



Boo ~~Hoo~~

Baby Changing Counter



Problem Statement



Observation



Changing tables are counters in public designed for changing diapers in public. They are typically made of hard plastic and rest on hinges to be folded into the wall when not in use.

A changing table is a fundamental public facility. It is critical to every family member who raises a baby. However, the existing changing counters are defective.

This diaper changing counter design aims to provide a much more convenient experience for parents, a fairer public infrastructure for dads, and a safer use environment for babies.





Pain Points



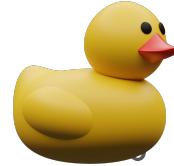
Dirty

The most common types of bacteria living on public baby changing stations and include E. Coli, staphylococcus, and MRSA.



Hard to find

Unlike in women's restrooms, Although more men's restrooms now include diaper changing tables, it's still not a requirement.



Uncontrolled

Babies moving around when changing diapers, it's hard for parents to calm them down.



Annoying

The only thing worse than hearing a screaming baby in public is holding one.



Persona



Michelle Lee
32 years old

“ I can think of only a handful of places where there's been a changing table in the men's toilet. ”

Motivations

Sanitation	<div style="width: 80%;"></div>
Easy to use	<div style="width: 80%;"></div>
Locating device	<div style="width: 70%;"></div>
Baby health data	<div style="width: 50%;"></div>

Frustrations



As a single father, it is not easy for Michelle to find a changing table in public places.



Michelle is not good at calming anxious or angry babies.



Michelle is worried about the sanitation of public facilities and ensure baby's health.



Olivia Lee
11 months old

“ a-ga, a-ba, a-da-da-da, boo hoo, boo - hoo, boohoo, boo ”

Motivations

Physical comfort	<div style="width: 70%;"></div>
Emotional comfort	<div style="width: 90%;"></div>
Accompany	<div style="width: 85%;"></div>
Speed	<div style="width: 60%;"></div>

Frustrations



Olivia feels scared when surrounding is unfamiliar.



It's hard for Olivia to concentrate when changing diaper.



