# A Look at the Everyday Use of **Prams** Using **Design Ethnography** Methodology

Design Innovation
Maynooth University

MScDI
Masters in Design Innovation
Maynooth University

Maynooth University
National University of Ireland Maynooth

Design Ethnography
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# Meet The Strollers



Claire Lillis



Lesley Quinn



Niamh Lynch



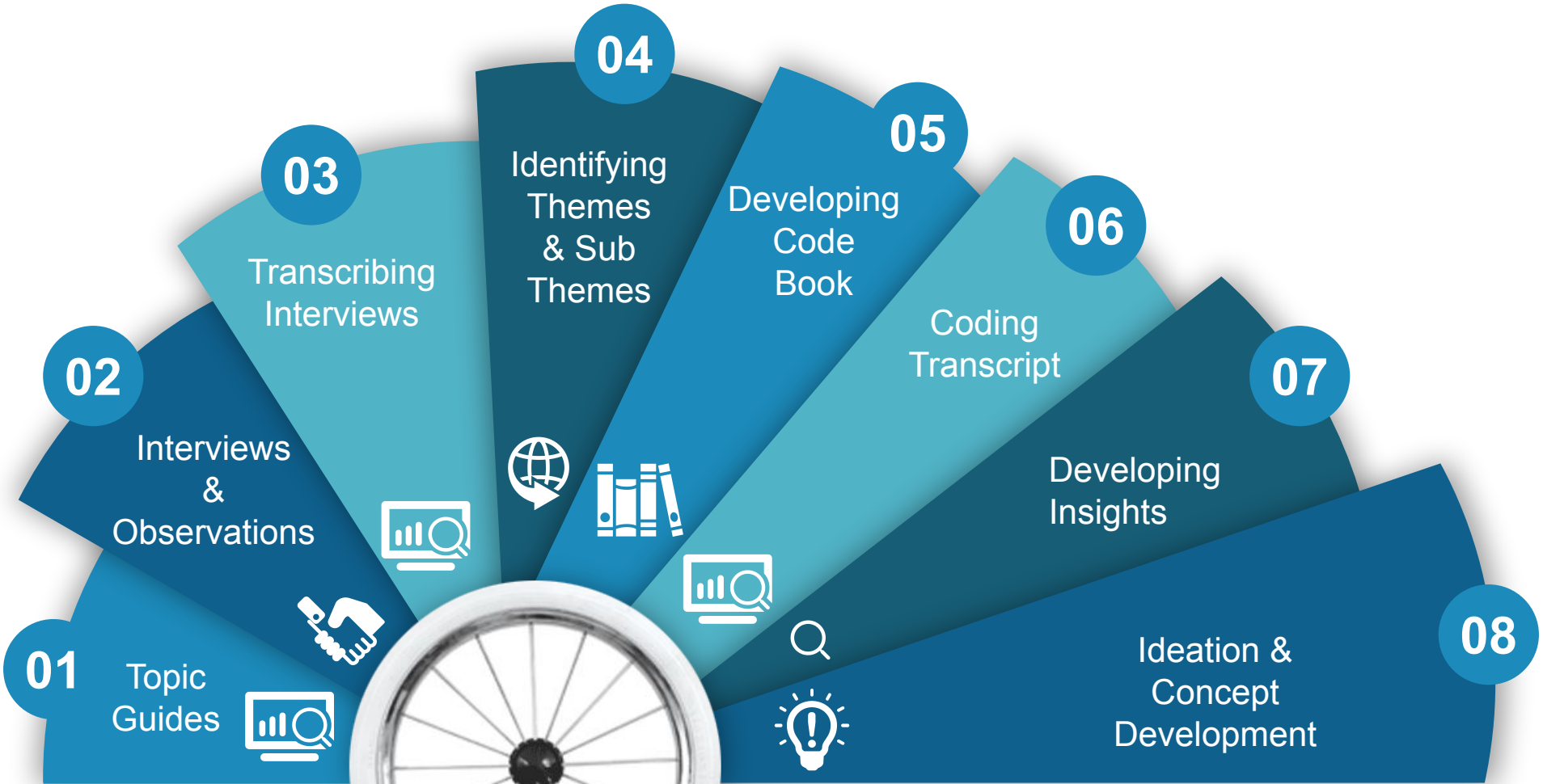
Isaiah Ikhimioya

The Strollers

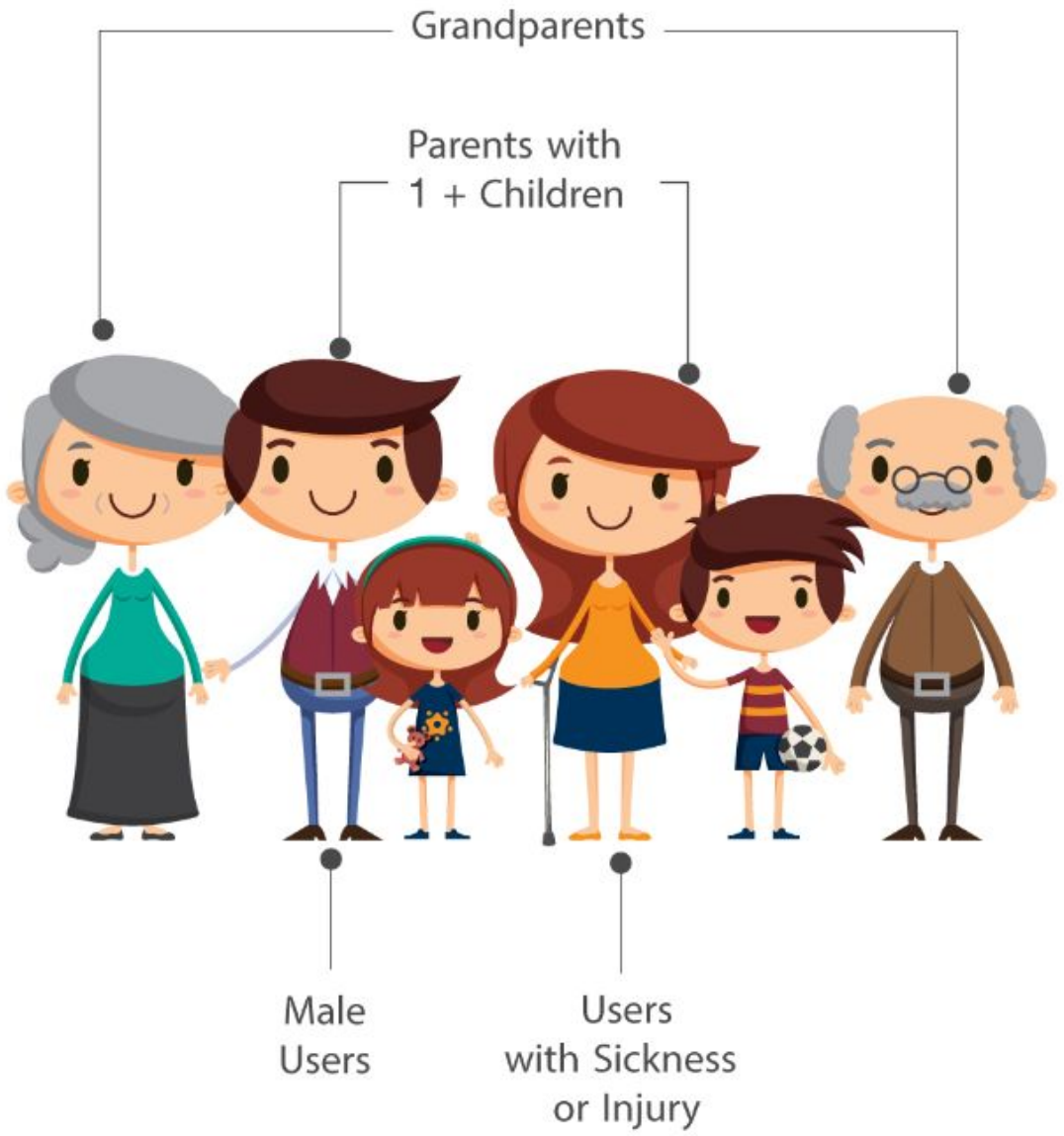
# Presentation Overview

1. **Methodology**
   - Sequence
   - Stakeholders
   - Topic Guides
2. **Personae & Empathy Mapping**
3. **Observations**
4. **Coding**
5. **Thematic Analysis**
6. **Insights & Concepts**

# Methodology


01
Topic Guides
02
Interviews & Observations
03
Transcribing Interviews
04
Identifying Themes & Sub Themes
05
Developing Code Book
06
Coding Transcript
07
Developing Insights
08
Ideation & Concept Development

# Stakeholders



# Topic Guides

## TOPIC GUIDE - Users with Sickness or Injury.

**Family** -
Age, Marital status, number of children.
- Illness or disability encountered.
-Identify issues that cause tension, dilemmas, emotional and functional
-Difficulties the user may have encountered while using a pram.

**Purchasing Pram** -
Research, style, brand,
-Positive/negative experience.

**Daily routines**
- Special requirements
-Childminders /babysitters
-Useage of pram, indoors/outdoors.
- Storage of pram /folding .
- Ease of use with illness

**Changes due to Illness/Disability**

- Illness/ Disability inhibit use of a pram
- Changes to routine.
- Difficulties using, moving , lifting

**Changes in routine due to Illness/Disability**

-Change in use of pram.

## TOPIC GUIDE 2 : Grandparents.

**Family**

- Background, number of kids/grandkids, spouse, children, gender, who still lives at home/moved out, occupations – full/part time) and grand children (their ages and gender, who normally minds them).
- Childminding

**Daily routines**

- Out and about, where do you go and how do you get there.

- Routine

**Impact on the home environment**

- Changes,, Space, Other uses.

- Own Equipment or share.

- Minding in own house or your house

**Special Considerations**

- What has to be considered when minding.

**Out and about**

## TOPIC GUIDE 3 - Male users.

**Family Life**
-Children,age, gender,partner/spouse, occupations, Location.

**Buying the Pram**
- Selection, budget, Brand, Decision making, meeting expectations.
- New / second hand, types of prams.

**Types of prams**
**-Own one or more buggy**

**Getting around and about.**
- Daily/weekend use of buggy, Difficulties encountered.
- Male pushing a buggy.
- Moving around and going from place to place.

**Child Management**
- Times when your child/children don't want to get into/out

**Travel/Holidays**
-Managing children buggy and luggage.
- Transport and storage.

**Male User**
- Male needs,feelings when out and about.
- Features to Make life easier.

**Children & Technology**
- Assess and screen time.

**Alternative uses of Pram, Storage.**

## TOPIC GUIDE 4 - Parents with 1+ Children.

**Family**

- Spouse, children - gender, occupations full/part time/shift) children - ages and gender, who minds them.

