

KIDS PRODUCTS FOR PLAY ENVIRONMENT :

BIOMIMETIC APPROACH

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Design Statement

- To design an innovative playful ride on equipment for children of age group 6 – 12 years of age to be used outdoors.
- The solution should encourage physical and creative development in children while promoting a cohesive play environment.



Design Considerations

May Have's

- Cohesive play environment
- Dynamism inducing the Thrill factor
- Dynamic components
- Intellectual development with equipment
- Encouragement of Imagination

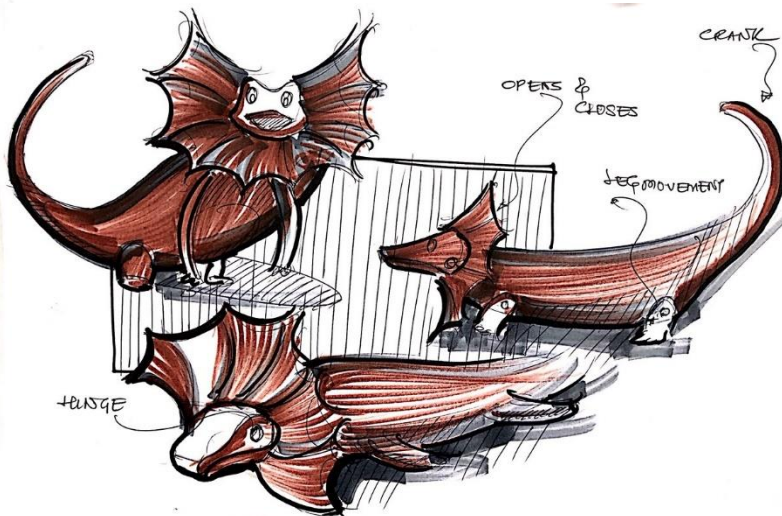
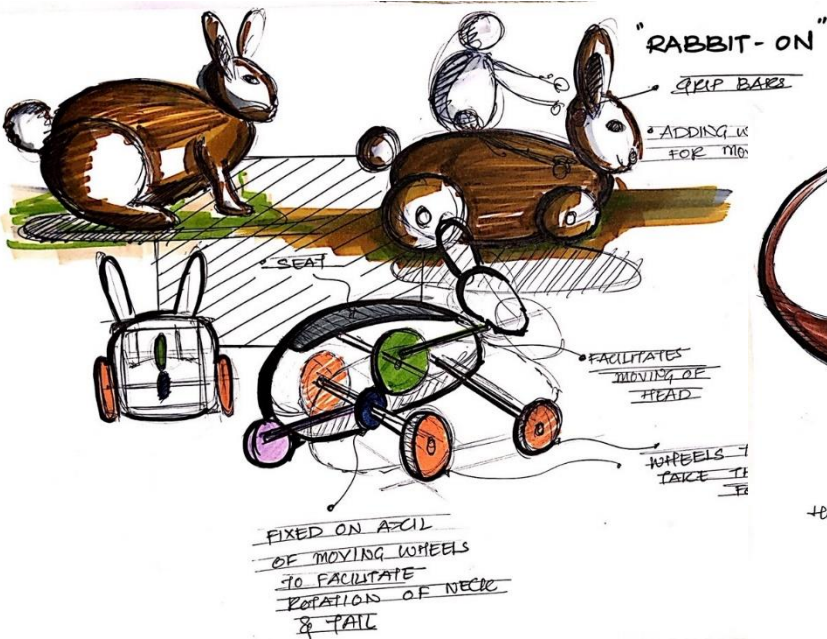
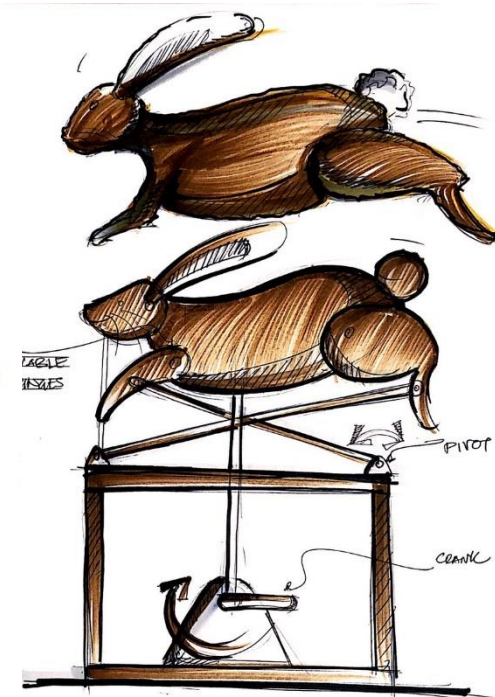
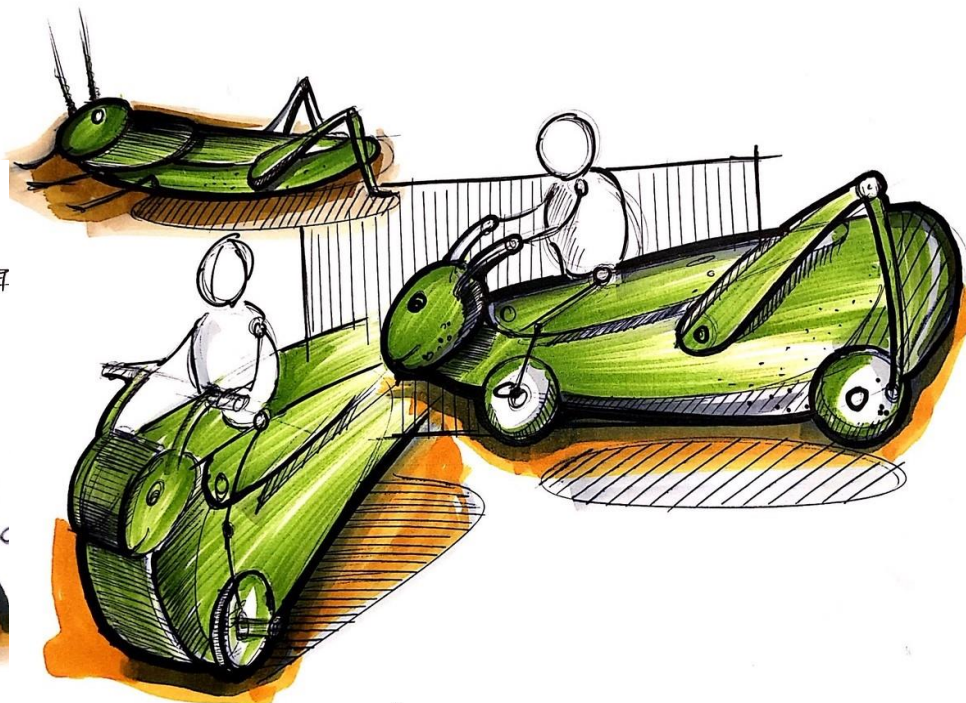
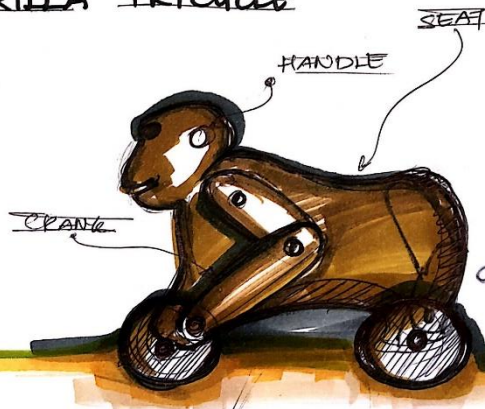
Must Have's

- Equipment fostering confidence in parents
- Flexibility of use / freedom of exploration
- Window for exploration
- Interactive feedback system
- Fall friendly Equipment
- The equipment should not allow over-crowding

