

# Xtra-Play

PROJECT NR: 24N/A

Project manager	Patrick Belli
Designer	
Date	Dec 10 / 2024

## Batch 1: Xtra - Play (double lid + no lid, GO live tbd)



Xtra - Play (double lid)

**33,97 €**



Xtra - Play (no lid)

**26,74 €**

**Comments from commerce and development on batch 1 proposal:**

We believe in the product proposal of the double lid configuration, because it delivers more play features and fun for more kids at once. When you have friends over or just want to play with your brother or sister. It is the differentiator in the different versions.

However it is also the most expensive version and we want to give the customer the ability to choose. So we also want to go live with the no lid (budget friendly) version.



## Xtra - Play (double lid)

- 1 piece of tarp (800x510mm);
- 1 box with 12 chalk sticks (SES Creative);
- 1 HDPE arrow set (Multifunctional features);
- 2 HDPE lids (Multifunctional features);
- 1 Sticker sheet (Multifunctional features);
- Yellow caps (PRO);
- Yellow handles;
- Wooden profiles;
- Washers and screws for fixating on existing tower.

**Xtra - Play (double lid)**

**33,97 €**

## Batch 1: Xtra - Play (no lid, GO live tbd)

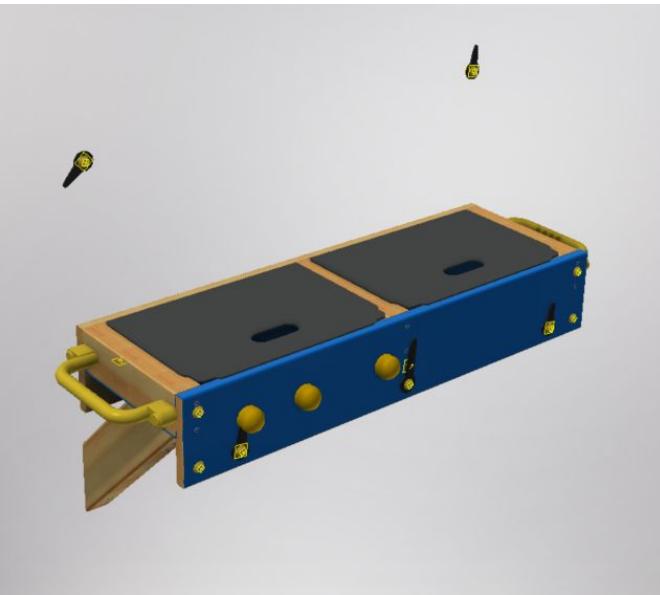
**Xtra - Play (no lid)****26,74 €****Xtra - Play (no lid)**

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- Washers and screws for fixating on existing tower.



**Thank you for your  
attention**

# product line up + name proposal



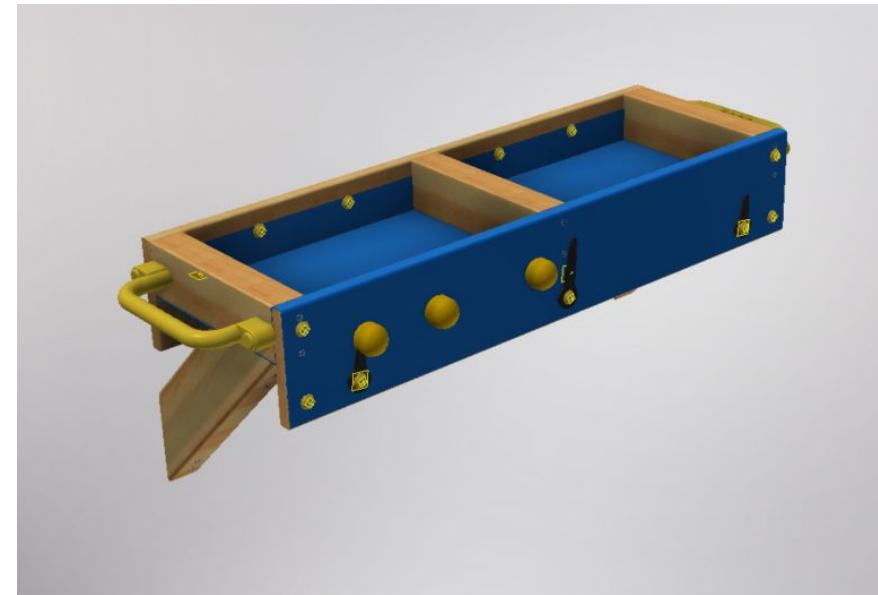
Xtra - Play (double lid)

**33,97 €**



Xtra - Play (single lid)

**30,36 €**



Xtra - Play (no lid)

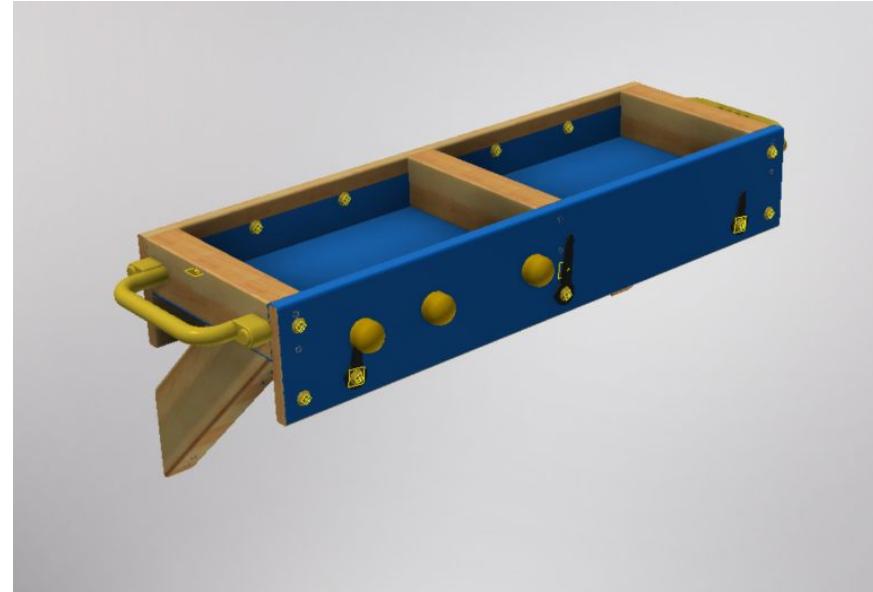
**26,74 €**

## Batch 2: Xtra - Play single lid + Xtra - Play no lid (GO live tbd)



Xtra - Play (single lid)

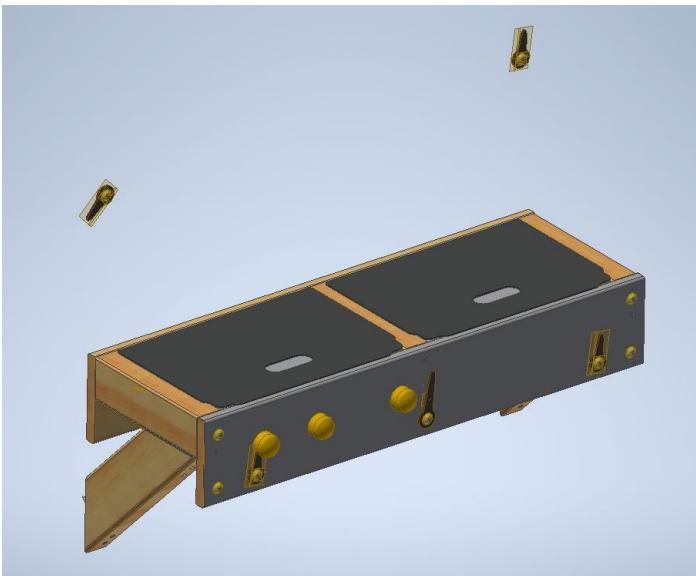
**30,36 €**



Xtra - Play (no lid)

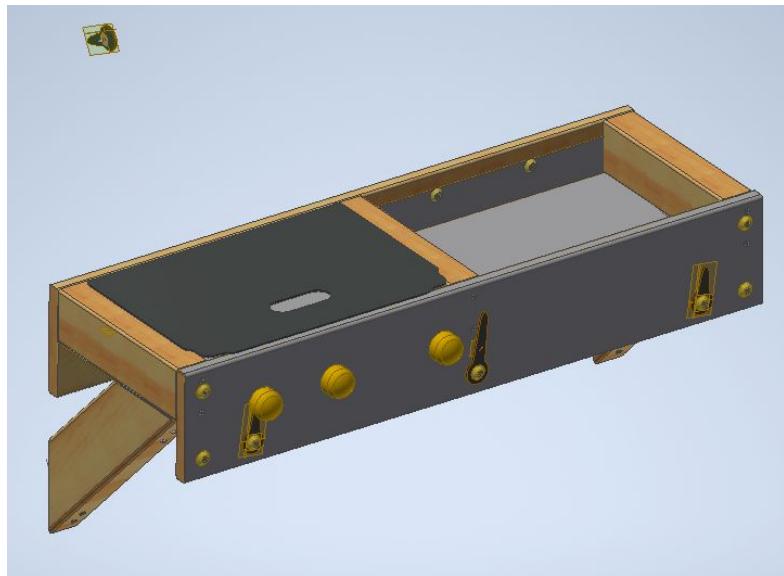
**26,74 €**

## Mudkitchen 2.0 - product line up



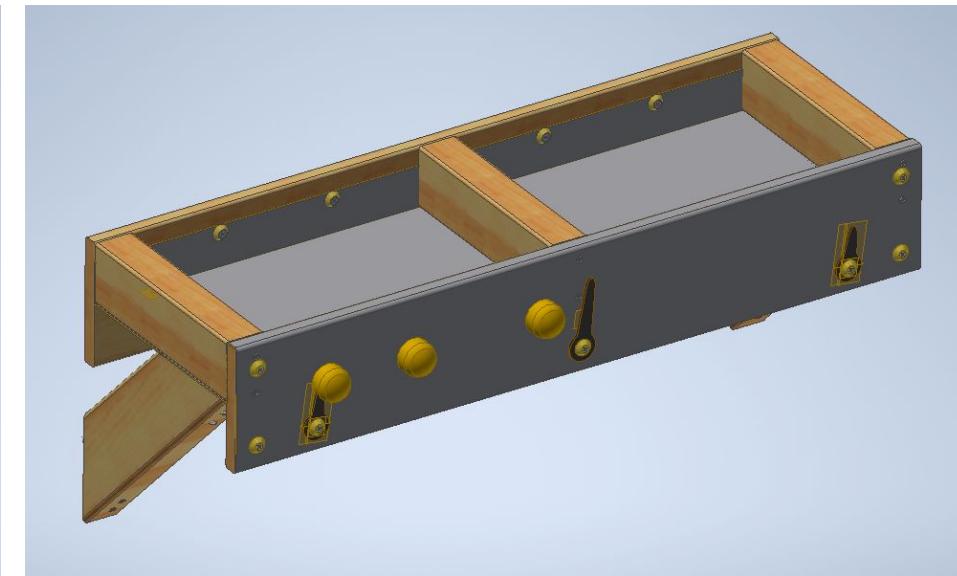
Mudkitchen - double lid

**32,74 €**



Mudkitchen - single lid

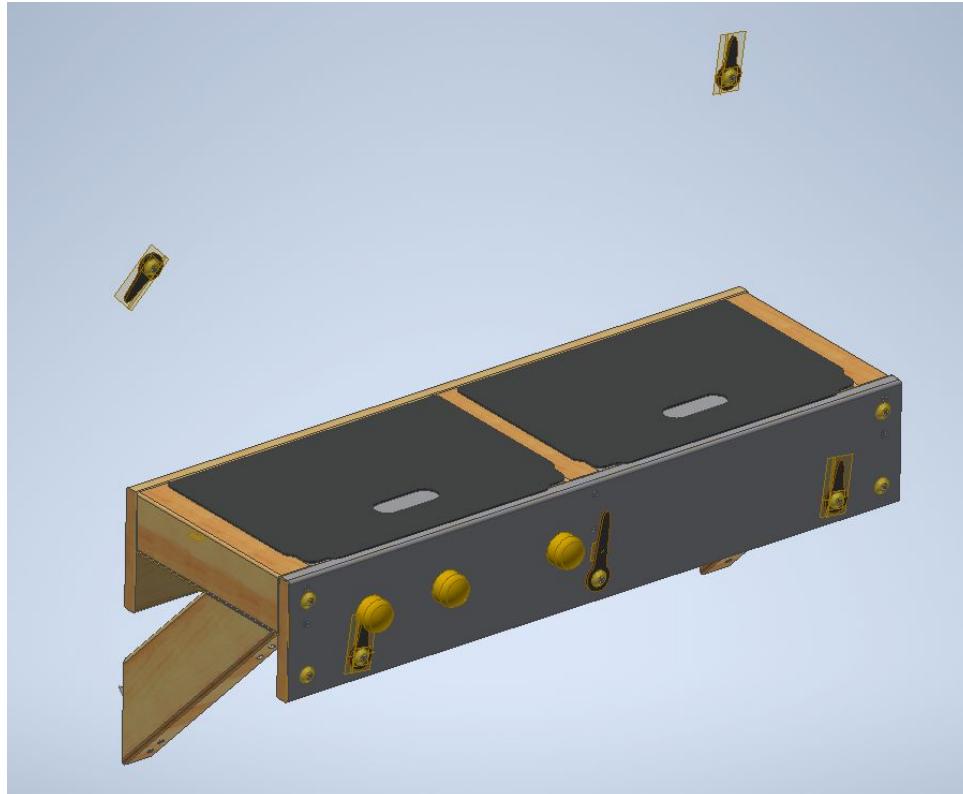
**29,13 €**



Mudkitchen - no lid

**25,51 €**

## Mudkitchen 2.0 - product 1

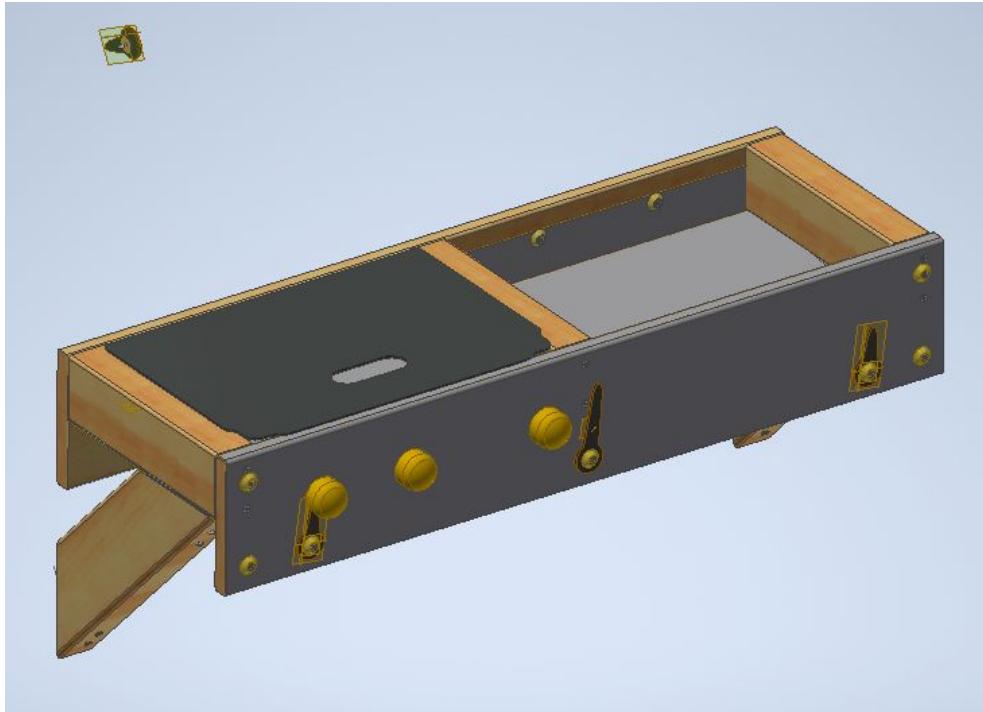


### Product 1: Mudkitchen - double lid

- 1 piece of tarp (800x510mm);
- 1 box with 12 chalk sticks;
- 1 HDPE arrow set (Multifunctional features);
- 2 HDPE lids (Multifunctional features);
- 1 Stickersheet (Multifunctional features);
- Wooden profiles;
- Washers and screws for fixating on existing tower.