**Daily routines**

- Minding children, weekends, Difficulties.

- Storage and Other uses.

- Special requirements.

**Out & About experience**

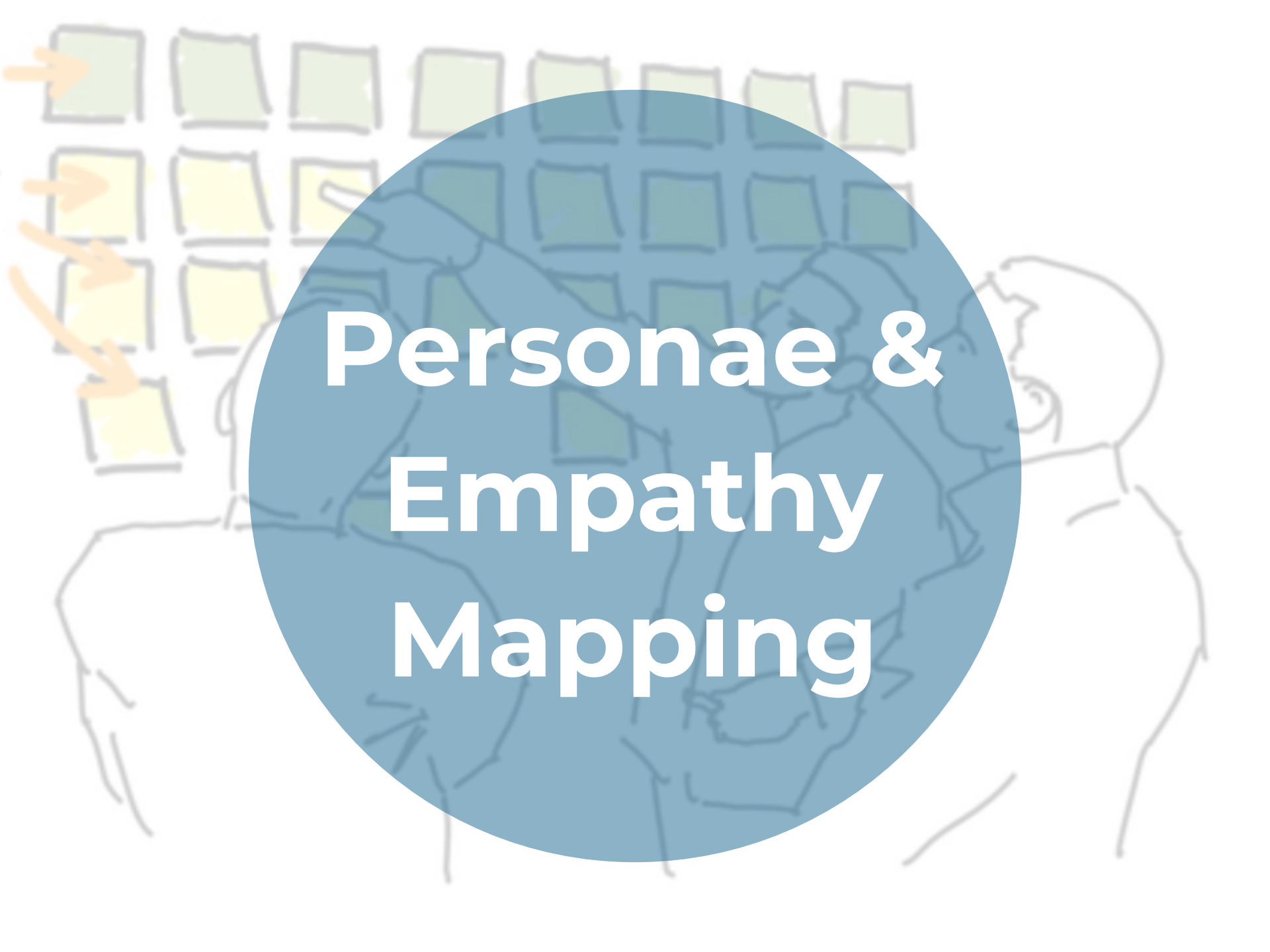
- Equipment, where do they go, and what do they need. - Prep.

- Positive and negative excursions.

**Pram Purchase**
- Key considerations/requirements

- Testing, Space, improvements / modification.

**Design consideration**
- Key features to improve.


Personae &
Empathy
Mapping

# Grandmother

## Kay, 71 | 8 Grandchildren

**"I made a point in going out in all weathers, except in frost or fog, and I was told that by a nurse, she said frost would be in danger that you would slip and the fog just wouldn't be good for the child."**

### Description

Kay is a 71 year old from Mayo.A retired civil servant, wife to Eamon. She lives in a rural setting in Maynooth but raised her own children in Lucan. Mother to five children, grandmother to 8 grandchildren, the oldest is 14 and the youngest is a new born.

Kay has had experience with prams/buggies all her life. And she remembers the big pram that her siblings had as babies which was used as a cot until they were nine months old. This pram was also used to carry everything not just the child.

She regularly minds her grandchildren and took care of a number of them while their parents were at work over the last 15 years. She purchased her own buggy in the 1970's from Tony Kealy's shop in Walkinstown which cost £16. Kay wasn't involved in the purchase of her grandchildren's buggies but has seen an improvement in functionality and size from the oldest to the youngest.

Kay would use the buggy not just for getting around but for feeding the grandchildren, for naps and uses the car seat from the buggy when using her car. Kay feels that the frame of the buggies are too heavy for her to lift but thinks that the three in one buggy with the car seat is ideal as she can lift the child in and out of the car with ease.

### Attitudes

- Thinkings that the three in one buggy is great.
- Thinks that some of the buggies out there are very expensive.
- Thinks that the modern buggies are nippy and easy to push.
- Feels that it is very importent to bring the baby out in all weathers for fresh air everyday.

### Goals

- Improve safety so that you are seen in the dark.
- Have a lightweight frame so that she can lift it in and out of her car herself.

# Grandmother

## Kay, 71 | 8 Grandchildren

### Think and Feel?

Thinks that it is dangerous to push your pram onto the road

Feels like her opinion isn't wanted or heard

The frame is too heavy to lift

The modern prams a great.

The prams are nippy

The prams are very expensive nowadays

That parents would prefer a new buggy rather than a second hand

Some of the modern prams look like a fancy car



Buggies are very expensive.

### Hear?

Her children asking their friend for advice on pram purchase.

### See?

The prams have got a lot smaller since the 1950's

That she should use a hi - viz when walking with the pram.

Her children choose similar prams

The 3 in one buggy is great

### Say and Do?

People choosing brands over practicality

Walks with the buggy every day

Put the child to sleep in the buggy

Her routine doesn't change

The car seat is great

Feeds the child in the buggy

### Pain

The base of the pram is too heavy to lift

Feels her children don't listen to her opinion

If she has more than one, she can't go to town.

### Gain

Has quality time with her grandchildren

Helps her children and save them money on childcare/babysitters

# Grandfather

## Brian | 72 | 4 Grandchildren

**Description**

Brian is a retired business consultant. He lives with his wife in an semi-rural setting. They regularly mind their infant grandchildren.

When walking in rural location, Brian will wear a high viz coat, use a rain cover and plenty of warm covering on the child.

Learning from experience, he will now drive around and around a carpark until he gets finds a suitably large parking spot to accommodate the buggy beside the car. He feels nervous if the child has to be placed into the buggy while the buggy is exposed to traffic.

He is unhappy with the locking systems on buggies, feel they would be better if they sliding mechanisms. He would prefer if they were lighter to lift in and out of his car.

"If you are lucky to get the family parking space, that's alright but if not… there's a problem of hitting the car next to you or taking the buggy onto the road to assemble It and no room."

**Attitudes**

- Feels deep responsibility when caring for young babies.
- Will go out of his way for the safety of their precious grandchild walking and in car parks.
- Thinks the locking systems should slide
- Finds prams cumbersome.
- Thinks there is nothing worse than a crying baby

**Goals**

- Get from A->B being safe and seen.
- Have a light weight neat sized pram with easy assembly.
- Avoid any delays assembling pram which may distress baby while in his care.
- Be safe in carparks.

# Grandfather

## Brian | 72 | 4 Grandchildren

### Think and Feel?

Worries about children and grandchildren

From the moment he has responsibility for The grandchildren, he is nervous

Thinks about ways To occupy baby during day

Crying babies

Loves being a grandad

Drivers being carless

Children checking in regularly for updates

Time to be filled

Happy beautiful grandchildren

### Hear?

### See?

Cars coming from behind

Dangers – in car parks on roads

Hears the news about accidents

Takes baby for drives

Dangers i/ obstacles n the home

Wears high viz coat on roads

### Say and Do?

Struggles putting buggy in and out of boot

Covers hood with blanket, uses rain cover over

Goes for long walks using buggy

Avoids putting baby into buggy behind car

Drives around carpark until finds large space

### Pain

Doing something to upset his grandchildren

Not minding baby the right way

Hurting himself putting buggy in/out of car

### Gain

Handing baby back in one piece

Finding a wide parking space – first time around

Being less nervous walking in rural setting

# Male User

## Ross | 35 | 2 Kids

**Description**

Ross is a Mechanical Design Engineer living in Galway with wife Grace and two daughters, Laura (3) and Sarah (16 months).

They own two buggies. A double one from the brand Phil & Teds, purchased as a gift from Lynnes mum and a “Cheap” one that cost €60 from Argos, a copy of the classic Maclaren fold up.

Ross and Grace like to walk places where possible rather than use the car. Sarah goes in the buggy, Laura uses her balance bike which is proving challenging as she gets quicker.

Ross doesn’t like being separated from his buggy when out and about, be it in the playground or in restaurants as the buggy is used for storing personal things.

They chose their double buggy as it had the capability to grow with their growing family. They brought it with them when buying a car to ensure it fit in the boot. They are really happy with their purchase.

“In fact we bought the buggy before we bought the car and brought it with us at the time of purchase to make sure it fit..”

**Attitudes**

- Thinks it’s sensible to purchase a 2nd hand buggy
- Thinks the buggy they got looks “pretty cool”
- The amount of space buggies take up annoys him
- Believes that there is an opportunity to improve the fold and store system for buggys

**Goals**

- Keep his children safe
- Minimise the amount of “stuff” they leave underneath the pram
- Have space in his car for the buggy rather than leave it at home

# Male User

## Ross | 35 | 2 Kids

Thinks buying a second hand buggy is a sensible thing to do

Feels anxious being separated from buggy when it's left outside shops or other side of playground

Thinks the free buggy service in Dubai Airport is really cool.

