



## **Project name - Kangaroo**

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## **Workshop 3 - Let's Design, Baby**

Project Leader: Miriam Miri

Project Advisor: Philippe Casens, Nima Gazestani

## Research - Fisher Price



High Chair



Swing

Rocker



Rock and play sleeper



Bouncer

## Other Brands



Chicco I-Sit Mama

Boon Flair Pedestal Highchair



4Moms Mamaroo Multi-Color Plush



Graco  
Glider LX Gliding Swing - Raffy



Bloom Coco Transat Baby Lounger



# Target Users



**0-12 months babies**

comfortable

soothing

embracing

**parents**

part of home decor

safety

portability

being always with their baby





# Inspirations



Old, baby swinging  
way in Turkey

Embracing Baby

Soothing



# Inspirations



Soft and Firm

Light



Elegant





# Objectives

Smoothly blend into the living space

ELASTIC FABRIC

ALUMINIUM

Portability

Can be used indoors and outdoors

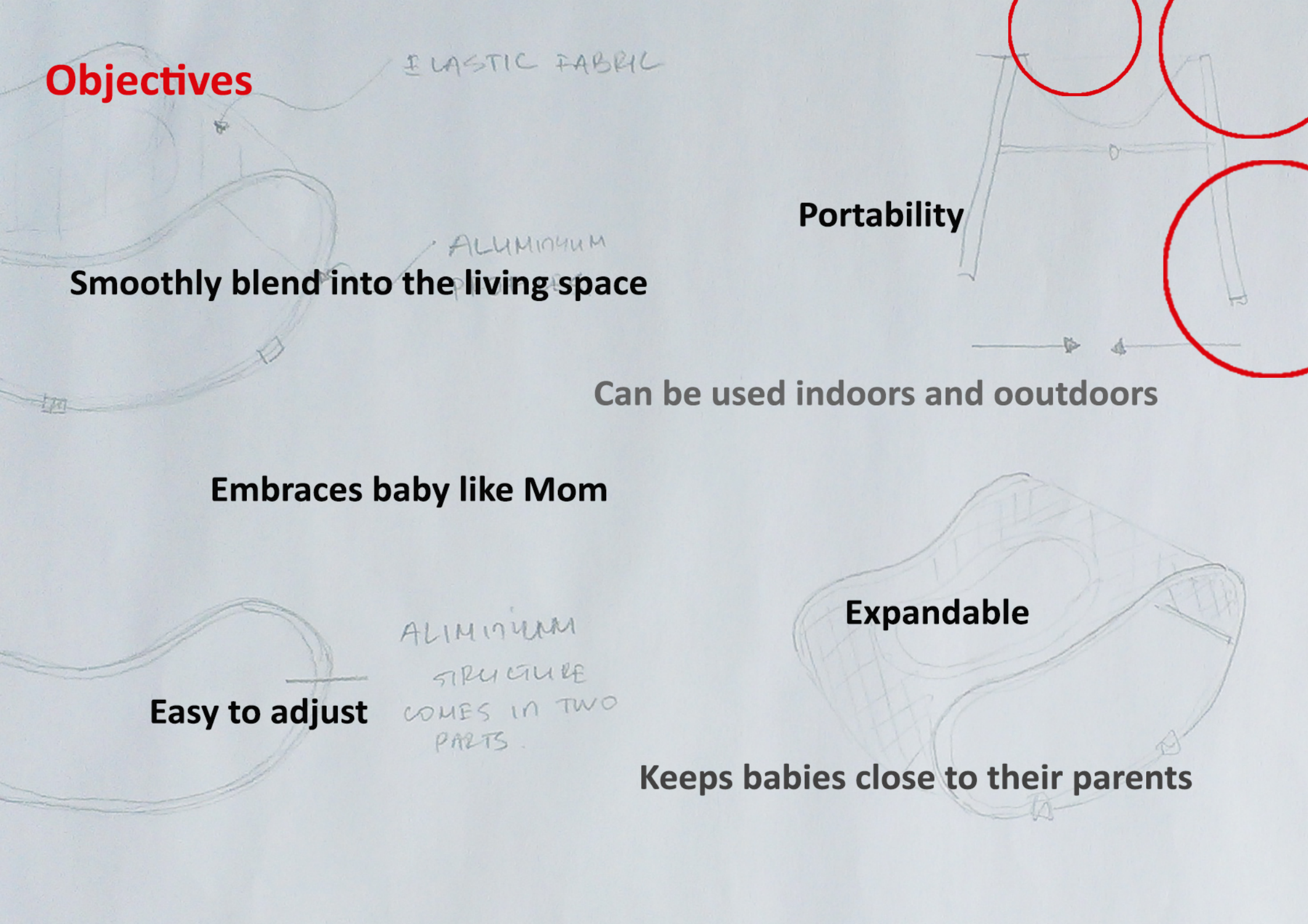
Embraces baby like Mom

Easy to adjust

ALUMINIUM  
STRUCTURE  
COMES IN TWO  
PARTS.