32,74 €

## Mudkitchen 2.0 - product 2

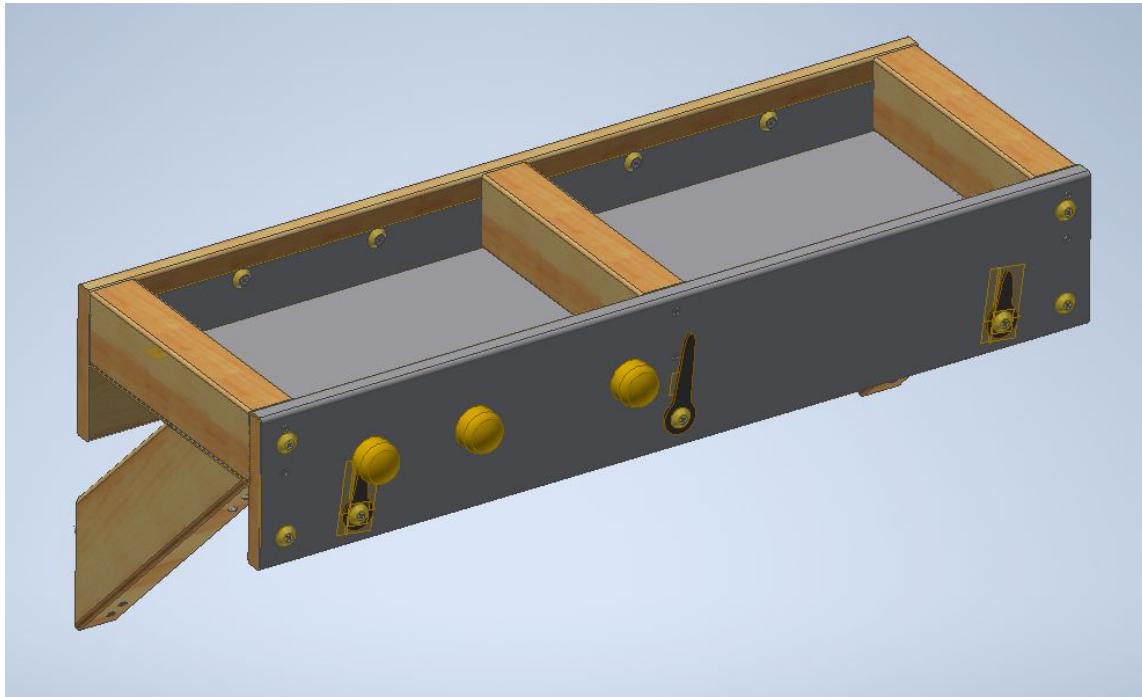


29,13 €

### Product 2: **Mudkitchen - single lid**

- 1 piece of tarp (800x510mm);
- 1 box with 12 chalk sticks;
- 1 HDPE arrow set (Multifunctional features);
- 1 HDPE lid (Multifunctional features);
- 1 Stickersheet (Multifunctional features);
- Wooden profiles;
- Washers and screws for fixating on existing tower.

## Mudkitchen 2.0 - product 3

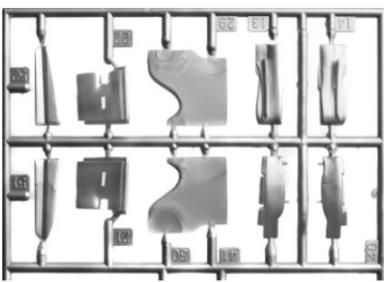


**25,51 €**

### Product 2: **Mudkitchen - single lid**

- 1 piece of tarp (800x510mm);
- 1 box with 12 chalk sticks;
- 1 HDPE arrow set (Multifunctional features);
- 1 Stickersheet (Multifunctional features);
- Wooden profiles;
- Washers and screws for fixating on existing tower.

# MULTIFUNCTIONAL FEATURES PROJECT - ARROW DESIGNS

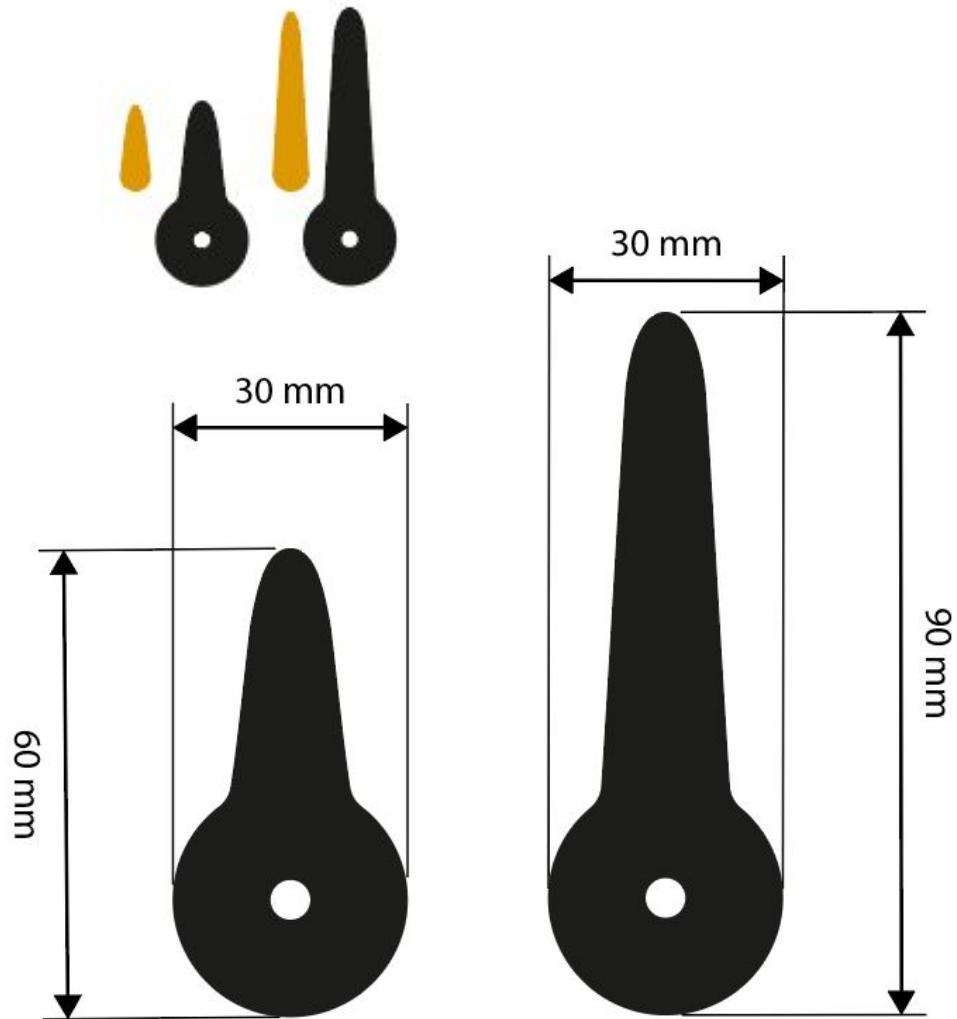


The arrows will be produced as a set like the way it is done in model cars (see latest test above).

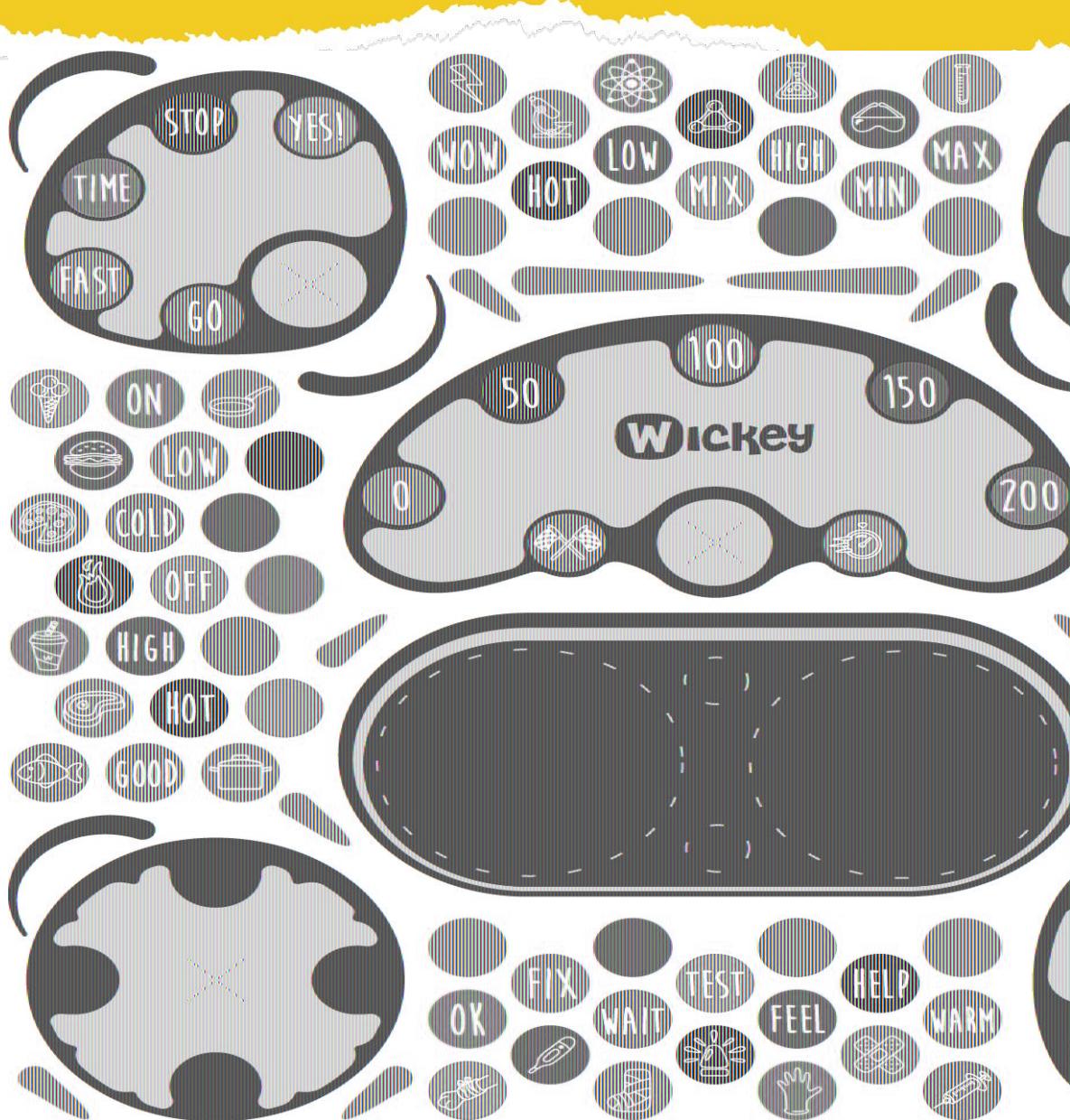
Customers can cut or click the arrows by hand easily out of a frame.

This is more efficient for production (less loss of material + faster production) and operations in terms of 'picking' (just 1 SKU).

The sizes of the arrows separately are shown on the right.

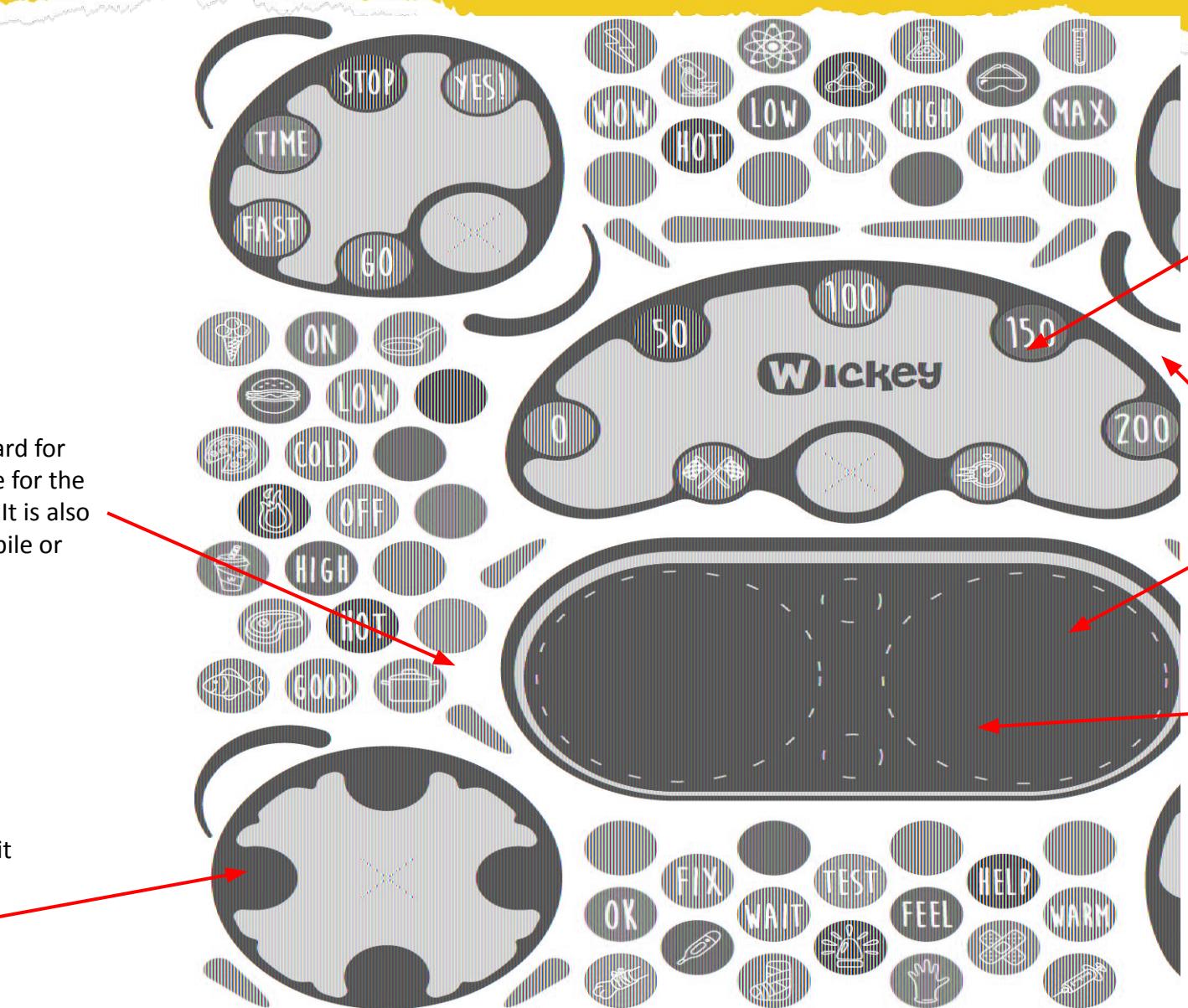


# MULTIFUNCTIONAL FEATURES PROJECT - STICKER SHEET



Updated color scheme

# MULTIFUNCTIONAL FEATURES PROJECT - STICKER SHEET



This sticker will serve as a blackboard for kids to write on, but also as a stove for the kitchen theme or display for racer. It is also the background sticker for the mobile or tablet holder.

The clock will not be pre printed so it can also serve as a hot plate for Mudkitchen 2.0.

These blank colourful stickers can be used to write something on to so kids can create their own dash or machine

We will use some icons and words. The words will be more generic, the icons are a bit more themed.

These stickers will be placed on top of the HDPE arrows to give them the Wickey look and feel (springrocker style).



The colors that will be used for the words and icons are derived from our own tarp colors.

## Mudkitchen 2.0 - extra play options

### Accessories: roleplay/function



**Telephone: 1,87 EUR**



**Handles: 1,13 EUR  
(YELLOW)**



**Bucket: 2,11 EUR**



**Thank you for your  
attention**

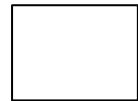
- Make clear what you want to point out or what the goal is when you want to present something
- Split topics/issues within one module if possible to get more focus on this.
- Avoid reusing lot of similar images of a topic unless it is necessary to explain the topic.
- Avoid long text if possible and get to the point
- Every action should have an unique number: **N**(Main topic)-A(revision) (**1-A**)
- When an update on the same topic is needed, another sheet can be created with a updated revision number **N-B** (**1-B**)
- When a topic could be set to finished or cancelled the status should be updated as well.
- When you add a new presentation add it on front and update report nr accordingly!

# STATUS DEFINITION



## Overall status topic

Should be updated during development process



In progress



On hold



Finished



Cancelled

## Type of action request

Should be updated during development process



Need decision



Needs investigation



Attention point

## Validation status of proposals and topics

Should be updated during development process



OK / Approved



NOK / Cancelled



See next revision for update

# STATUS DEFINITION



- Add name for who has to do the next action ( this should be updated during development process)

- Add type of action to this location or set status

- Update report nr by each new presentation

- Update project name

- Update module/product name

		REPORT NR: V01	PROJECT NAME	MODULE NAME	Wickey
	NEXT ACTION   STATUS	SUBJECT / ISSUE DESCRIPTION	NEXT ACTION OR DECISION		
1-A	Name	Text	Text		
		Describe in short notice the issue or subject what needs to be solved or need decision.		Describe in short notice the next action and/or set decision.	

