





Botanics

CHILDREN'S ART TOTE

INDUSTRIAL DESIGN 5 - TOY DESIGN - SPRING 2017
UNIVERSITY OF WISCONSIN STOUT - MENOMONIE, WI



Behaviors OF CHILDREN



PHYSICAL

- Imaginary play
- High energy play: Chase, hopping, climbing
- Easily frustrated, can lead to temper tantrums.
- Enjoy being outside



COGNITIVE

- Can understand colors and simple counting
 - Starting to grasp the concept of time, fantasy vs. reality
- Age 3; 300 words
Age 4: 1,500 words
Age 5: 2,500 words



BEHAVIORAL

- Social interaction with other children is increasing
- Learning the concept of conflict and how to resolve problems
- Becoming very mobile, verbal and even self sufficient in some aspects of their day.

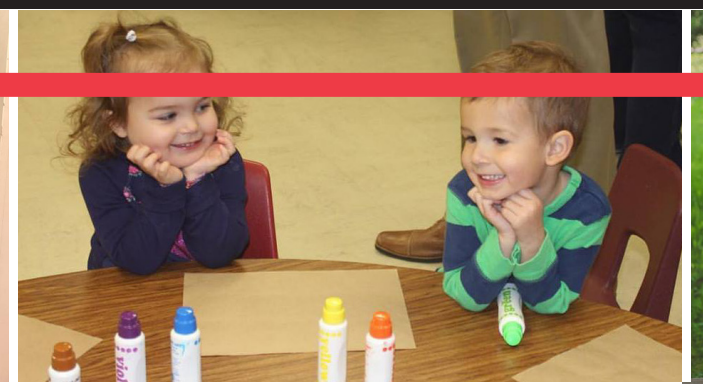
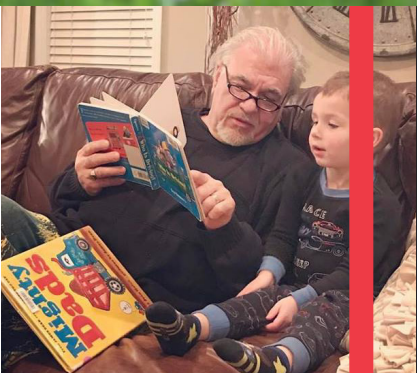
IMPORTANT STAKEHOLDERS



SIBLINGS

PARENTS

GRANDPARENTS



4

MIDDLETON, WI

HOBBIES..... *COLORING, LEGOS, PLAYING T-BALL*
LIKES..... *OUTSIDE PLAY, HELPING IN THE KITCHEN, PLAYING WITH LITTLE SISTER + HIGH ENERGY GAMES*
DISLIKES..... *HAVING TO SHARE, BEING STUCK INSIDE, LONG CAR RIDES, PICKING UP TOYS + TAKING NAPS*

COMMENTS:
"LOOKING FOR A TOY THAT WILL HELP ROWAN LEARN BUT WILL ALSO KEEP HIM ENTERTAINED, WHILE STILL HAVING FUN" - RACHEL MORLEY (ROWAN'S MOM)



"The most **direct route** to caring for the **environment** as an adult is participating in **nature activities** before the age of 11."

National Wildlife Foundation

+ 7 HRS

children between the age of 3-14
spend a average of **7 hours** per
day on or near **electronic devices**.



