

USING BIOMIMETIC DESIGN A COMPACT OUT DOOR RIDE-ON EQUIPMENT FOR THE KIDS OF 6-12 YEARS AGE GROUP WHICH WILL ENABLE THEM TO ENHANCE THEIR PHYSICAL BALANCE AND REFLEX ACTION BY PLAYING WITH IT.

MUST HAVE – SAFETY, FLEXIBILITY IN USE, DURABILITY, WINDOW FOR EXPLORATION, INTERACTIVE FEEDBACK SYSTEM.

MAY HAVE – COLLAPSABILITY, THRILL FACTOR, THEME, MOVING COMPONENTS, MULTI LAYER STRATEGY.

MATERIALS – MILD STEEL, STAINLESS STEEL, ALUMINIUM, WOOD, GFRC, PLASTIC,

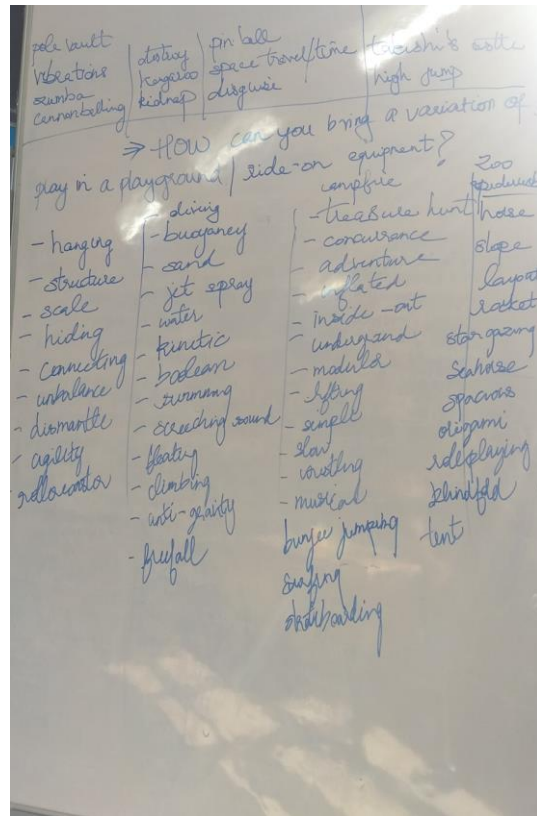
INSPIRATION :



OSTRICH AND HUMAN RELATIONSHIP:

RACING ON THE BACKS OF OSTRICHES IS A SPORT THAT CONTINUES IN MANY LOCATIONS. THESE BIRDS HAVE SPECIAL SADDLES ON THEM. IN SOME LOCATIONS THERE ARE SMALL BUGGIES THAT ARE PULLED BY OSTRICHES. SINCE OSTRICH ARE SO INTELLIGENT THEY CAN BE VERY EASY TO TRAIN.

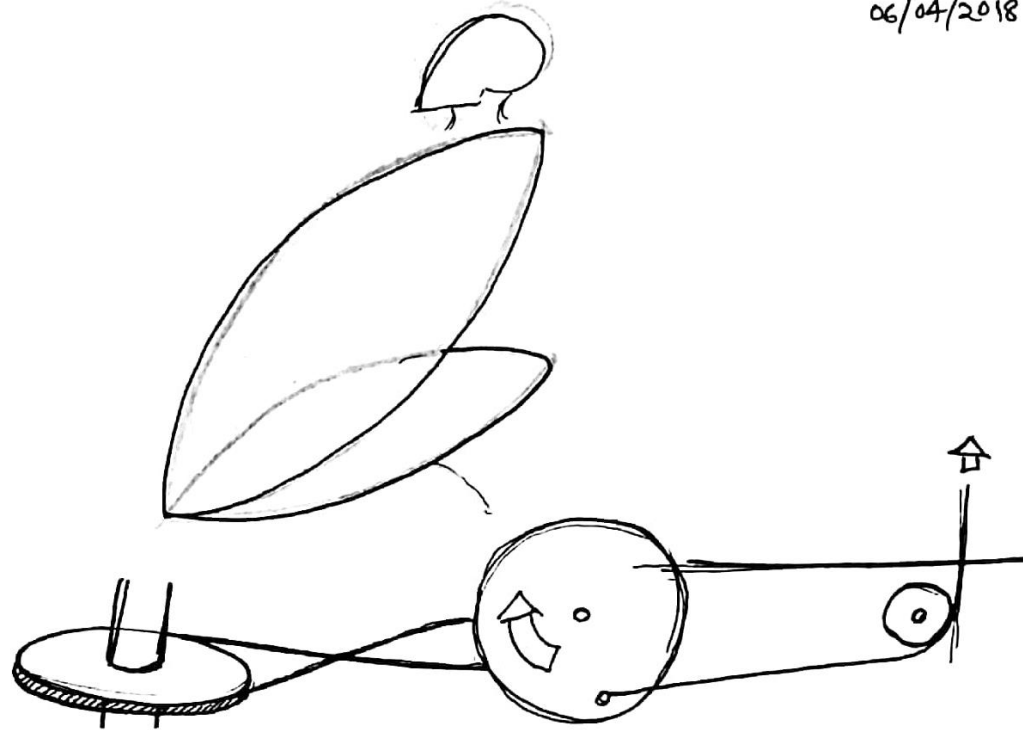
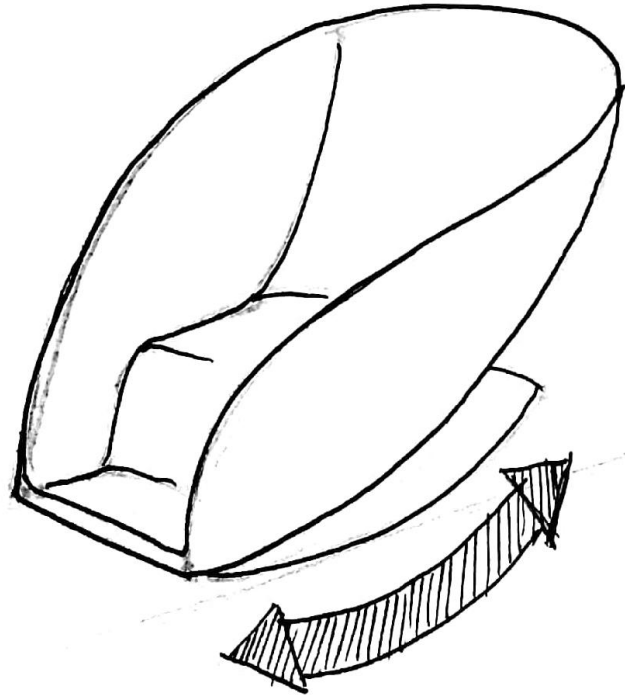
BRAIN STORMING :