Initial Concepts

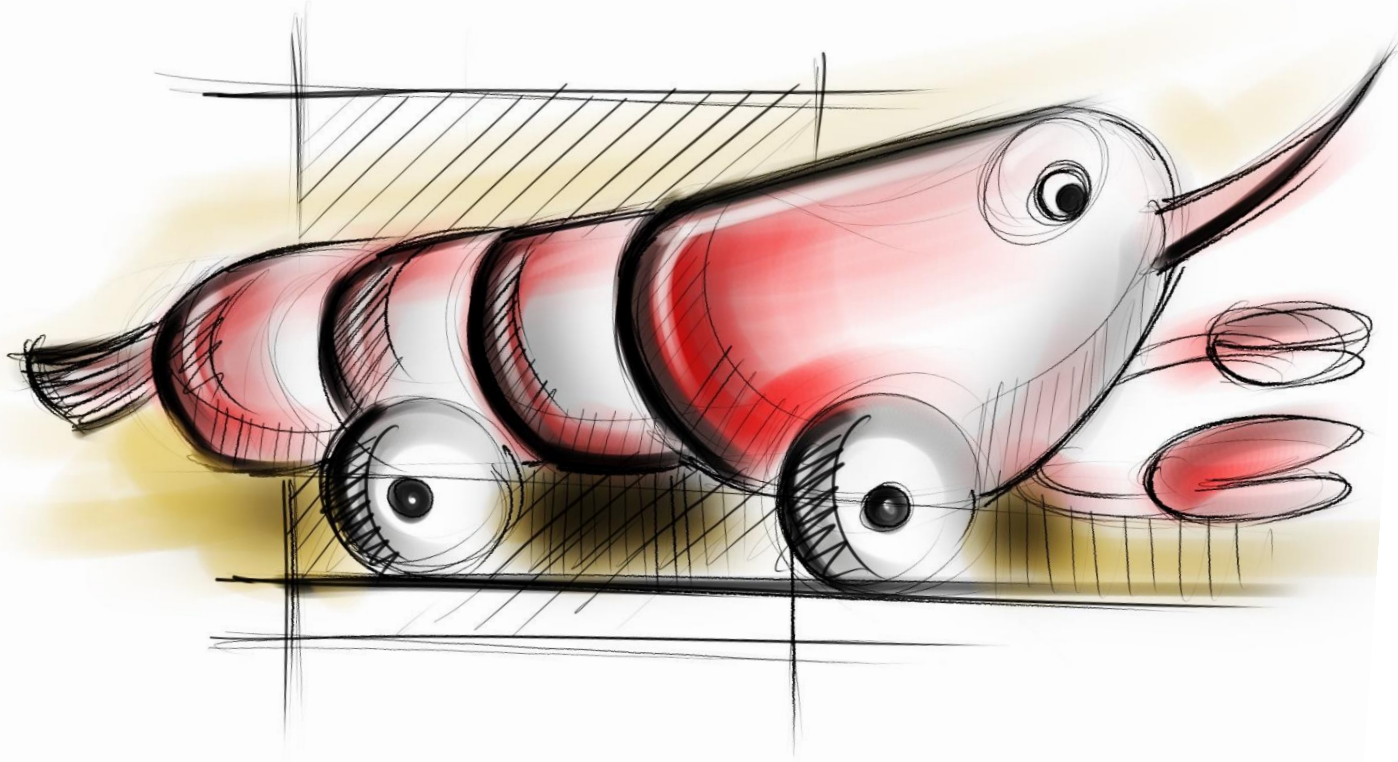


GORILLA TRICICLE



Final idea

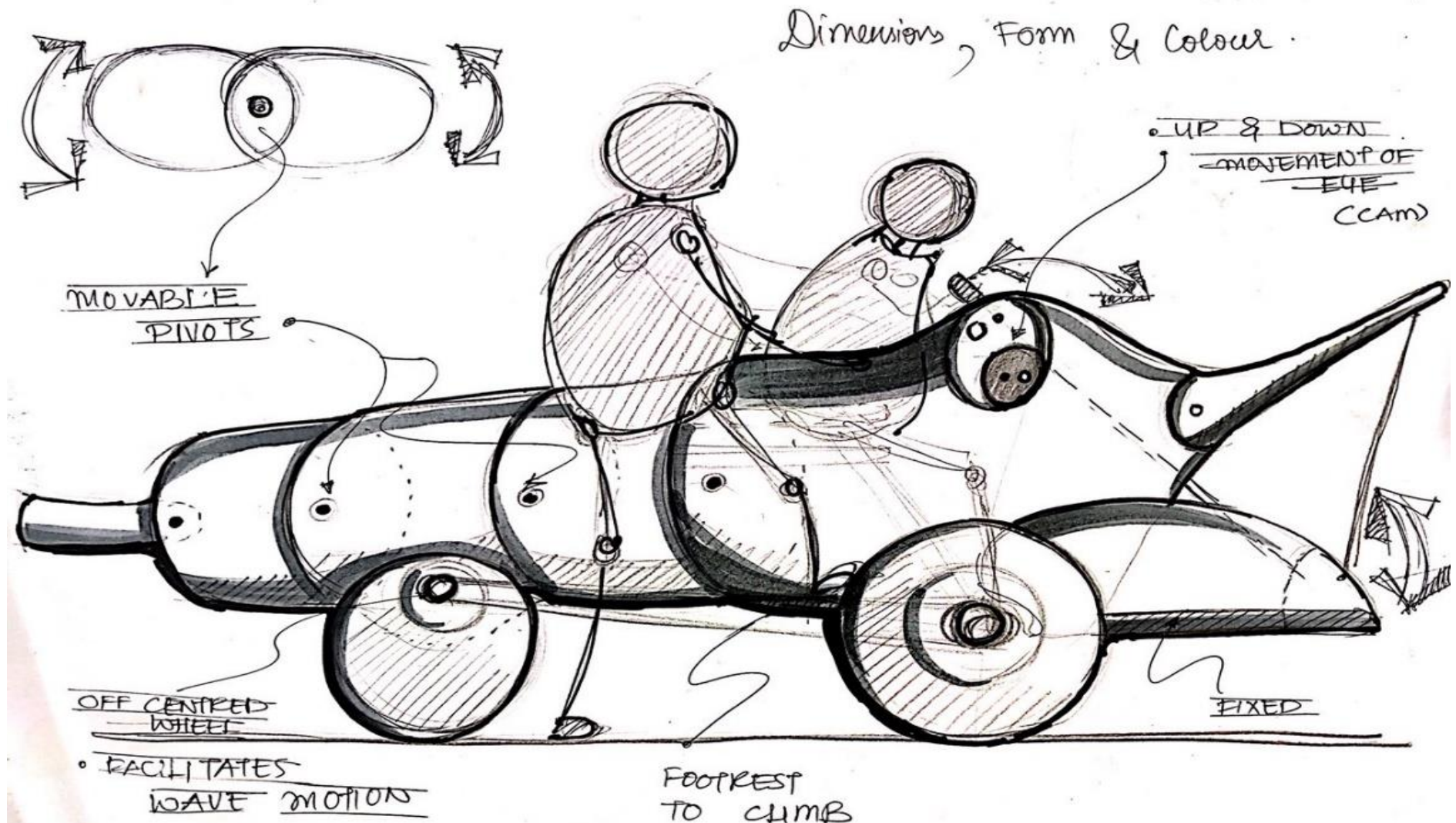
- Taking Lobster as inspiration to develop a ride on to playfully promote physical activity in children.