Thinks buggy storage is a big issue

Other people with buggies that look cool

Hear of other people with same pram have had the same failure mode.

His wife suggesting to buy a new buggy

Hear people saying that X brand are really good and it's what you need.




Sees his older child picking up speed on her scooter. She's difficult to keep up with

Sees opportunity to have more storage in a folded buggy

Started researching buggies 4 months before their 1st baby was born

Adds clothes pegs to buggy hood to attach muslin cloth as wind breaker

Brings light, cheap buggy on holidays

### Pain

Buggy storage in the house
Managing his older child on her bike
Packing the car for a trip home

### Gain

Happy with buggy purchase
Creche is within walking distance of their house
Have managed one trip recently without bringing buggy

# Parent With 1+ Child

## Mary | Late 30s | 3 Kids

"So, it means a lot to me because I never thought I would be a parent, so it's great to be at this stage of my family".

**Description**

Age: Late 30s
Occupation: Teacher
Relationship: Married
Children: 3

**About Mary**

Mary has three sons and her two older boys are adopted children. They were adopted from Vietnam when they were 9 months and 8 months old and they are now 11 & 9 years old. Last year she was very lucky to become pregnant, so Mary now has an 11-month-old baby also. She thinks that it is difficult to cope with 3 Kids as well as preparing teaching work for the school the following day.

**Why Mary choose the brand of the Buggy**

The brand of Buggy Mary has is a **'Quinny' brand',** she uses the Buggy to go to town, for walks in the forest, trips with the boys, also when she goes to matches, the swimming pool, to school collection, walk the baby up and down and for everyday use. Her childminder uses it every day to bring the baby for a walk and the baby sleeps in it.

Mary choose the Buggy because she liked the mechanism of the folding, simple to use, it is a little bit heavy, but it was a strong Buggy, easy to close or fold up but very expensive.

**Attitudes**

- So, she bought second-hand instead of the new one.
- According to Mary the new one would have cost her €750 for the whole system.
- But she got her for €250 on done deal which she thought was enough to spend on Buggy.

**Goals**

- Mary feels the baby is very safe in the Buggy, it had good brakes on it and is good on any surface.
- Mary wasn't going to spend any more than €300 on a Buggy but she wanted to get a lot for the money.

# Mary | Late 30s | 3 Kids

She thinks it was a strong buggy, easy to close or fold up.

Feel the Baby is very safe in the Buggy.

She thinks the Buggy had a good brakes on it.

She thinks it was a very difficult decision.

She think it is good for any surface.

***Think and Feel?***



***Hear?***

***See?***

Needed to see the Buggy physically before she could make a choice.

The new one would have cost her €750 for the whole system.

She went to the shop to check the one she wanted and then went on done deal to get one.

She preferred to buy a good second hand Buggy rather than buy a cheap one that was going to fall apart.

***Say and Do?***

She was not going to spend more than her budget of €300.

It was a very difficult decision. The most difficult decision.

It does take up a lot of space in the boot.

The basket is very small.

## Pain

If you're somebody with limited mobility the Buggy is too heavy for them to lift.

## Gain

The Buggy is very comfortable, the baby seems comfortable in it, well-padded for the baby the straps are very secure.

She managed to get the Buggy she wanted on done deal for over half the price of a new one.


Prams
Everywhere


Buggy as a Trolley - no baby


Child Constraint


Buggy as Coat Rack


Coffee Holder that causes drinks to spill

Abandoned Buggy




Abandoned buggy outside creche







Buggy as a Trolley - no baby

Owners separated from their buggies in restaurant



Buggy as a trolley.
Baby in Sling




Child Transport
Inspiration




3 Children in a buggy


Holy Medal on Buggy







**“Buggy Park”  in London Creche**

Stephens Green

Athlone

# Team Observations



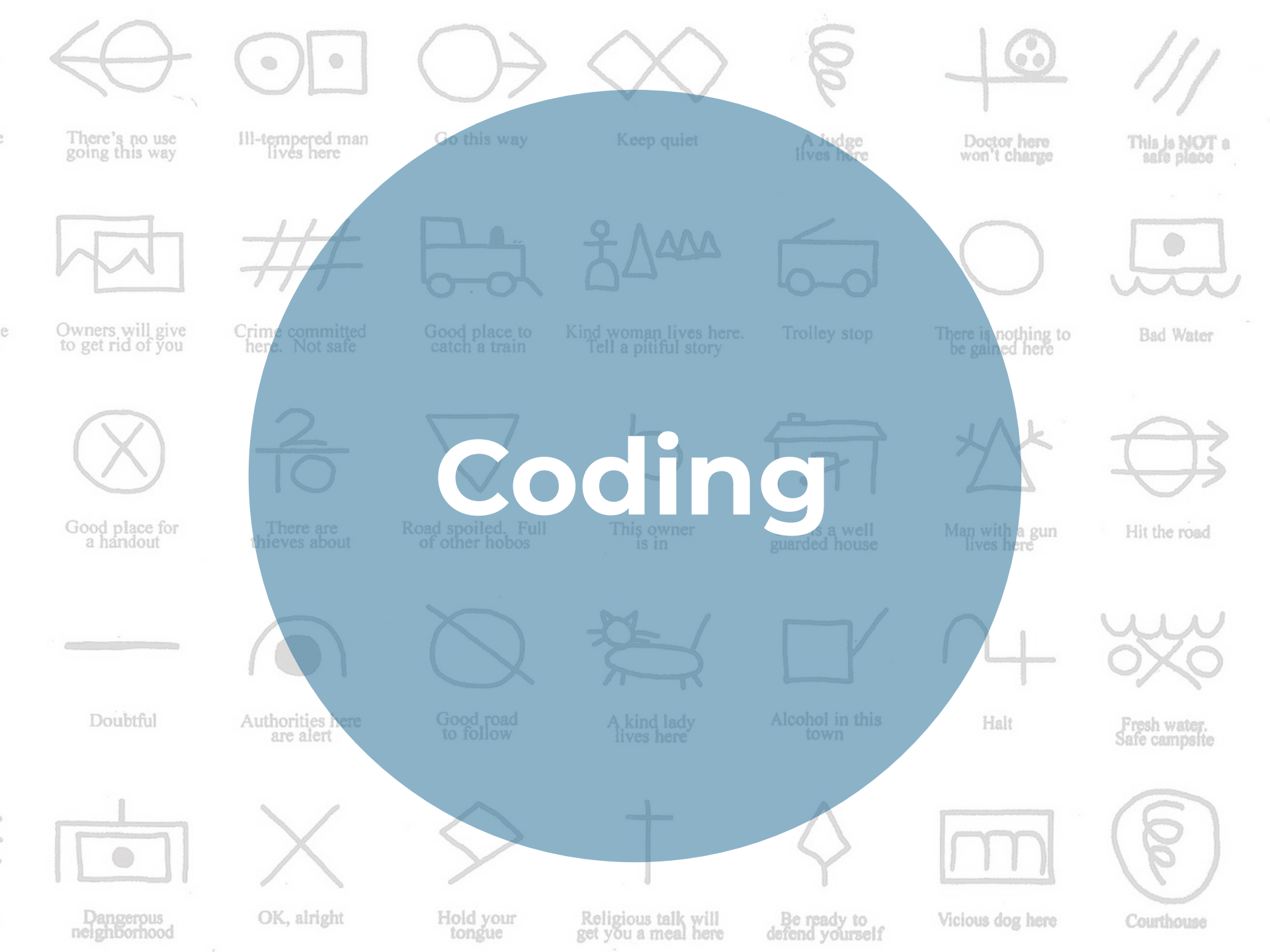








Salthill Prom


There's no use going this way
Ill-tempered man lives here
Keep quiet
Doctor here won't charge
This is NOT a safe place
Owners will give to get rid of you
Crime committed here. Not safe
Good place to catch a train
Kind woman lives here. Tell a pitiful story
Trolley stop
Bad Water
Good place for a handout
There are thieves about
Road spoiled. Full of other hobos
This owner is in
Man with a gun lives here
Hit the road
Doubtful
Authorities here are alert
Good road to follow
A kind lady lives here
Alcohol in this town
Halt
Fresh water. Safe campsite
Dangerous neighborhood
OK, alright
Hold your tongue
Religious talk will get you a meal here
Be ready to defend yourself
Vicious dog here
Courthouse

# Coding

# Code Book

| Top Level Theme | Subtheme | Code |
|---|---|---|
| Travel & Getting Around | In & out of car | IOC |
| | Frustrations | FR |
| | Scenarios | SC |
| | Weather | WE |
| | Safety | SA |
| | Hands | HA |
| Types of Prams | Accessories, Spare Parts & Features | ASPF |
| | Choice/ Decision | CD |
| | Age Range (of child) | AR |
| | Brand | BR |
| Buying a Pram | Research | RE |
| | Budget | BU |
| | New vs. 2nd Hand | NSH |
| | Timing | TI |
| Child Management & Family Life | One Plus Child | OPC |
| | Behaviour | BE |
| | Nap Times/ Eating Times | NTET |
| | Emotions | EM |
| | Control | CO |
| | Personal Situation | PS |
| Storge & Folding | Space | SP |
| | Folding | FO |
| | Alternative Uses | AU |
| | Effort | EF |
| | Location | LO |

# Indexing Transcripts & Observations

| | |
|---|---|
| AC119 | A: And now she can nap in the car seat, it's safer to do that now than before. But if we're packing and we had to have the buggy, and that's the first buggy. That's one of the first things we'd pack in the car. The night before we would start packing our suitcases and then move everything down stairs and then there's stuff in the boot of the car. It's always like toys, wellies and rain clothes. So we'd take everything out and make the space. We'd then start putting things in in a square packing order, suitcases on their sides to make space for the buggy to slide in. I wouldn't take off the wheels which would make it smaller, you just don't need to, but then start putting everything else in afterwards. So it wouldn't be packed in there to be easily accessed on the way of the trip, it would be more like we need to fit this in. |
| AC120 | C: Uh-huh. |
| AC121 | A: Whereas maybe a year ago we might have packed the buggy out in case it was needed for a nap. But if we were going to stop in somewhere like Liffey Valley, we might leave the buggy out so we can walk around there. |

A=Aidan (Interviewee)
C=Claire (Interviewer)
121=Line Number

| Observation Identifier | Colour Coded Observation | Sub Theme |
|---|---|---|
| OBC20 | A mother with a buggy attempts to cross the busy road, slowly inching her child out into the line of traffic as if in her car at a T- junction. I've never understood why people do this. | SA |
| OBC23 | A male pushing a tandem stroller with two toddlers rambles by. The elder of the two is positioned at the back. Clearing her long blond hair from her face, she looks out the side of the buggy for a non-obstructed view of the sea, a change of scene from the black canvas that forms the back of her younger sibling's chair. | OPC |