1. HANGING
2. STRUCTURE
3. SCALE
4. HIDING
5. CONNECTING
6. UNBALANCE
7. DISMENTAL
8. QUALITY
9. ROLLERCOSTER
10. DIVING
11. BUOYANCEY
12. SAND
13. JET SPRAY
14. WATER
15. KINETIC
16. BALANCE
17. TURNING
18. CRAFTED
19. INSIDE-OUT
20. UNDERGUARD
21. MODULAR
22. RAFTING
23. SIMPLE
24. SLOW
25. WRESTLING
26. MUSICAL
27. BUNJEE JUMPING
28. SURFING
29. DRUMBEATING
30. ZOO
31. PEDALING
32. HOLES
33. SLOPE
34. LAUGH AT
35. SCRACHING ROUND
36. BLEATING
37. ANTI GRAVITY
38. TREASURE HUNT
39. CONCUERANCE
40. ADVENTURE
41. ROCKET
42. STAR GAZING
43. SEA HORSE
44. SPACIOUS
45. ORIGINAL
46. ROLE PLAYING
47. TENT

IDEATION :

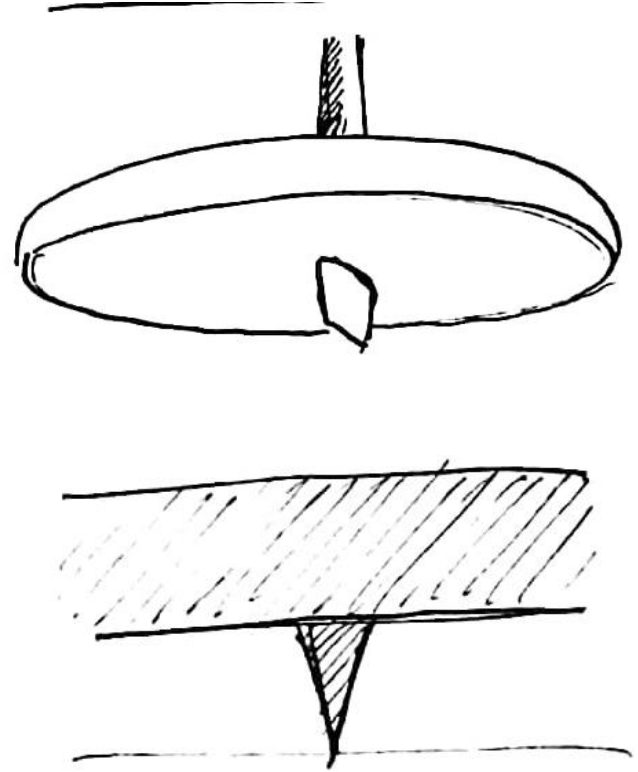
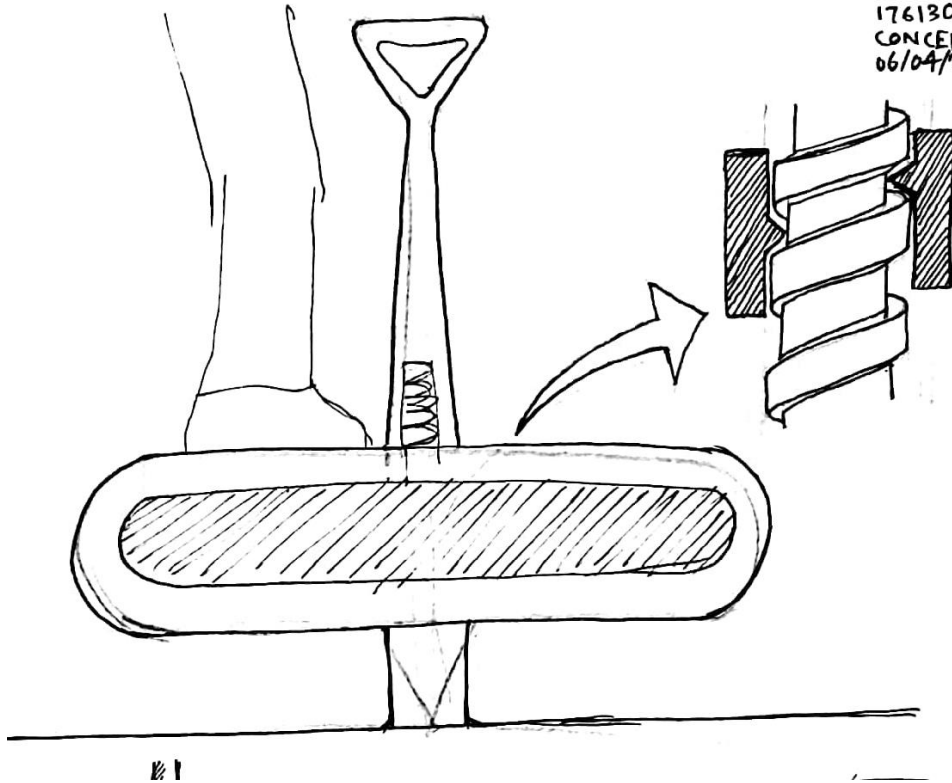
06/04/2018