- When the status of topic of this sheet is changed, change colour of cell

- If an issue will need more pages increase revision nr

- Insert unique issue or module nr



## Agenda

- Stage Gate
  - Conflicts & update
- Scope
  - Revised scope
- Research
  - Activities
  - Dependencies, 3mm HDPE
  - Feature study
- Proposals
  - Variants
  - Feature matrix

## Stage Gate conflict

- The current stage gate document is misaligned
- Not a direct replacement of current mud kitchen
- Research, ideation, business case must be revised

## Stage Gate update

- With the simplified scope it is no longer a mud kitchen but a playing station
- Simple base design (a table) in combination with tarp, sticker, 3mm hdpe accessories
- Wooden features can be added to elevate the play experience

## Revised scope after SG feedback

- A simplified “table” based on the existing mud kitchen
- One or more proposals should be presented
- Removing KBT-parts and using wood only

### Additional points

- No water play with the exclusion of plastic parts
- Create feature proposals for the module (base construction)
- Features that allows room for creativity - tied to 3mm HDPE + chalkboard pen
- Features which allow both “on-table” and “off-table” activities
- Strive for “ageless features” (8 year old should have same fun as 4 year old)

## NOT mud kitchen - Play/Work station

- By no longer using the KBT parts we cannot use water anymore, so it is no longer a mud kitchen by definition, we should take advantage of this fact and not limit ourselves
- There is an opportunity to innovate and create a new type of product for Wickey+Fatmoose while keeping the current mud kitchen in our portfolio
- A product that can support a child's activities, not guide/steer (like mud kitchen)
- A product which connects to our new products, not cannibalizing, while retaining a value to be a stand-alone product
- An opportunity to create an eco-system where upselling elevates the playing experience

## Study - Back to drawing board

- **How do we add value to effectively a table?**
- **Which activities are done on a table?**
- **Which values are important?**
  - Internal study
  - External study
  - Values
  - Inspiration

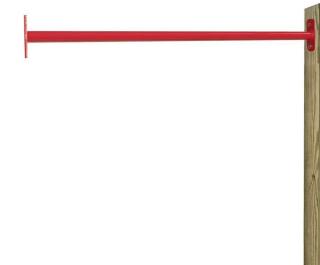
## Existing products - Accessories and features

- In our current portfolio we have multiple playing features and modules
- They have often an “intended use scenario” which can limit the creativity
  
- Example is the mud kitchen itself, with such a strong theme it steers the child (and parent) towards a single use scenario which is to cook with mud

## Existing products - Accessories

- We can imagine there is a spectrum for creative freedom with our accessories
- The less specific it is the more it allows the child to come up with their own adventure and use cases, a tool for play, not the play itself.

A swing is a swing, it has one use scenario which is to sit or lay down on it and swing



The mud kitchen allows for play but by being themed it steers the child to cook



Telescope is a neutral accessory but leaves a lot of room for imagination

Today you are a pirate, tomorrow a space scientist.



Less imagination

Creative freedom

More imagination

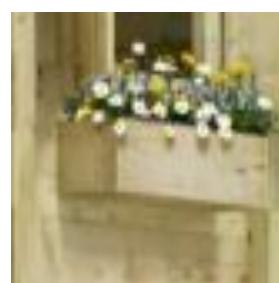
## Existing products - Features

- The features are often times cosmetic (chimney, palm tree) or a very intended use scenario

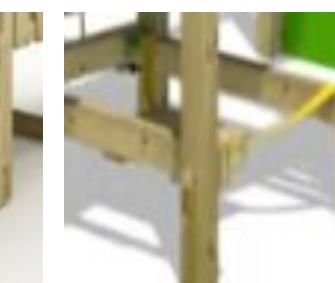
Purely cosmetic, there is no interaction with the feature beyond assembly



The doors are in between cosmetic and play, with imagination you can make play out of it and when not in use it is a design element



Surfswing is purely a play feature



Value

Cosmetic

Play



## New products - “Mission control dash”

- The mission control dash is good example of how a product is focused on play while leaving room for imagination and creativity.
- It assists the role playing, it is not the adventure itself



It is a factory, a truck, a laboratory, a time machine, only the imagination is the limit for the children and parents.

A picture from the mission control dash inspiration, the basket is just the tool for creating a space themed adventure with small add-ons like cardboard wings

## Competitors - Mud kitchens & playing table

- The competitors offerings are themed which leaves less room for creativity
- Mud kitchens are the most common where the included accessories are strictly cooking
- Interesting part is the lack of storage room, where to keep findings for later, store toys and accessories not in use



-Many accessories but little storage  
-Little playing area



-Large playing areas  
-No storage



-Small shelf on the bottom for some storage  
-Small playing area



-Large construction yet no shelf or drawers

## “DIY” - solving the problem

- There is a large amount of DIY projects on the web
- Simple constructions and use of left over wood (pallets)
- Effectively they are tables with their own old kitchenware
- Attention seems to be put on storage rather than “features”



-Storage is the common thread among DIY projects

## Interesting points

- Having a clear theme can limit imagination and creativity, simplicity seems important
- Aesthetics is less important, practicality is more important for parents
- Storage is missing from pre-built offerings while DIY builds put emphasis on storage
- Included accessories is not so important, the child uses their own toys and tools
- Assist the play and try to not guide them, give them ownership of the adventure



## Playing station - The focus

- The goal should be to assist, an area to work, experiment, learn, log, be creative, store findings
- Neutral features which can be linked to the surroundings and products in our portfolio
- A work table which enables them to do the “operation” and continue their play
- Be an extension of the “mission control dash” while also being a stand-alone product



## Playing station - Assist the adventure



Do your off table activities such as experiments, games, treasure hunts, marbles etc.



Bring the activity to the table and execute, log, store, tinker

- The playing station should be the bridge between the on and off table activities
- Neutral features which enhances the experience of the child
- An ecosystem, extension of our upcoming accessories but also standalone



## Playing station - inspiration

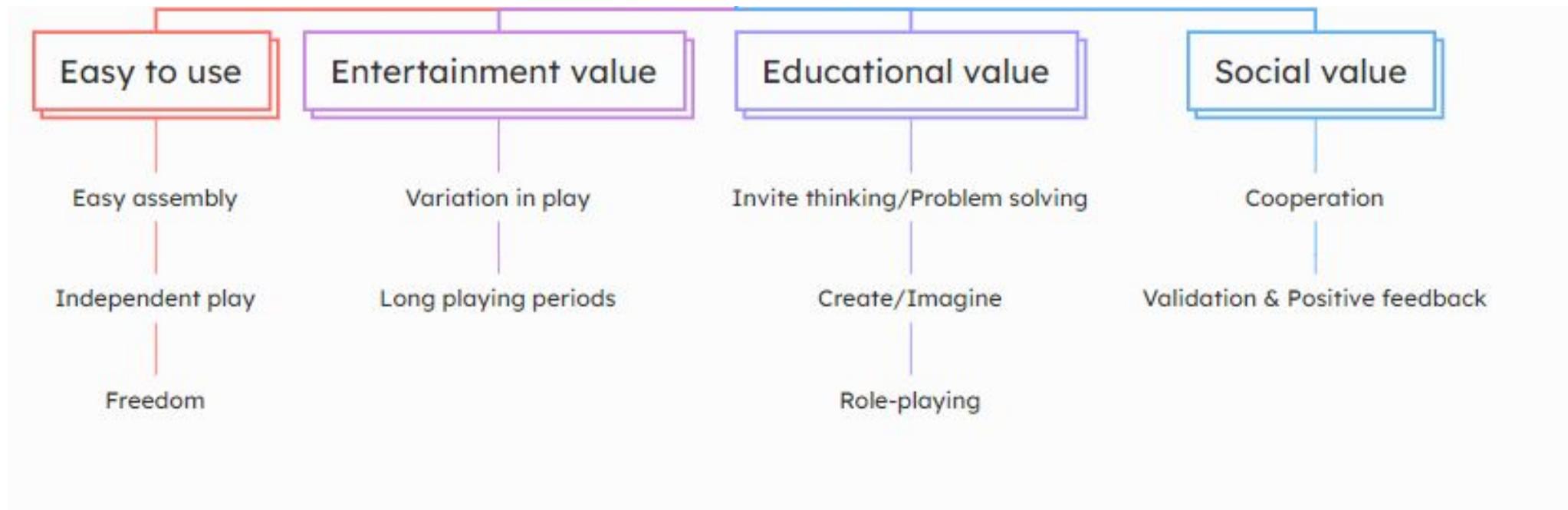


## Understanding activities

- Previous research was specifically made for mud kitchen and not relevant
- With a simple base we should find and study features which can be mounted on the “table”, create value
- A study on playing types/activities should be made that defines how/why a feature makes sense

## Research - Values

To identify which kind of features we have the possibility of creating a basic overview is created of which values are important for the TA's activities



## Research - Activities

**What are the types of activities which the TA can do with a playing station (not features)?**

- There is an action (type of activity) and an outcome (result of activity)



## Research - How to assist the activities

How can the product assist the child during their activities? Only examples as a base



## Research - Requirements?

**With certain activities in mind, which features should be implemented onto the product to elevate the child's playing experience?**

- Storage and organization
- Surfaces to draw
- Area to play with clay, mud, plants etc
- Tools which can keep track of scores, numbers, science experiments etc
- Games (football goal, ball throwing hole etc)
- Handheld tools for "cutting", digging, shaping



## Playing station - 3mm HDPE

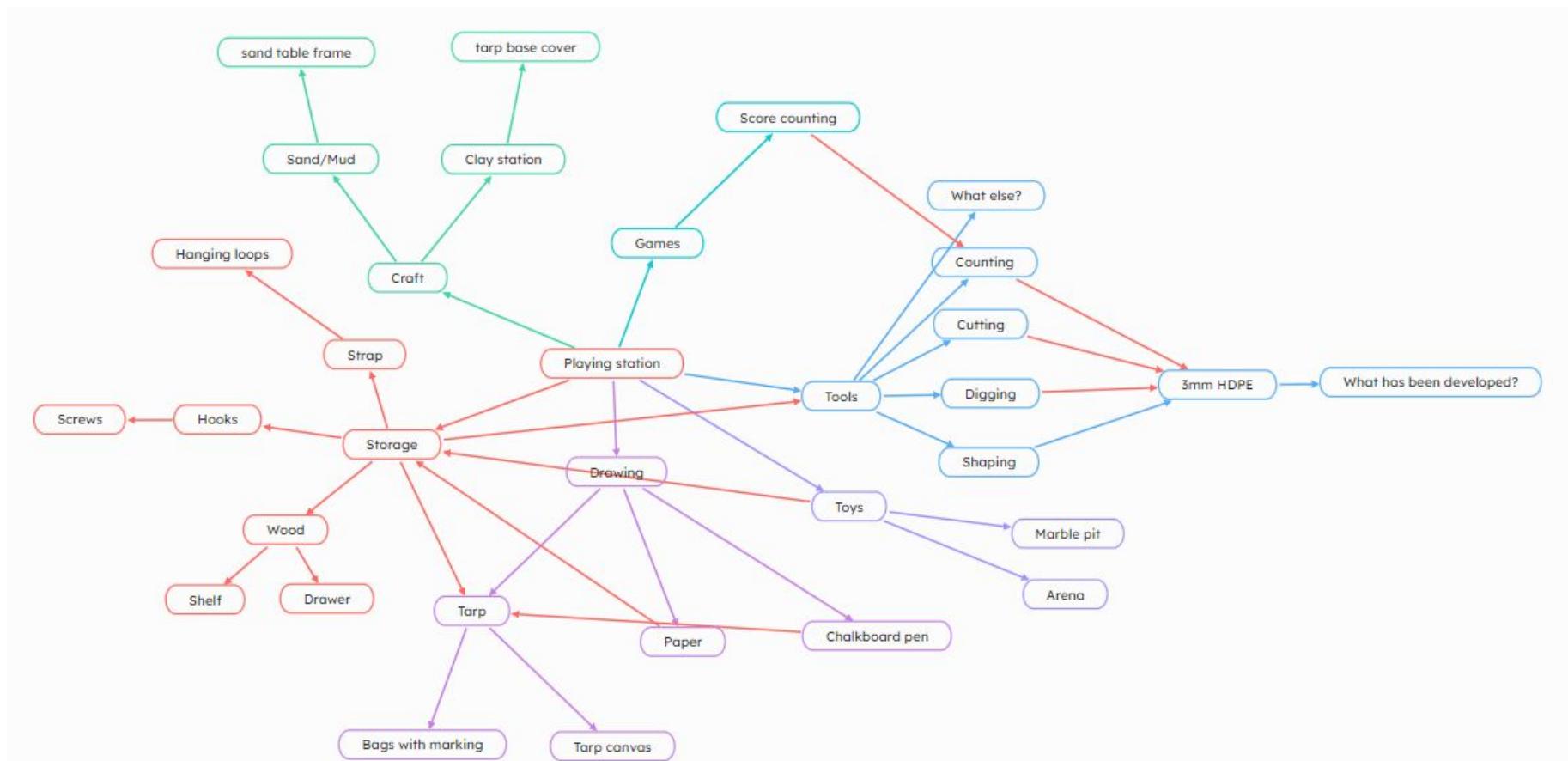
- A dependency is the 3mm HDPE project
- What are the possibilities of using the 3mm HDPE material?
- How to implement, how to differentiate from similar projects running
- Which parts do we re-use from the other projects?
- Are new shapes allowed specifically for the project?

## Playing station - Tarp + pen

- A dependency is the tarp + pen project
- When is the research and proposition ready to be implemented onto other projects?

## Mockup study - Testing

Based on the activities, which types of features should be explored?



## Mockup study - Prototyping



## Mockup study - Prototyping feedback

- More efficient design - make alternatives (simple to most advanced)
- Keep raw materials in mind for when developing, “no precut straps”
- Printed tarp? Put up as example

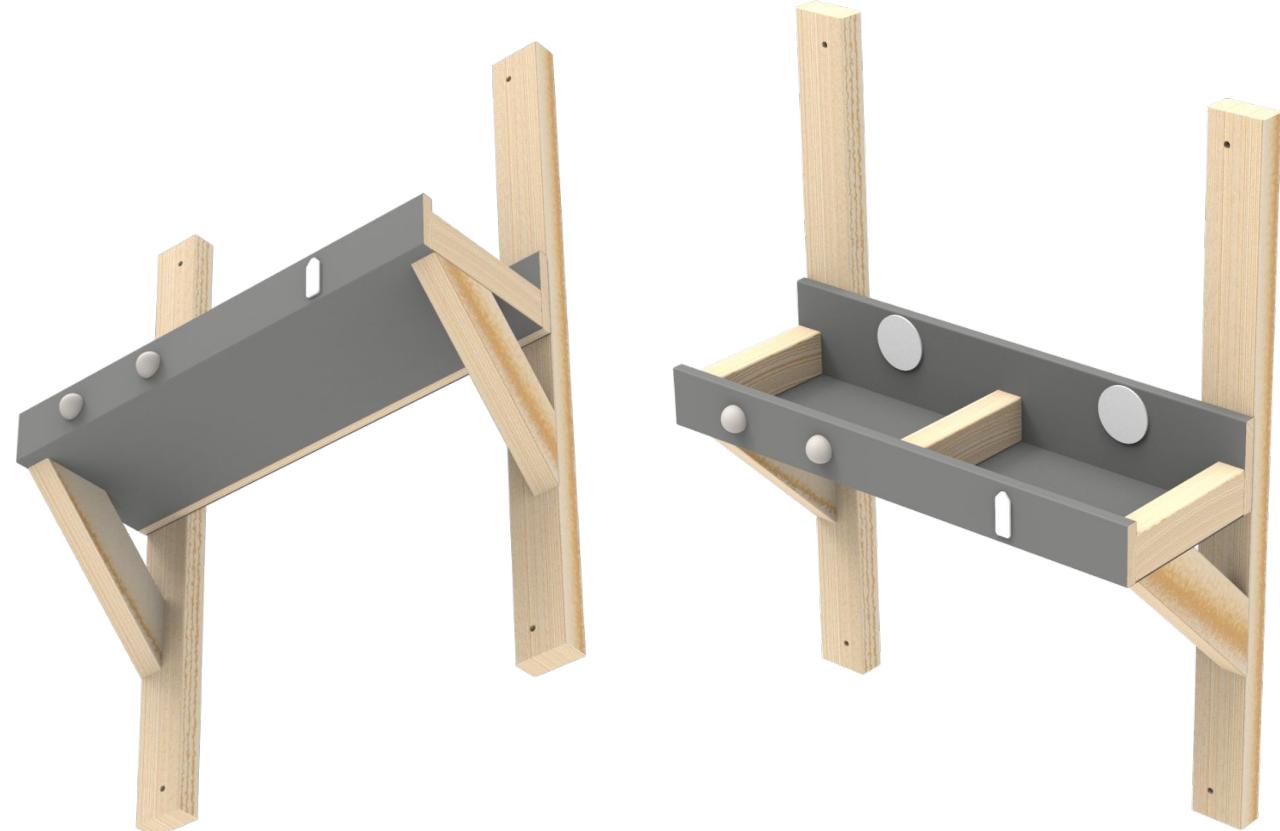
## Proposals - A

- Most simple and efficient
- Price (wood + tarp): **5.3 EUR**
- Price (wood + color tarp): **9.4 EUR**

