

RIDE ON FOR KIDS

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176130011

Brief

Design a playground or ride-on equipment for the user age group of 6-12 years which could help kids

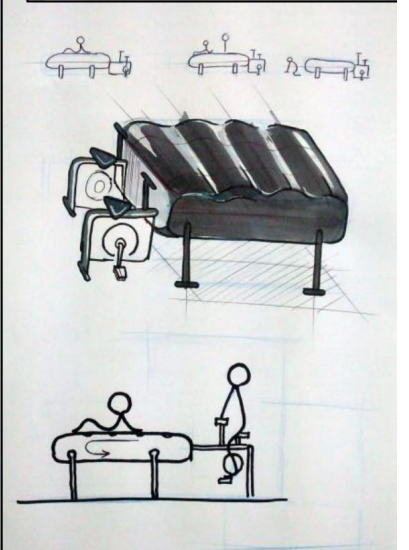
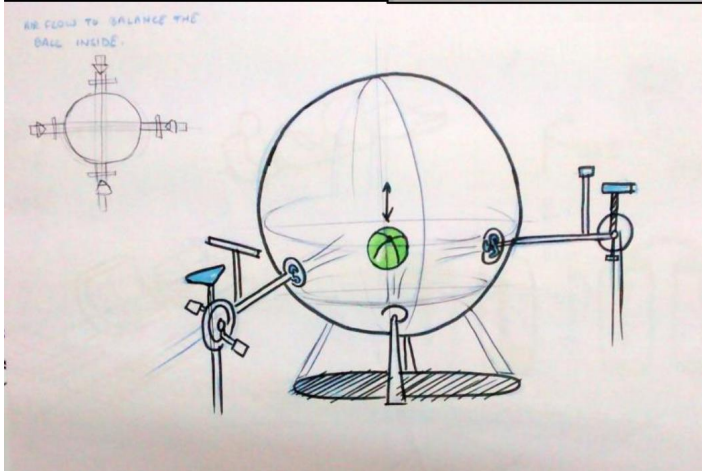
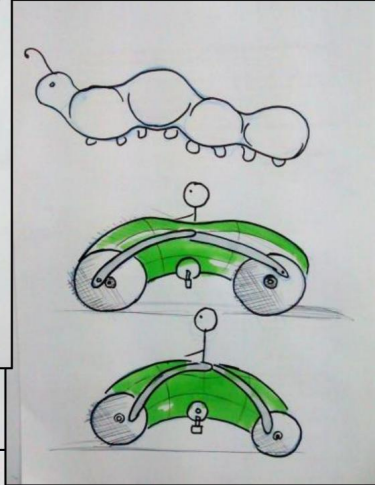
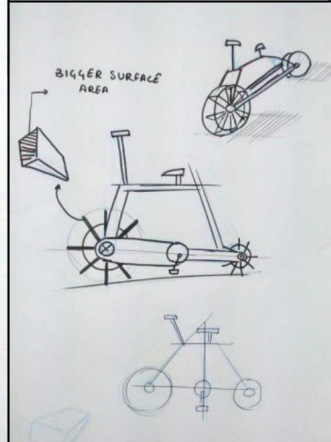
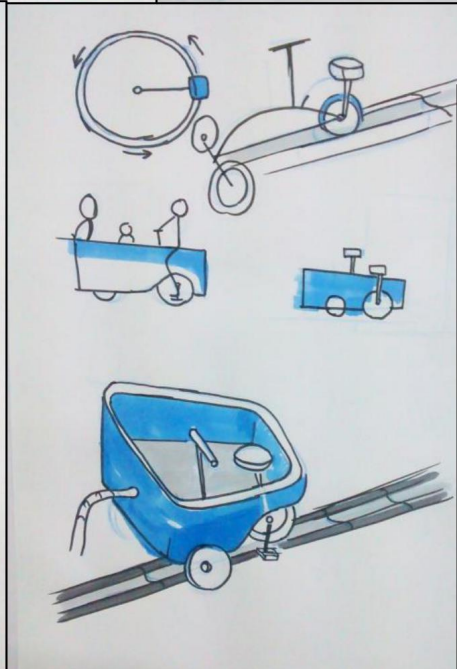