ROTATIONAL MOVEMENT BY ROCKING

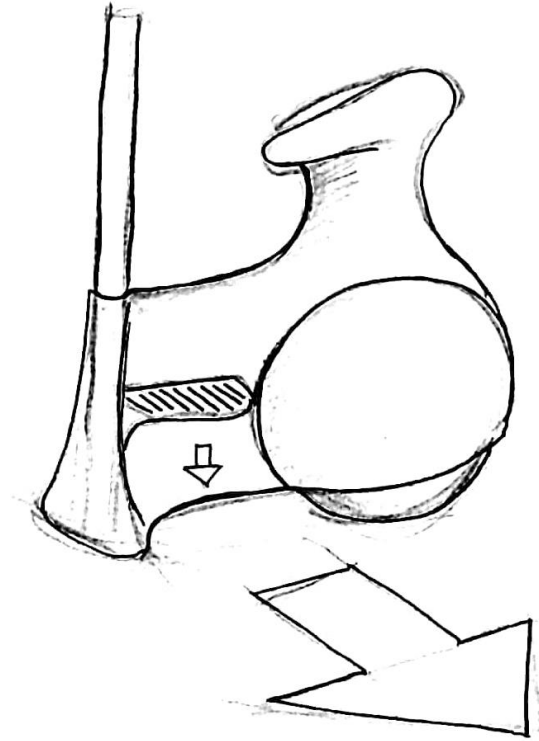
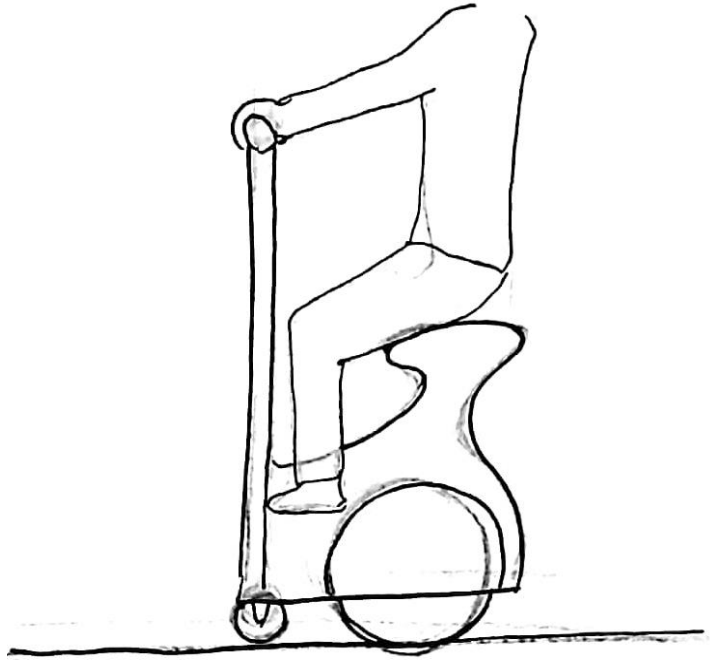
IDEATION :

SUKANTI
176130001
CONCEPT-02
06/04/2018



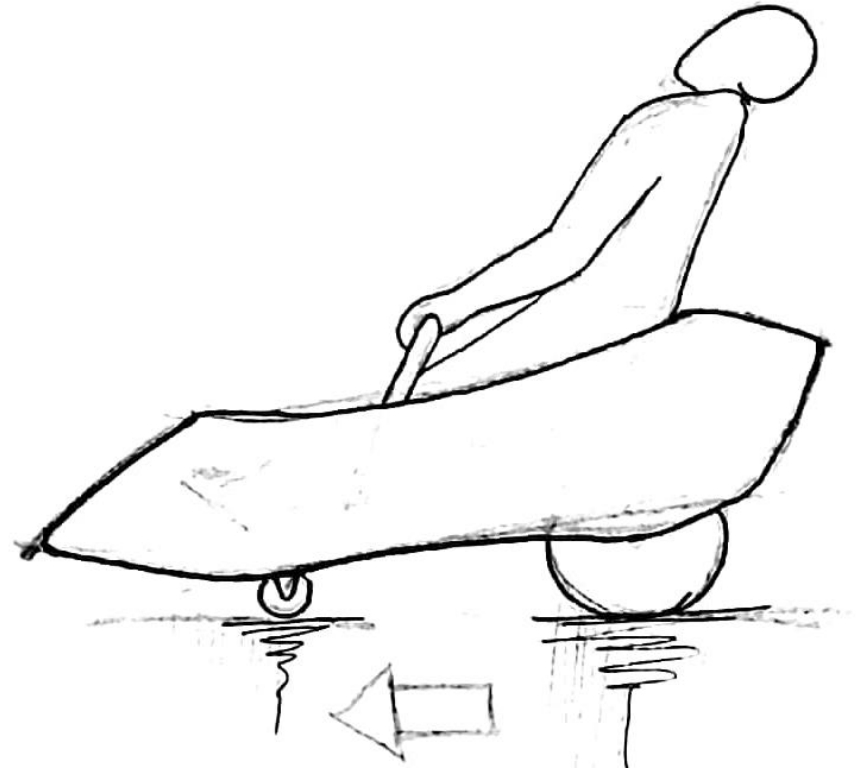
ROTATIONAL MOVEMENT BY JUMPING

IDEATION :