Spec:

2x Pro caps

3x HDPE pieces



## Proposals - B.1

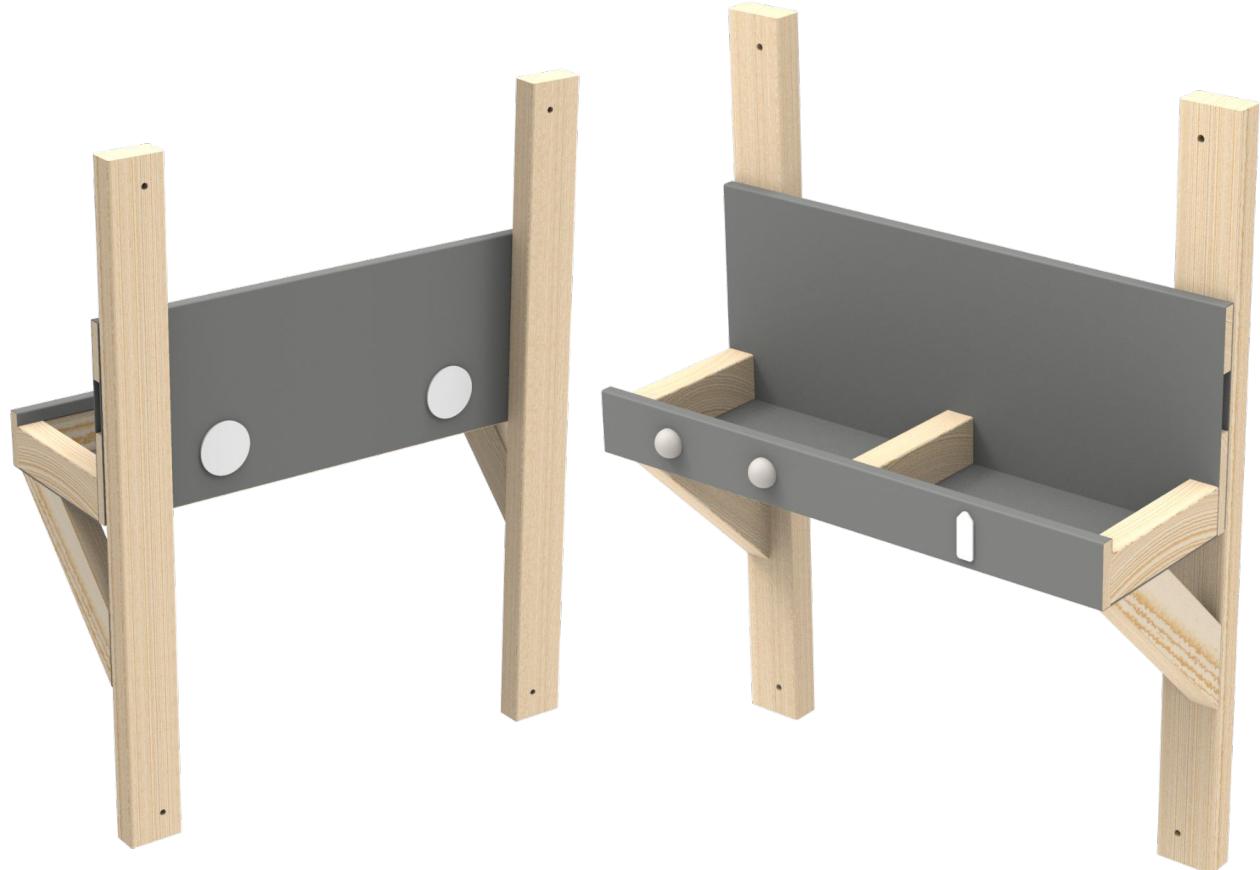
- Simple + drawing board
- Price (wood + tarp): **6.6 EUR**
- Price (wood + color tarp): **12.8 EUR**

Spec:

Two-sided drawing board + Chalkboard pen

2x Pro caps

3x HDPE pieces



## Proposals - B.2

- Large pit + drawing board
- Price (est wood + tarp): **8 USD**
- Price (wood + color tarp): **14.2 EUR**

Spec:

Large single pit

Two-sided drawing board + Chalkboard pen

2x Pro caps

HDPE parts (shapes not final)



## Proposals - C

- Cover/desk + drawing board
- Price (est wood + tarp): **7.6 USD**
- Price (wood + color tarp): **14.8 EUR**

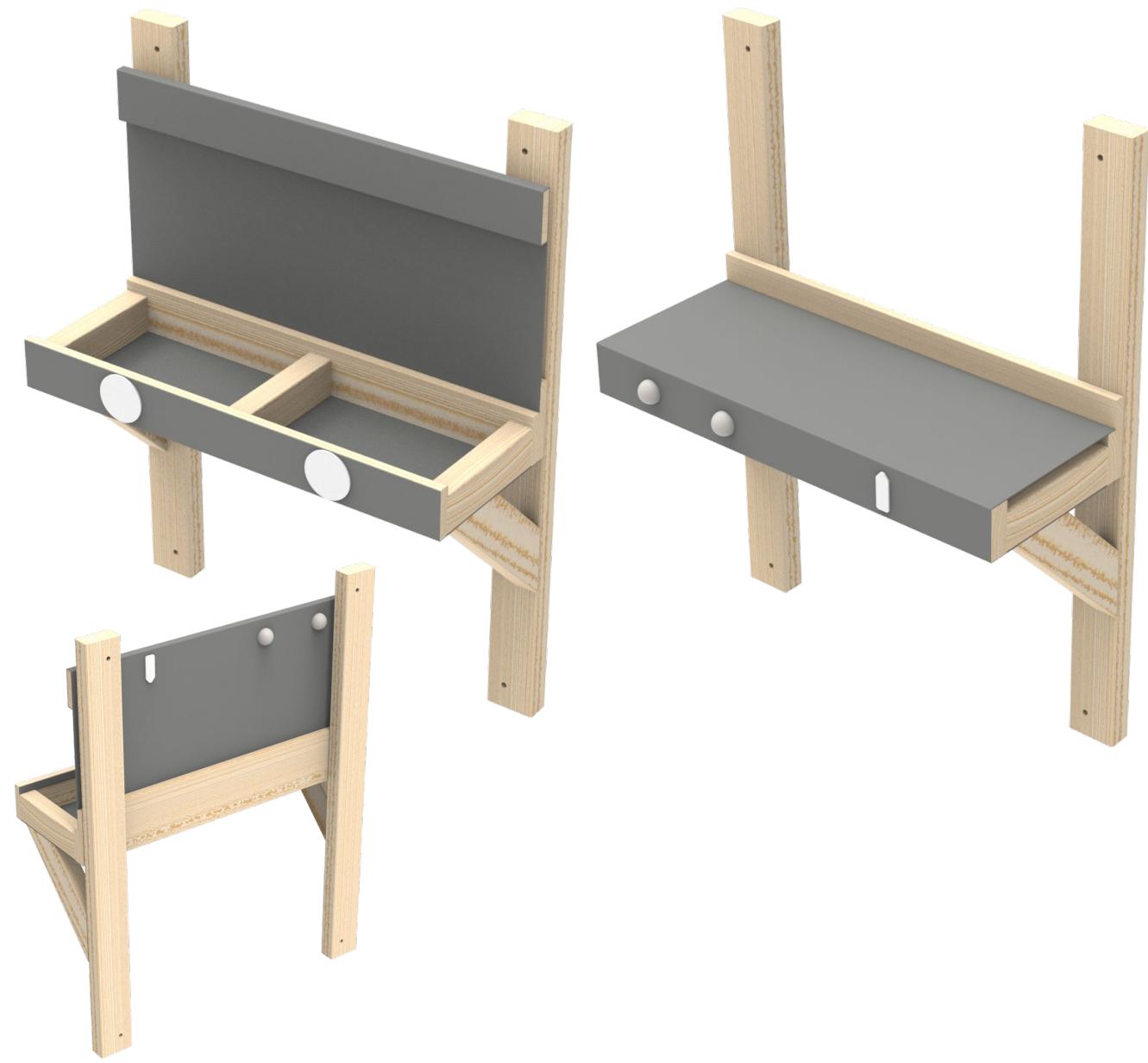
Spec:

Cover tarp for desk/storage

Two-sided drawing board + Chalkboard pen

2x Pro caps

HDPE parts (shapes not final)



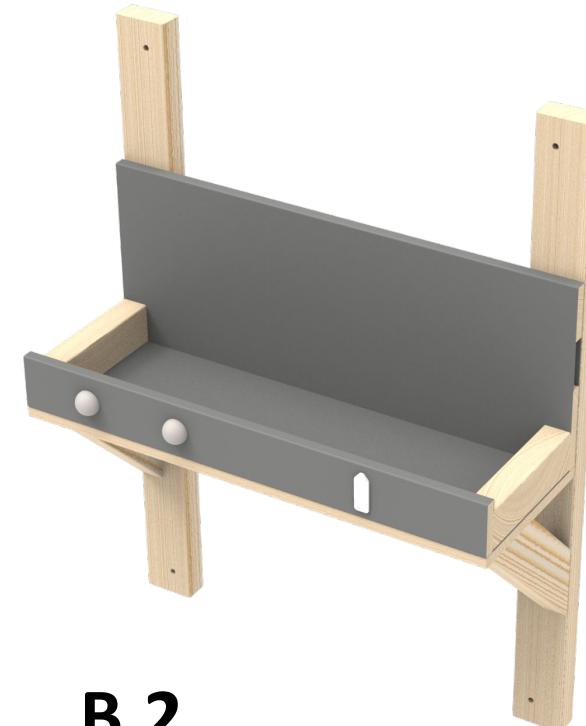
## Proposals



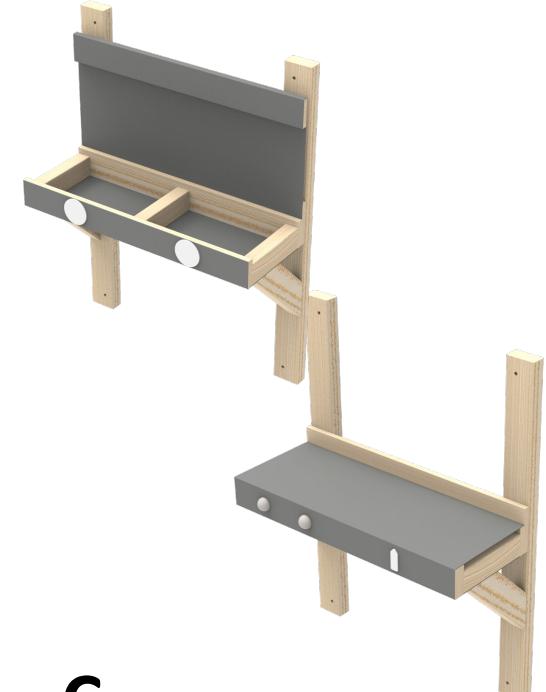
**A**



**B.1**



**B.2**



**C**

## Tarp - Direction/Pricing

- Tarp direction
- Solid color or full color print?

**Tarp size will vary depending on which construction we select, it is however roughly 185% more expensive to use full print over colored tarp**

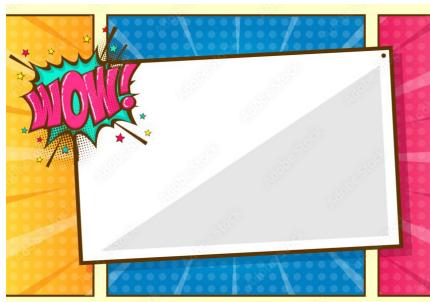
Tarps different colours	€ 3,30 /m2
Print outlines graphics one colour	€ 6,00 /m2
Full colour print	€ 16,20 /m2

## Tarp - Example

- Tarp full color printing
- Expands play, limits freedom/creativity

### Directions:

- Functional: Board games, drawing surfaces
- Aesthetical: Scenery or theme (like mudplay)



Reference

14.2 EUR

Reference

8 USD



## HDPE - Parts + stickers?

- Dependency? HDPE project or custom shapes?
- No accessories, only HDPE + sticker parts mounted onto Playing station itself

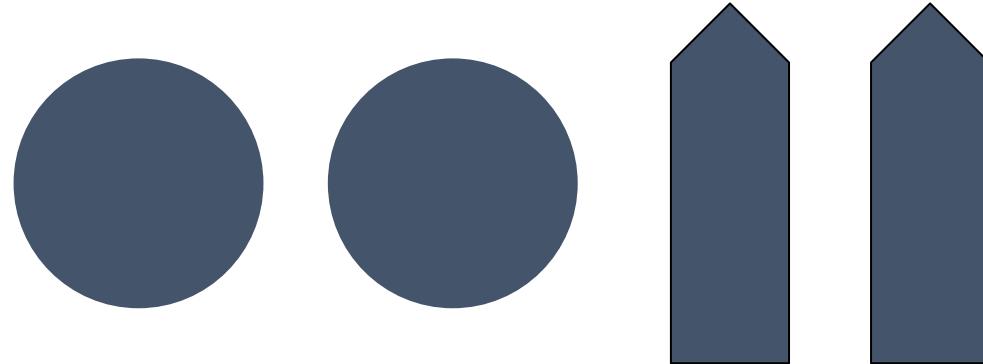
Suggestion: 2x Circle (80mm) + 2x arrows

Functions:

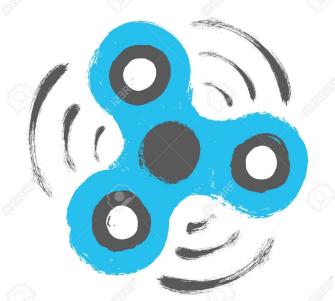
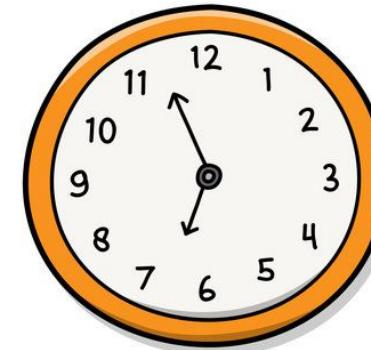
Dial, gague, score counting, navigating, fidget toy

Printed tarp: pre-determined positions to fit in theme

Color tarp: up to end user, can give recommendations



MATCH CARDS



## Kobs - Pro vs Private

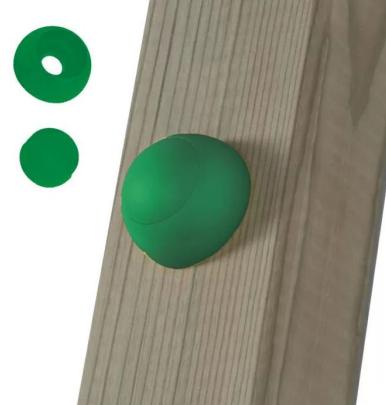


**PRO cap: 0,07€ (2x = 0,14)**

- Easier to grip
- Neutral colors easier to match

### Risk

- Mixing PRO parts with private can be an issue  
(Production? CS?)



**Private cap: 0,03€ (2x 0,06)**

- Cheaper

### Risk

- More difficult to grip
- No neutral color

## Decisions

- Which construction: A, B.1, B.2, C
- Colored tarp or full print tarp
- Pro screw cap or private screw cap

HDPE parts is dependent on final shapes from  
HDPE + sticker project.

## Next step

- Finalize construction + mockup 2
- Tarp spec if full color print - Need to create graphics
- HDPE shapes - H/P/A dependency or custom
- Full assembly price (wood, tarp, screw, caps, hdpe)

## Meeting minutes

- B1 + alternatives
- C + alternatives

- Need to improve construction, look into alternative mountings
- Check if we can use HDPE for construction, such as hinges
- Get more complete pricing with screws etc
- Start R&D discussion of HDPE hinge
- Sync up with Patrick about which shapes are final, see which ones I can use
- Conclusions from sales numbers, full color print tarp is 35% of total sales
- Sync up with Frederike, status update of how we want to move forward
- Tarp stock?