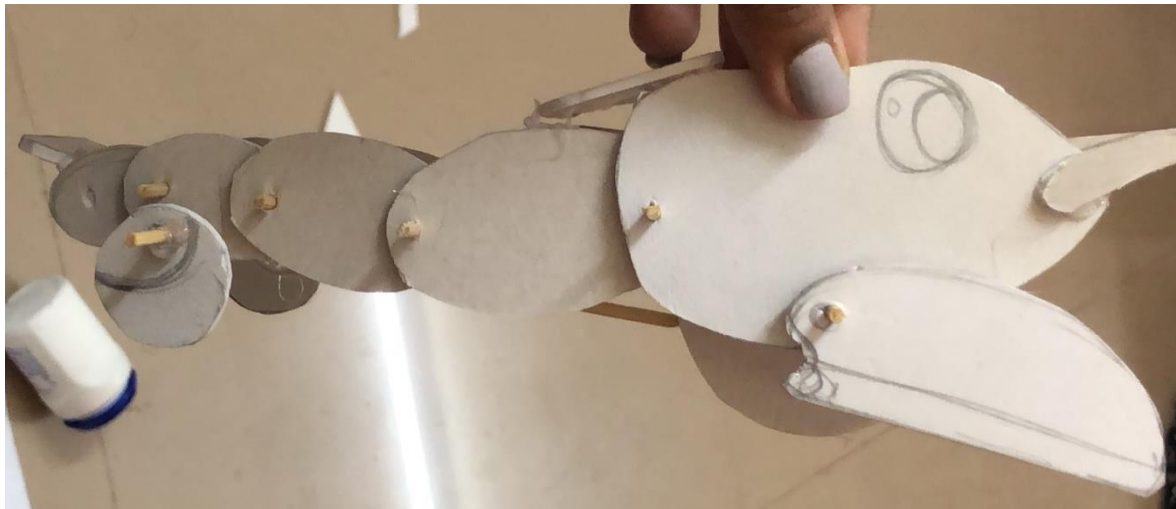
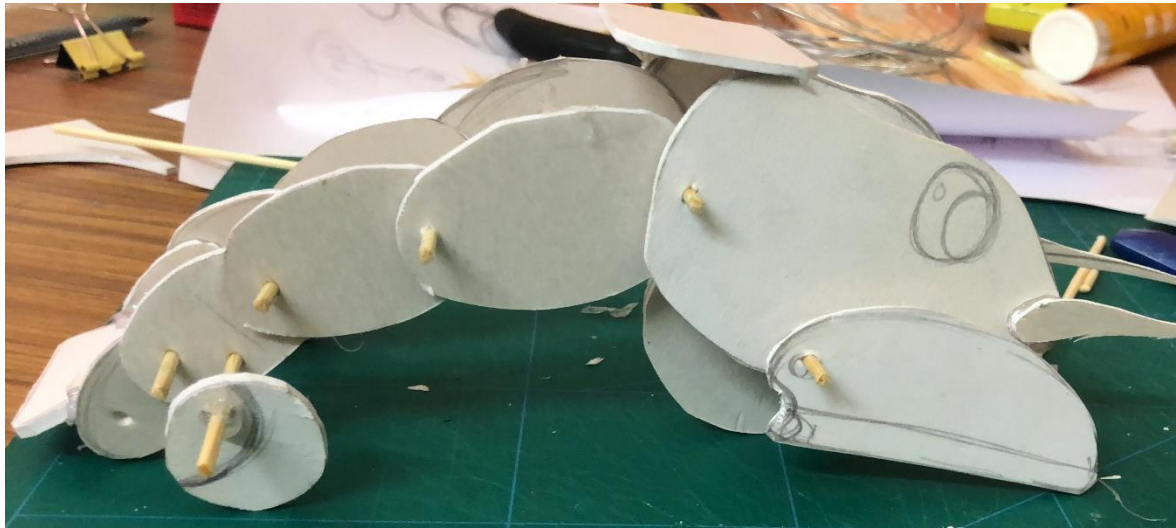
©Animal Graphics

Conceptualization

- Developing the idea into a concept.
- Mechanism to provide for the wavy motion of the tail powered by pedalling of the child.
- Exercise for the legs.
- Movement of claws by to and fro motion of gripping bars held by the child.
- Exercise for the arms.

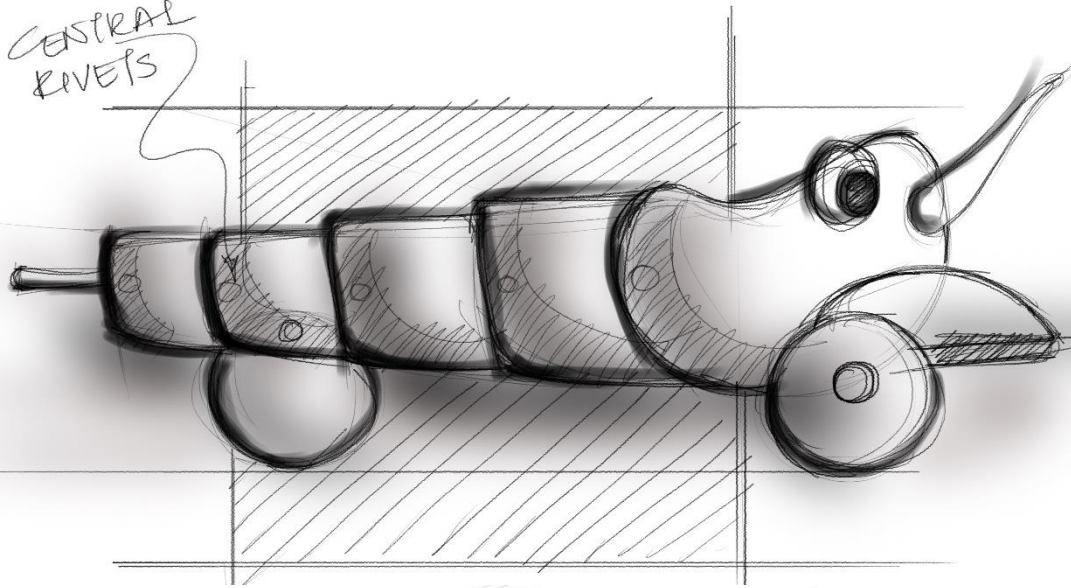


Dirty Prototype



- Quick model to understand the working of the mechanism.
- Helps understand scale and proportions.

CENTRAL RIVERS

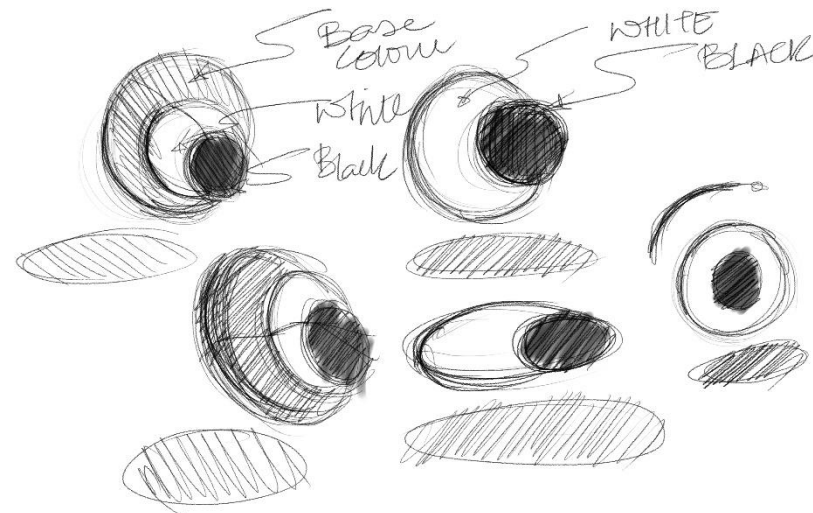
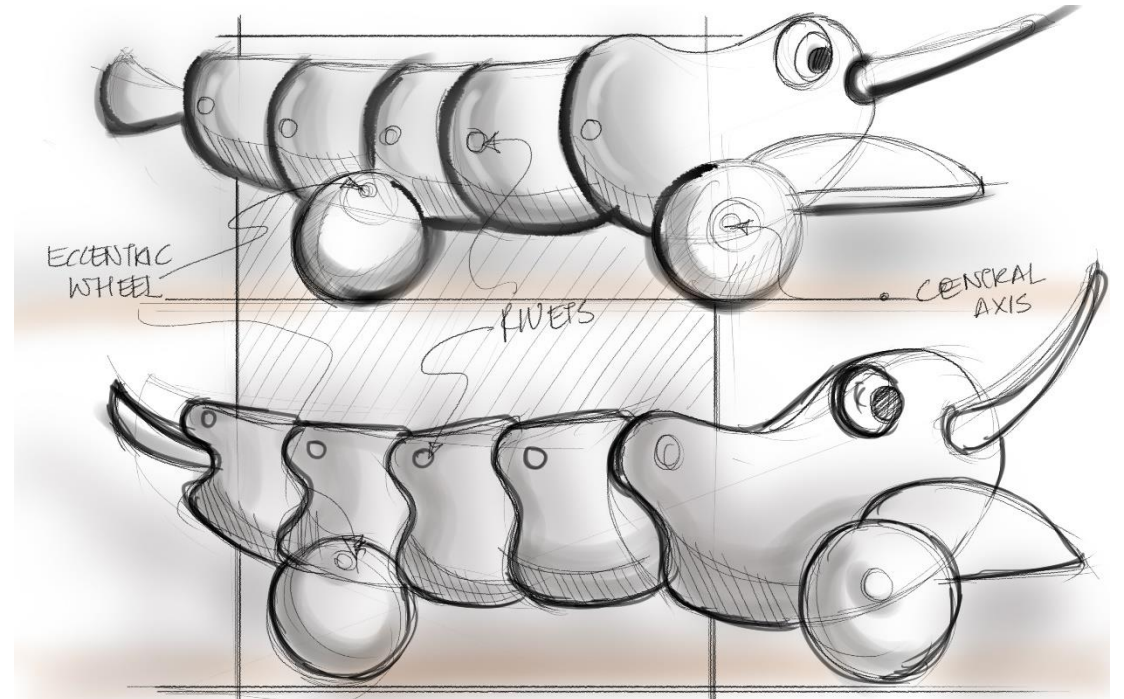