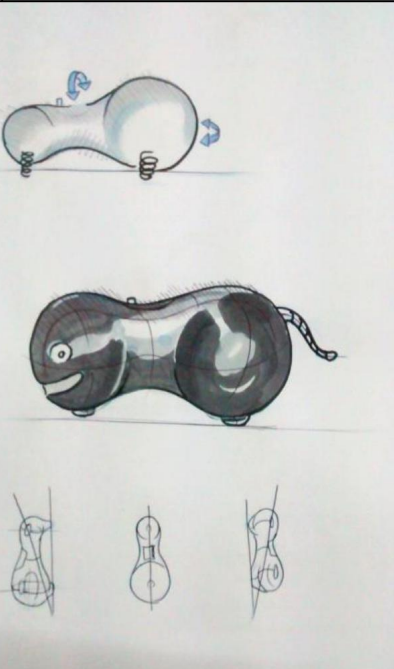
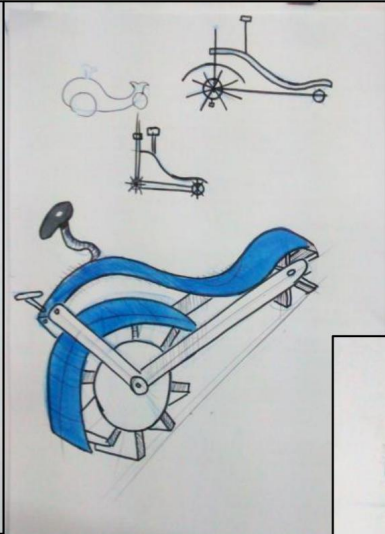
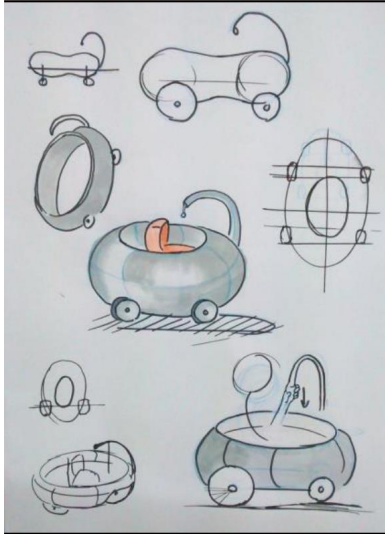
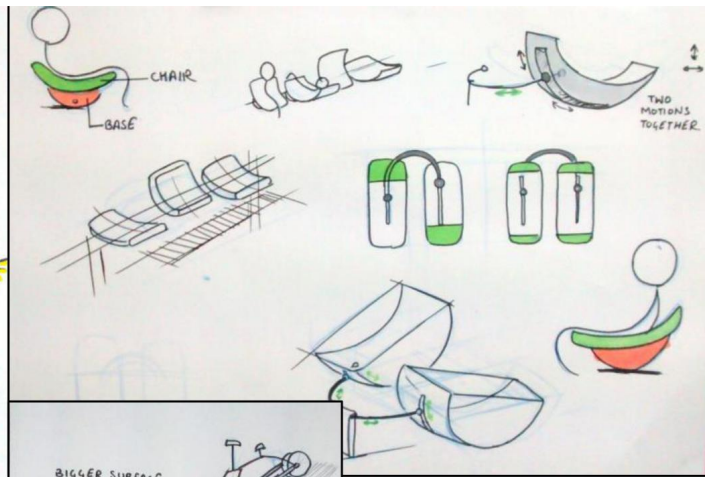
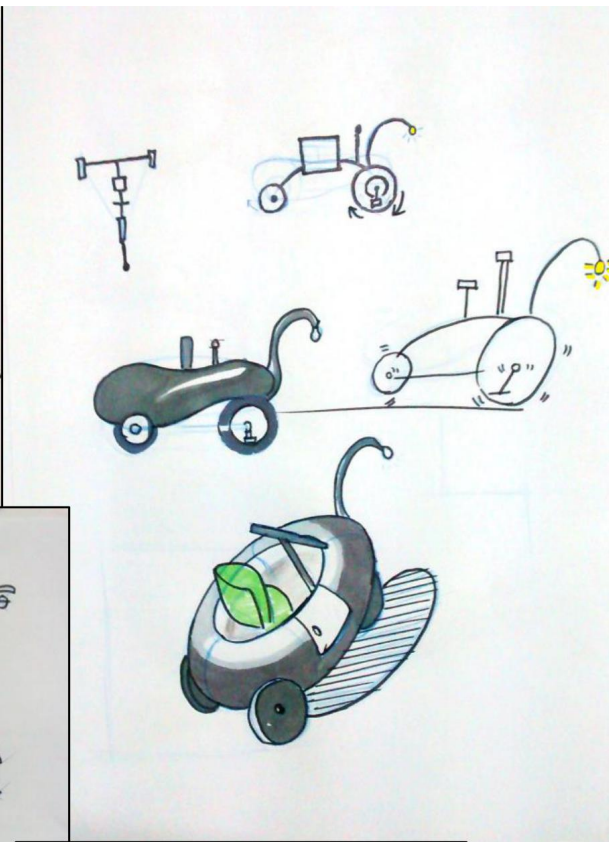
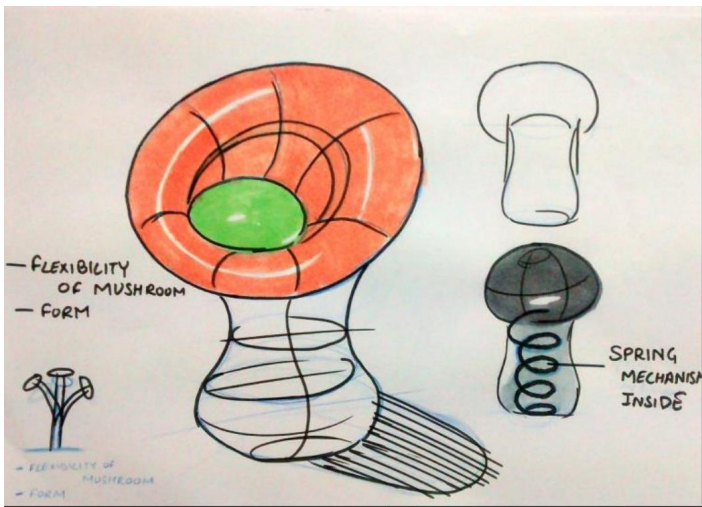
- to develop the physical skills like pushing or pulling with the involvement of other kids/friends in the ground. The product can be indoor or outdoor.