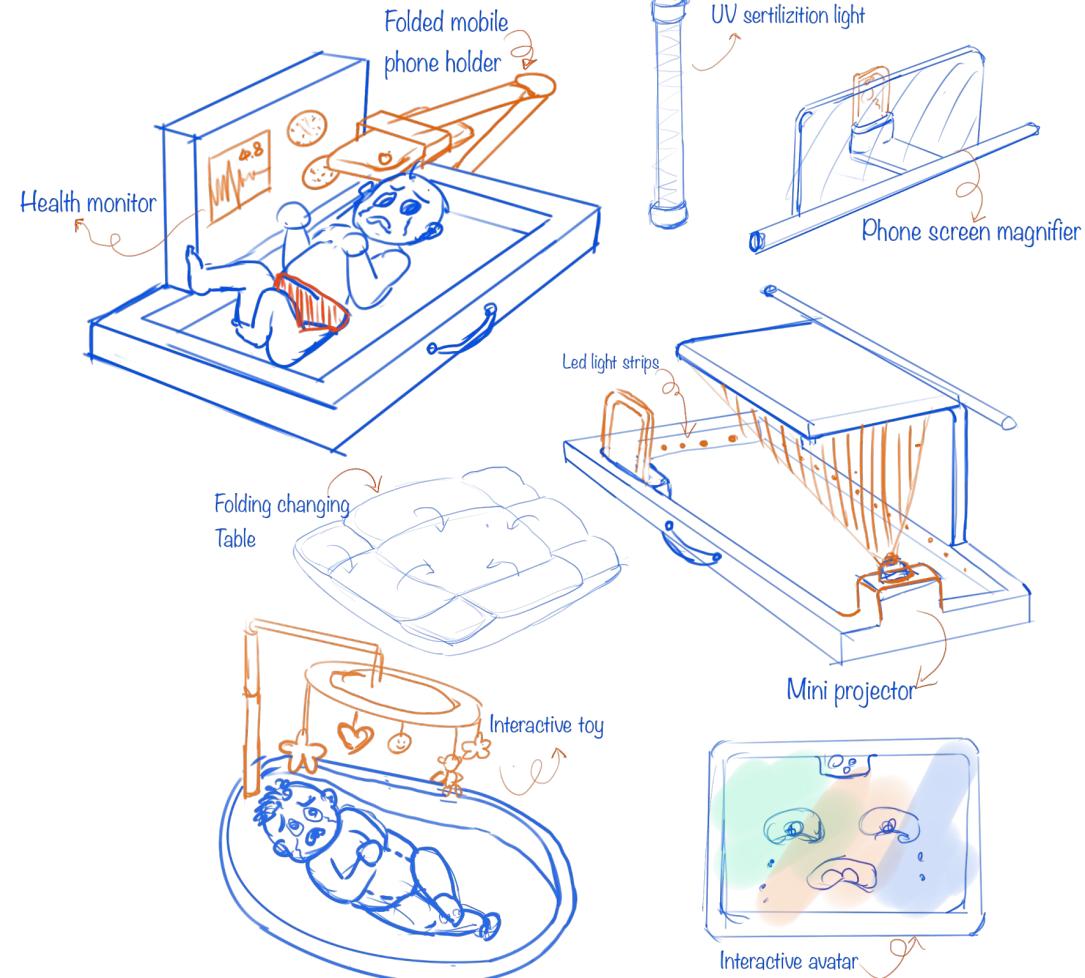
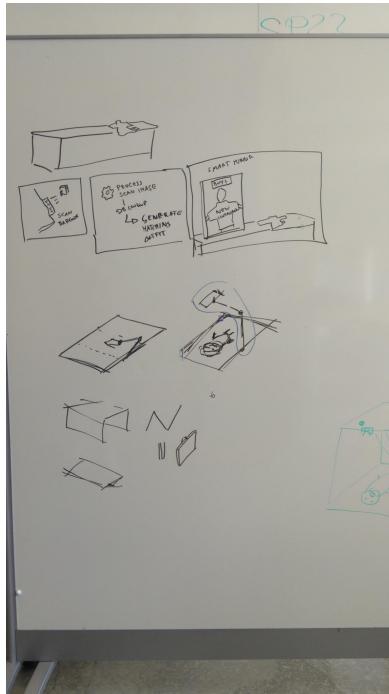
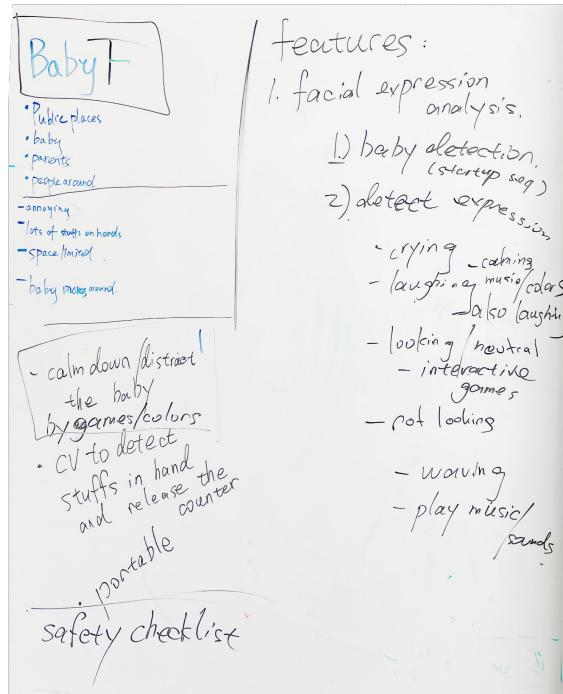
Olivia's emotion, such as curiosity, fear, happiness., change quickly.