RIVERS

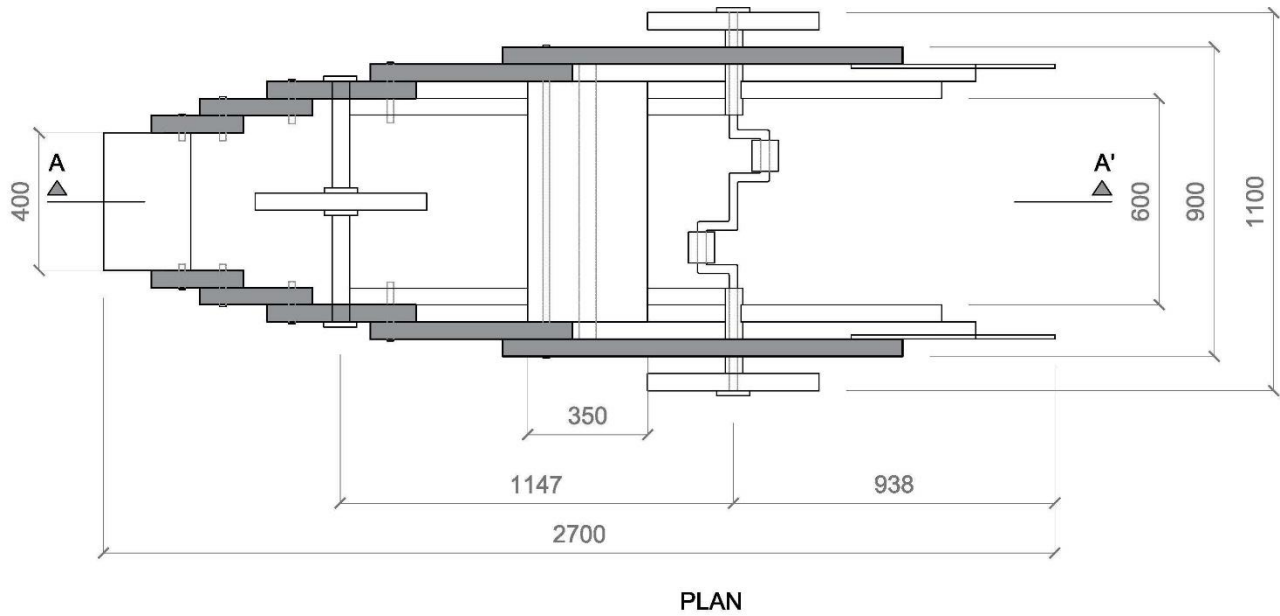
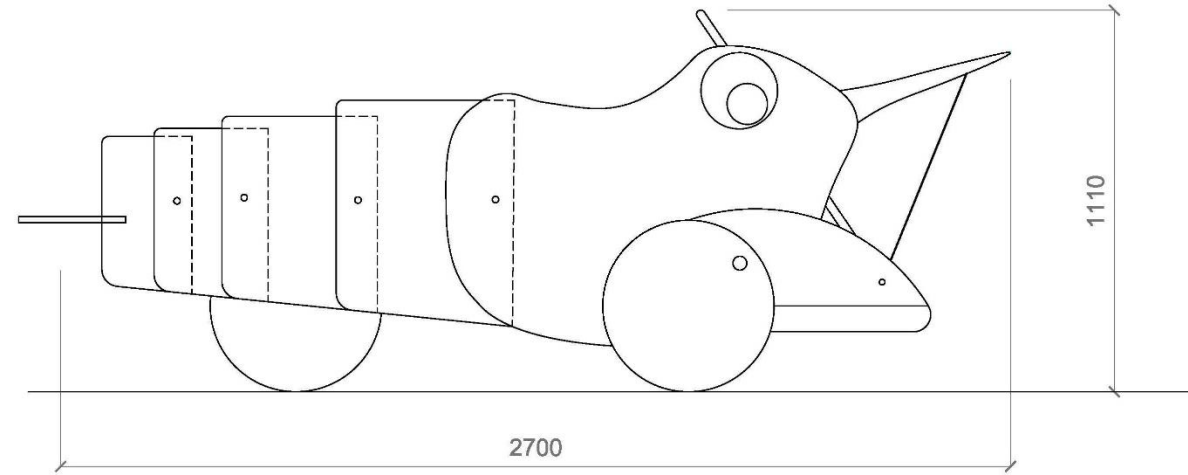
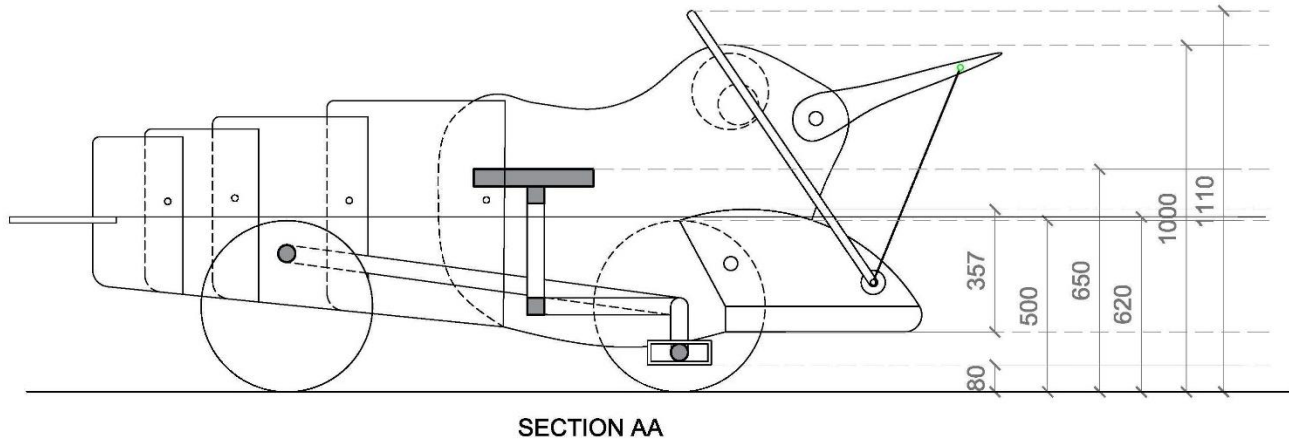
CENTRAL PIVOT