MUST HAVES:

- Flexibility of use
- Window for exploration
- Fall friendly
- Equipment should not allow over crowding

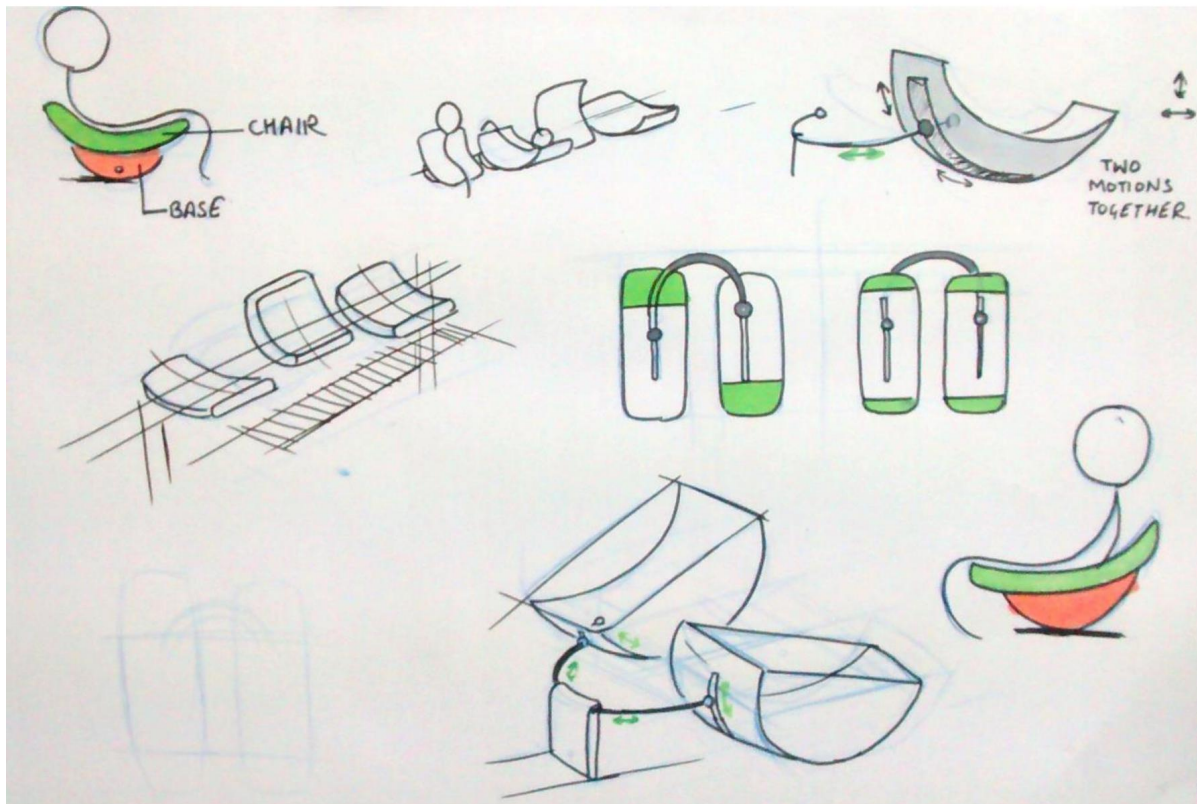
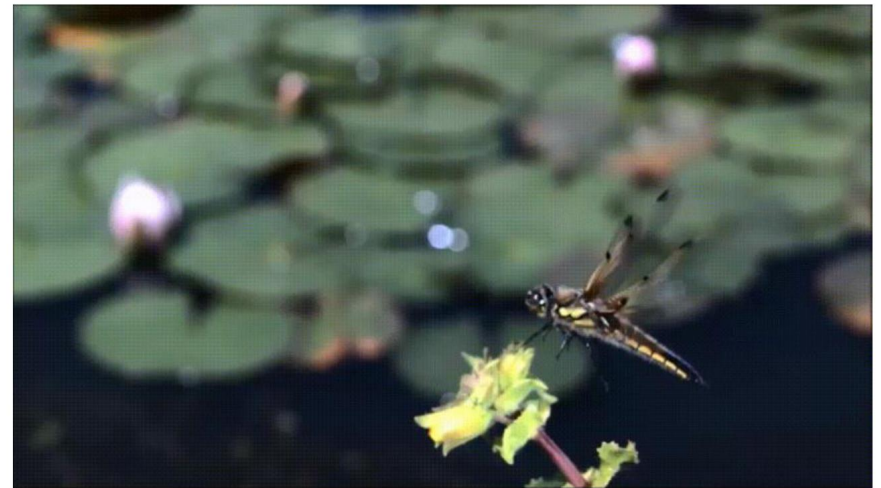
MAY HAVES:

- Softer material for contact points
- Equipment with a theme
- Thrill factor



Dragon Fly wing movement

The alternately motion of 2 pairs of the wings of the dragon fly.



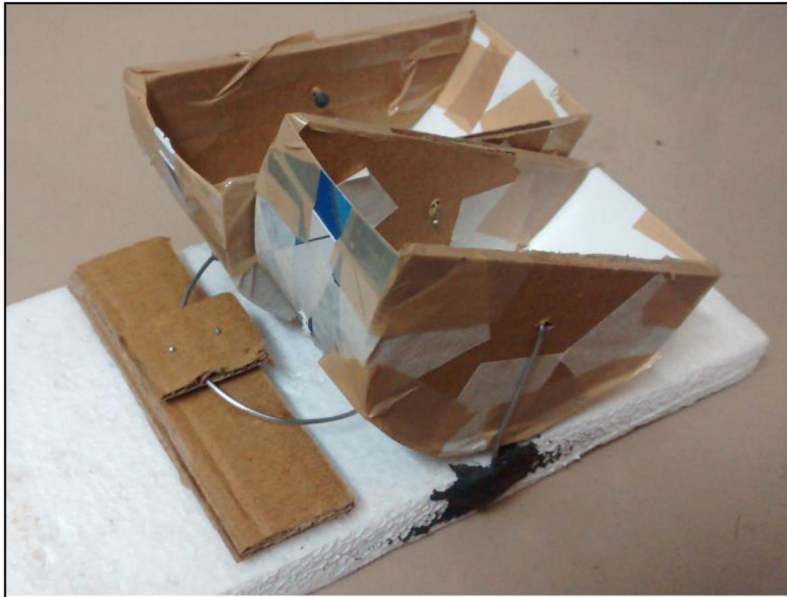
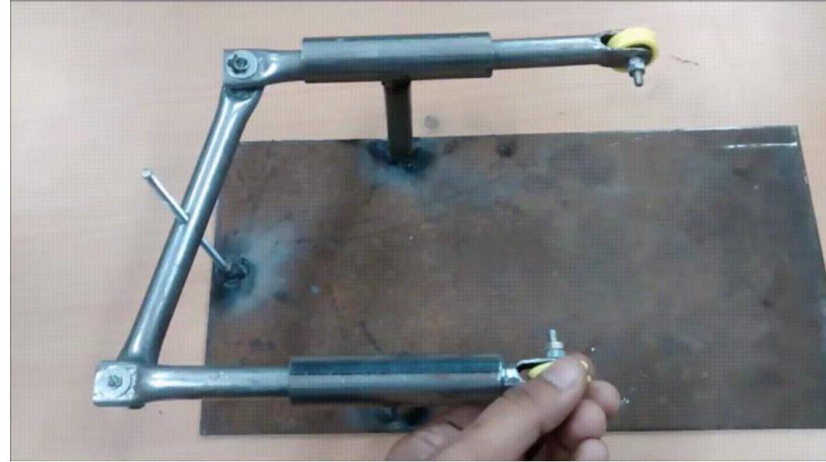
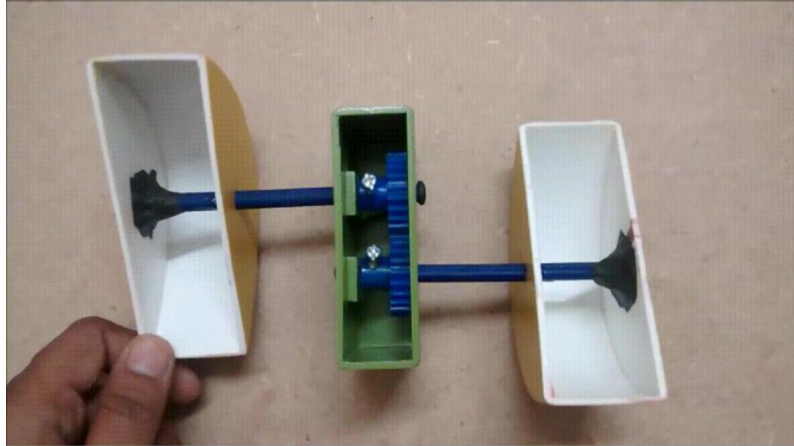
Relaxing chair seesaw