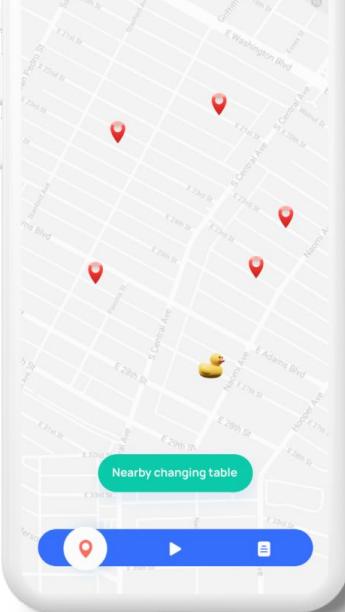


Product Design

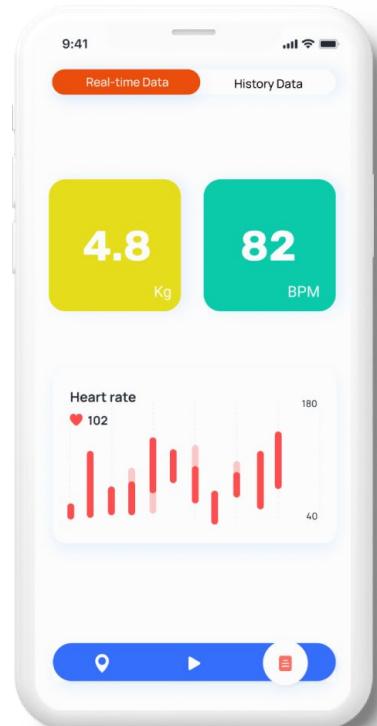
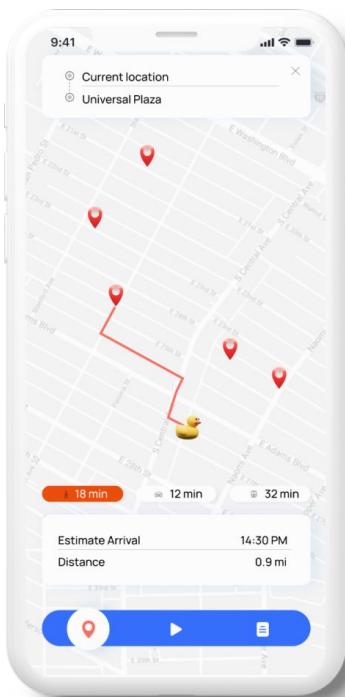


Brainstorm & Sketches

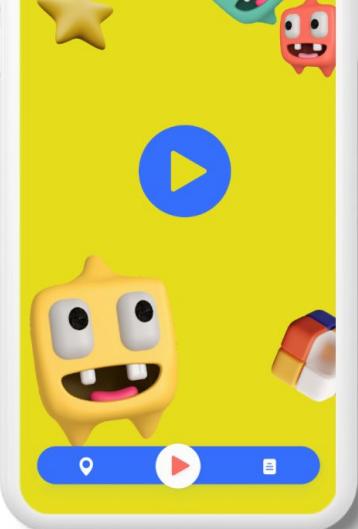
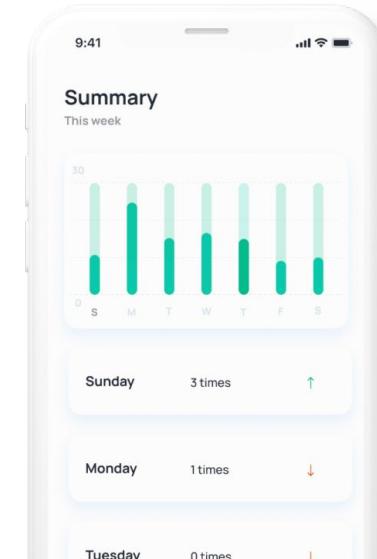