ECCENTRIC AXEL

Formal Variations



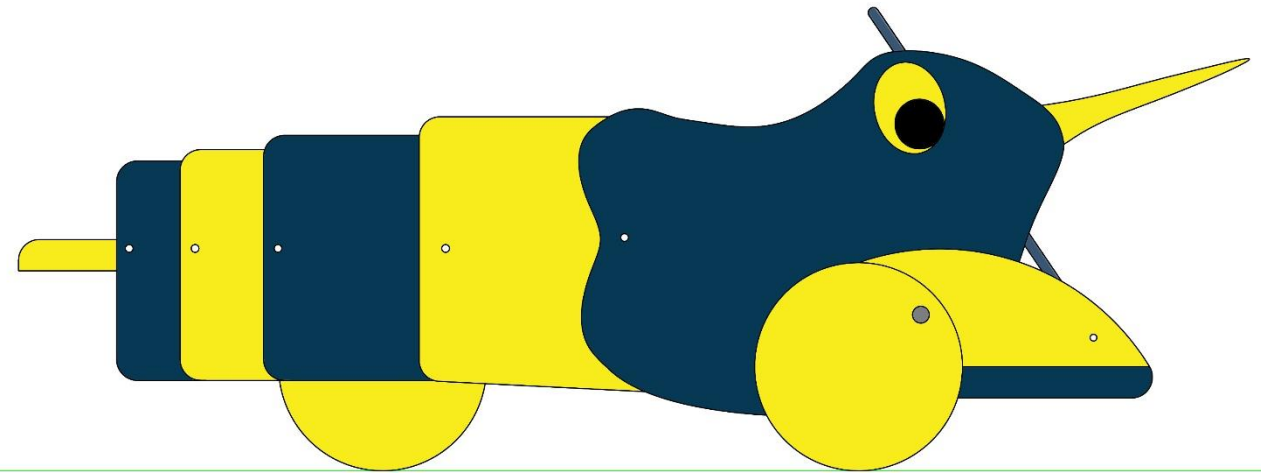
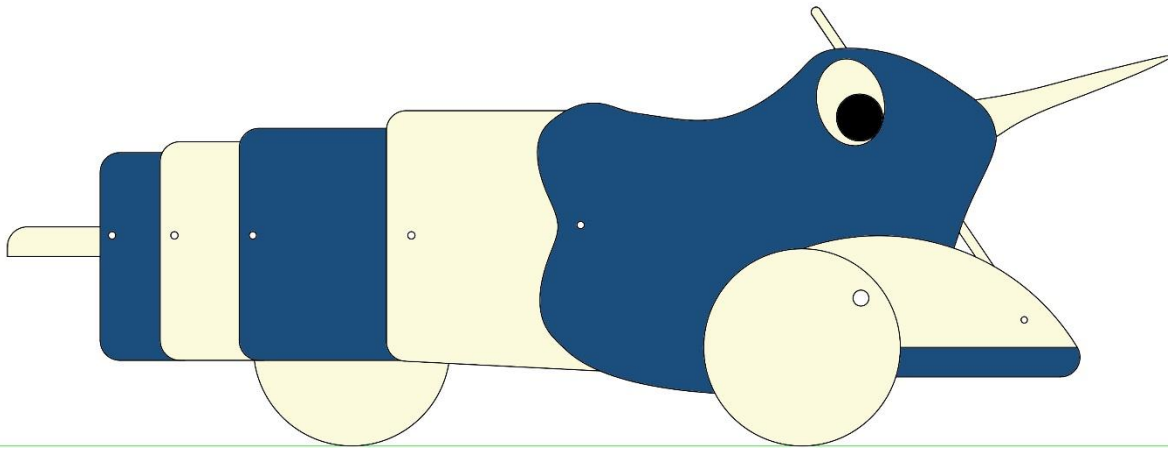
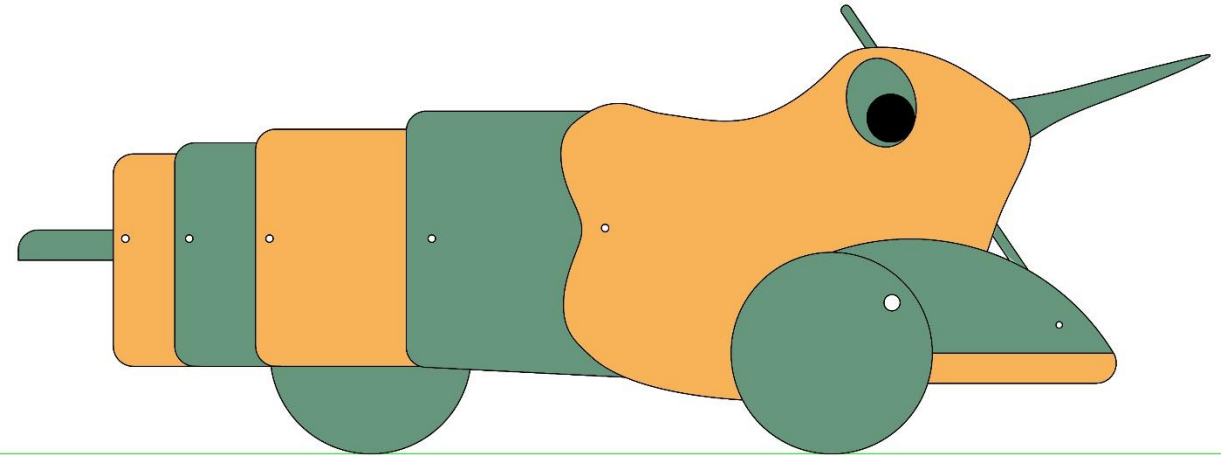
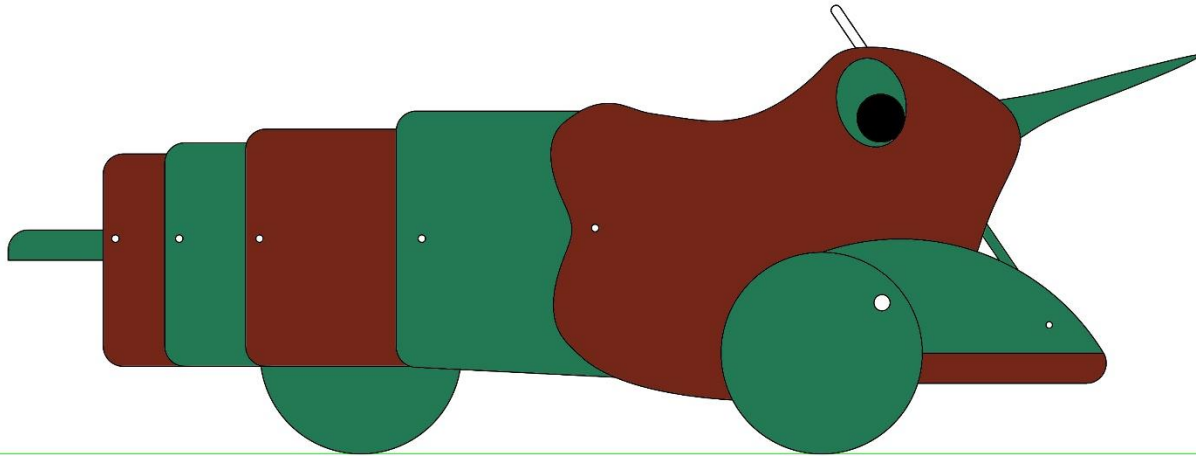
- Exploring forms for the tail to ensure free movement.
- Also visual expressions for making it children friendly.