OB=Observation
C=Claire
23=Line Number




PH=Photo
N=Niamh
5=5th Photo

# Coding Transcripts

| | | |
|---|---|---|
| KN91 | K; Eh the name of it couldn't tell you but it would be black and quit big. Eamon would fold it up when he would collect the child for me. Folded up very neatly when it would go into the boot of the car. | FO<br>SP |
| KN92 | N: And what about the weight? | |
| KN93 | K: It was heavy enough to lift it in the car. Eamon would do the lifting in and out when he be going down to Lucan to collect Mathew as such and he would fit in the car he has a big boot. It would fit in then. | EF<br>SP |
| KN94 | N: And was it easy to pop up? | |
| KN95 | K: Ye and the child would sleep very comfortably and there was a little button you press and you kind of like go back into a little bed and sleep for a few hours. | NTET |
| KN96 | N: Uh- huh | |
| KN97 | K: In that ye know. | |
| KN98 | N: And when you would go down to Maynooth you know, how did you find getting in and out of the shops say, or would you be going down for a walk or would you be just going to do some grocery shopping. | |
| KN99 | K; I would go to say Tesco, the aisles are big there so there would be no problem | SC |
| KN100 | N: Uh- huh | |
| KN101 | K: I'd go into the bank and I found it very good in comparison when you be going back to the big one you wouldn't bring that. | SC<br>CD |
| KN102 | N: Ye the one you had for your children like? | |
| KN103 | K: Ye much more compact much more expensive I'd say. | CD |

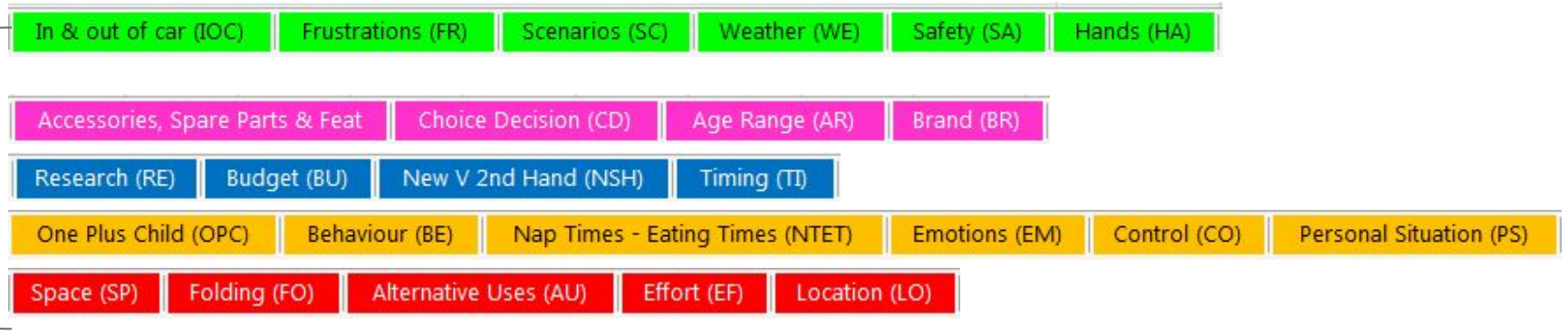
Colour Coded Top Level Theme

Sub Theme

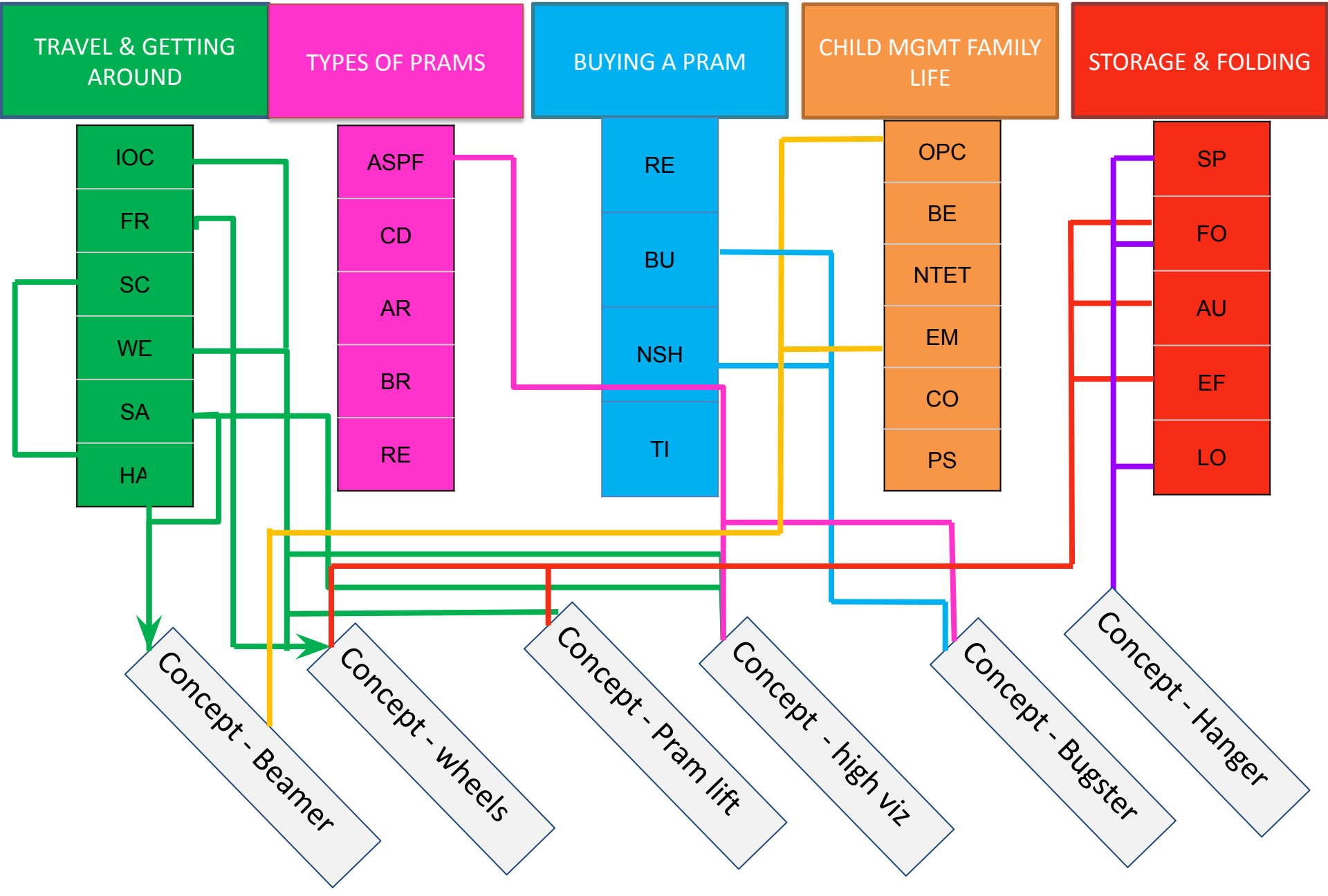
# Collating Coded Text

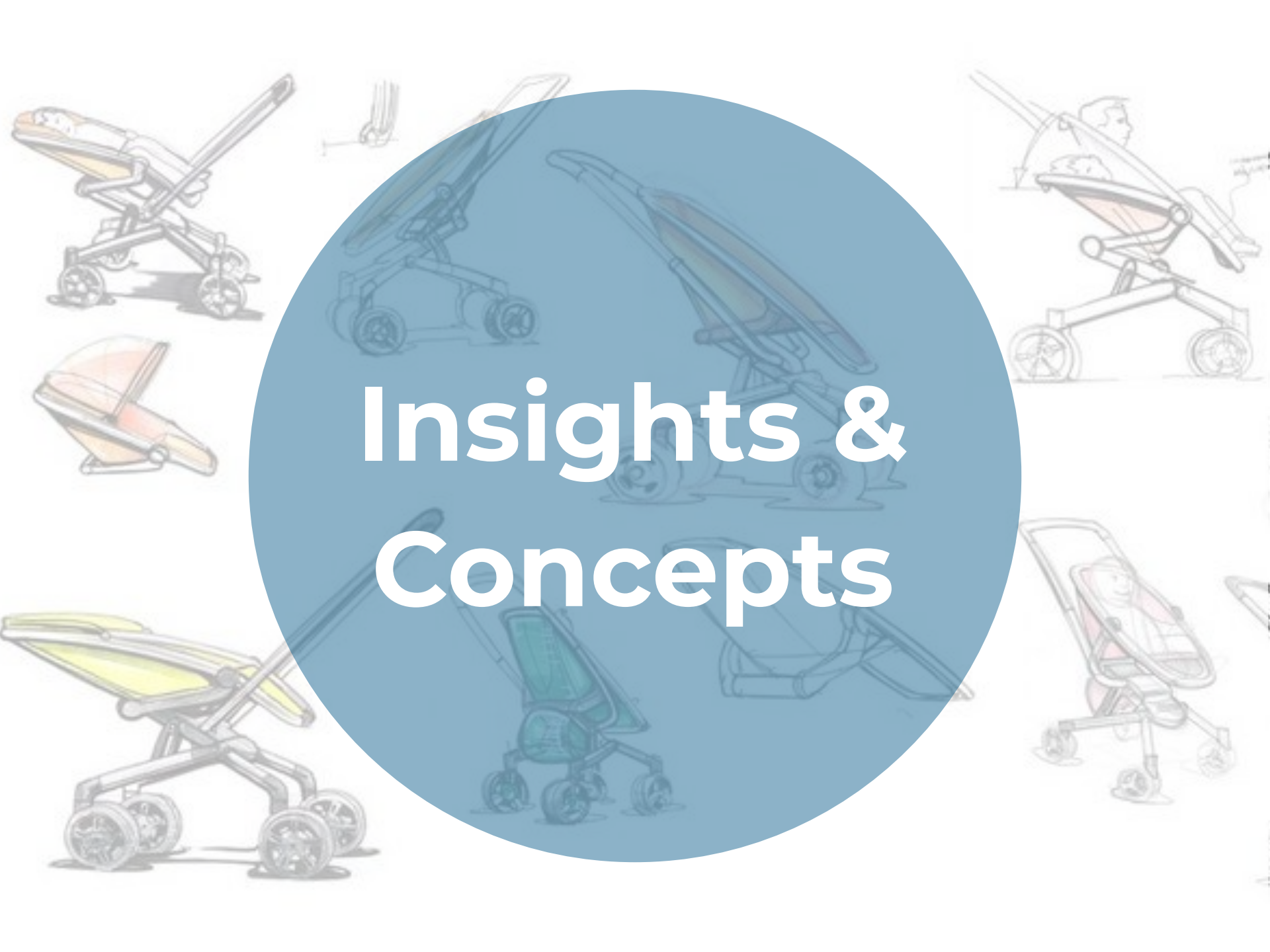
| Top Level Theme | Travelling & Getting Around | |
|---|---|---|
| Sub Theme | In & out of car (IOC) | |
| Interview Unique Identifier | Quote Extract | Sub Theme Code |
| AC8 | I would drive them to crèche and certainly in the winter, Lynne would drive and pick them up from crèche. | IOC |
| AC16 | Yeah. Lynne would typically, drive or cycle back from work, pick up the buggy and walk to collect them from the crèche. | IOC |
| AC20 | but it's just a little bit bigger for lifting around and putting into the car. | IOC |
| AC54 | it's heavy, you're going have to lift it in and out of the car when you're just after having a baby and you can't do that | IOC |
| NC37 | And then the car seat clicks, it's a click system, so there's no straps or anything. It's clicks into here and sits in. And then to lift it out, there's a latch on the baby seat and you lift it out. | IOC |
| NC59 | the weight of putting the buggy in and out of the car would turn you off the collection. As in, bringing the car because you'd have to unpack the buggy every time. Here (at home) you'd put the buggy in. You'd get to the school. Unpack the buggy because can't park right beside the school, to put him in to drive him to take him back out again. So it was just putting in and out the buggy out of a boot is a pain for most people. | IOC |
| BC88 | You go to your car hire and you get off that and you're carrying the car seat, pushchair and your bug bag and then you get it all loaded in and then maybe it's a small rental and you can't fit the pushchair in the back properly and you've to put it in the front car seat and strap it in with a seatbelt. | IOC |
| BC88 | We often end up doing that. In the early days when we'd loads of stuff we ended up, even if there's two of you, you end up with the pushchair in the front seat, strapping it in as if it's a person and then having Hannah in the backseat with Nancy. But it's often handy for her to be in the back anyway, you know. | IOC |