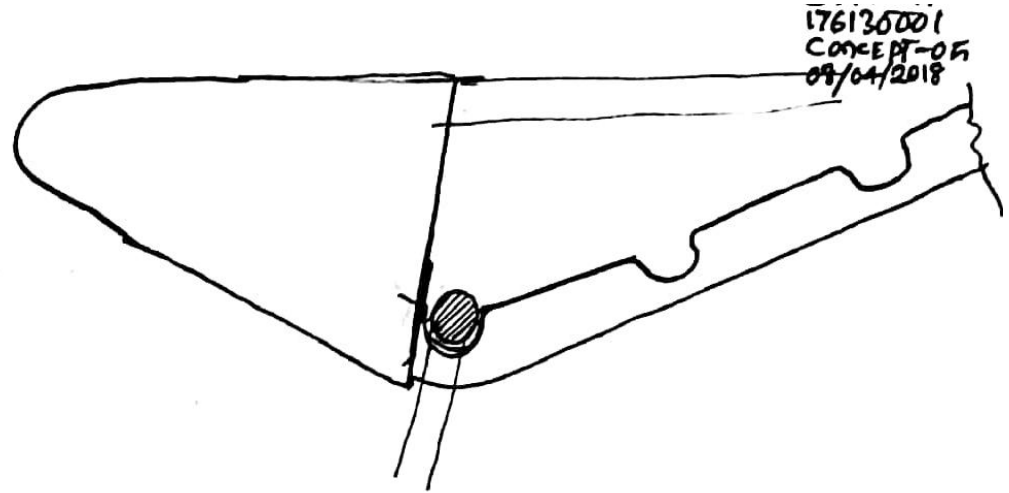
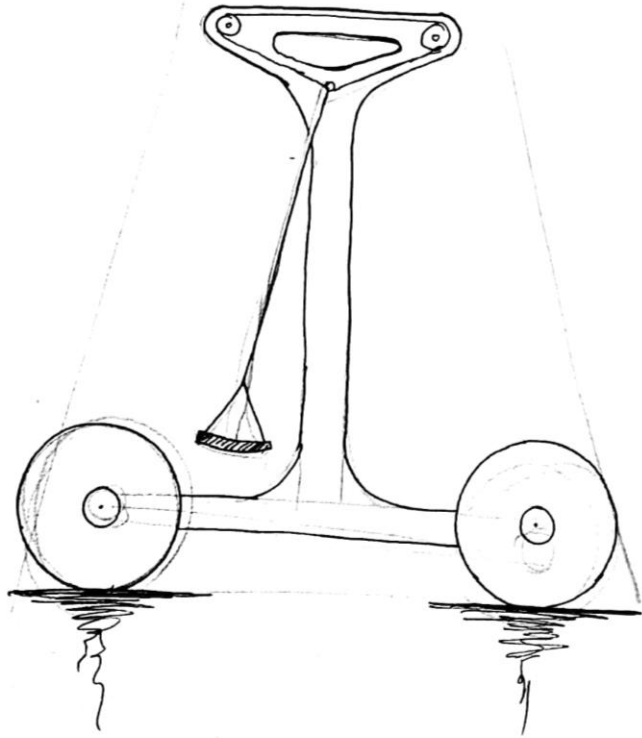
LATERAL MOVEMENT BY PADDELING

IDEATION :



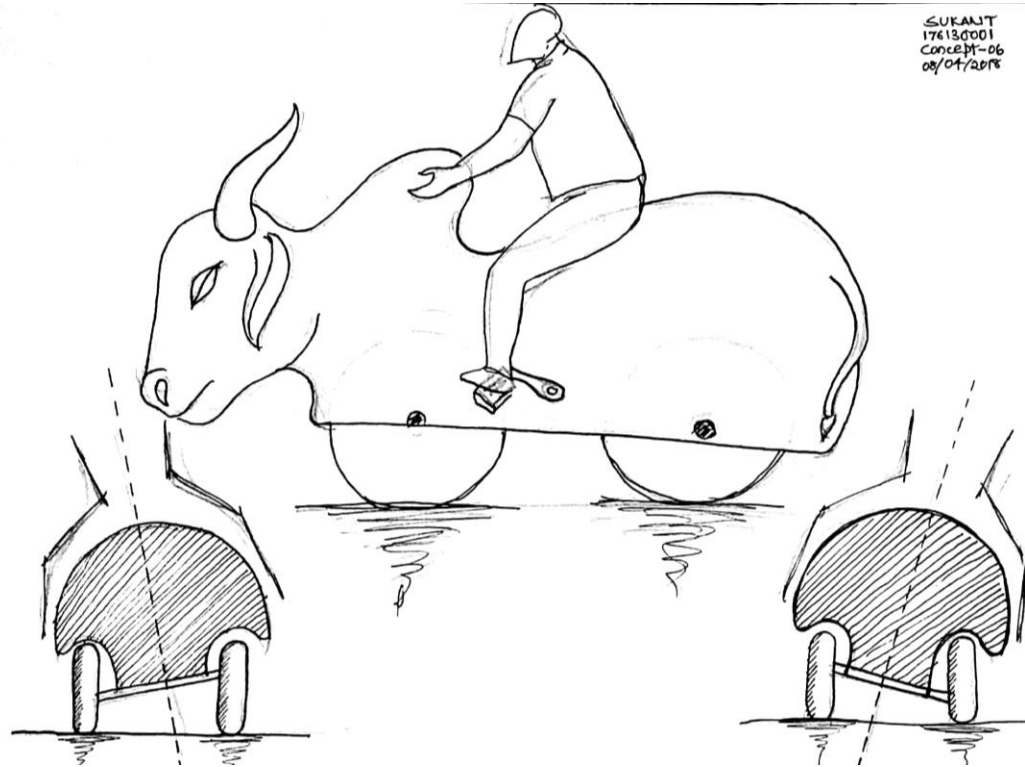
LINEAR MOVEMENT BY ROYING

IDEATION :