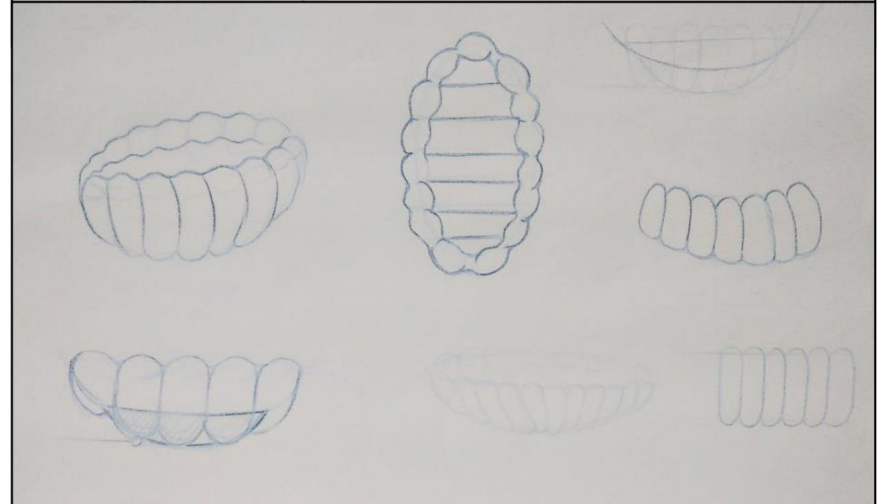
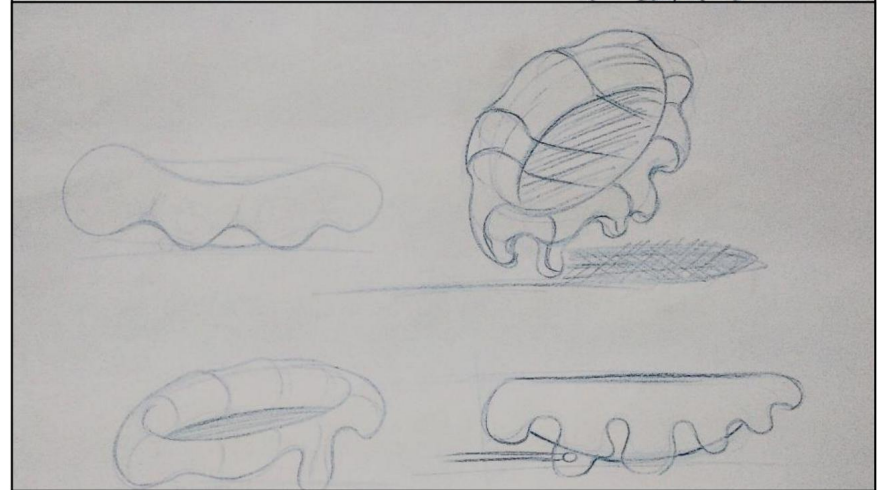
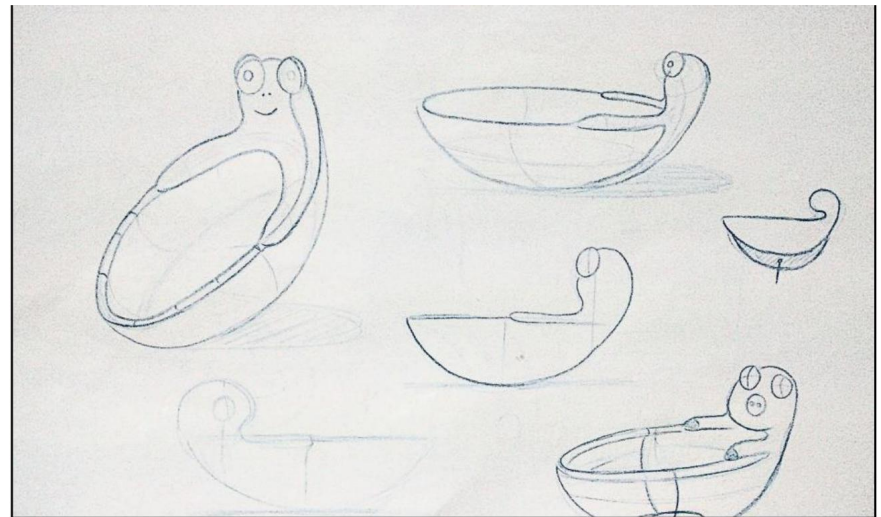
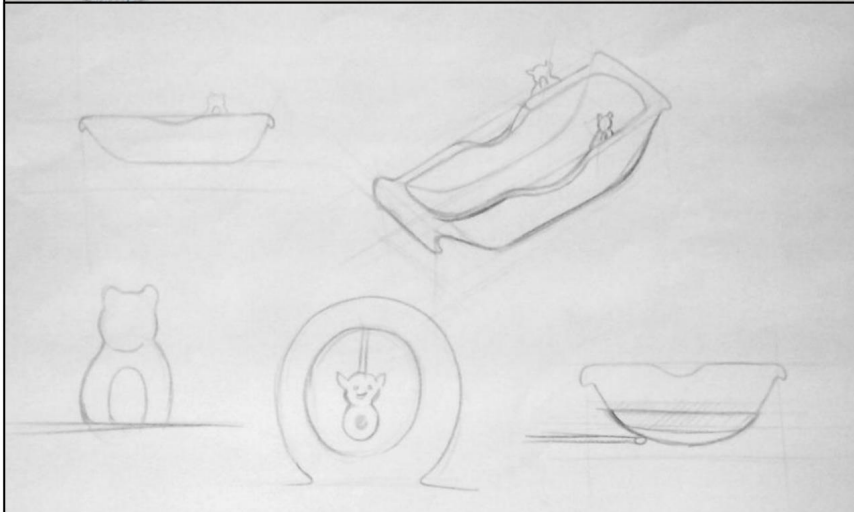