Tabs



# Thematic Analysis




Insights &
Concepts

# Insights: Group #1

- People pushing a pram and managing an older child who is walking, running, or on a bike/scooter are faced with the difficulty of controlling the older child. It can be a stressful scenario.
- As a parent, most of the time you only have one hand free.
- When crossing the road, the buggy & child is pushed out onto the road first, a safety hazard on a busy road.
- Children on bikes/ scooters can pick up speed but can follow boundaries set out for them.





*“Laura has got too fast. She’s on a balance bike. She still can go faster than you can comfortably walk.”*

*“As a parent, most of the time you only have one hand free.”*

*“You have to run to keep up with her. But what Lynne would do is that she’d stay on the road side of the footpath and use the buggy as a block in case she started to veer out onto the road”*

# How might we...

Design an accessory for buggies to help people manage a second child who isn't in the buggy and may be on a scooter or bicycle. The design should be compatible across all brands and models and promote buggy safety when crossing the road so that minder feels in control of the child without them being directly beside them.



# Beamer

- Laser beam projected from wheel of buggy
- Sets safe distance ahead that child cannot pa
- Acts as virtual barrier, the line cannot be cros (left or right) by the child
- Potential for it to be powered by a dynamo
- Clip on, compatible with all brands and mode
- Green beam = Child is safe to continue
- Red beam = Child must stop
- Red beam = Alerts oncoming traffic w crossing road


Beamer

# Beamer



Handle Controls



Dynamo



Laser

# Insight Group # 2

- Users buy buggies that have wheels that suit the terrain they suspect they will be traversing the most. Users sometimes have difficulty maneuvering their pram over different surfaces in different locations as well as in adverse weather conditions.
- Occasional flat tyres are a cause of frustration.
- Post-walk dirt and mud gather on wheels. This can be a nuisance when it transfers into the boot of the car.
- Parents know the limitations of their buggy wheels and have more than one buggy to cope with different terrains.










*"We have the city version which had four wheels,*

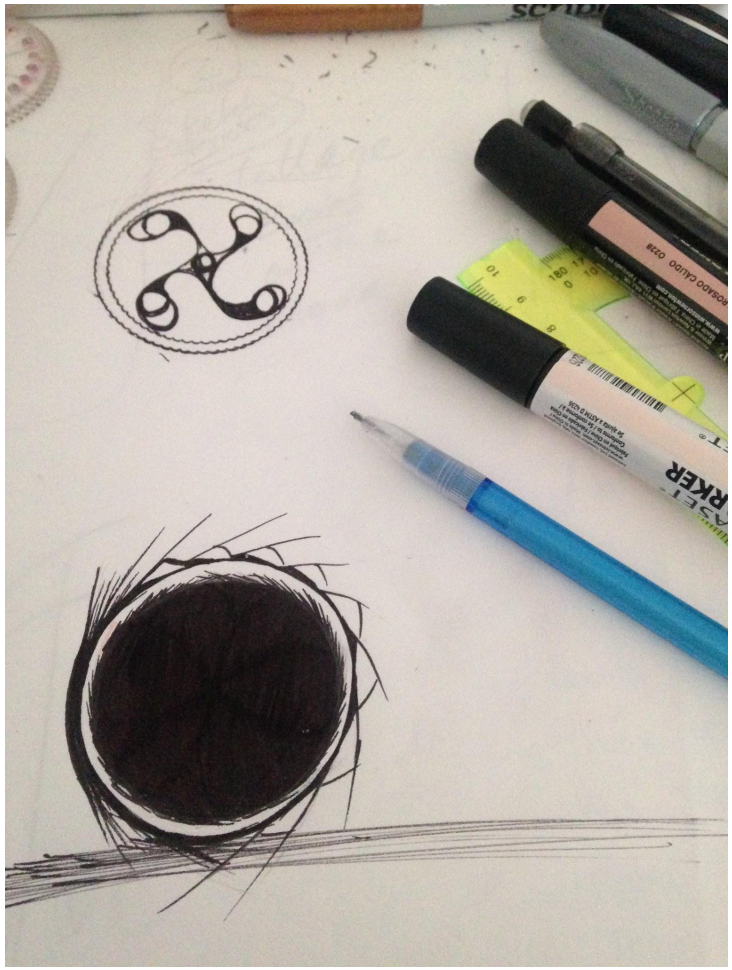
*"I made a point in going out in all weathers, except in frost or fog, and I was told that by a nurse, and I said why that? And she said frost would be in danger that you would slip and the fog just wouldn't be good for the child."*

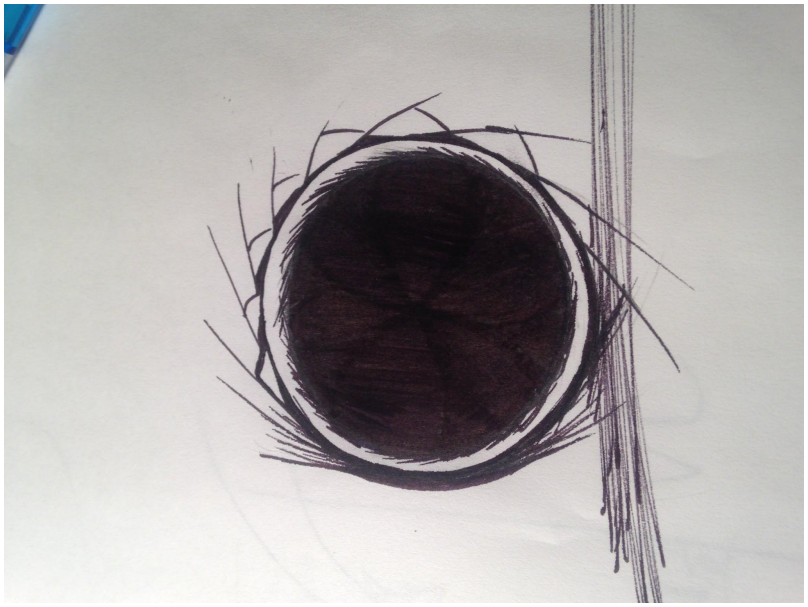
*"The side by side one, he'd only be sitting in it on his own, it's a bit of a waste of space but it has better wheels than the Graco"*

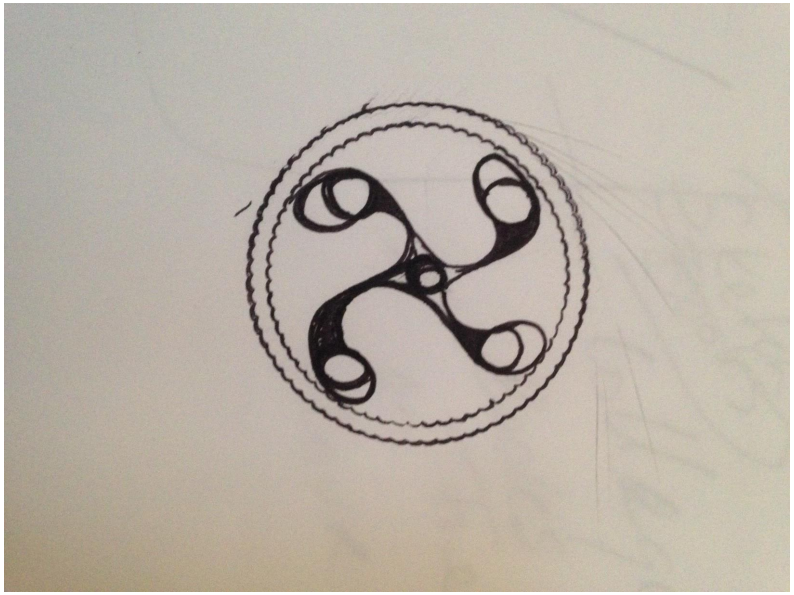
# How might we...

Design a modular set of wheel accessories that fit a 12 ¾ size pram wheel that would give the user the option to change the wheel style depending on the surfaces or weather conditions rather than feeling they have to have more than one buggy. For example, cross country, icy/snow conditions and sporting scenarios. How might we integrate a means of preventing the transfer of mud and dirt into the design of the accessory so that the user feels it they can put the buggy and wheels in the boot with ease.

# Concept Brainstorming Sketches for Wheels







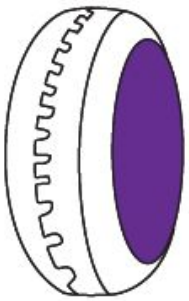
# Modular Wheel that fits onto exciting wheels



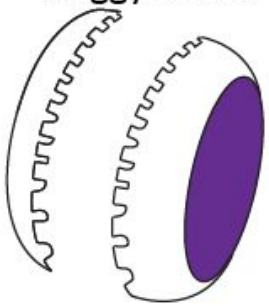
# WHEEL POP!