Expandable

Keeps babies close to their parents



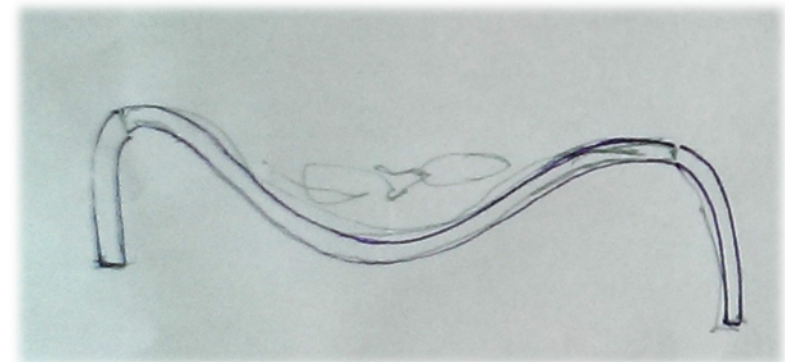
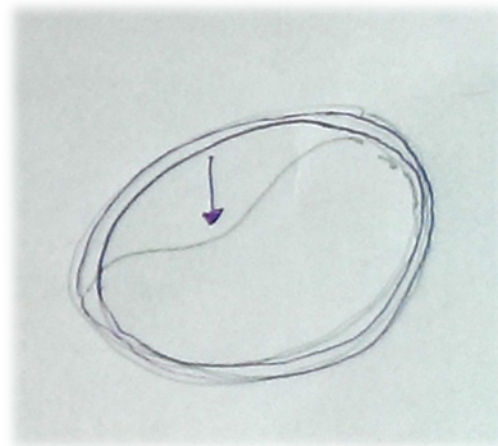
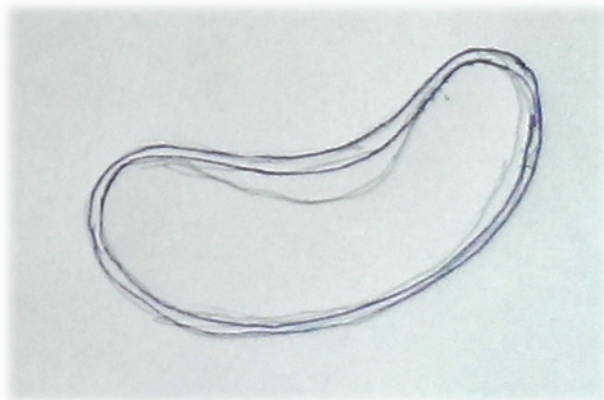
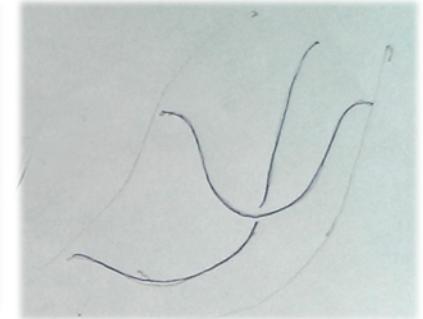
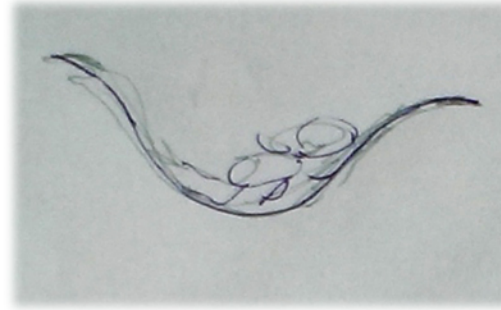
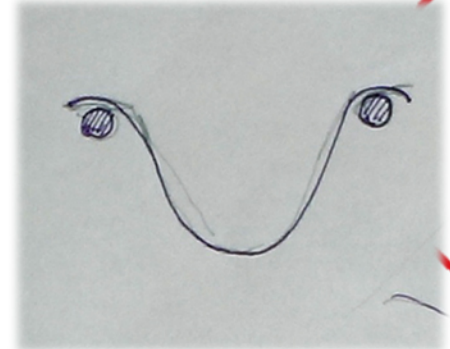
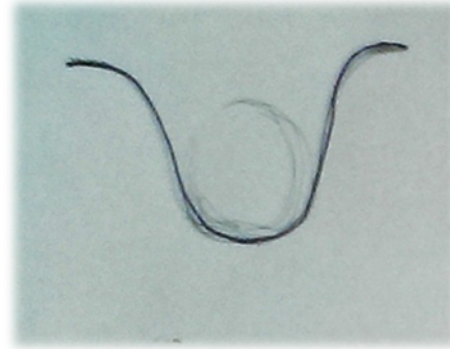