Measured Drawings

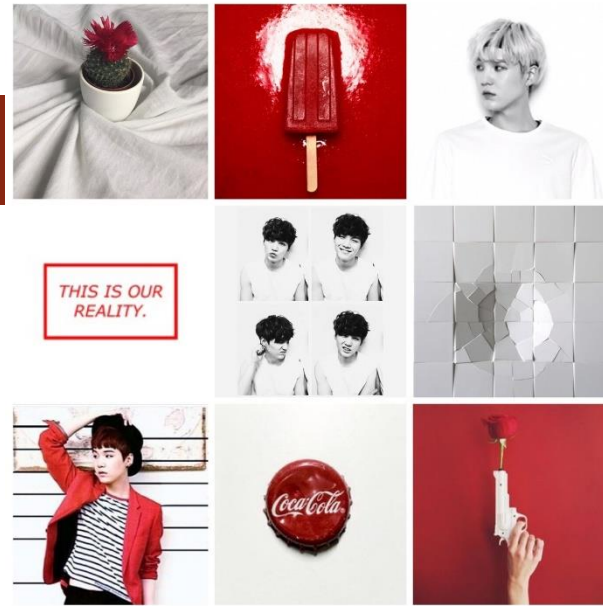
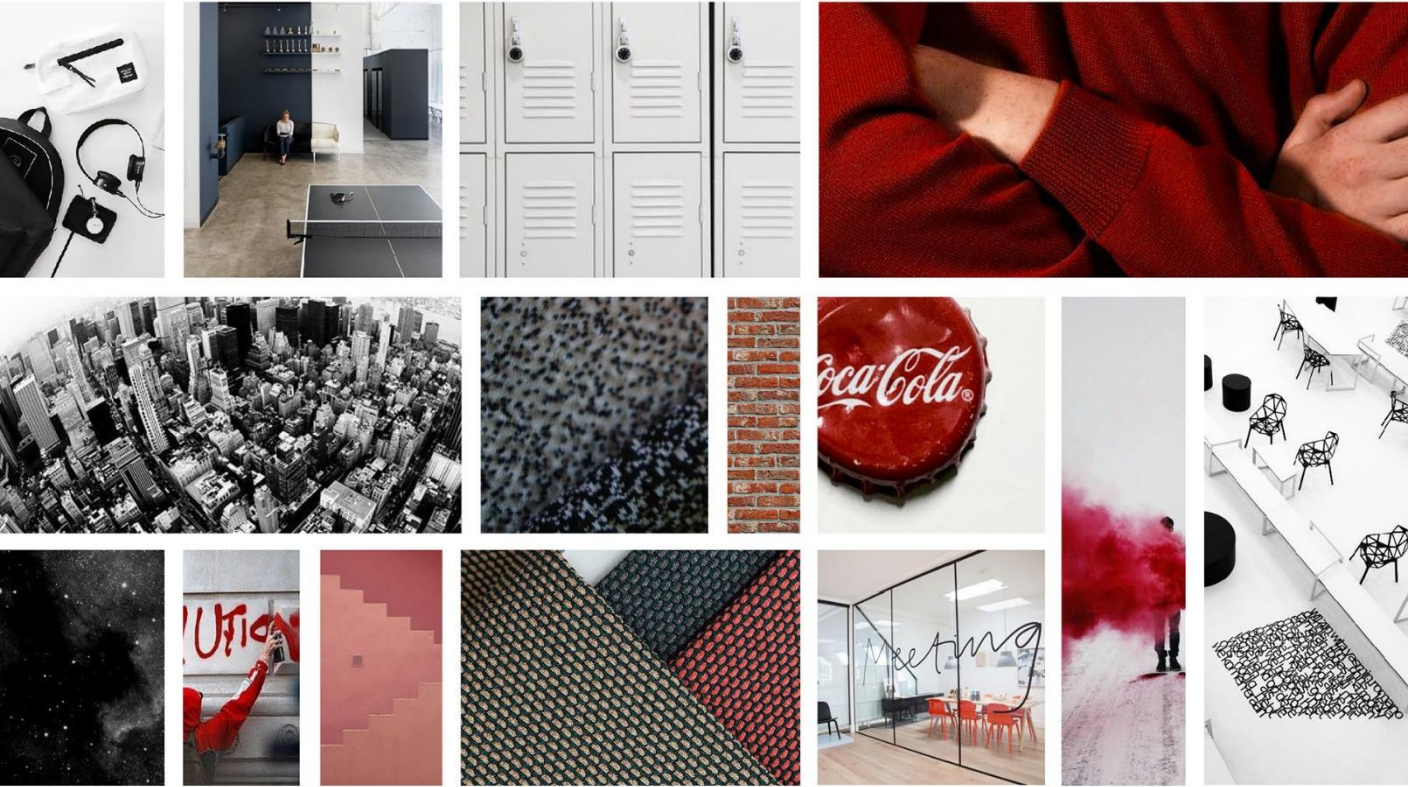
- Understanding Scale and proportions of the product at 1:1 scale.
- Enabling build of the product.

Colour Variations



- Explorations with high contrast and bright yet sober colours to appeal to the children.

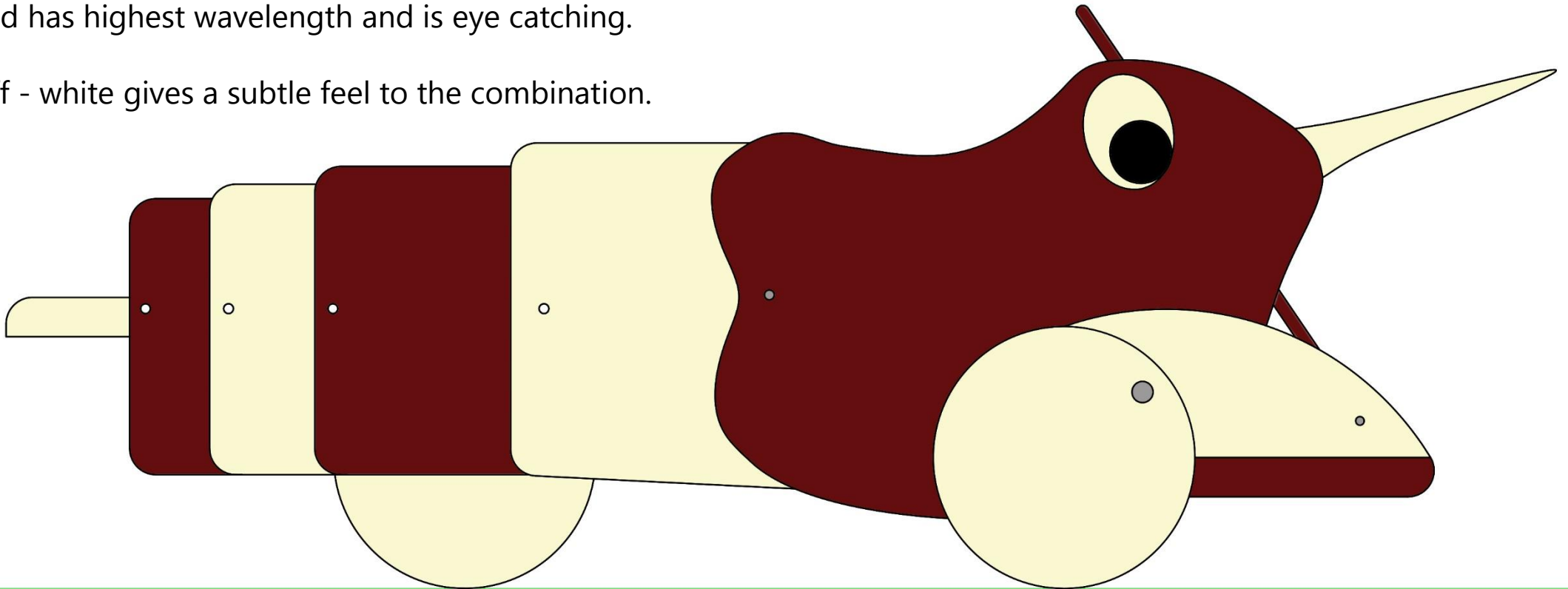
Mood Board



- Looking at inspirations for red and white contrasts.