Modular wheel with tyres for a variety of scenarios/weather conditions.

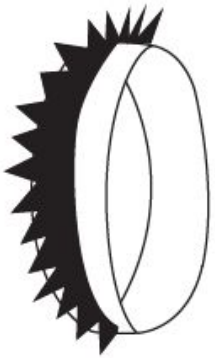
Moduler wheel fixture

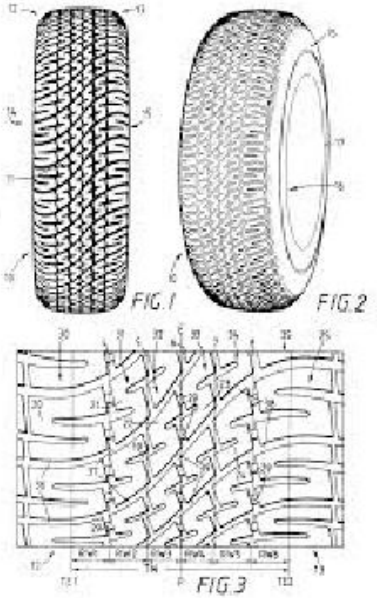


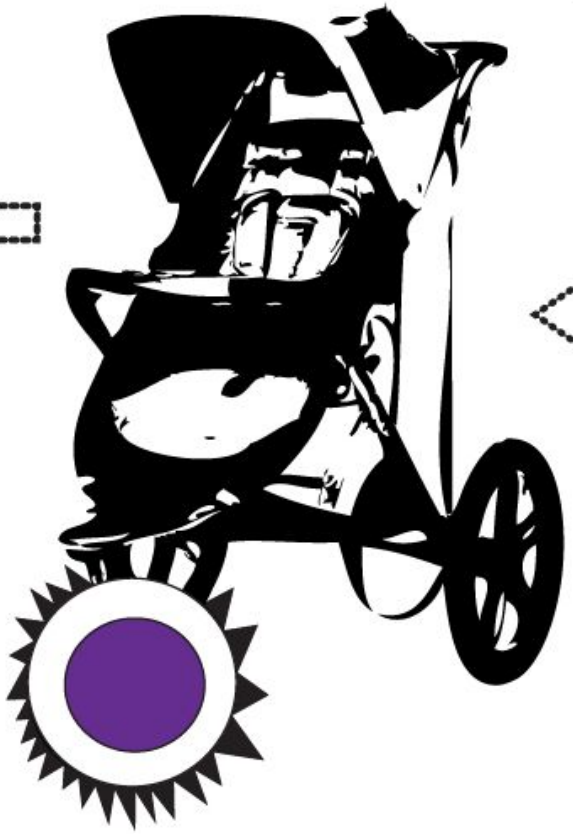
Clasps onto Buggy Wheel



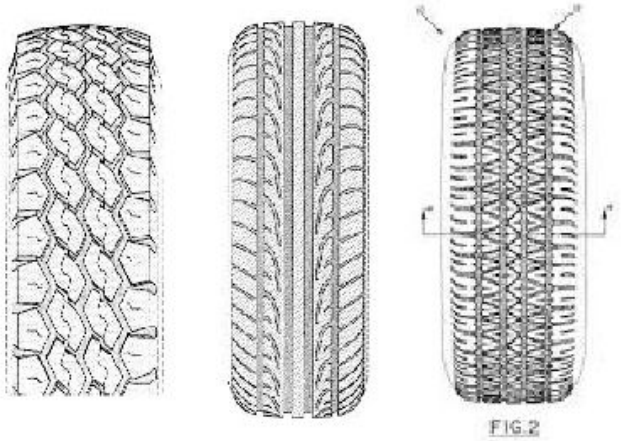
Non slip Tyre

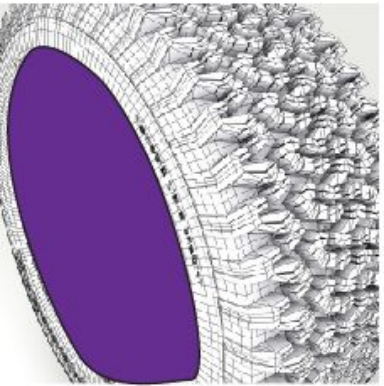




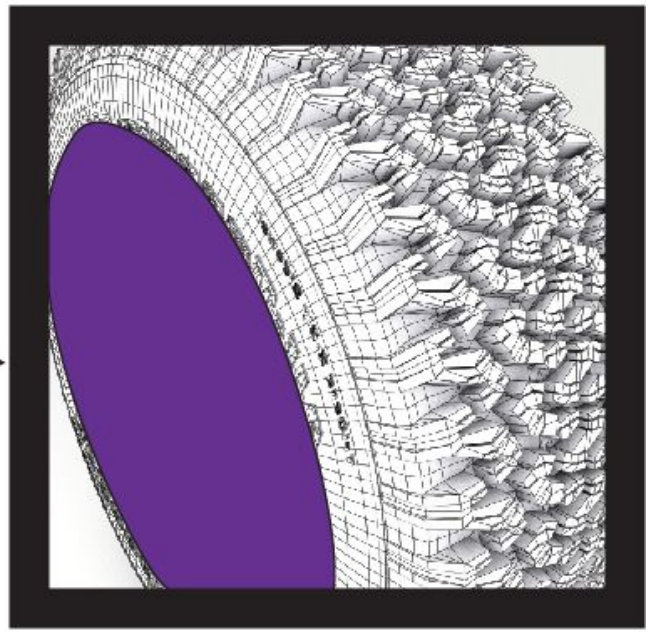
All weather Tyres for Buggy



# WHEEL POP!





# Insights: Group #3

- The buggy is a physical object that is used daily by families. It grows as the family grows until one day it's no longer needed and becomes redundant. Some elements of the buggy are only required for a short period (i.e car capsule=6months)

- New parents buy buggies long before their first child is born. Often the buggy they buy isn't fit for purpose. When they realise it's not right, it's too late to return it. They often buy what they want but not what they need.

- New versus second Hand can be a bone of contention amongst parents to be.

- People are open to the idea of buying second hand buggies. Condition is key.

- A buggy is a bed. A buggy is a dining table. Buggies get dirty. Cleaning them is awkward and is only done by necessity.







*“People buy buggies when they don’t have a kid, then they have the kid and they can’t exchange it and they’ve just spend 600 quid on it. ”*

*“Like I took a hand me down from my sister that is 10 years old. Like, whatever works.”*

*“The buggy’s we’ve been given by various people have been good enough not to have to buy a new one”*

# How might we...

Design a service that enables parents to purchase a second hand buggy in-store locally or online, so that they feel safe in the knowledge that it will be clean, safe, in good condition and have a seal of approval.

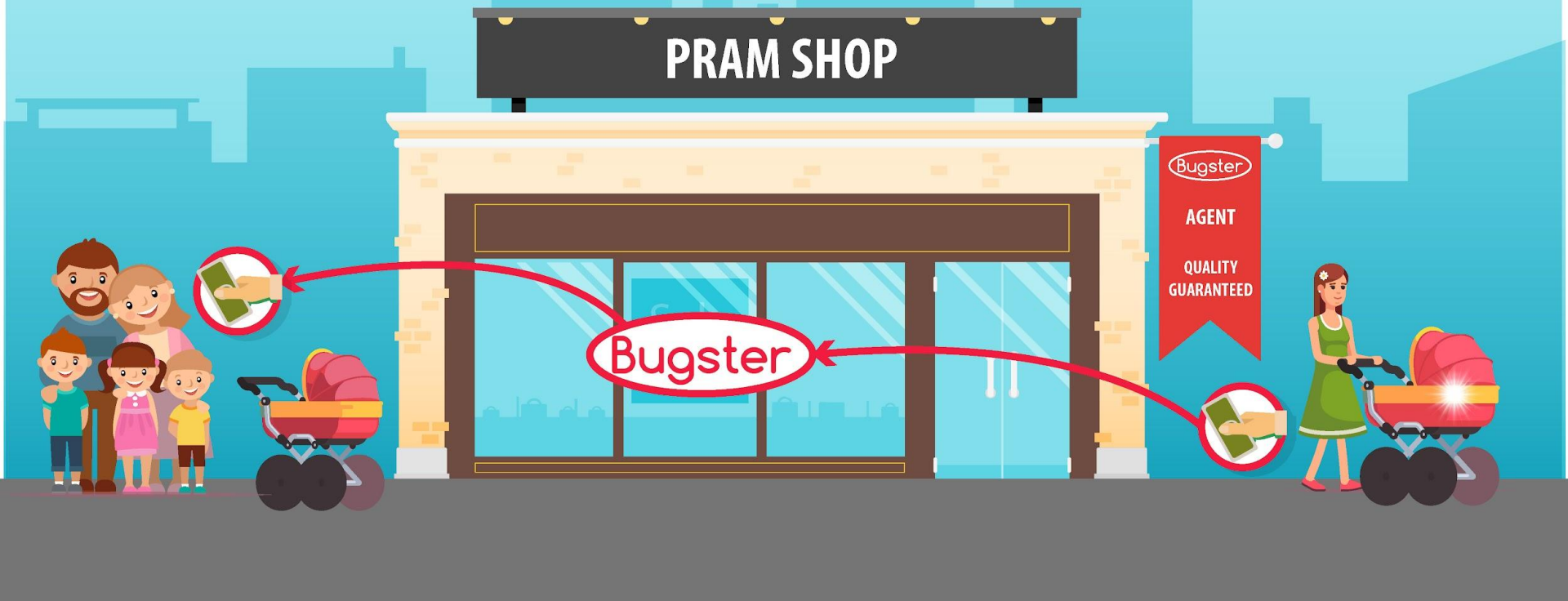
**Bugster** is a Service that promotes the sale and use of second hand buggies.

Families can sell their unused buggy to their local **Bugster** agent

The **Bugster** agent cleans and repairs the buggy per a standardised process. Once the pre-loved buggy has been cleaned and undergone rigorous safety checks the buggy receives a **Bugster** sticker of approval.

Parents can buy a second hand buggy safe in the knowledge that it's clean, safe and comes with a 3 month warranty which even covers change of mind if the buggy doesn't meet their needs.