# Concept Development

## Starting Point

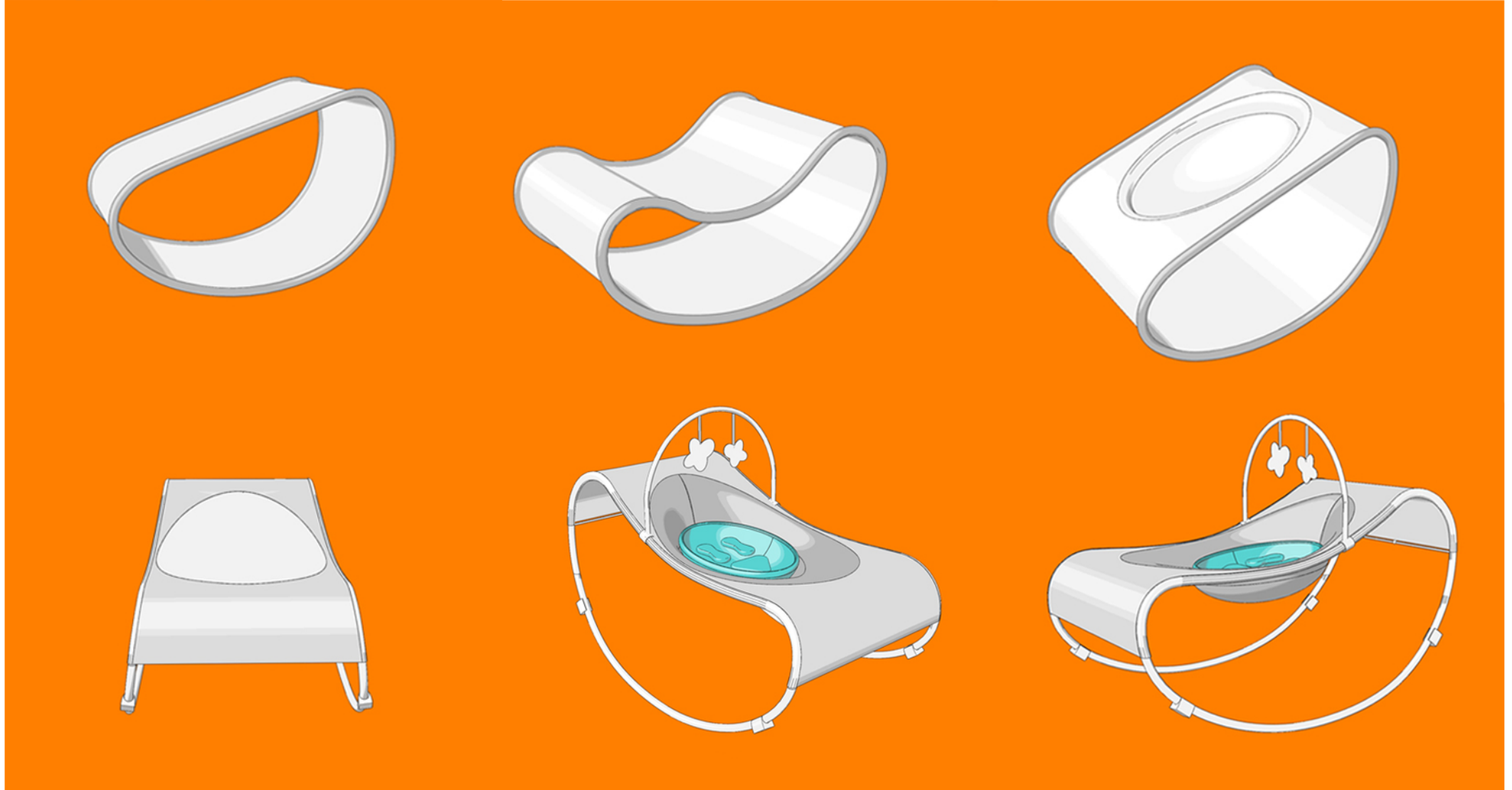


Embracing Baby



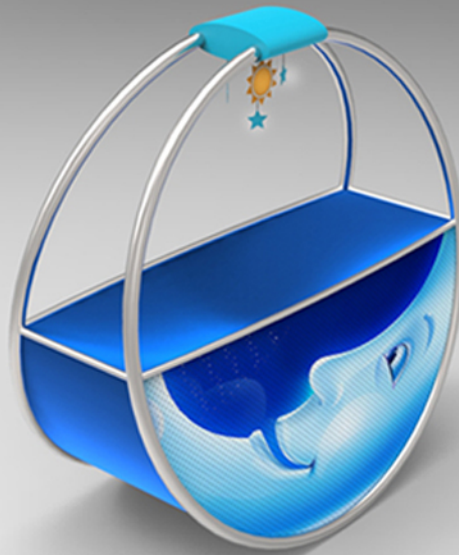