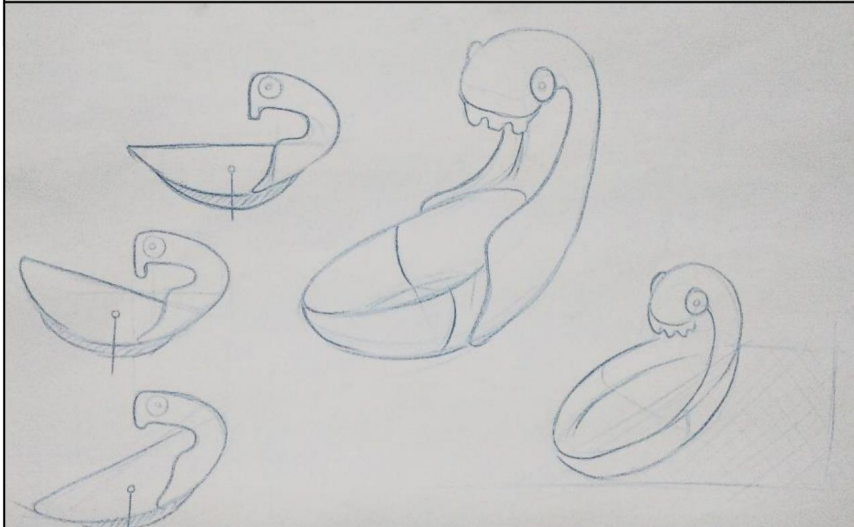
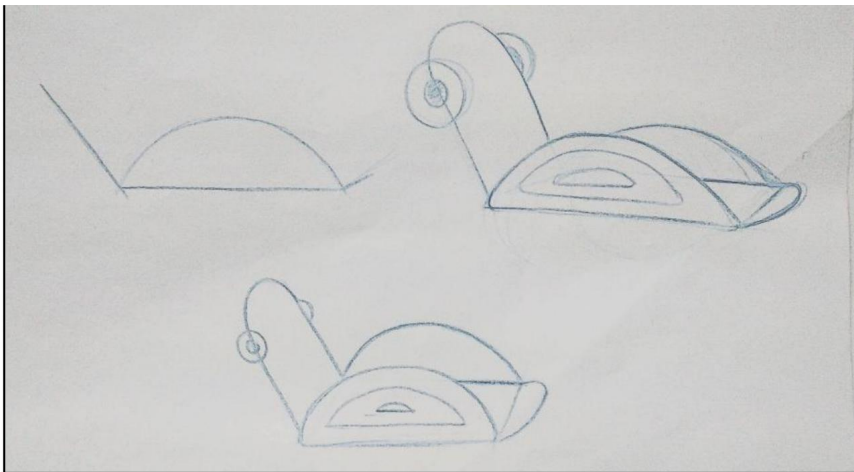
<https://www.youtube.com/watch?v=cJJowVxiaRU>