## Continuation

### Base

- Tarp + L board + BG updated design
- Post mounting

### Lid

- HDPE
- Single removable lid
- Sectioned lid
- Adjustable tarp lid

### Backboard

- HDPE
- Chalkboard combination
- Dashboard combination
- Adjustable tarp lid
- Tarp only

## Base study - Simplified design

Shared tarp from Chalkboard + Dashboard project  
(800x510mm)

Profiles:

2x L80

3x BG27

- We do not need 2x B80 underneath for additional strength after testing.
- Easy assembly process, one man job
- Portfolio modularity



## Base study - Post mounting

Strap solution is not efficient and after study I suggest to not move forward and instead continue with 2x BG36

- Very strong loading from top
- Difficult to assemble and install
- Flimsy unless you are precise
- Cannot handle force from below
- A lot of excess strap we need to find additional usage for
- The straps are in the way for play, chalkboard, and lid
- Can be entrapment risk



## Lid study - HDPE

Single piece of HDPE which has a 4mm wide groove which functions as a hinge

- Good enough strength even this size
- Hinge works good
- Premium feel
- Can be used as a chalkboard (not white pen)
- Easy to apply stickers onto (stove plate stickers as example)
- “Double sided” drawing

- No portfolio modularity
- Falling risk if not seated properly in upright position
- Color is not pretty, black will also look bad
- Cannot install any HDPE parts on top

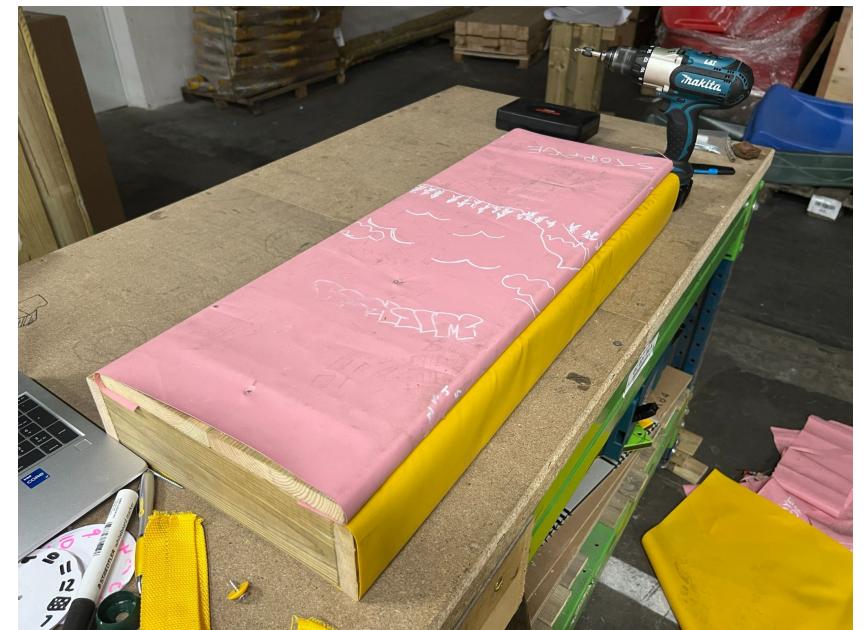


## Lid study - Single board

2x B80 + tarp which is both a drawing/playing area and can be lifted off to access hand pits

- Strong
- Large surface to play/draw on
- Can be used as separate playing area when lifted off
- Can attach HDPE parts

- Large, not easy to handle
- Heavy, child cannot operate alone
- No portfolio modularity in tarp
- Difficult to grab to lift



## Lid study - Double board

4x B80 + tarp + BK17 + B17, sectioned for “dual play”  
similar to our current Muddey Play

- Strong
  - Premium look
  - Can section off to have stove plate + “sink”
  - Can attach HDPE parts (stove plates etc)
  - Handle to easily grab, is also “play feature”
- 
- Complex and expensive, many parts
  - Small drawing area, would require backboard
  - No portfolio modularity (tarp or sections)



## Lid study - Tarp

Tarp + L board, the original design presented during Innovation day

- Dual feature, both lid and backboard
  
- Difficult to assemble
- Custom tarp which is large and expensive
- Difficult to mount as backboard
- Flimsy and cheap feeling unless the tarp has tension in it (difficult to achieve)



## Backboard study - Chalkboard

Combine with Andrea's Chalkboard project

- Could be sold as base only or together with chalkboard
  - Flexibility for customer of placement since they are separate features
  - Portfolio modularity
- 
- The premium construction of the chalkboard makes a bundle expensive



## Backboard study - Shelf

Combine with small module from Dashboard project

- Sold together as bundle
- Same tarp + parts as smaller dashboard
- Can install HDPE parts and turn into a mini dashboard if flipped 45 degrees up/down
- Loses "chalkboard"



## Backboard study - Tarp only

Additional 800x500mm (800x510mm) tarp piece

- Simple construction, screw directly into posts
  - Tarp + screws
  - Portfolio modularity
- 
- Looks cheapest



## Objective

Present construction directions, project needs to move forward

- Base mounting
- Lid
- Backboard

Not in discussion today

- HDPE parts
- Knobs
- Tarp print

## Base



### BG36

- Easy installation
- Strong in all directions
- Expensive profiles



### Strap

- Strong when pushing down
- Difficult to assemble
- Obstructs play
- Flimsy when pushing from below
- Looks bad
- A lot of excess strap left over

## Lid



- Good enough strength even this size
- Hinge works good
- Premium feel
- Can be used as a chalkboard (not white pen)
- Easy to apply stickers onto (stove plate stickers as example)
- "Double sided" drawing
  
- No portfolio modularity
- Falling risk if not seated properly in upright position
- Color is not pretty, black will also look bad
- Cannot install any HDPE parts on top

- Strong
- Large surface to play/draw on
- Can be used as separate playing area when lifted off
- Can attach HDPE parts
  
- Large, not easy to handle
- Heavy, child cannot operate alone
- No portfolio modularity in tarp
- Difficult to grab to lift

- Strong
- Premium look
- Can section off to have stove plate + "sink"
- Can attach HDPE parts (stove plates etc)
- Handle to easily grab, is also "play feature"
  
- Complex and expensive, many parts
- Small drawing area, would require backboard
- No portfolio modularity (tarp or sections)

- Dual feature, both lid and backboard
  
- Difficult to assemble
- Custom tarp which is large and expensive
- Difficult to mount as backboard
- Flimsy and cheap feeling unless the tarp has tension in it (difficult to achieve)

## Backboard



- Could be sold as base only or together with chalkboard
- Flexibility for customer of placement since they are separate features
- Portfolio modularity
  
- The premium construction of the chalkboard makes a bundle expensive

- Sold together as bundle
- Same tarp + parts as smaller dashboard
- Can install HDPE parts and turn into a mini dashboard if flipped 45 degrees up/down
  
- Loses "chalkboard"

- Simple construction, screw directly into posts
- Tarp + screws
- Portfolio modularity
  
- Looks cheapest

- Can be used as a chalkboard (not white pen)
- "Double sided" drawing
  
- No portfolio modularity
- Color is not pretty, black will also look bad

- Draw on both sides
  
- Difficult to assemble
- Custom tarp which is large and expensive
- Difficult to mount as backboard
- Flimsy and cheap feeling unless the tarp has tension in it (difficult to achieve)

## Next step

- Summarize pricing information
- Further explore HDPE lid, how to fasten in upright position
- How to combine HDPE with “backboard”, white marker is issue, black HDPE? Looks worse.
- Start planning themes for HDPE + Sticker modularity/requirements

## Pricing estimations

**Base 1**



Larger pit with BG27 but cannot install HDPE parts in the front because of L80

EST. €6-9

**Base 2**



Ideal for modularity because of the B80 in front for HDPE add-ons

EST. €6-9

**Backboard 1**



Complex solution but can be sold as bundle? Would share all parts with Chalkboard project

EST. €4-6

**Backboard 2**



Cheapest solution, can use white chalkboard pen

EST. €2-3

**Backboard 3**



Shelf/smaller dashboard. Shares construction from dashboard project, can be used flat or rotated 45 degrees in each direction

EST. €2-3

**Backboard 4**



HDPE lid/backboard combo  
Risk: Can't use white chalkboard pen

EST. €6-10

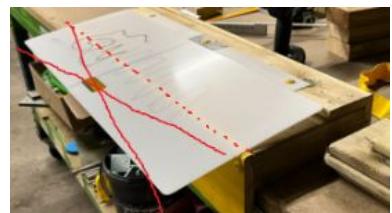
**Lid 1**



Same as backboard in second position

EST. €6-10

**Lid 2**



Smaller with L80 to reduce cost, can be combined with backboard for additional value

EST. €5-7

**Lid 3**



Can be removed for increasing playing area (can use both lid and base at same time)

EST. €4-6



Split removable lid, half covered in tarp for HDPE add-ons such as stove plates

EST. €4-6

Full price breakdown reference - Material cost only, no screw or production cost

# **Meeting Frederike - 16/09**

- Summarize features/selling points, send to Frederike
- Price - can provide material cost (no screws)

# **Brainstorm session - Patrick 17/09**

## **Goal:**

- Create proposals of HDPE lid which can be used on both mud kitchen project and dashboard project, later down the line for other similar projects
- Identify needs and issues for both projects - find common ground

# Dimensions/limitations

Reference specs/dimensions to create a starting point

(without hinge section)

- Max width: 800mm
- Max height dashboard lid: 230mm
- Max height full cover lid: 276mm
- Max height partially covered lid (L80+HDPE): 170mm
  
- Mud kitchen base section width: 400mm (400mm x2)
- Dashboard section width: 240mm (240mm x3)
  
- Hinge max width 240mm
- Hinge max depth: 88mm

# Sectioning options

**Full size - 800mm wide**



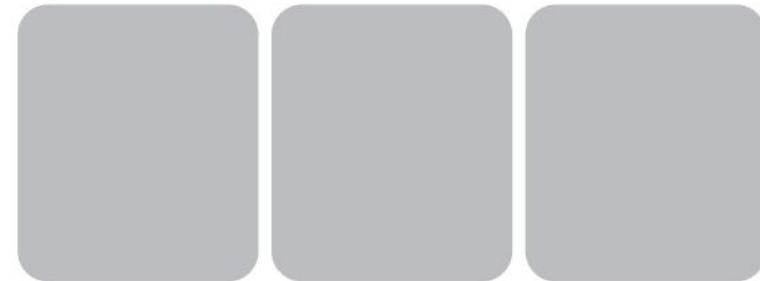
- Can only be used for mud kitchen project
- Low modularity

**Half size - 2x 400mm wide**



- Half size width is easily shared between products
- High modularity
- Can be used individually or together

**1/3 size - 3x 240mm wide**



- One third aligns for dashboard project sticker dimensions
- Complex when trying to cover larger surfaces like oven lid or mud kitchen lid

# Height options

## Reference

- Max height dashboard lid: 230mm
- Max height full cover lid: 276mm
- Max height partially covered lid (L80+HDPE): 170mm
- Mud kitchen base section width: 400mm (400mm x2)
- Dashboard section width: 240mm (240mm x3)

**Full height - 276mm**



- Can only be used for mud kitchen project
- Low modularity

**Dashboard height - 230mm**



- Will fully cover dashboard tarp
- Height not optimal as lid for mud kitchen

**L80 + HDPE height - 170mm**



- Too short for any use on dashboard project

# Defining dimensions

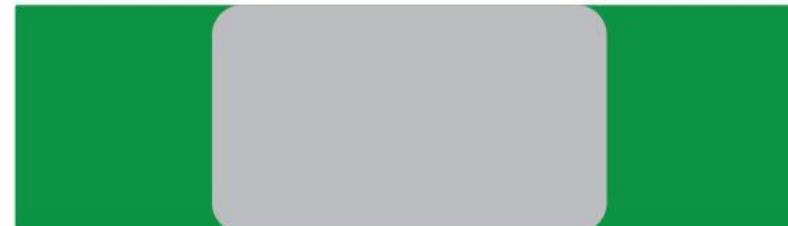
## Dashboard project

- 800x230 tarp surface for reference (green)

276mm



230mm



170mm

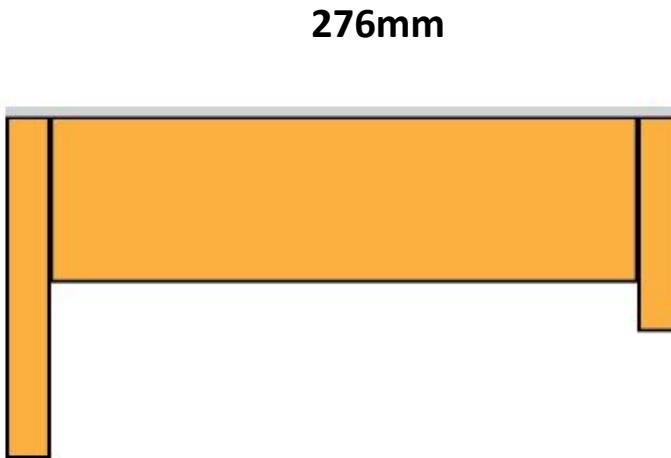


- Too big, goes beyond limitation
- Fully covers dashboard tarp
- Too short for oven lid or similar play feature

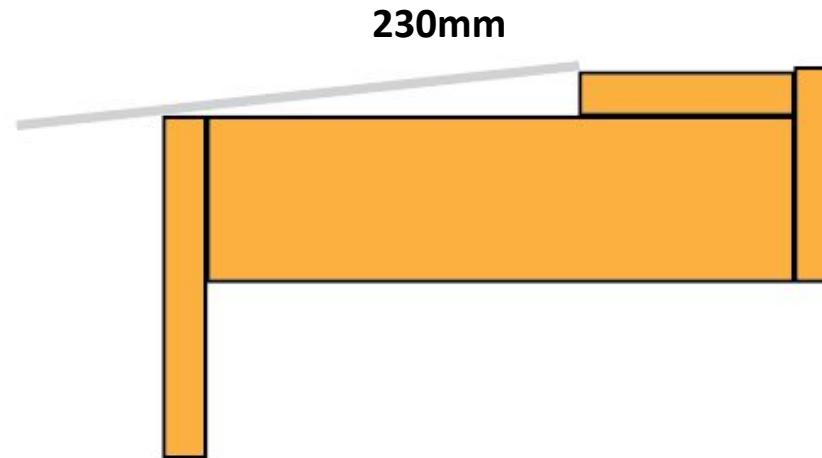
# Defining dimensions

## Mud kitchen project

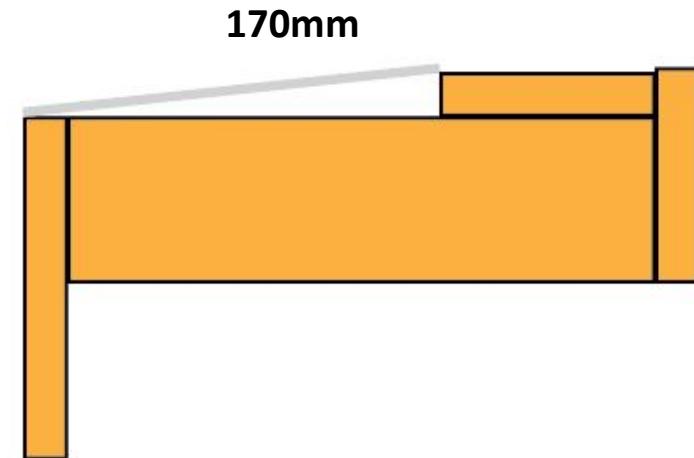
- Side view construction for reference (wood)



- Fully covered
- No modularity



- Sticks too far out

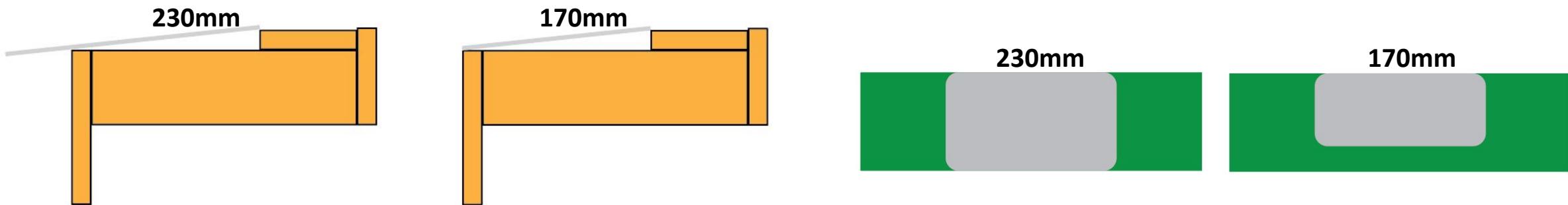


- Aligns well along the edge

# Middle ground

Objective is to find the sweet spot for optimal modularity

- A size between 170 and 230 is ideal
- The average would be 200 which is a nice balance between both of our needs



# Conclusions

	Full size	Half size	Thirds (sticker size)	2+1 thirds
Lid ratios				
Lid heights	276mm	230mm	200mm	170mm

# Conclusions

- The half size enables us to stay within a 800mm wide grid to either fully cover or partially cover on future accessories using the lid, with single panel use it is easy to center it while leaving space on the sides for additional play
- The height is a balance between using it for the dashboard grid while having enough large covering surface to use as drawing/working space for children