# Concept Development - Concept 1

## Swing/Rocking Chair



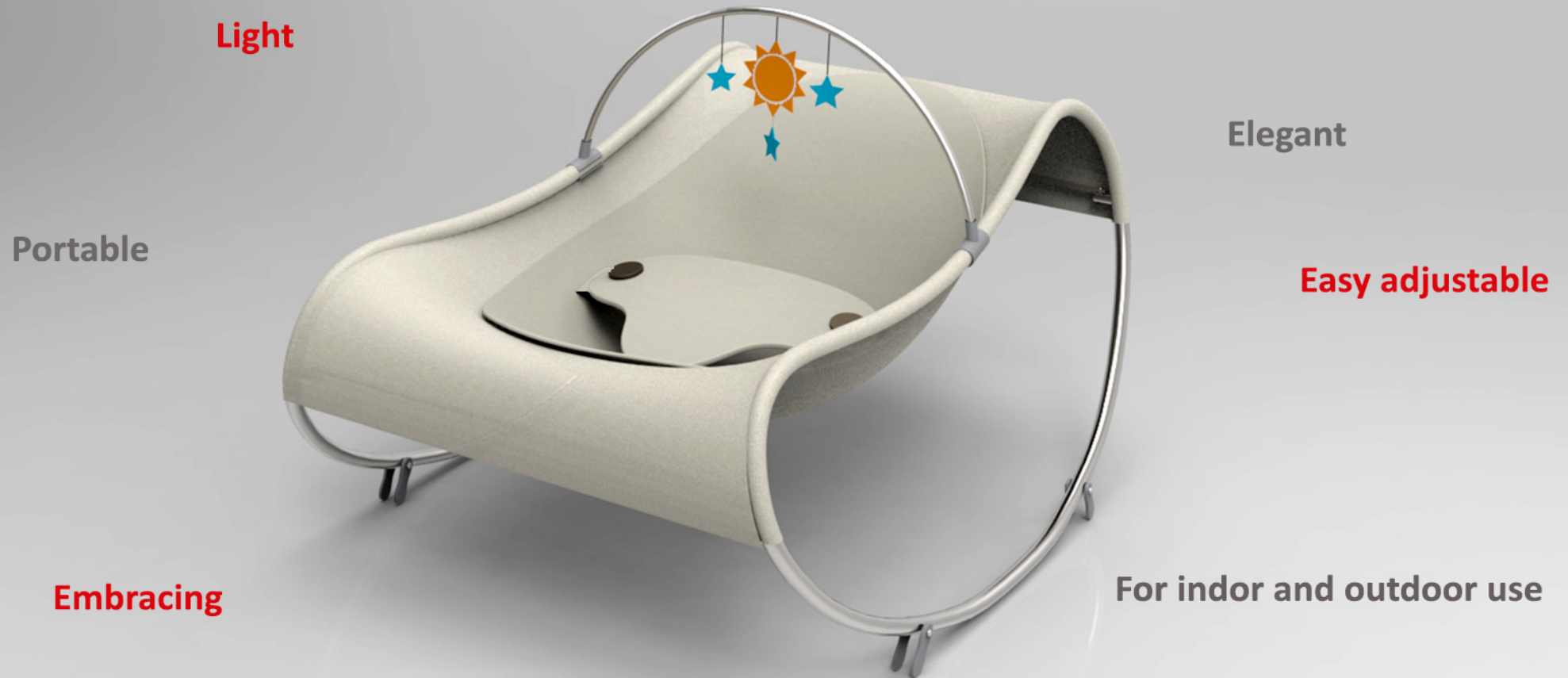