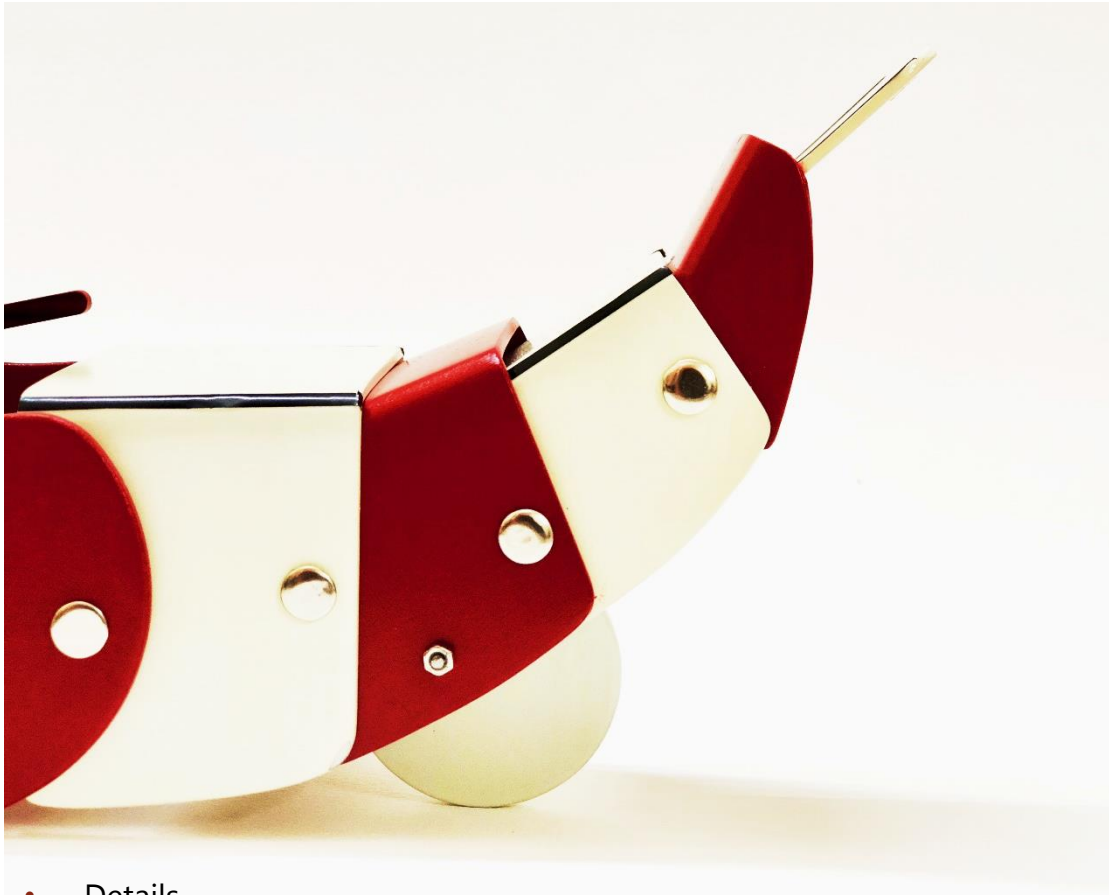
Colours

- High contrast to give clear differentiation of shades.
- Bright and inviting.
- Red has highest wavelength and is eye catching.
- Off - white gives a subtle feel to the combination.