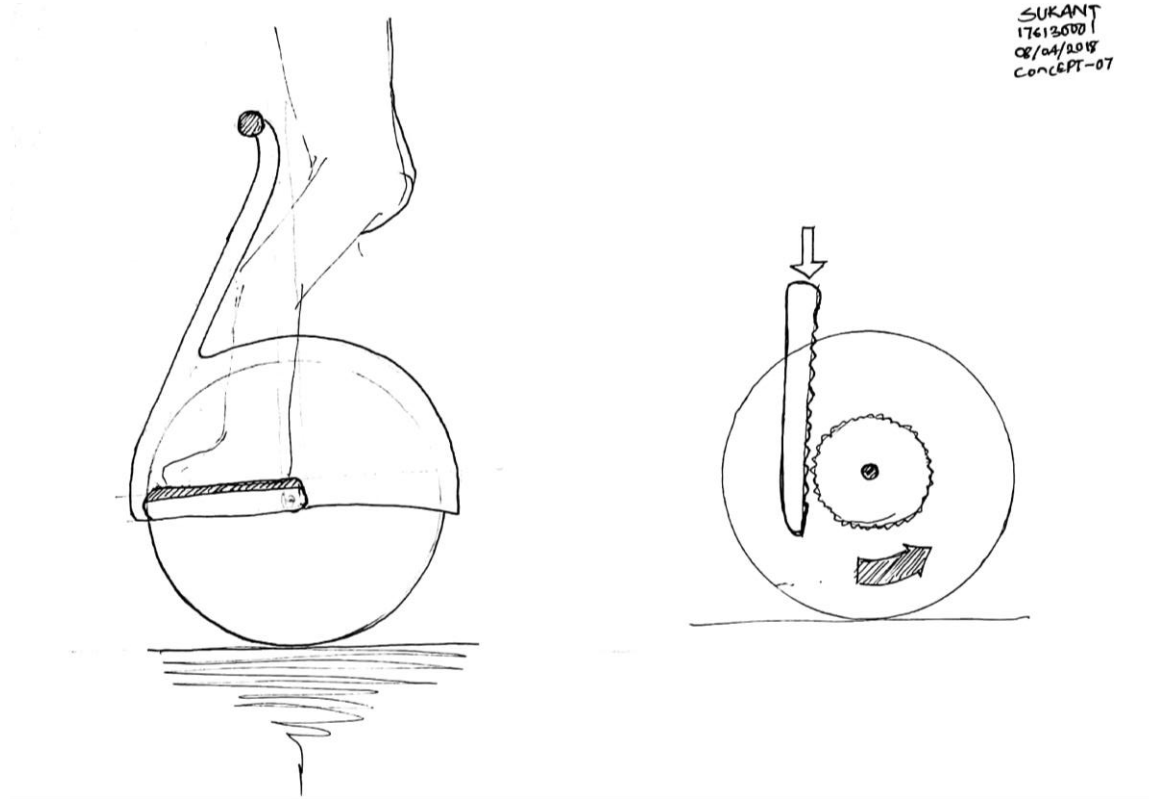
LINEAR MOVEMENT BY SWINGING

IDEATION :



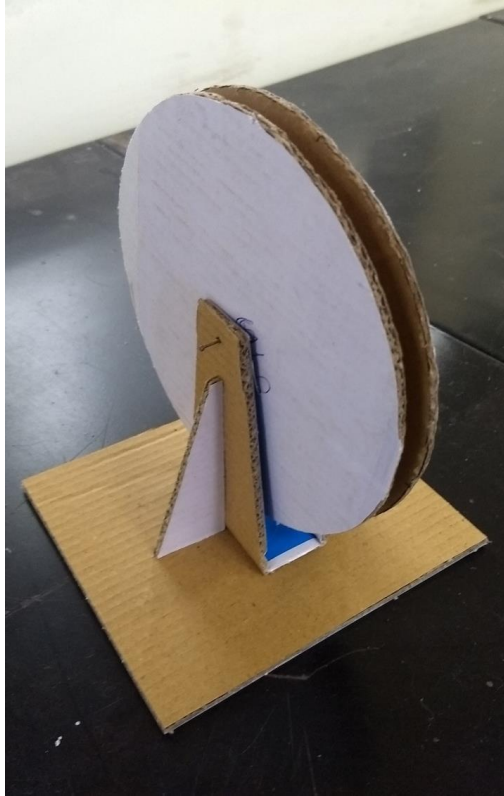
LINEAR MOVEMENT BY PADDELING

IDEATION :



LINEAR MOVEMENT BY JUMPING

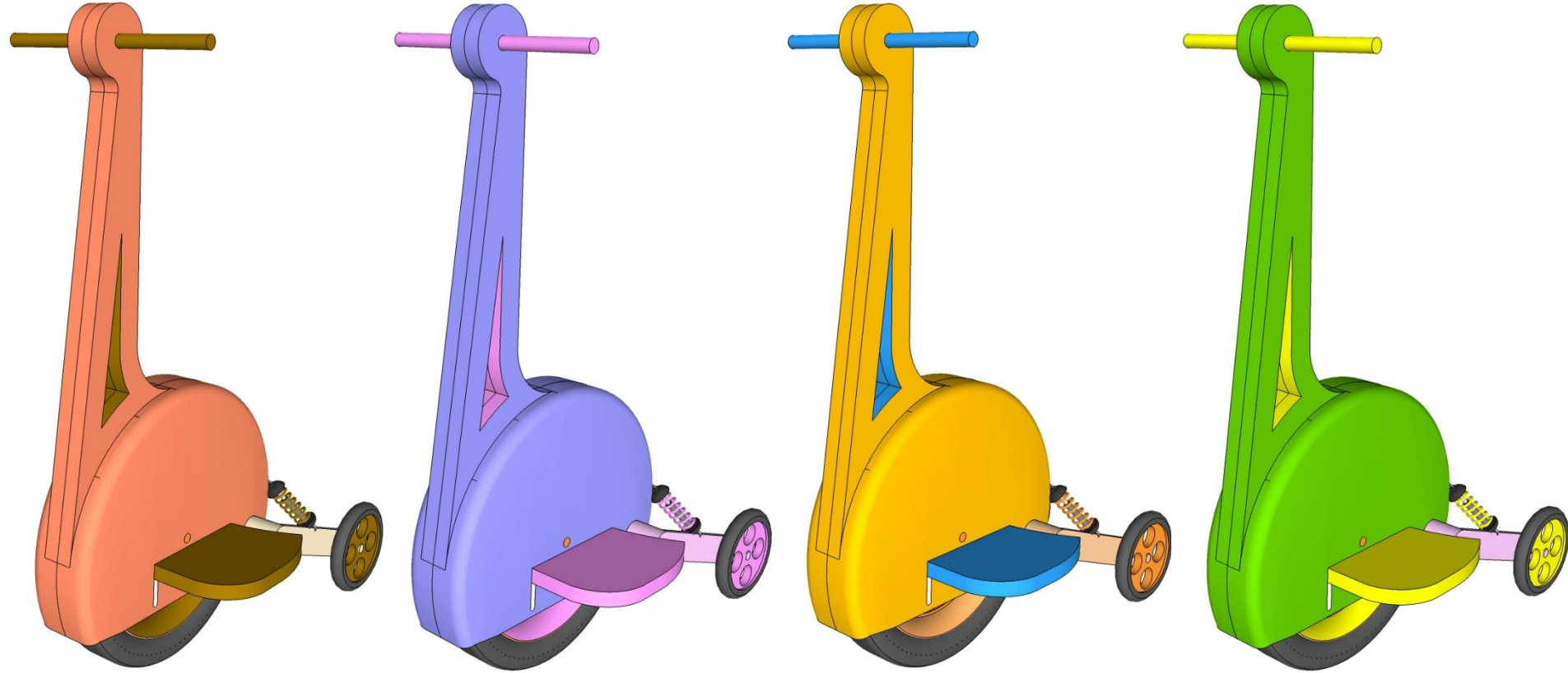
DIRTY PROTOTYPE :