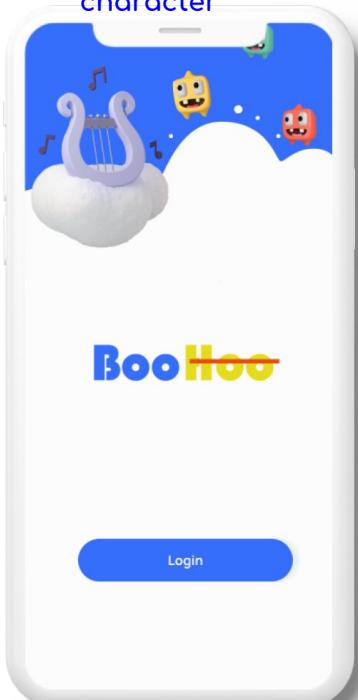
- Locate nearby changing tables



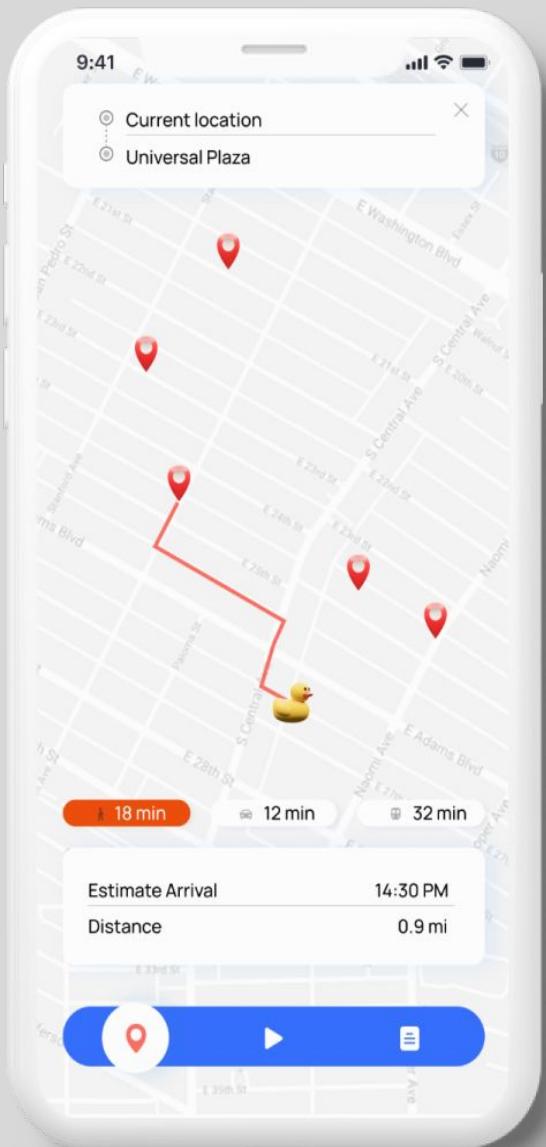
- Baby weight and BPM records



- Calm baby down interactive character



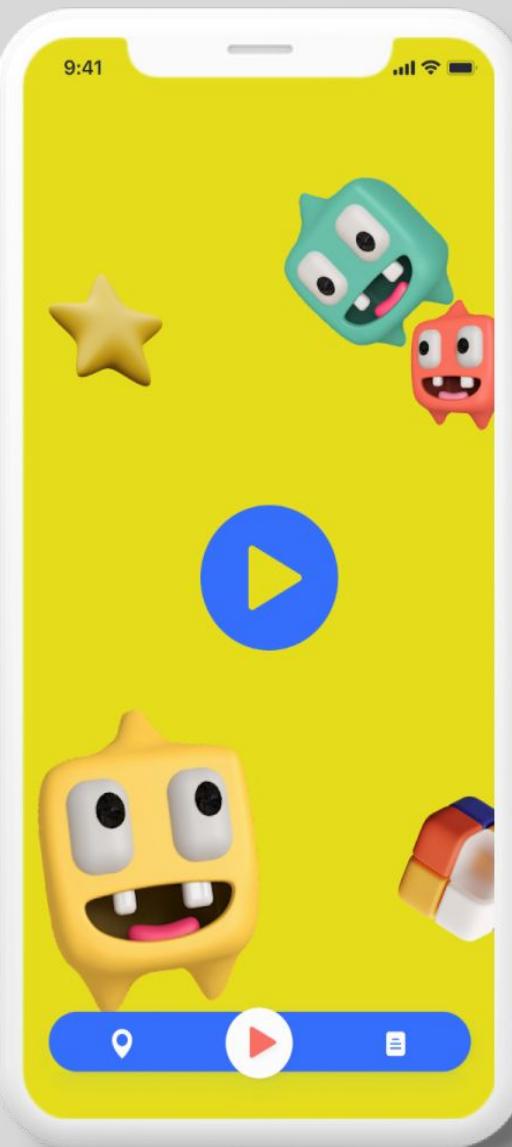
Locate nearby
changing counters



Baby weight and
BPM records



Calm baby down
interactive character







Feature 1: Calm baby down with interactive characters