**Bugster** could have potential to offer a rental and PCP deals for customers.



Bugster

100% QUALITY



Mould

Wear & Tear

Dirt

Flat Tyre

Steam Cleaned Fabric

Damages Repaired

Hard Surfaces Disinfected

Tyre Check

**Before** **After**

www.bugster.ie/newstock

Bugster

HOME WORK CONTACT US







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# Insights Group # 4

- Users are very wary and nervous of vehicles and the dangers they present when they are out and about
- In car park the person with the buggy has to look for a space large enough to put the buggy at the side of the car or else place it behind the car near traffic.
- This observation shows a man walking on rural roads pushing a buggy - he can be seen, but not the buggy.









*“But I’m just saying is there anything like a little beep on the pram or something that could make pedestrians and cyclists and cars more aware of them”*

*“A mother with a buggy attempts to cross the busy road slowly inching her child out into the line of traffic as if in her car at a T-junction. I’ve never understood why people do this”*

*“I think I put a high viz across the front of it”*

*“Safety features would be something wouldn’t it, from the point of few that parents tend to push prams out in front of traffic when crossing the road as such.”*

# How might we...

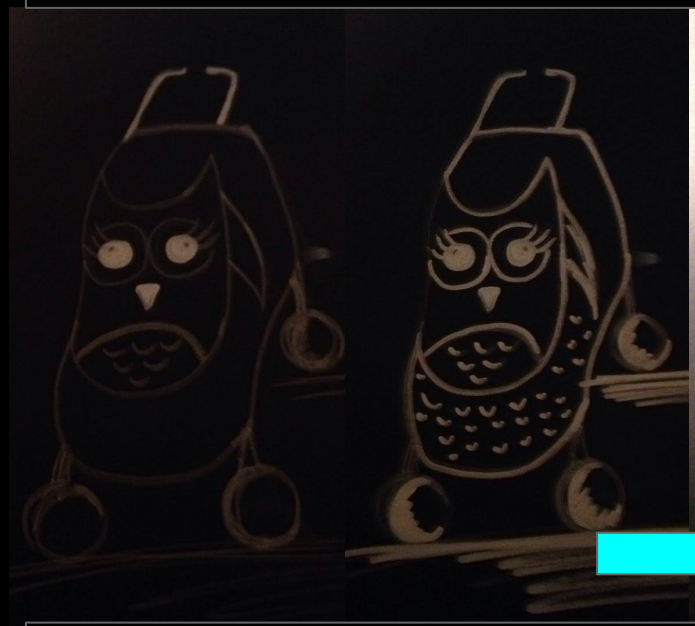
How might we design an accessory to improve the protection and visibility of prams when in use outdoors, a design that is compatible with a buggy brands and models to give greater peace of mind to grandparents minding their grandchildren.

# REFLECTOR GADGET





Nike- reflective print



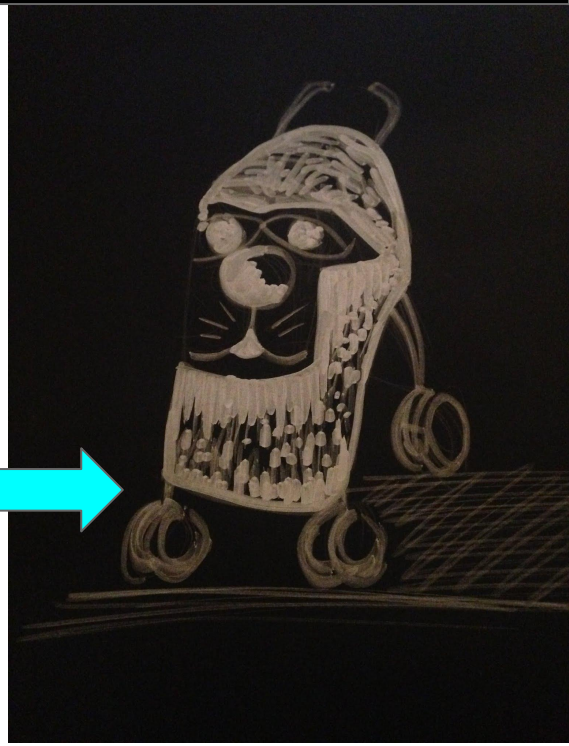






Anrealage's Kunihiko Morinaga





# Insights Group # 5

## In & Out of cars / Scenarios / SA

- When parents have a young, non-walking child as well as an older child who is in school, school drop offs become a dreaded task. The buggy almost becomes another child, having to bring it everywhere, loading and unloading it from the car 4+ times a day.
- Families tend to have a “sturdy buggy” and a “light, holiday buggy”. The advantages of each are contrasting to one another. The light one is sometimes just left in the car on the off chance that it’s needed. From a usability point of view, it’s more awkward to use.
- Mothers-to-be do not know how their physical health will be after childbirth. Those undergoing c-sections cannot lift heavy items for up to 8 weeks.
- Users struggle with the number of steps involved in lifting a buggy or pram into and out of the boots of cars.
- There are issues with lifting/weight, twisting and speed.









# How might we...

How might we relieve the physical pains involved in the lifting actions of pram into car.

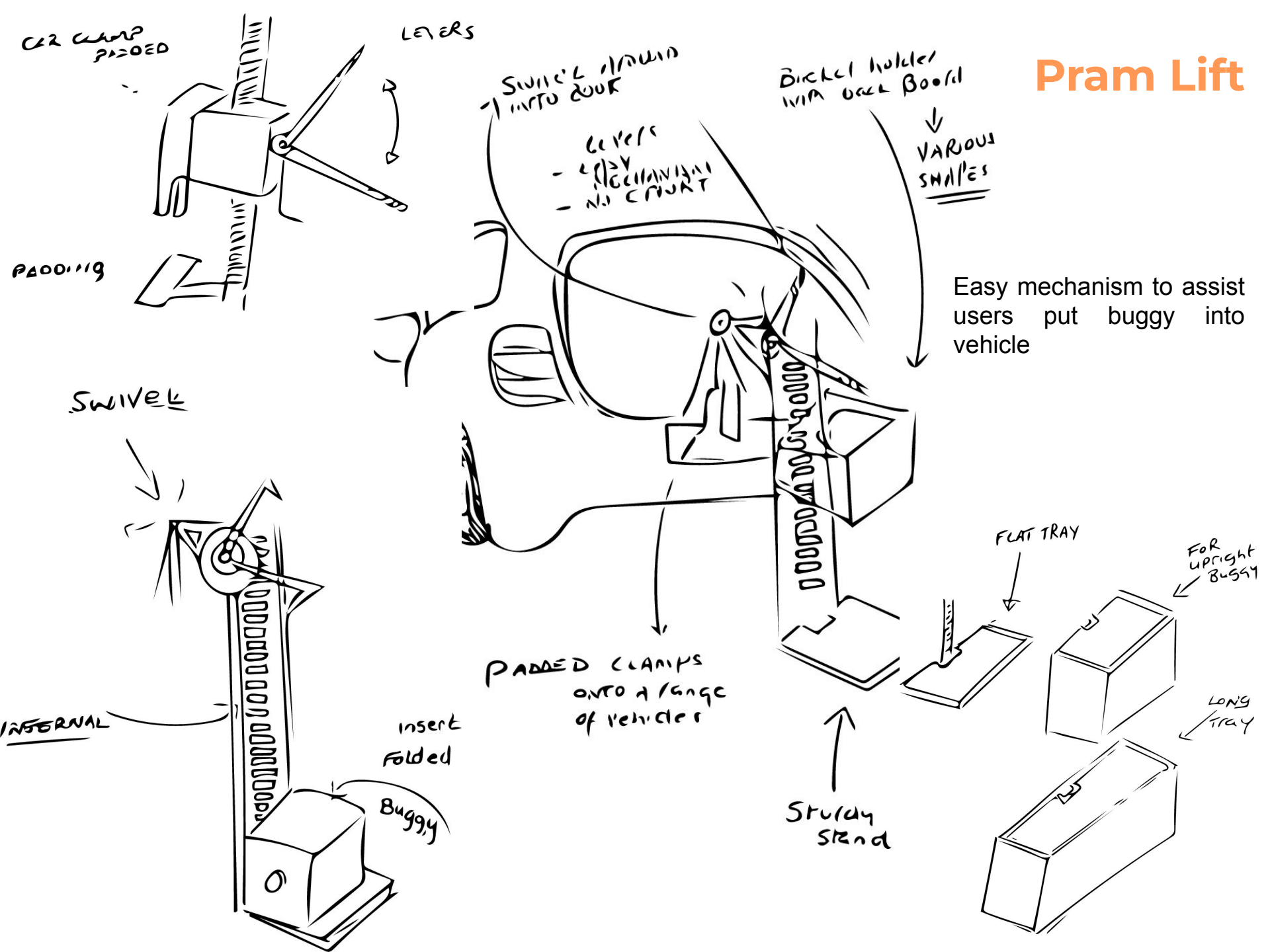
How might we design a product which would assist a user to lift any buggy or pram into any/ most car boots in a speedy and struggle free manner allowing the user to get back to the task of taking care of the infant.

*“It was heavy enough to lift it in the car. Eamon would do the lifting in and out when he be going down to Lucan to collect Mathew as such and he would fit in the car he has a big boot”*

*“When I was on maternity leave, I would have to take the buggy in and out of the car hundreds of time a day.”*

**“it’s heavy, you’re going have to lift it in and out of the car when you’re just after having a baby and you can’t do that ”**

# Pram Lift



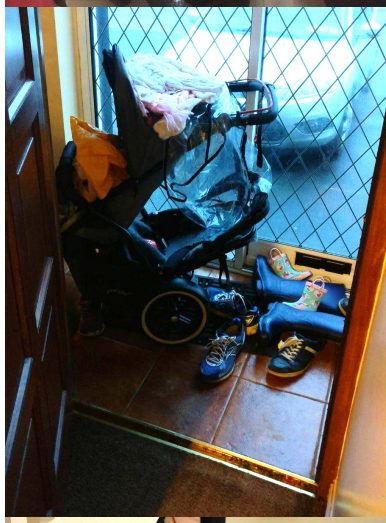

Easy mechanism to assist users put buggy into vehicle

# Insights Group # 6

## Storage & Folding

- The Buggy is like any other product that you buy which needs to be stored after every use but many parents buy it and later realise that they have a problem storing it. The issue becomes where to store it so that it doesn't become a space consuming object.
- Many parents feel it creates a disturbance after each use, resulting in frustration.
- The Buggy even become a big problem to lift or store if you are living above a ground floor of a building or high rise building without a lift. You will have to be lifting the Buggy through the stairs or do what many occupiers of such buildings do by storing it in a communal hallway and that can cause disagreement between occupiers of the building.







# How might we...

How might we design a space saving storage system that will enable Buggy users to properly store the Buggy in a home environment without causing obstructions and that the users feels that the buggy isn’t taking over their limited space.