Goals

GET KIDS OUTSIDE

GROW FOOD

DISCOVER THE ENVIRONMENT

The Solution



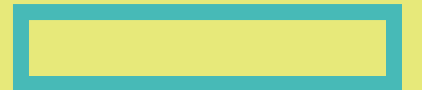
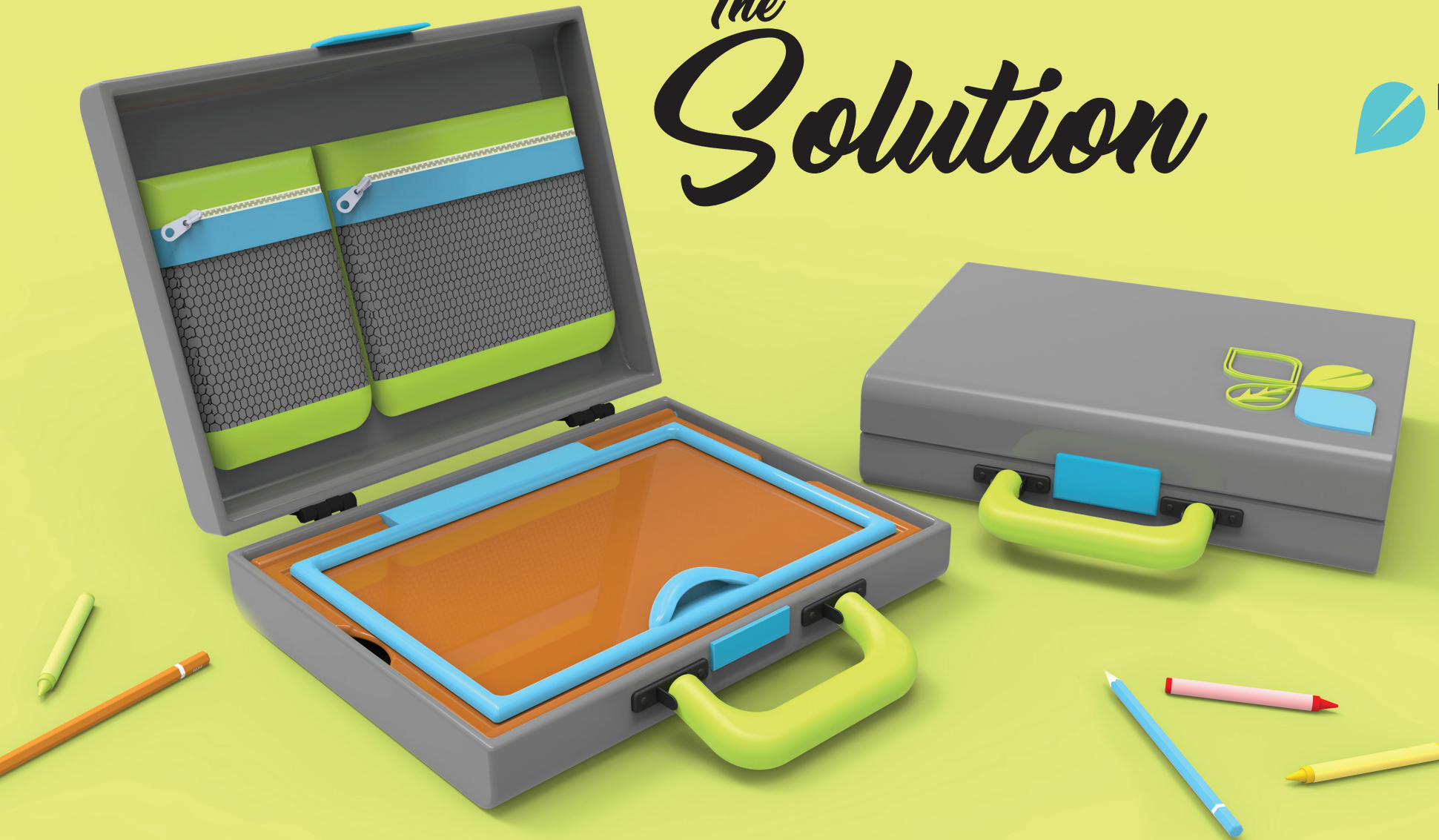
EXPOSE KIDS TO NATURE + TEACH THEM MORE ABOUT THEIR ENVIRONMENT.




ALLOW KIDS TO EXPRESS THEIR CREATIVITY THROUGH ART.




GET KIDS OUTSIDE BY GIVING THEM A ON THE GO DRAWING SOLUTION.