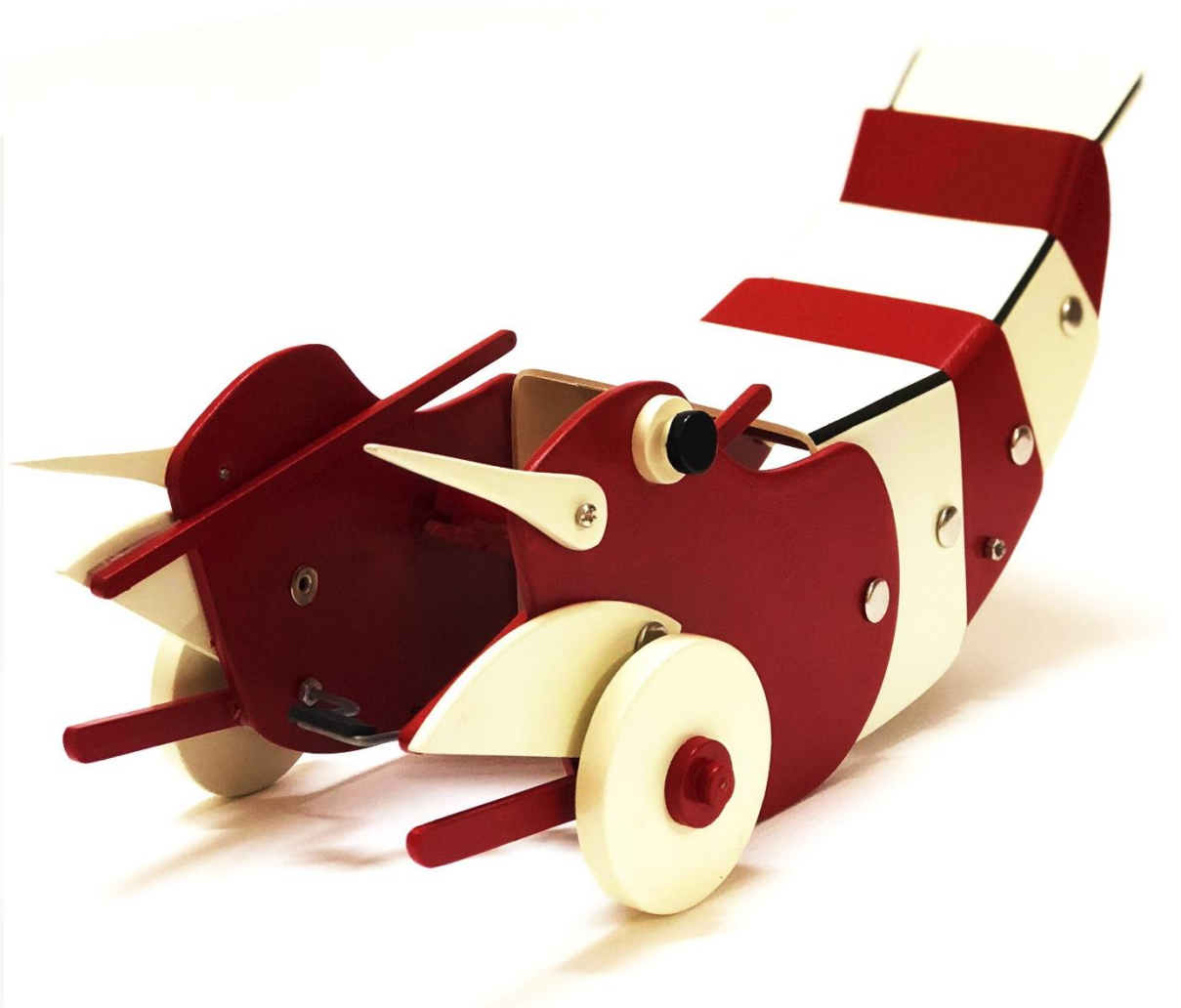


Final Design

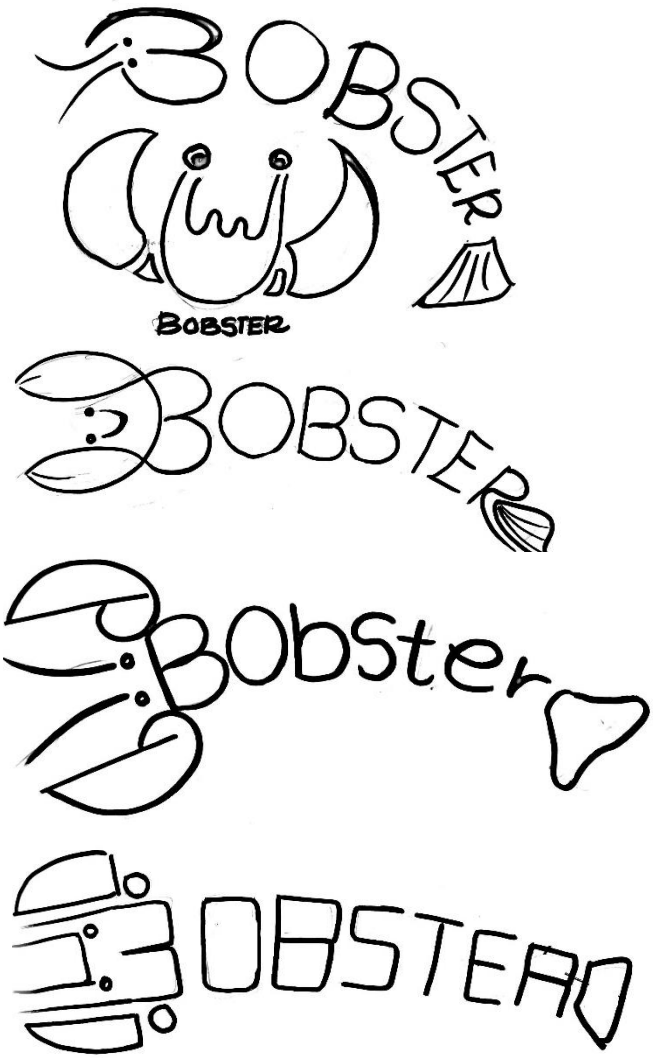




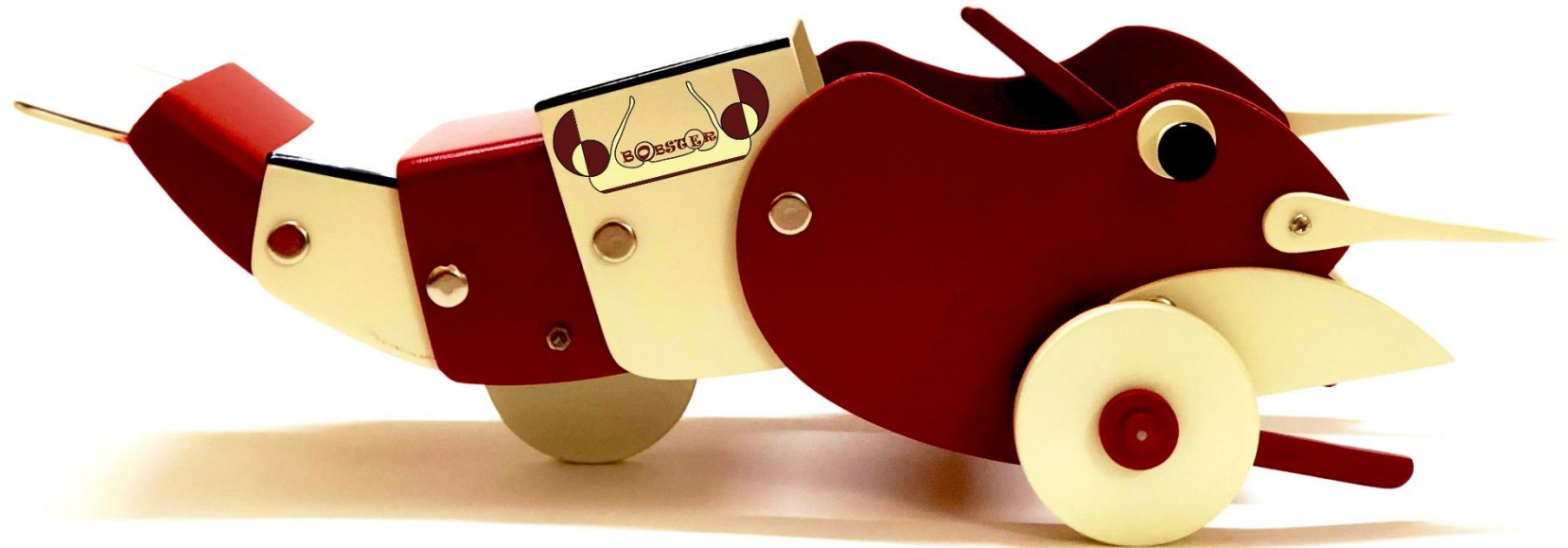
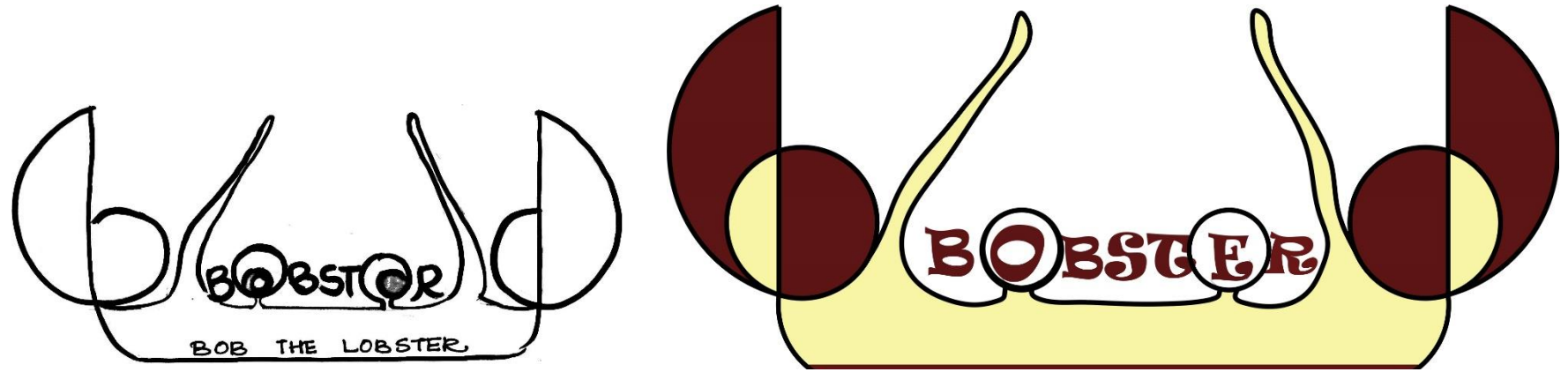
• Details



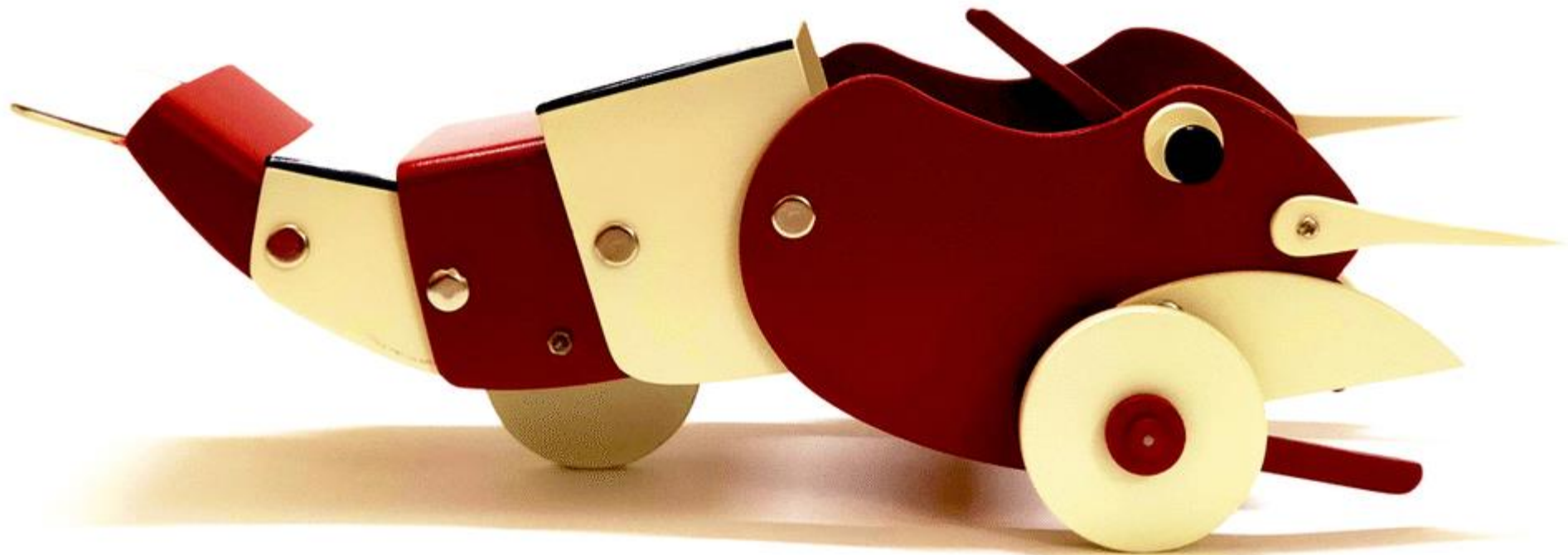
Colours



- Bob The Lobster - B O B S T E R



- Initial Ideas



Thank You