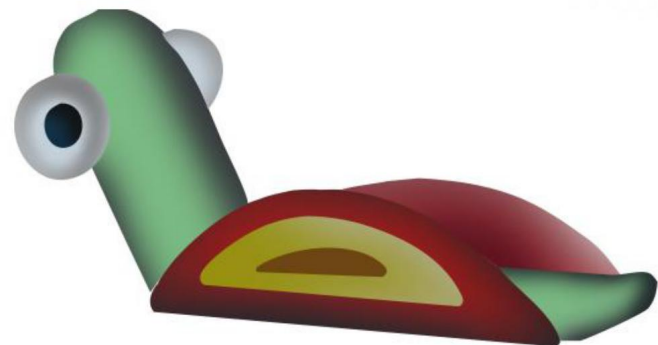
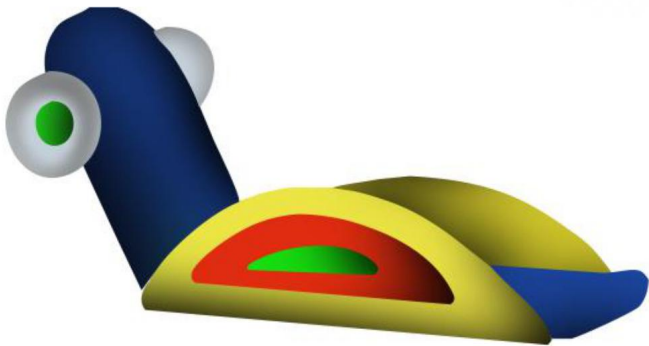
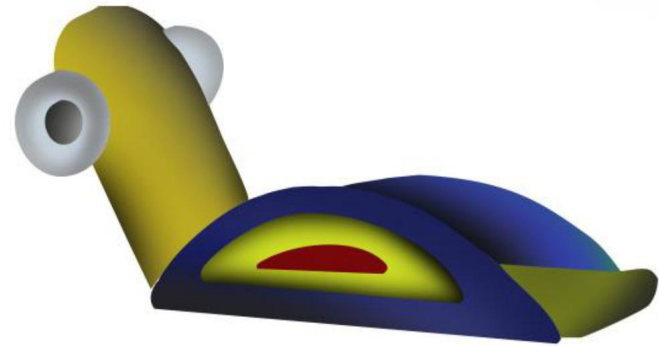
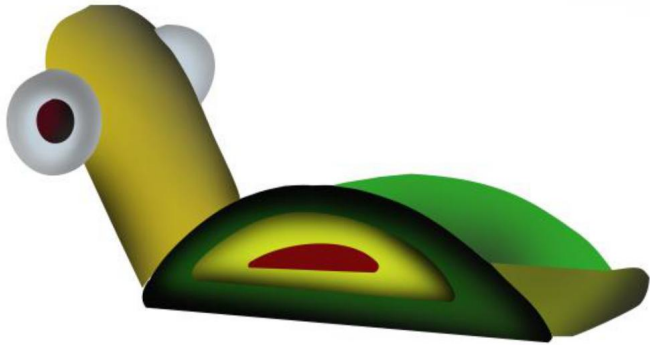
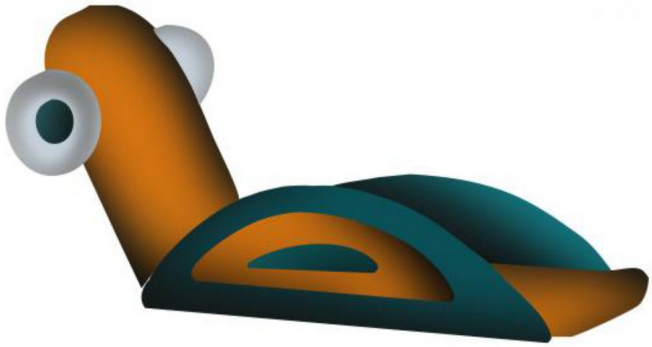
Concept Finalization