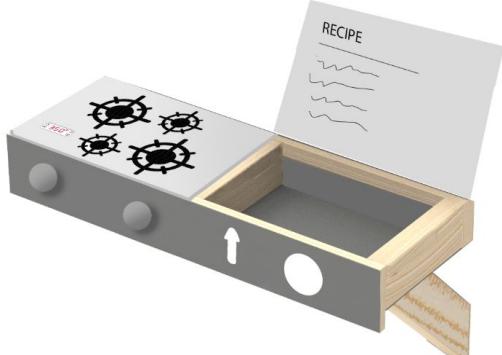
# Meeting minutes 19/09

- Conclusion is config 2 3 4 have the most value according to commercial lead
- Commerce will update business case in stage gate document
- PD PL will continue with definition phase of 2 3 4

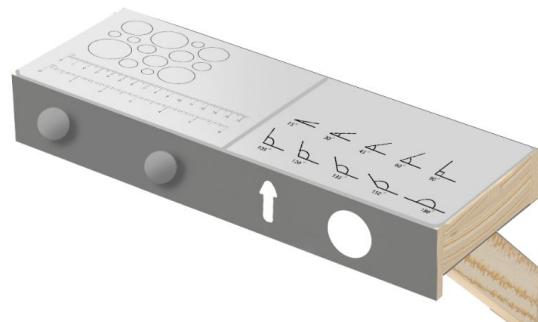
	1	2	3	4	5
	1	2	3	4	5
Configurations - Cheapest to most expensive					
Base					
PRO Knobs	x	x	x	x	x
Backboard				x	x
Lid			x		x
HDPE and sticker accessories (highly added +2 EUR in estimations) accessories + sticker not defined)		x	x	x	x
Price estimation (no screws, production cost etc)	€6-9	€8-11	€13-18	€10-14	€15-20
Features	- Sand/mud play (no water) - HDPE+sticker for roleplay	- Sand/mud play (no water) - HDPE+sticker for roleplay	- Sand/mud play (no water) - Storage - Desk - Drawing surface on lid	- Sand/mud play (no water) - Storage - Desk - Drawing surface on tarp - HDPE+sticker for roleplay	- Sand/mud play (no water) - Storage - Drawing surface on lid - Drawing surface on tarp - HDPE+sticker for roleplay

# Applications - “Playing station”

Chef



Engineer



Roleplay

- Stove plate stickers
- Recipe stickers

Play and learn

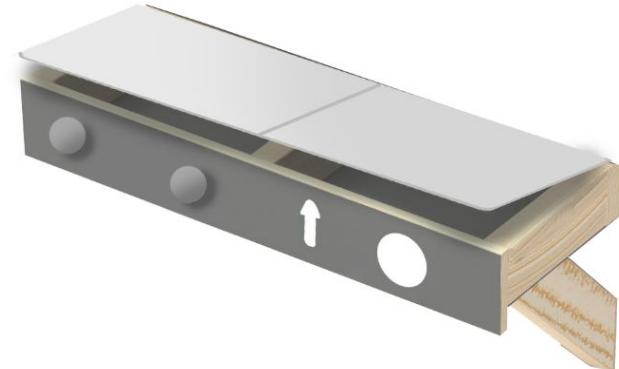
Picasso



- Color palette stickers to place watercolor on to
- Second lid becomes canvas

Creative freedom

Hidden sensory



- Fill the bin with sand/pebbles etc
- Lid hides the content and you stimulate the senses

Play and learn

# Mockup testing

- 200mm tall lid with hinge
- To be aligned with the dimensions from dashboard project it has to be installed on top

Question:

How to fasten when it vertical orientation (open lid)?



## Mockup testing - Lid lock

- Screw with two washers which created a “click lock”
- Alignment can be tricky for end user, need to make sure it aligns properly



# Innovation meeting 24/09

## **Objective:**

- Present recommended directions - feedback collection
- Present HDPE lid study proposals - status share (if time, feedback collection)

# Configurator - proposed directions

## Proposed directions:

- Base + HDPE/Sticker accessories
- Base + lid + PRO knobs + HDPE/Sticker accessories
- Base + Backboard + PRO knobs + HDPE/Sticker accessories

	Price estimation (no screws, production cost etc)	€8-11	€13-18	€10-14	
Features	<ul style="list-style-type: none"> <li>- Sand/mud play (no water)</li> <li>- HDPE+sticker for roleplay</li> </ul>	<ul style="list-style-type: none"> <li>- Sand/mud play (no water)</li> <li>- Storage</li> <li>- Desk</li> <li>- Drawing surface on lid</li> </ul>	<ul style="list-style-type: none"> <li>- Sand/mud play (no water)</li> <li>- Storage</li> <li>- Drawing surface on tarp</li> <li>- HDPE+sticker for roleplay</li> </ul>		<small>HDPE and sticker accessories gently added +2 EUR in estimations) accessories + sticker not defined)</small>
PD remarks	Retaining simple design with added HDPE+sticker set for roleplay and interaction with the playing station, small cost increase for more play	Functional product which focuses on storage and "play on table", it is an outdoor desk to play on and off. With stickers it can be turned into stove plate or other kinds of themes	Simple design which enables sand/mud play with included backboard for drawing, included HDPE+stickers for roleplaying		

	1	2	3	4	5
Base	x	x	x	x	x
PRO Knobs			x2	x2	x2
Backboard				x	x
Lid			x	x	x
Price estimation (no screws, production cost etc)	€6-9	€8-11	€13-18	€10-14	€15-20
Features	- Sand/mud play (no water)	- Sand/mud play (no water)	- Sand/mud play (no water)	- Sand/mud play (no water)	- Sand/mud play (no water)
	- HDPE+sticker for roleplay	- Storage	- Storage	- Storage	- Storage
		- Desk	- Desk	- Desk	- Desk
		- Drawing surface on lid	- Drawing surface on tarp	- Drawing surface on tarp	- Drawing surface on tarp
			- HDPE+sticker for roleplay	- HDPE+sticker for roleplay	- HDPE+sticker for roleplay

## Lid dimension update

- After brainstorming with Patrick our conclusion is to go half size width (400mm) and a height of around 200mm (TBD)
- Enables us to use it on multiple products and use cases

Estimated price: 3-4 EUR x2 (2 lids)

For full study: Page 60-68

Half size - 400mm



Height - 200mm



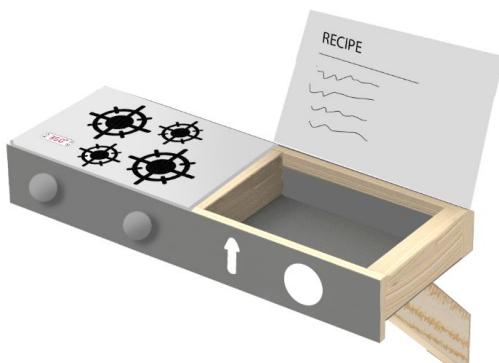
## Mockup study



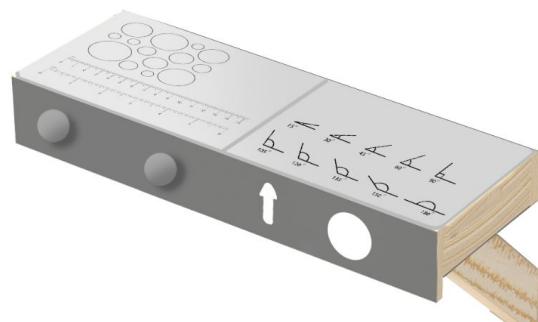
# Scenarios - Playing station

\*Patrick was not available so we were not able to sit down together for further proposals, will continue "scenarios" once he is back

Chef



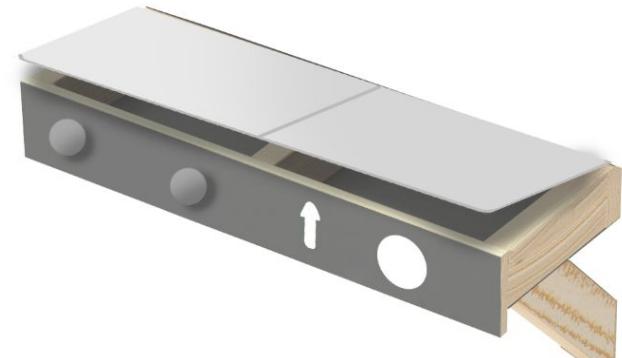
Engineer



Picasso



Hidden sensory



- Stove plate stickers
- Recipe stickers

Roleplay

- Measuring stickers (CM, circle sizes, angles etc)
- Work desk

Play and learn

- Color palette stickers to place watercolor on to
- Second lid becomes canvas

Creative freedom

- Fill the bin with sand/pebbles etc
- Lid hides the content and you stimulate the senses

Play and learn

# **Meeting minutes 24/09**

- placeholder

# Innovation meeting 01/10

## **Objective:**

- Present HDPE lid study status update
- Feedback collection for next step

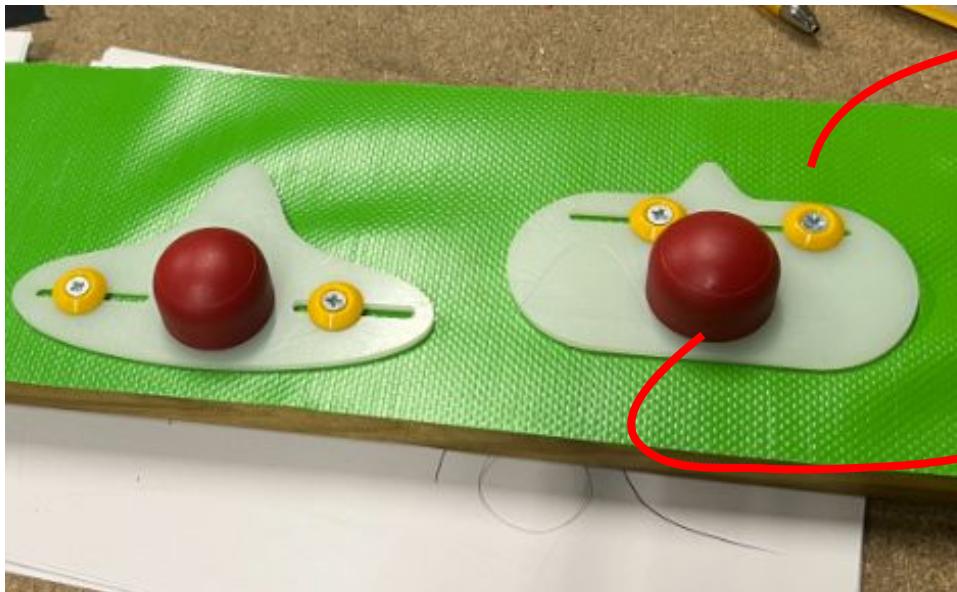
## Overview - Products in scope



## Functional and fun

The lid is mainly a utilitarian accessory which elevates the roleplay or adds functional value.

Goal should be to make the lid fun while retaining functionality, a sort of HDPE design language.

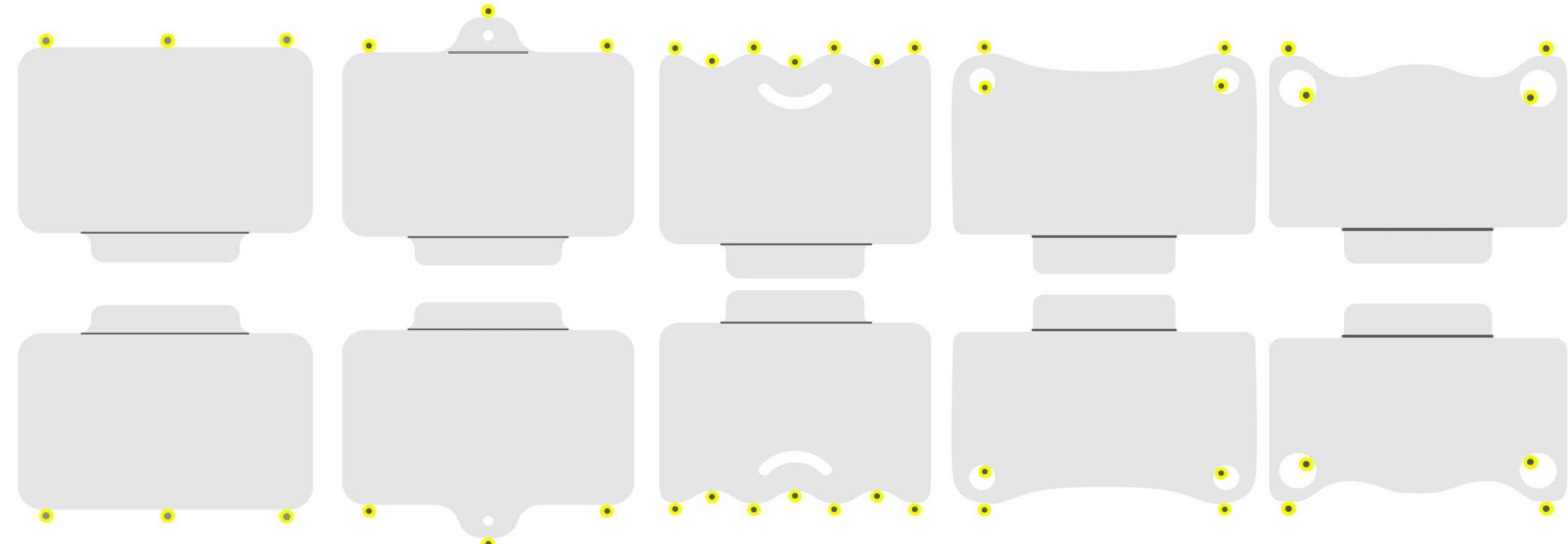


Washer + screw and a knob makes it into a face which adds playfulness on top of its function

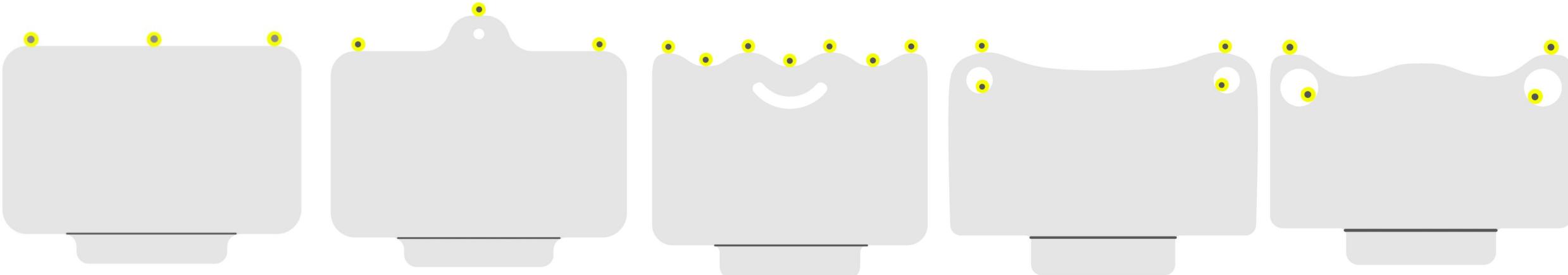


By taking inspiration from the sliders we can have consistency throughout the parts (lid)

## First ideas - Shape



# First ideas - Shape



- |                                                                                                                                     |                                                                                                                                                                        |                                                                                                                                                    |                                                                                                                                                                |                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>- Shortest milling time</li><li>- Practical, most modular</li><li>- "Boring design"</li></ul> | <ul style="list-style-type: none"><li>- Short milling time</li><li>- Center handle/tab</li><li>- Hole to add knob or other add-on</li><li>- "Boring design)"</li></ul> | <ul style="list-style-type: none"><li>- Longest milling time</li><li>- Many lock options</li><li>- Handle/knob hole</li><li>- Fun design</li></ul> | <ul style="list-style-type: none"><li>- Long milling time</li><li>- Holes allow for flush and angled lock</li><li>- Corner tabs</li><li>- Fun design</li></ul> | <ul style="list-style-type: none"><li>- Long milling time</li><li>- Holes allow for flush and angled lock</li><li>- Corner tabs</li><li>- Center tab</li><li>- Fun design</li></ul> |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Dashboard - Active area

Marked in red is where we cannot extend beyond on the dashboard

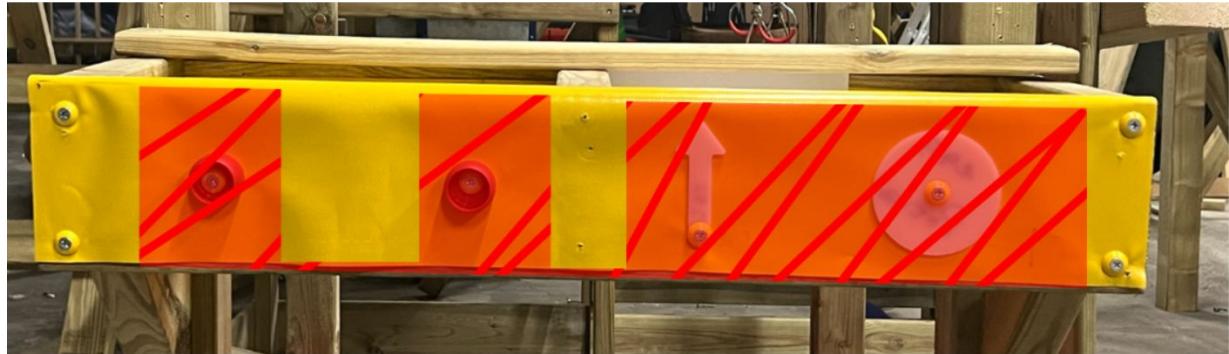
- We cannot have parts extending further than the top, if we do we interfere with play on top (HDPE accessories)
- Difficult to cover fully because we need a locking mechanism



# Mud kitchen - Active area

Marked in red is where we cannot interfere with the HDPE lid because of the knobs & HDPE accessories + stickers

- We cannot have parts extending further than the top
- If we do we interfere with HDPE accessories
- Having a lip also blocks view from HDPE parts
- Having a “positive” angle will interfere when using the lid as desk



# Locking mechanism

To secure the lid on both dashboard and mud kitchen we have looked into multiple locking solutions

- Yellow belt/strap
- "Key"
- Washer/Screw

Our conclusion is that washer+screw is the most simple and easiest construction, it offers a tactile and audible feedback.