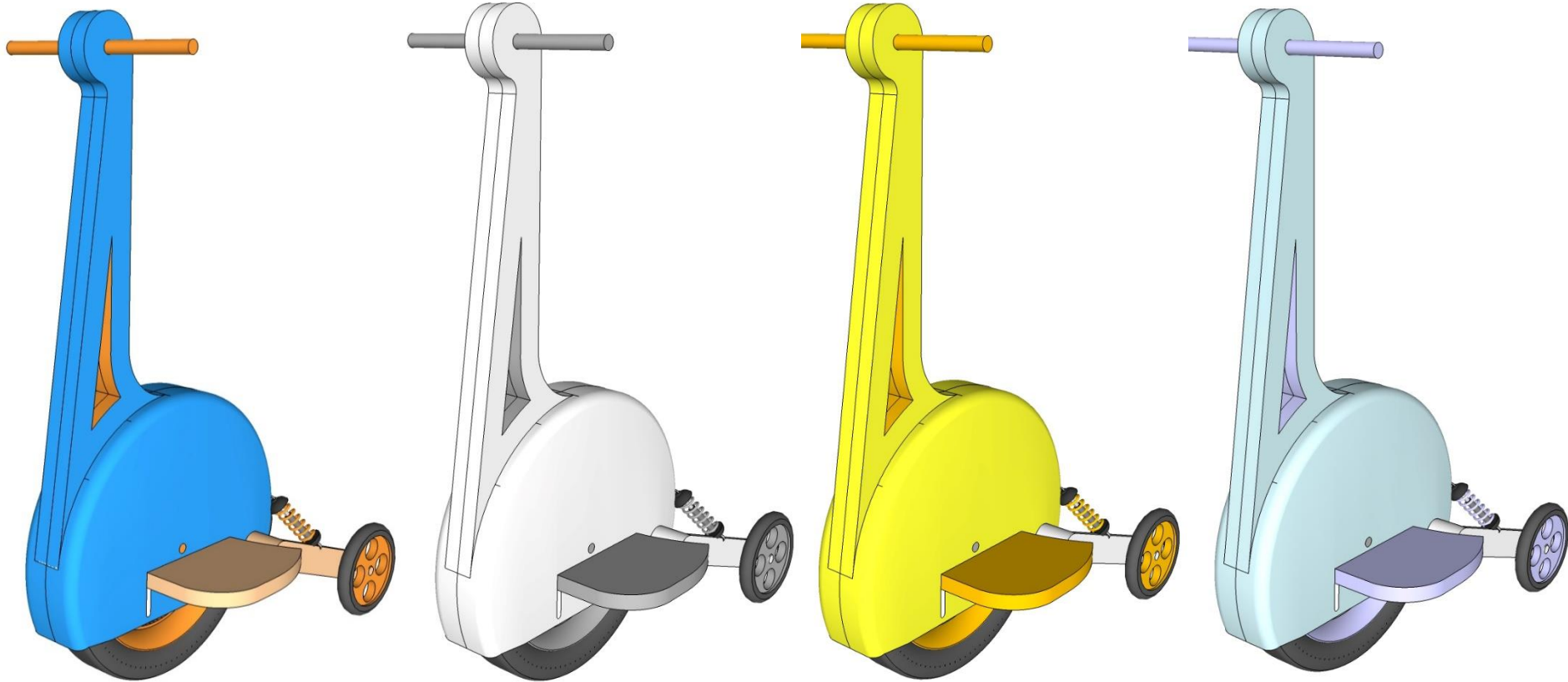
DIRTY PROTOTYPE :