	A	B	C	D	E	F	G	H	I	J
Ease of Use	0	0	+1	-1	-1	-1	-1	-1	0	+1
Ease of manufacturing	+1	+1	0	0	0	-1	-1	0	+1	0
Assembly ease	+1	-1	0	-1	0	-1	-1	0	0	+1
Portability	-1	-1	0	0	0	-1	-1	0	0	-1
Mechanism	0	0	+1	+1	0	+1	0	-1	+1	+1
Safety for kids	0	-1	0	0	-1	0	-1	-1	-1	+1
Novelty	0	0	+1	+1	0	+1	+1	0	0	+1
	+1	-2	+3	0	-2	-2	-4	-3	-1	+4

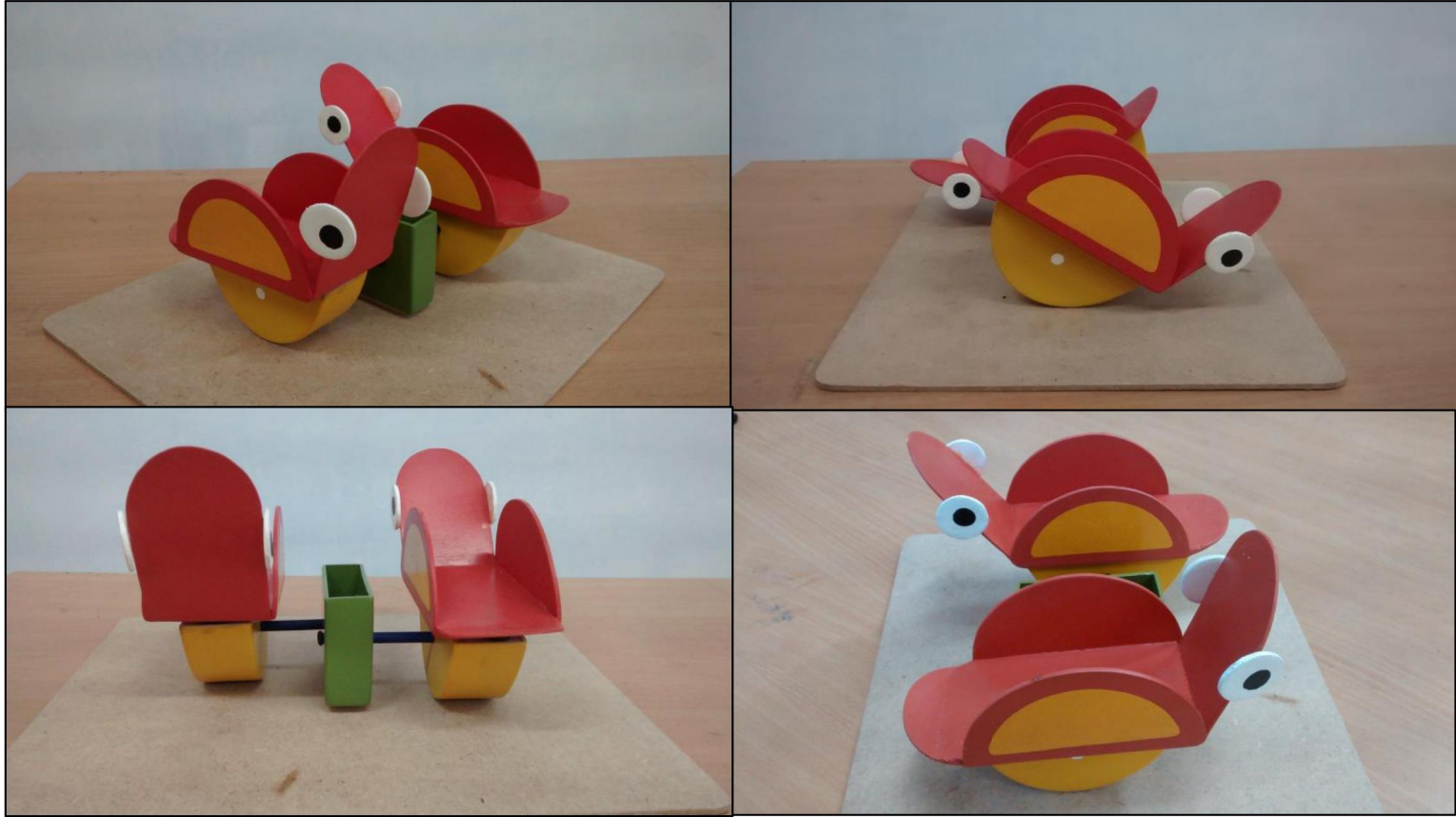
Prototype and Mechanism



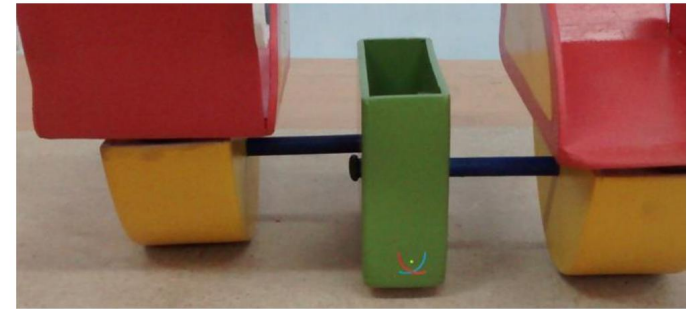
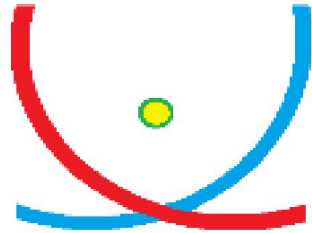




Final Product



Branding



TeeRox

Teeter +Rock = TeeRox

It contains the letters ‘T’, ‘R’ and ‘O’ and ‘X’ in the logo itself which completes the name of the product as “T-Rox” (short form) while it represents the two seats in opposite direction similar to the product.

The logo suits the product for its form and structure as well while having the hidden letters of the suggested name.

THANK YOU

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