# Concept Development - Concept 2

Cradle/Swing

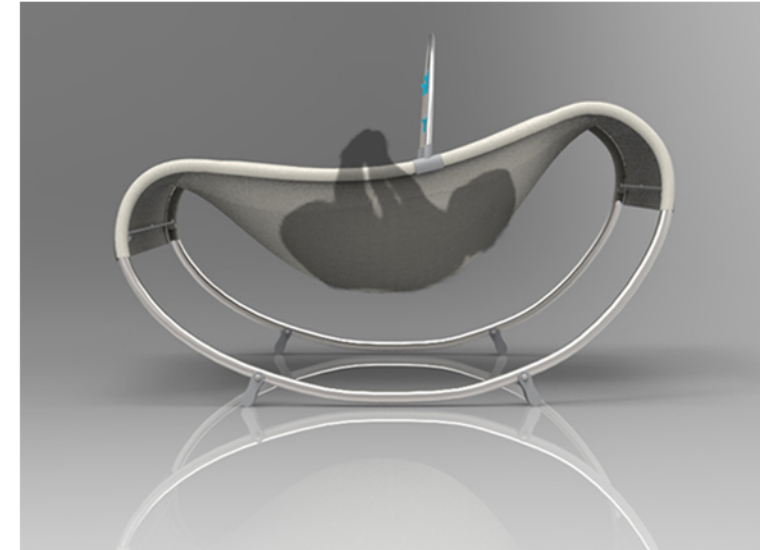
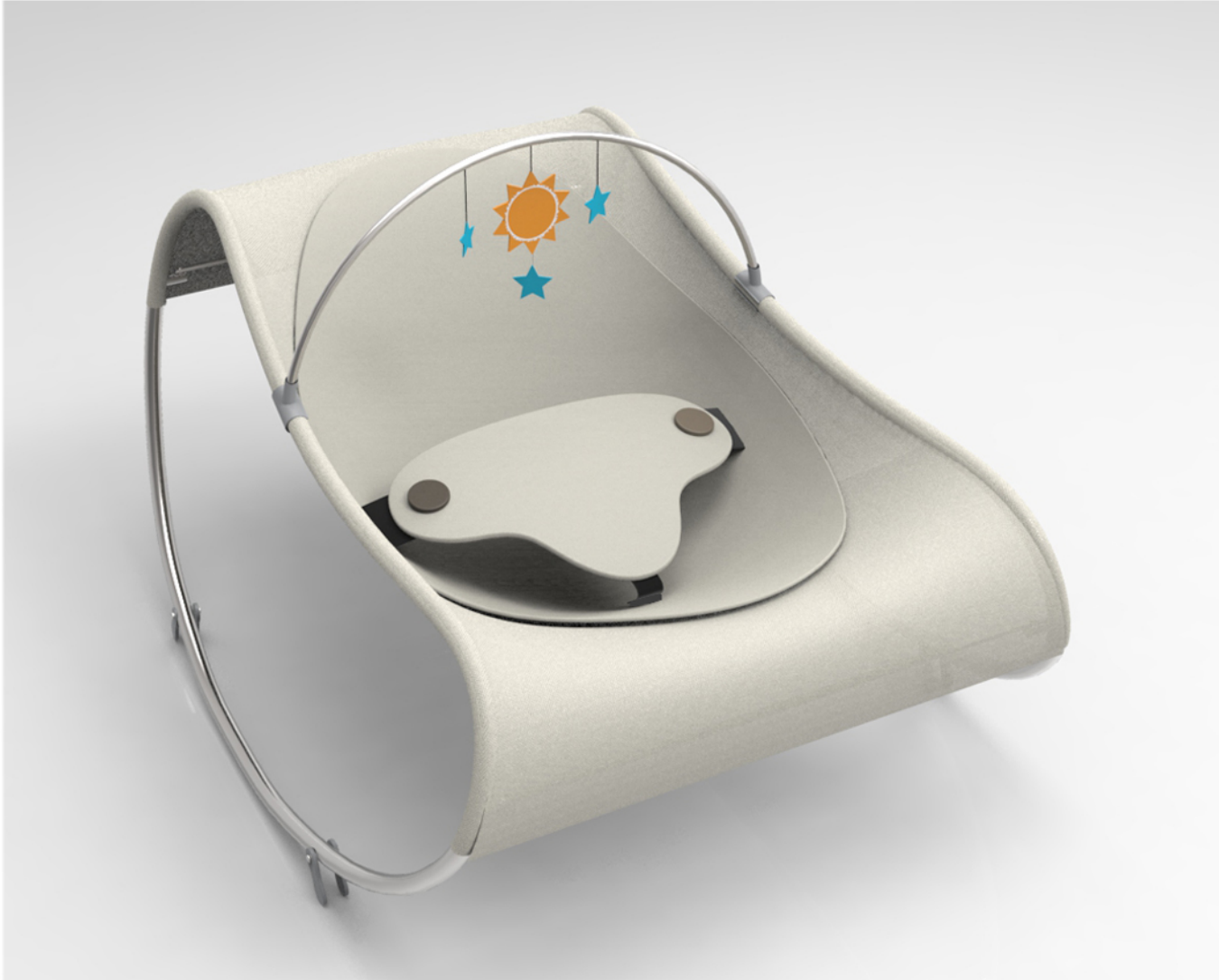