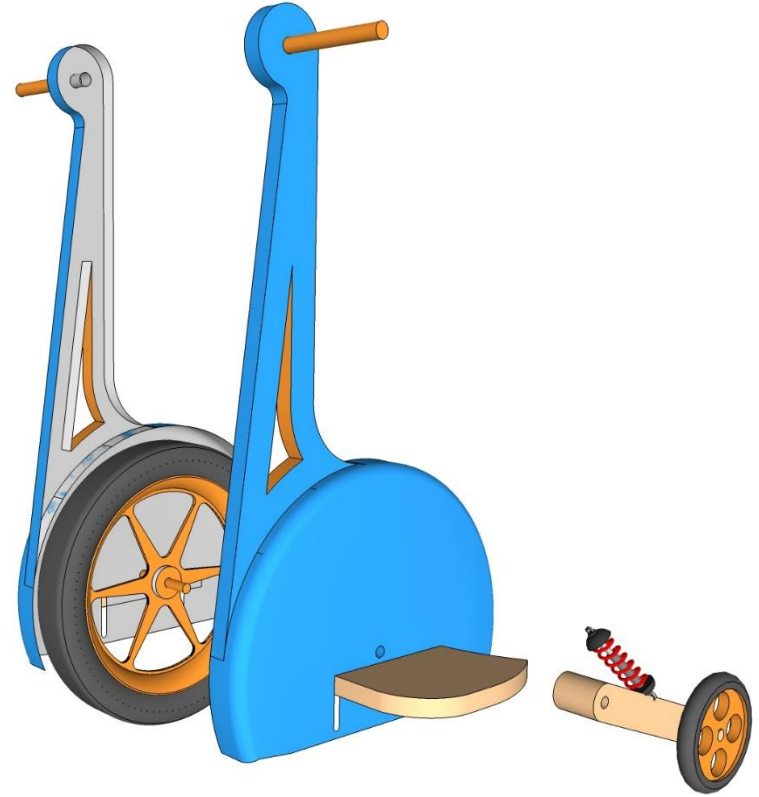
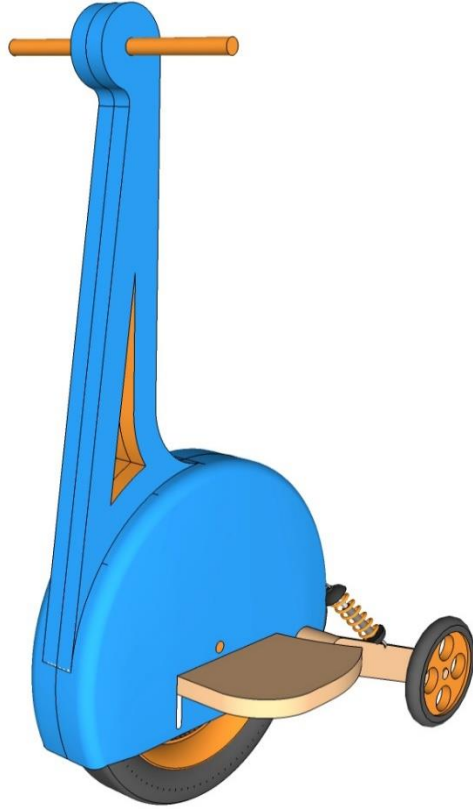
COLOUR VARIATION :



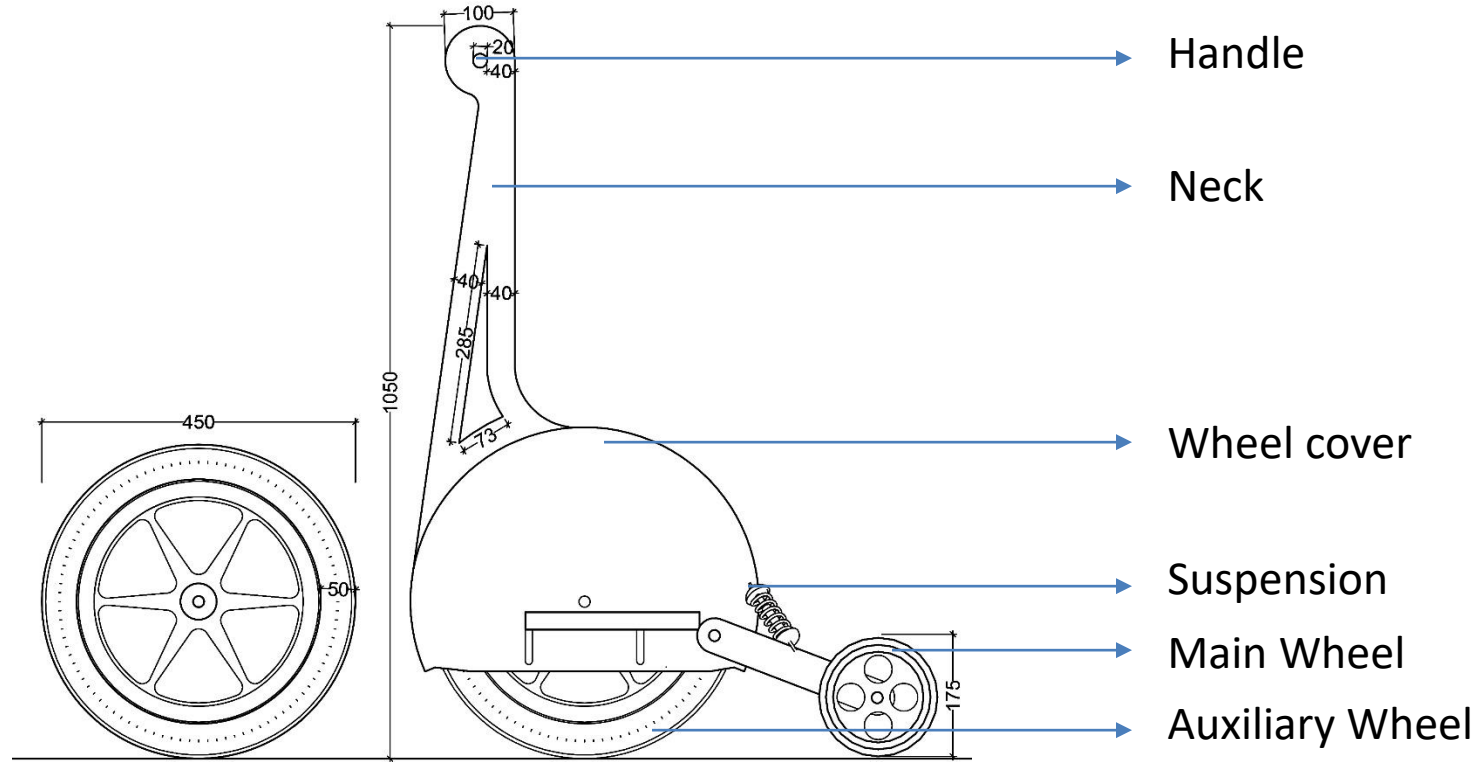
COLOUR VARIATION :