A cute character on the screen that can interact with the baby in real time through expressions, sounds, and colors.

A familiar and interactive character helps the baby build trust and curiosity to the environment and help calm the baby down.





Feature 2: Monitor baby's health data

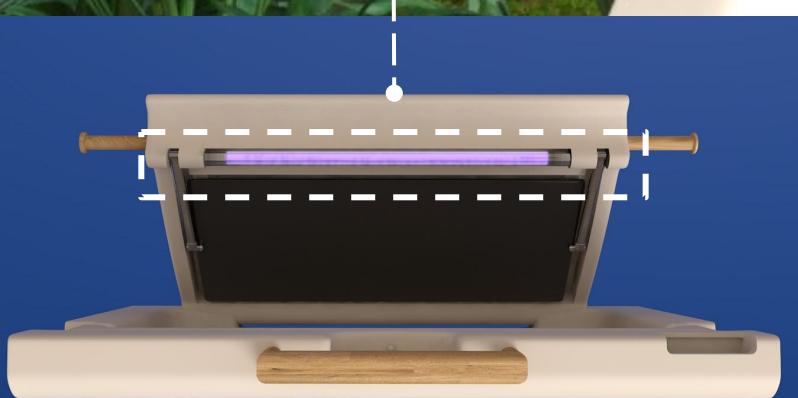
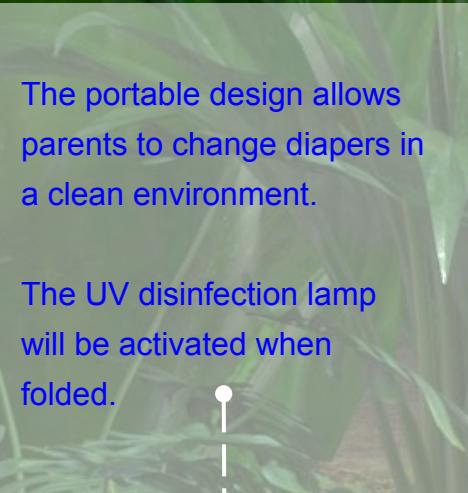
APP one-key connection,
real-time display of the baby's
heartbeat and weight.

Parents can easily know the
health status of the baby.