# Kangaroo Swing/Rocking Chair



# Kangaroo Swing/Rocking Chair

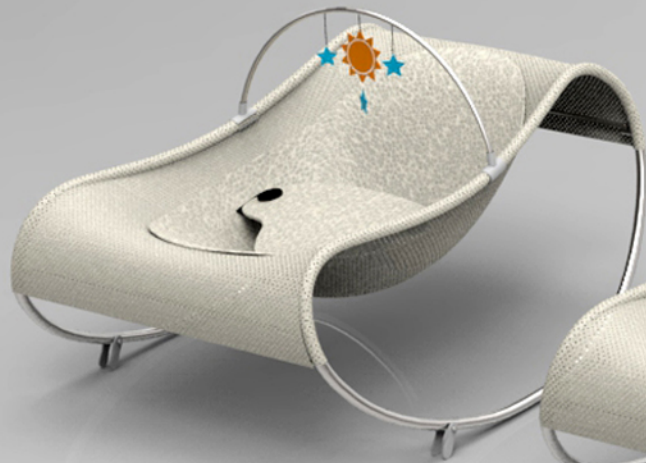


Expands according to the weight of the baby



# Kangaroo Swing/Rocking Chair

with pad used as a swing



specialized area with firm fabric



used as a rocking chair without baby pad