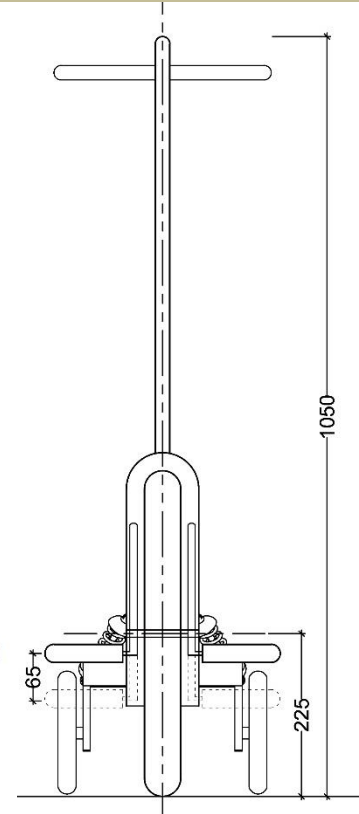
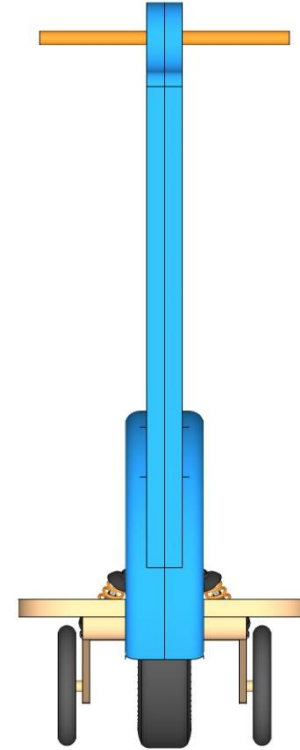
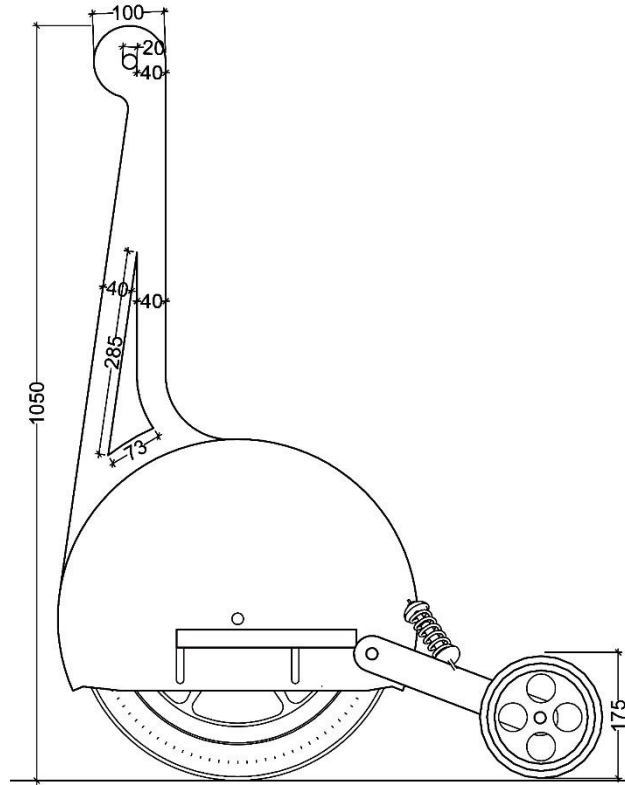
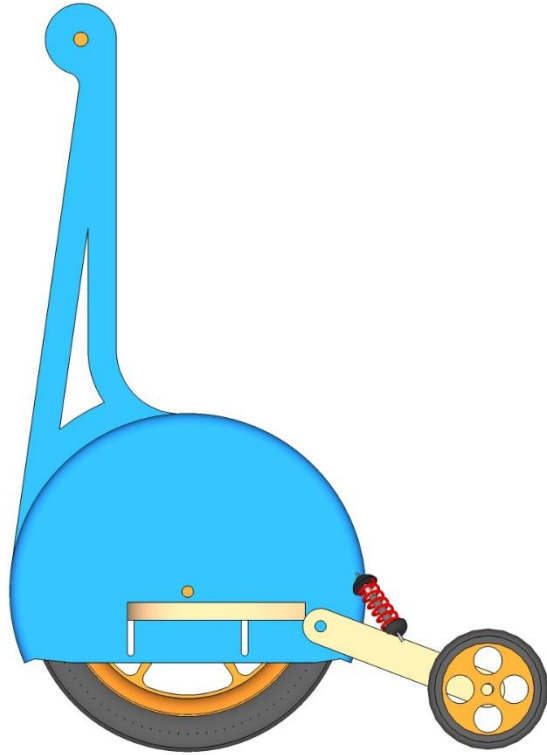
COLOUR VARIATION :



CAD DRAWINGS & PRODUCT DIMENSIONS :



CAD DRAWINGS & PRODUCT DIMENSIONS :





BRANDING:

BRAND NARRATIVE:

If you're after best quality tricycle, you can't go past the Arcadia trike, perfect companion for 9-12 year olds. The Arcadia trikes are the popular choice for many years due to their superior designs and high quality materials. Made from top notch materials, advanced manufacturing processes and state of art design, they serve as the first choice for kindergartens and are amongst popular choice with parents looking for a well-designed, sturdy trike. The Arcadia trike will entertain your children with many years of riding adventures.

THANK YOU