**Question: Need to further study if installation is easy or not (proper alignment)**

**Question 2: The locking point on dashboard and mud kitchen differs, need to study of finding the “in-between” solution**

**Question 3: Attachment point on HDPE lid**



# Lid orientation & amount

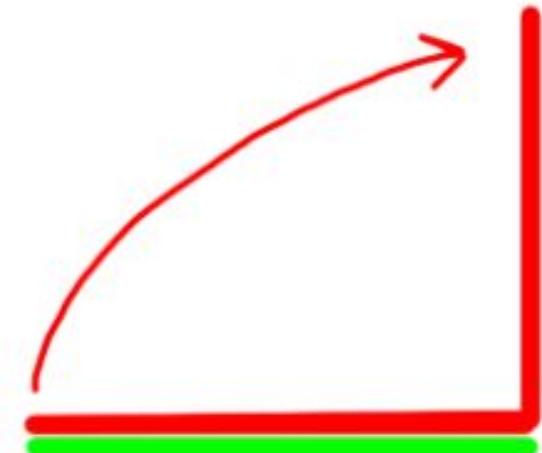
Between the projects there is a difference in orientation of the lid

- Mud kitchen has a “top hinge” while dashboard has a “bottom hinge”
- This impacts our design options to add functionality and fun while retaining its main purpose which is to cover/play on.
- Mud kitchen requires two lids so it must be possible to either stack the lids or mirror

Dashboard



Mud kitchen



## Lid dimensions - TBD

- After brainstorming with Patrick our conclusion is to go half size width (400mm) and a height of around 200mm (TBD)
- Enables us to use it on multiple products and use cases

For full study: Page 60-68

Half size - 400mm



Height - 200mm



# Innovation day - 17/10 meeting minutes

- Construction OK'd
- Pro Knobs will stay in project
- Lid with washer is OK'd
- Product 1: Base + Pro Knobs + HDPE accessories + Sticker
- Product 2: Base + Pro Knobs + HDPE lid + HDPE accessories + Sticker
- Themes are yet not defined: A mud kitchen? A??? A???
- Tarp colors will be shared from Multifunctional feature project - yet to be defined, however tarp colors should match climbing frame tarps
- Which HDPE parts need to be defined together with themes to create a package
- Add-ons such as bucket or handles need to be studied if they align with the themes we have

# Checklist

## Defined:

- **Main construction**
- **Lid**
- **Pro Knobs**
- **Configurations (spec)**

## To-do

- **Themes**
- **Stickers**
- **Select HDPE parts**
- **Tarp colors & possible tarp print**
- **Mechanical 3D**

# Themes

Which themes are interesting?

- **Mud kitchen**
- ???
- ???
- ???

# **Research - Themes/Activity**

**What defines a theme?**

**Key factor is interaction, actively using the product to elevate their imagination.**

**Play however can imply variety of activities:**

- Roleplay
- Learn and play
- Social play
- Art & craft

# Themes: Roleplay

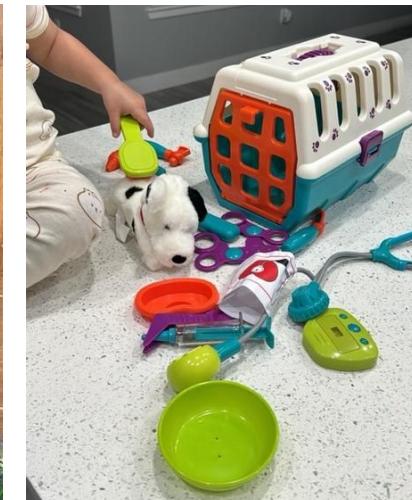
Kitchen



Laboratory



Doctor/Veterinaire



Carpenter/Work bench



# Themes: Learn and play

**Engineer table**



**Sensory play**



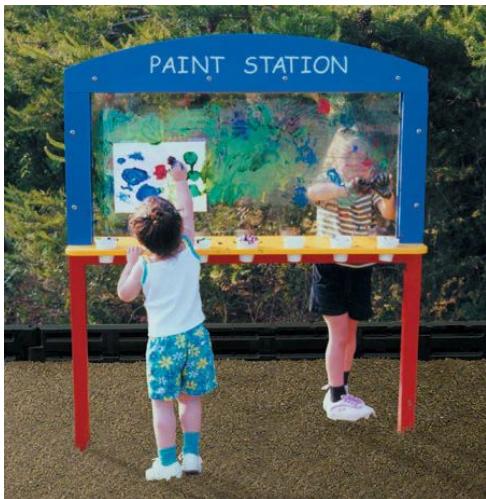
# Themes: Social play

## Shop



# Themes: Arts & craft

**Painting**



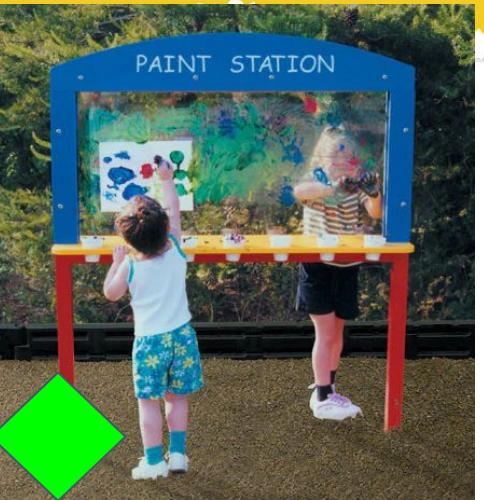
**Garden crafting**



**Shop**



**Painting**



**Garden crafting**



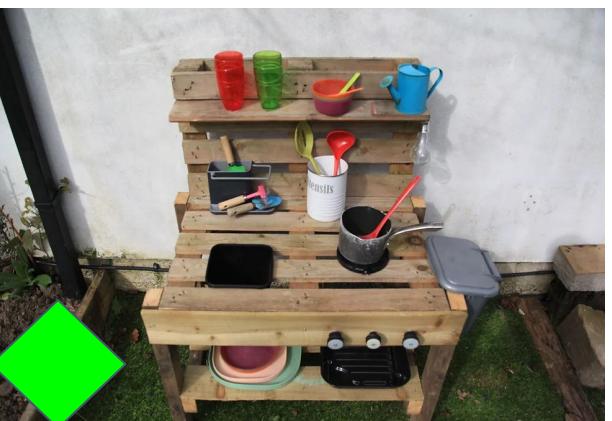
**Engineer table**



**Sensory play**



**Kitchen**



**Laboratory**



**Doctor/Veterinaire**



**Carpenter/Work bench**



## Sensory play



## Kitchen



## Shop



## Painting



## Doctor/ Veterinaire



Fill the bin with div. Objects to stimulate senses: touch, sight, smell etc.

Use lid to hide, stickers to signal success or themes.

Kitchen to play with sand, mud (not water only) to “cook”.

Use lid as stove, bin as oven, have attaching parts to complement “cooking” activity.

A shop counter where you can fill the bin with “food” and sell

Use lid as price list, stickers to select food etc

Painting station, HDPE “canvas” to paint on, tools stored in bin

HDPE lid can be a painted on and be used as color palette

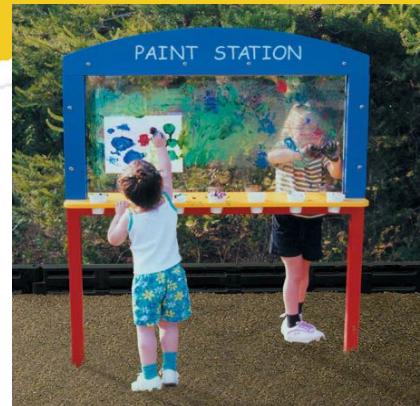
Doctors table where tools and medicine is stored in bin

HDPE lid is table and stickers/hdpe is used by “doctor and patient”

## Doctor/ Vétérinaire



Painting



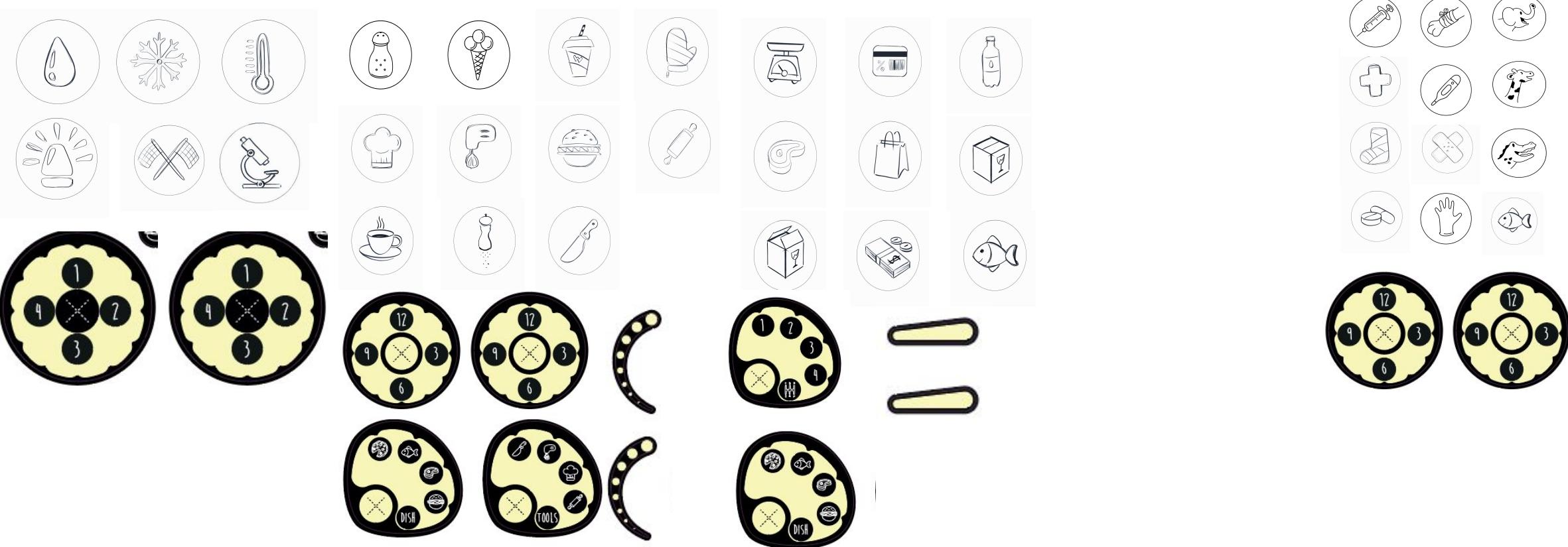
Shop



Kitchen



Sensory play

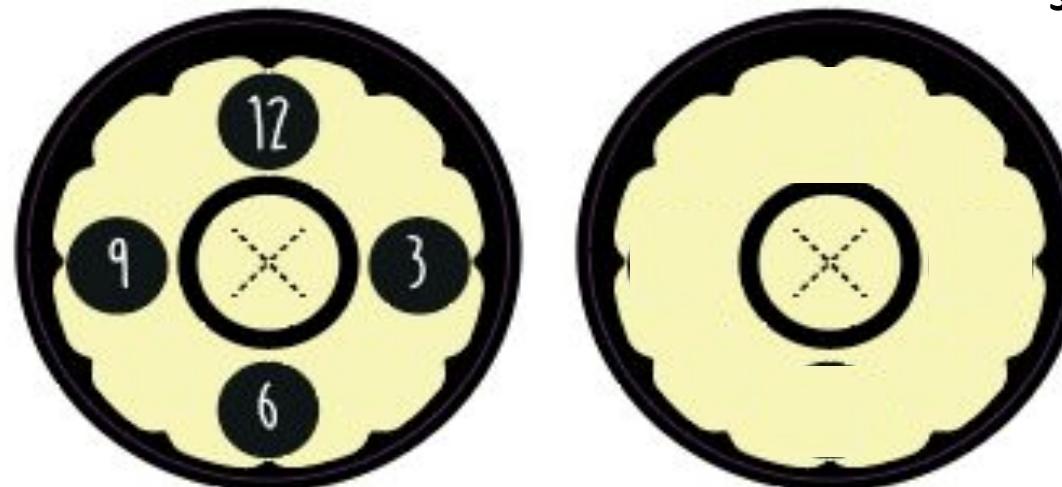


# Product differentiation/modularity?

- Dials are not modular enough, printed numbers and icons reduce modularity
- Does not communicate stove plate when there are numbers on it, we can block with blank stickers, looks bad.

Should we make new sticker sheet for this product only? **1.8 EUR.**

**Stove plate by removing printing**



# Checklist: 2024-10-28

## To-do

- Themes - Will discuss with Patrick 28/10 - Pit stop/Garage, Kitchen, Doctors table
- Stickers - Will discuss with Patrick 28/10 - Stickers are defined, no major changes to be made
- Select HDPE parts - Will discuss with Patrick 28/10 - HDPE parts finished, lid + arrow + pointers
- Tarp colors & possible tarp print - Will discuss with Patrick 28/10 - Tarp colors defined
- Mechanical 3D - Meeting with Roy S week 44 - Walkthrough received, will start 3D WK45
- Chalkboard marker? When is that ready and what is cost - Pretend we already have it
- Prepare summary from discussion + concept presentation for Susanne to start working on Commercial activation in line with the other projects.
- Product name?
- Printed tarp? - Not for now, if printed tarp needs to be shared with Patricks project

# Questions need to be answered

Which kind of packaging are we using? - Goal should be Box - **Konstantin**

Are we going to sell it together with climbing frames? - **Jorn & Susanne**

Which screw cap colors are available for Private? - **Tharshika** - Received color options, new version on the way  
however

Product name? - **Susanne & Richard**

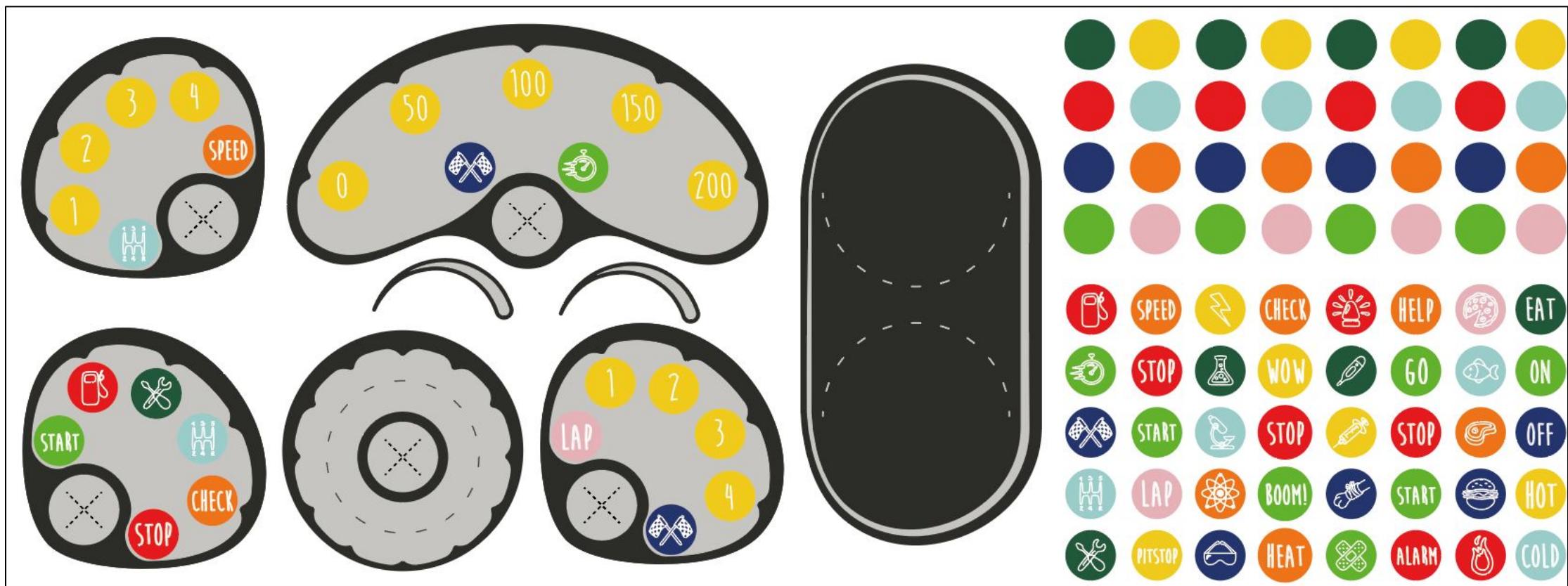
Configuration (which accessories are we putting on) - **Susanne, Jorn, Guido**