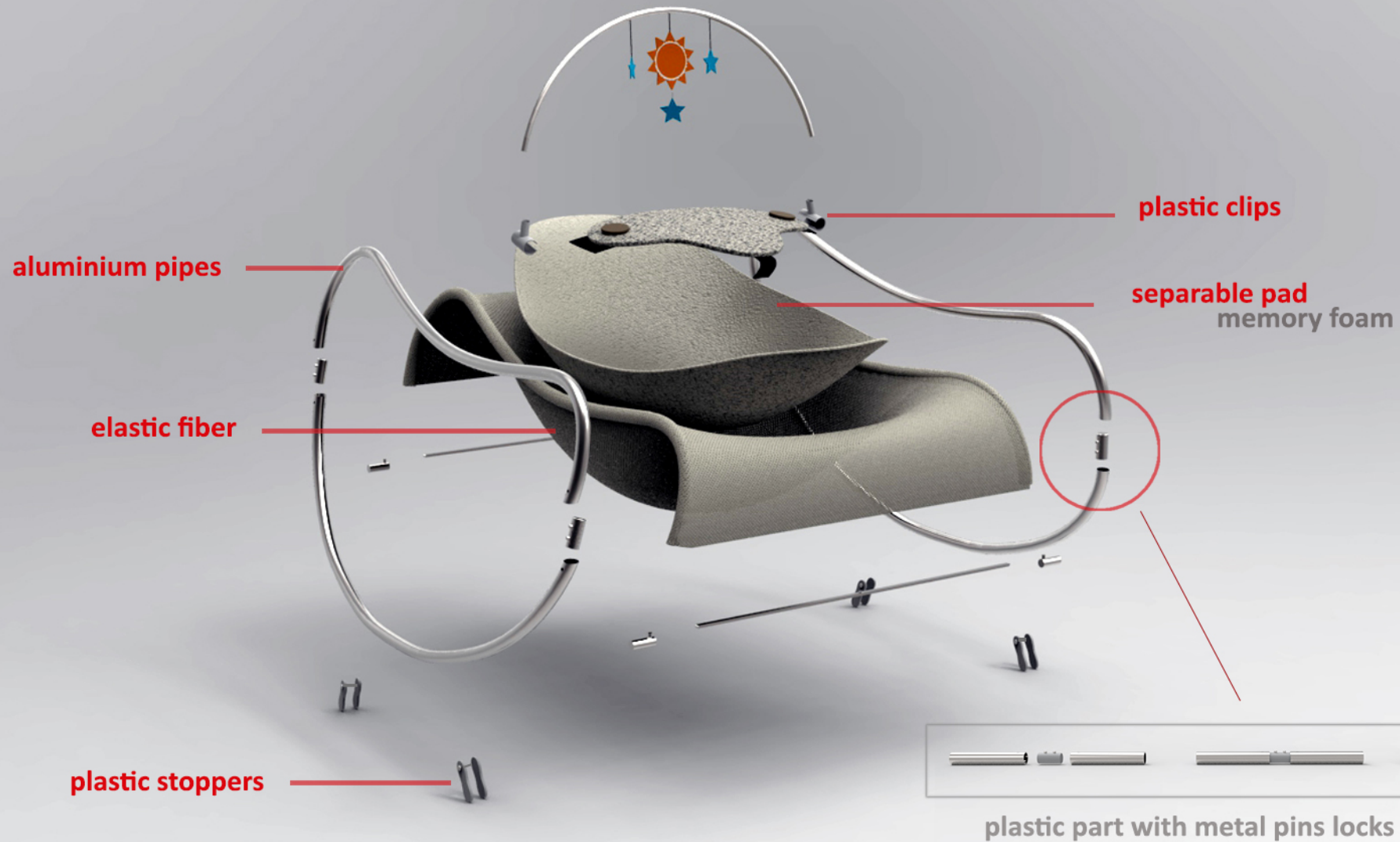


# Kangaroo Rocking Chair

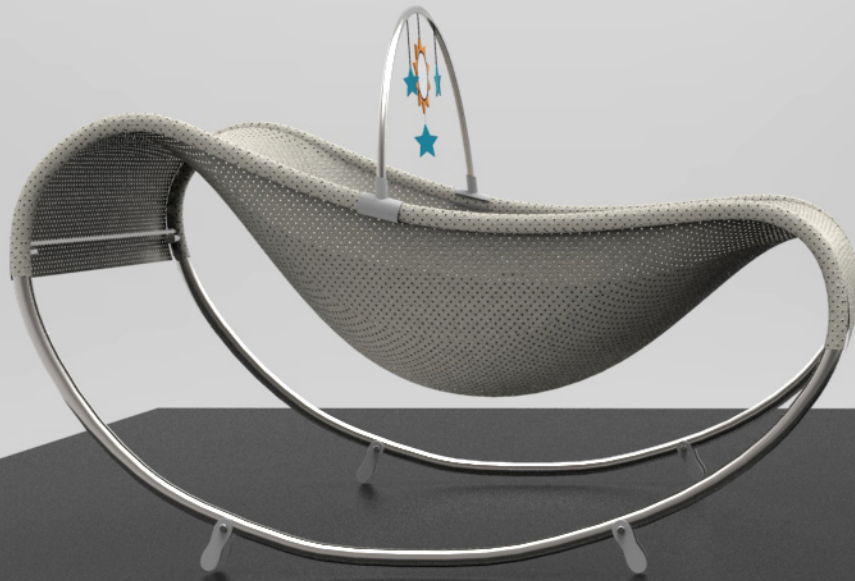


Used by toddlers as a rocking chair

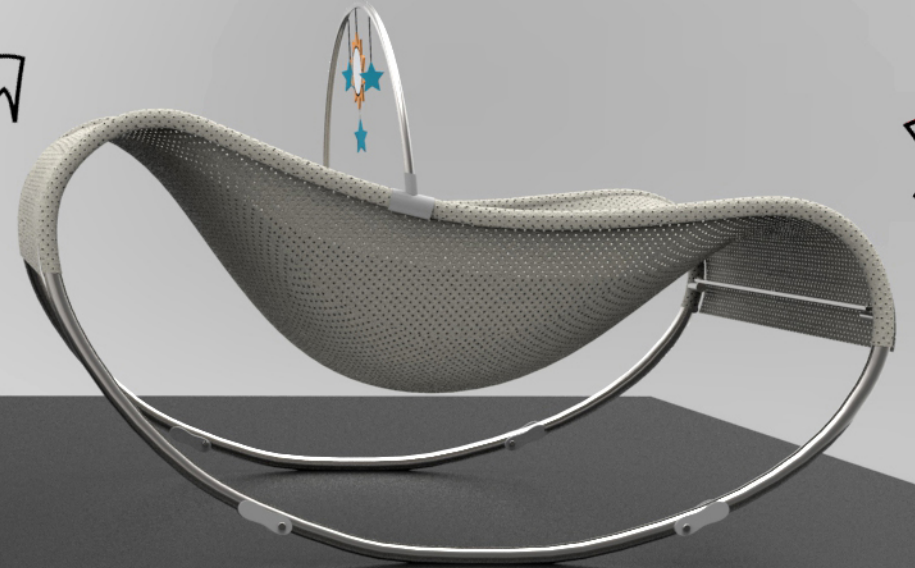
# Materials/ Assembly



# Kangaroo Stoppers



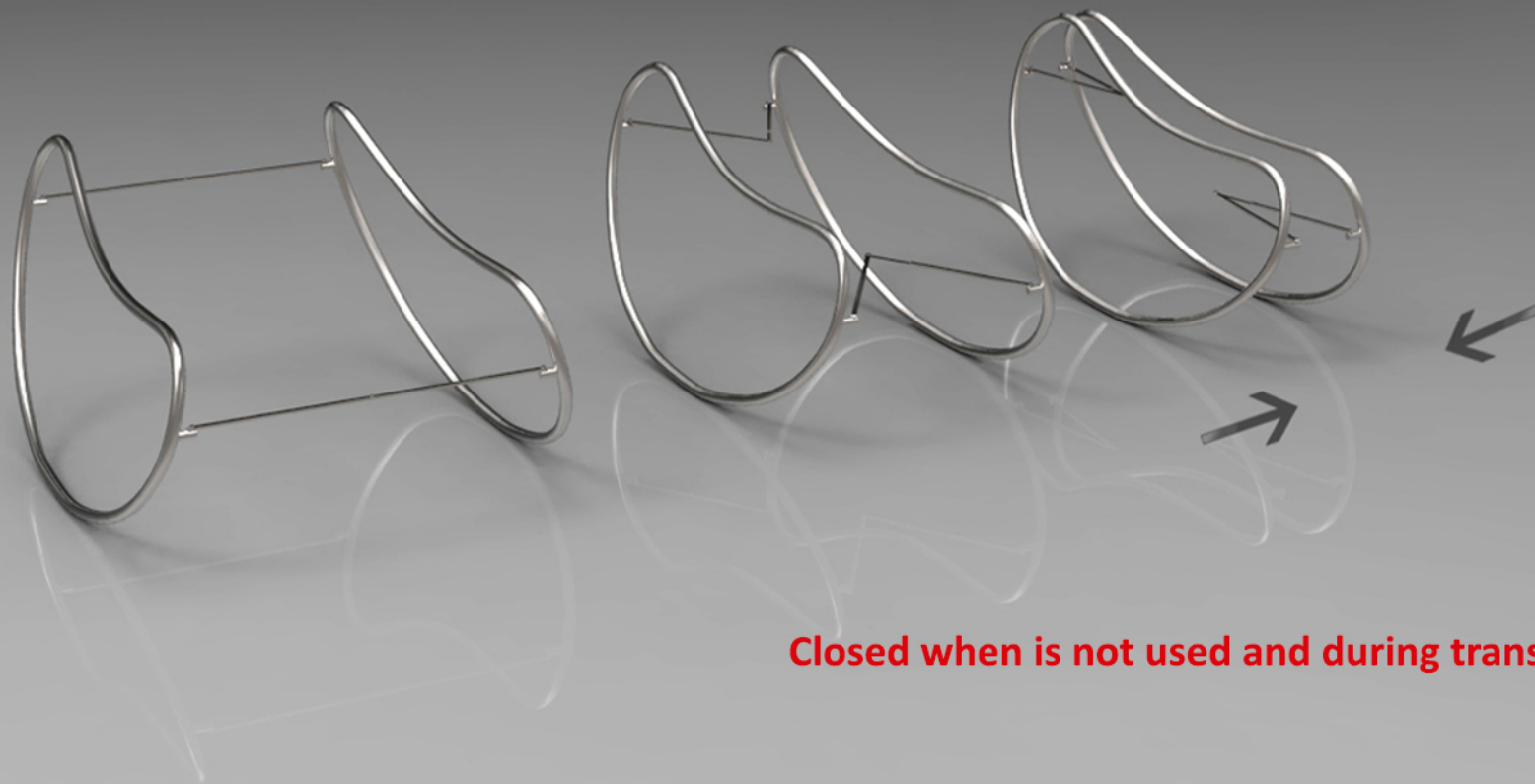
for stable position



prevents falling



# Kangaroo Closing Mechanism



Closed when is not used and during transportation

# Kangaroo Color Alternatives



**customisable**

different color alternatives can be selected



**Indoors**





# Outdoors





**Thank you**