Feature 3: Portable and sterile design

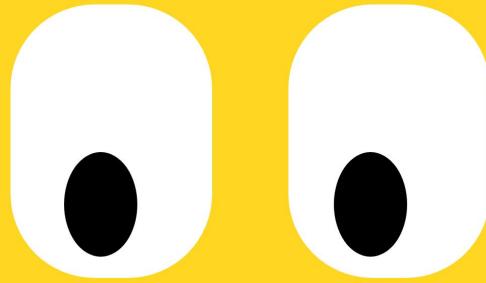




Technical Structure



Concerned



Attentive



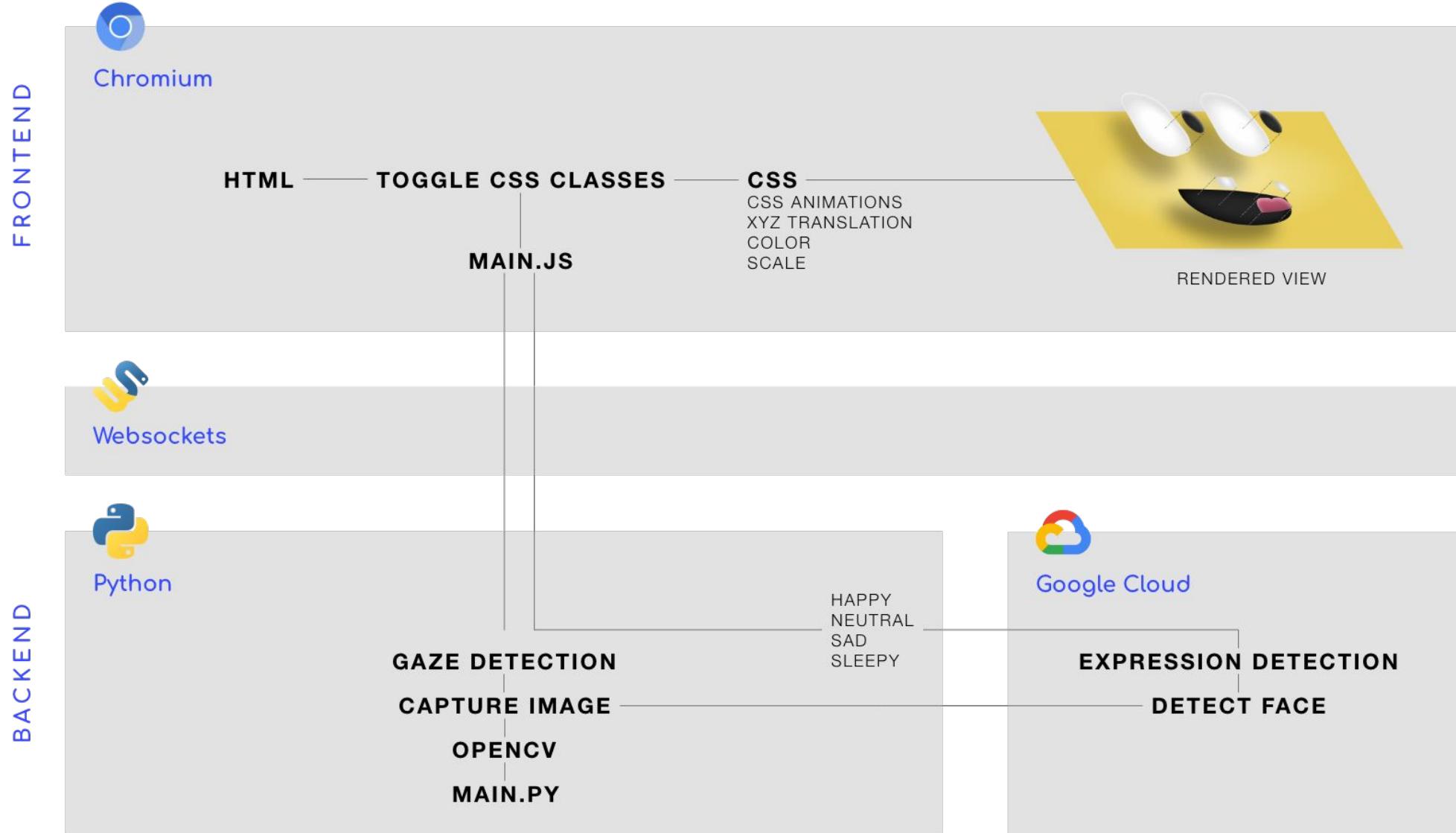
Happy



Sleepy



System Architecture





BOO
HOO