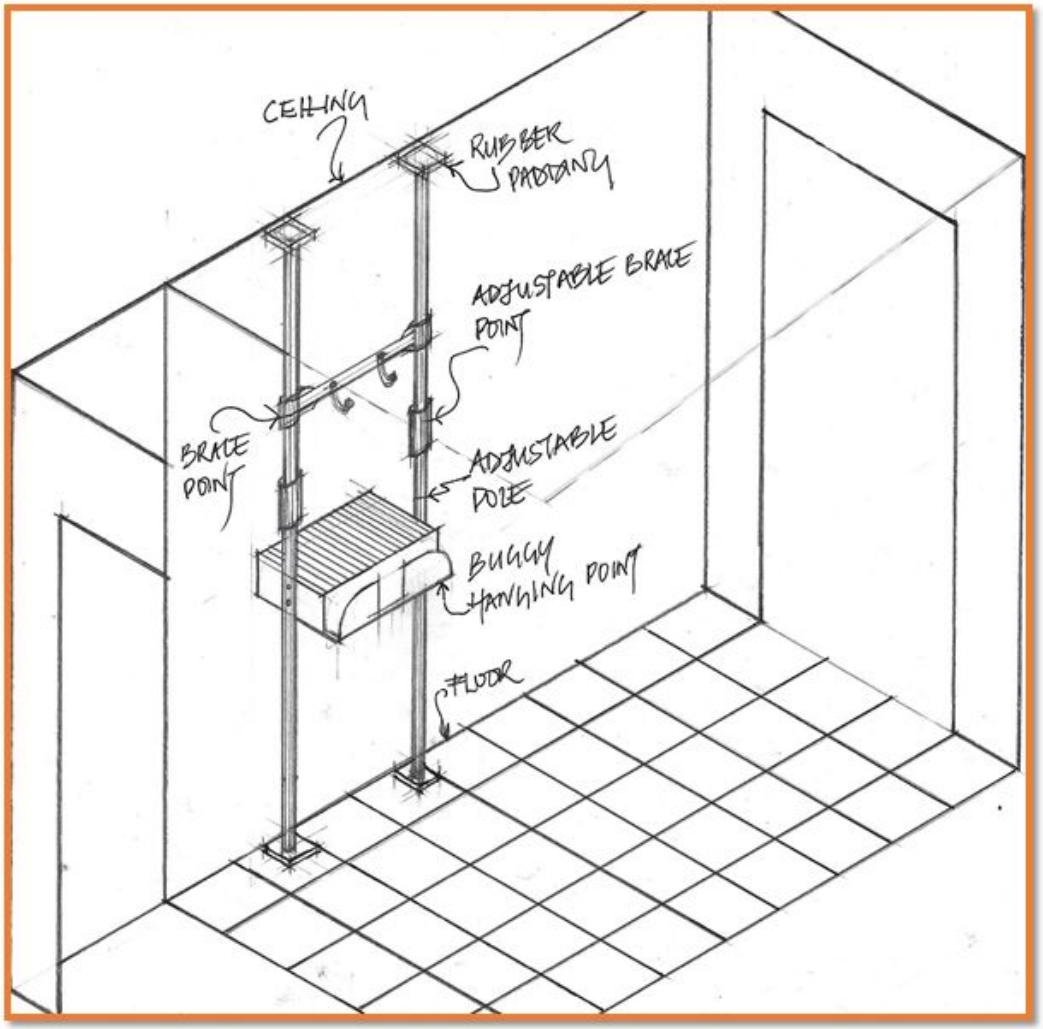
# Transcript Quotes:

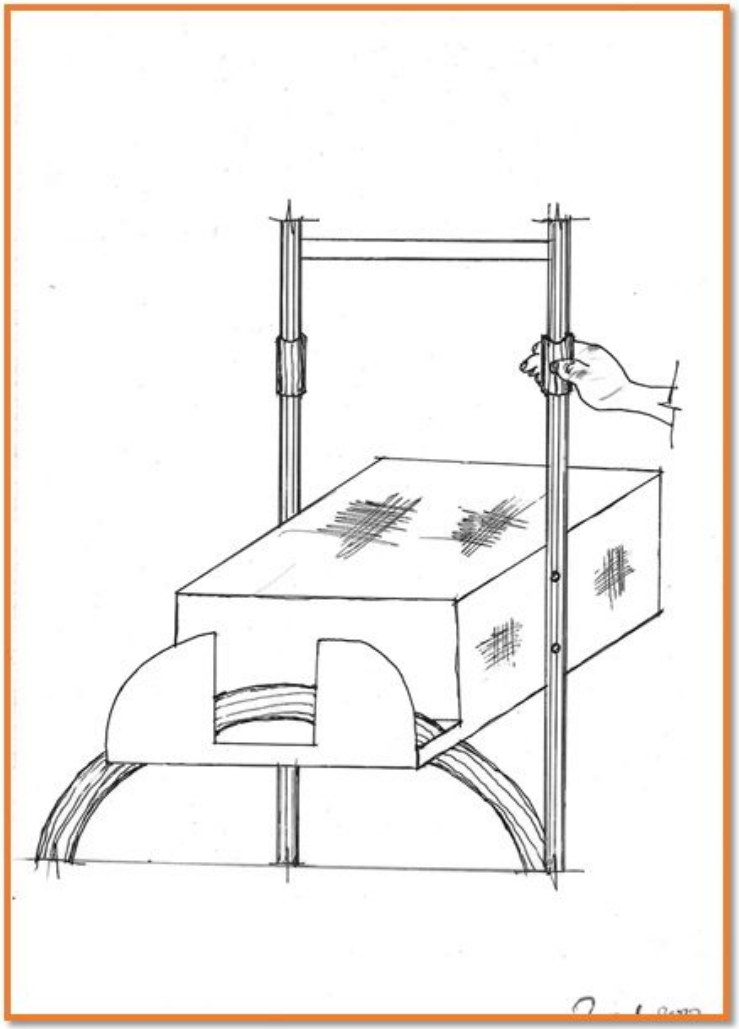
*"we keep the double buggy in the porch there because it's an effort to put it up and down"*

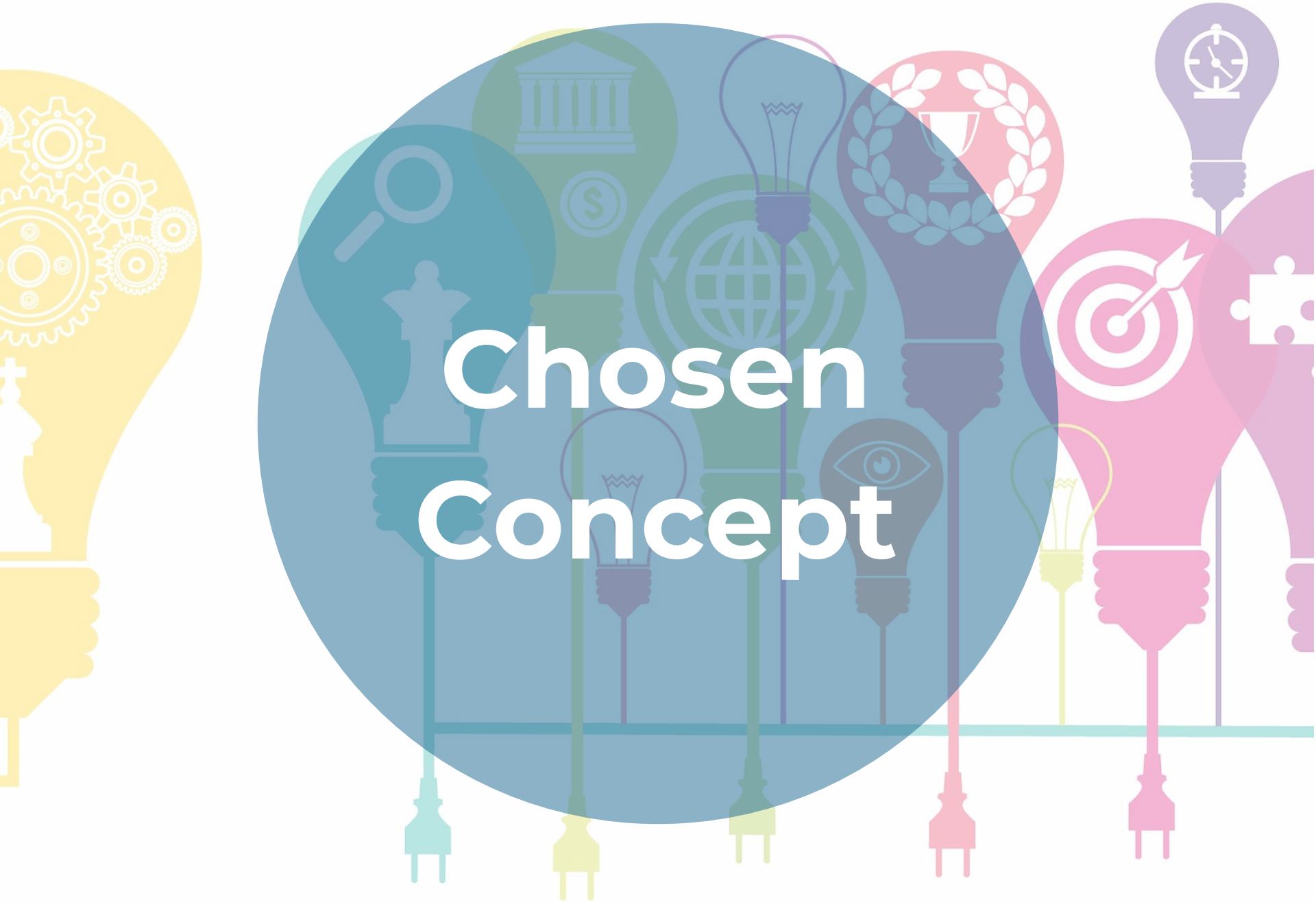
*"If you're like us and store the buggy at the front door, there's probably loads of crap in it".*

*"Houses are probably a lot smaller so there's nowhere to put your buggy. We left ours in the car a lot or put it in the garage".*

# Concept: Buggy Hanging Stand




Chosen
Concept

# Our chosen concept is:

Bugster




**User Benefits:**

- Enables families to sell buggies no longer required.
- Standardises the condition of 2nd hand buggies.
- The buyer knows what they are getting.
- Gives consumers a trial period, attractive to new parents who may know what buggy they want but perhaps not the one they need.
- Potential to be used as a specialised buggy cleaning and repair service as required.
- Option to have rental service

**Implementation:**

- Low capital costs
- Instore concessions attractive to pram shops
- Online platform would promote consumer adoption




Thank
You