The Features

 DRAWING SURFACE
+ MAGNETIC FRAME

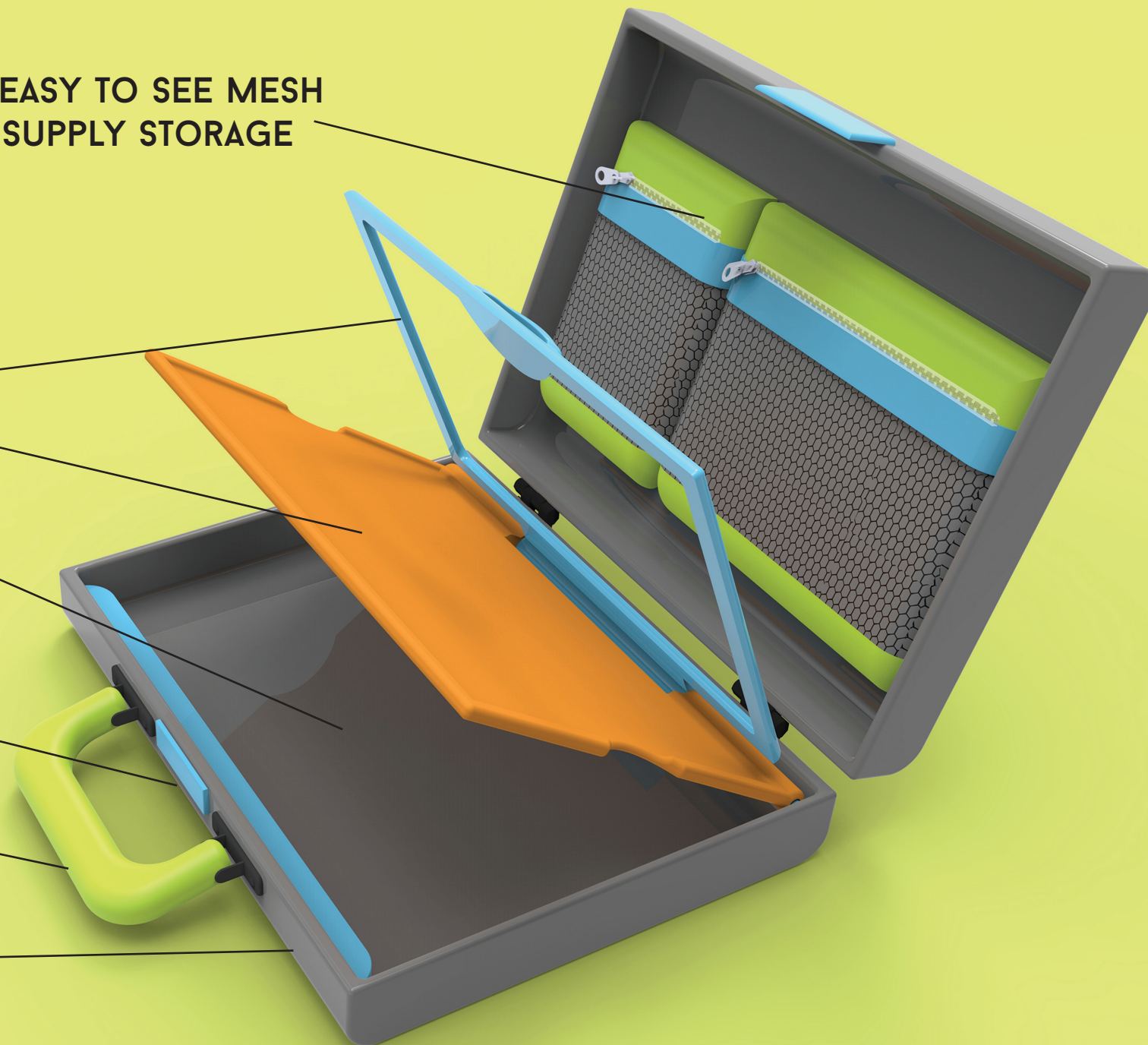
 PAPER + SUPPLY STORAGE

 MAGNETIC CLASP

 EASY TO GRIP HANDLE

 HARD SHELL DURABLE BODY

 ZIPPERED EASY TO SEE MESH
DRAWING SUPPLY STORAGE









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