Updated business case - **Susanne**

Project cost? - **Edwin** - Project cost discussed and shared in roadmap

# Themes: Available material

Themes are based of the existing themes made for the multifunctional feature project: All stickers are provided to customer however they can apply as they please

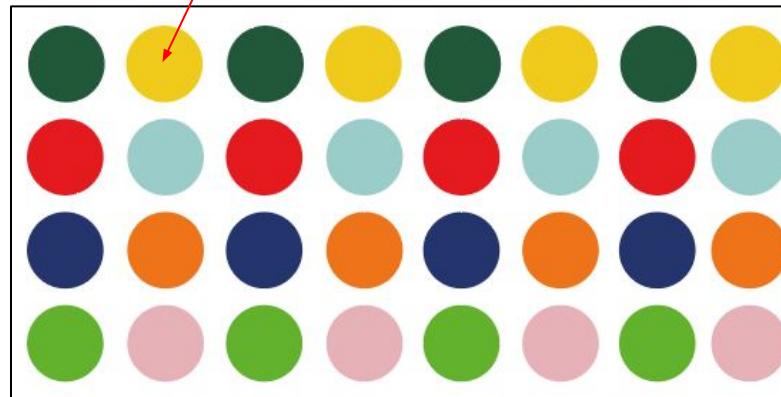


# Themes: Pit stop/Garage (Race car)

Applying race car theme on stickers you create the garage/pit stop

The application of a specialized sticker transforms the table into a functional garage and pit stop for toy cars and more. Role-playing scenarios involving refueling and mechanic activities. When integrated with a multifunctional product, it enhances imaginative play.

Can write their own car/garage/pitstop related words or shapes

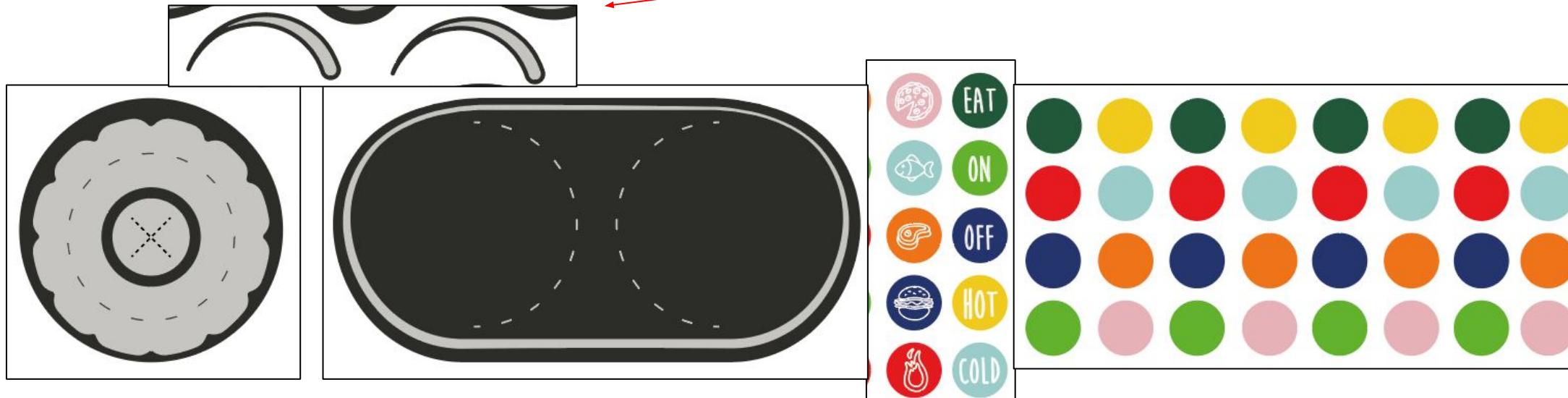


# Themes: Kitchen

Applying kitchen themes turns table into kitchen (not mud play)

With the sticker applied to the table, children can immerse in a kitchen role-play, turning dials for dishes and setting temperatures on the stove plates. They can prepare their favorite "meals".

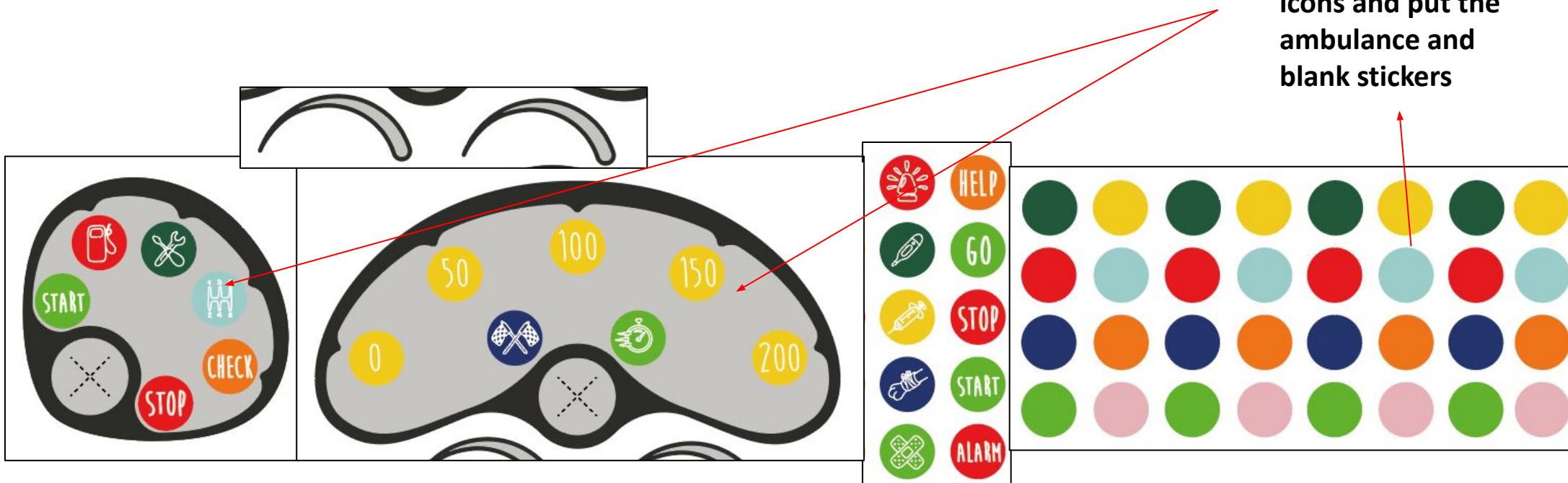
Together with knobs it can be temperature dial for stove plates



# Themes: Doctors table

Applying ambulance stickers onto the table creates a doctors table

Transform the table into a doctor's workspace with ambulance-themed stickers, exploring nursing/caretaking roleplay. Combination with multifunctional features you can both "drive" the patient and take care on table.

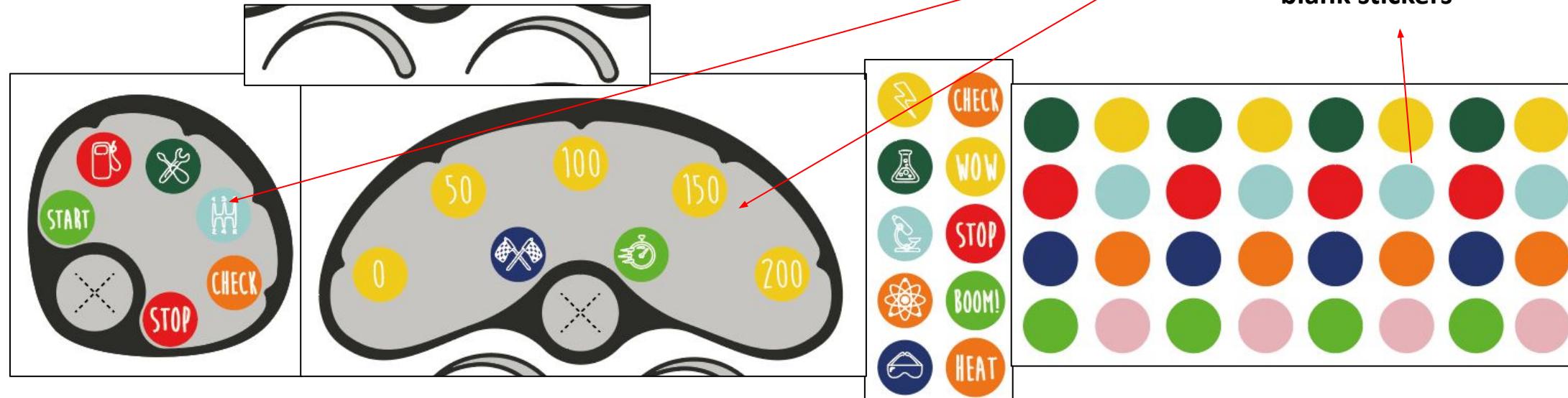


With stickers the customer can cover race car icons and put the ambulance and blank stickers

# Themes: Laboratory

Applying laboratory stickers onto the table creates a lab table

Transform the table into a lab workspace with science stickers, exploring and learning while having fun. Can be used for backyard science experiments, sensory play and similar play & learn activities.



With stickers the customer can cover race car icons and put the laboratory and blank stickers

## To-do WK45

- Share themes to commercial lead - **sent out meeting invitation, meeting 04/11, defined**
- Create EK BOM with provided material from Patrick
- Define/lock product configuration (HDPE parts/stickers/accessories/tarp) - **Share this week via email**
- Lock accessory selection - **Sent out meeting invitation, share to members this week via email**
- Finish 3D - **Start and learn this week**
- Start naming discussion - **sent out meeting invitation, hopefully can have meeting 05/11**
- Update business case once accessories have been decided, 04/11

Question:

How do we communicate the themes and how they should be applied onto the sand table

## To-do WK46

- Create EK BOM - Finish 14/11
- Lock accessory selection - **Finish 14/11**
- Finish 3D - **Done**
- Start naming discussion - **Patrick will take over**
- Update business case

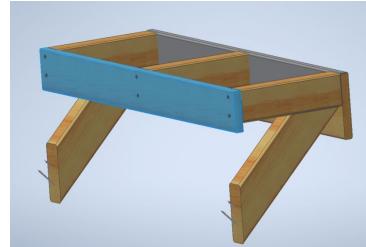
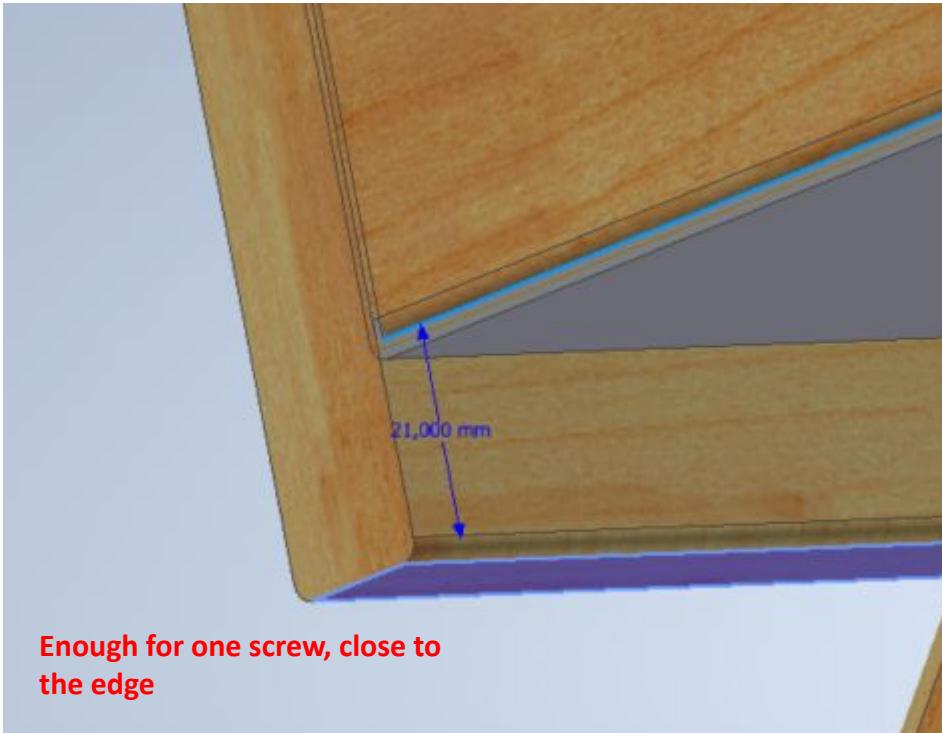
**Question:**

**How do we communicate the themes and how they should be applied onto the sand table**

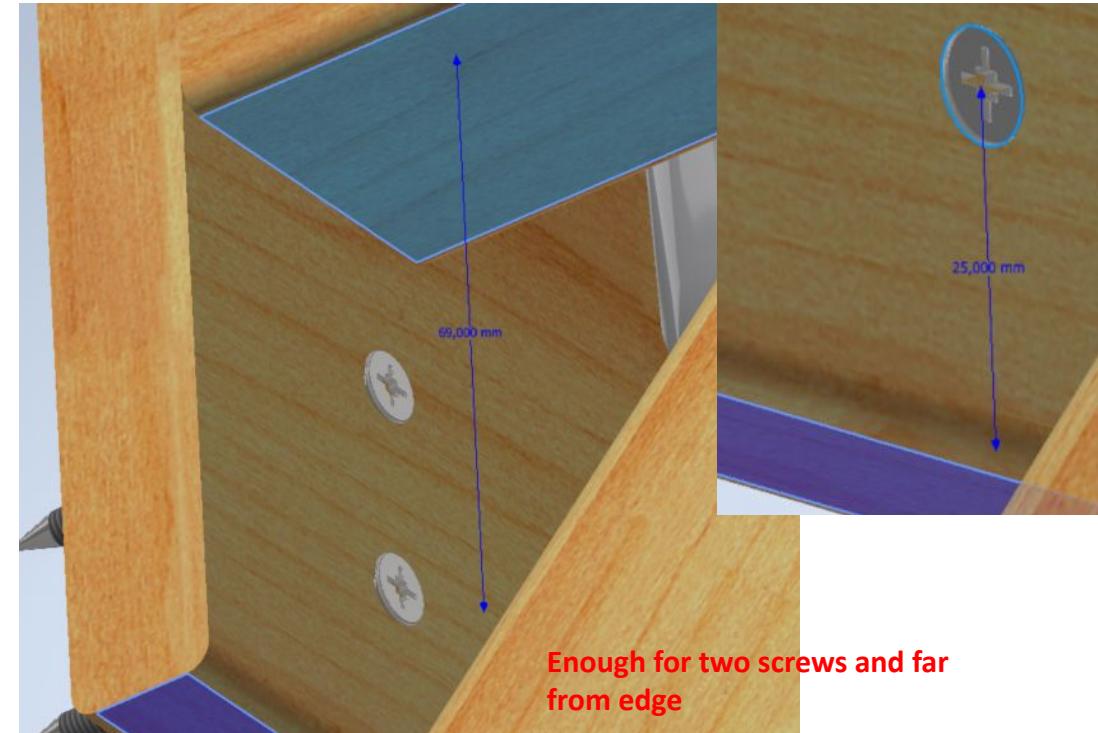
**Do we include marker or not? What value does it add?**

# Rear board

Current design: L board  
Space: 21mm



Original Muddey Play: B board  
Space: 69mm



## Accessories: List of accessories



**Telephone: 1,87 EUR**



**Handles: 1,13 EUR  
(YELLOW)**



**Bucket: 2,11 EUR**

# Rendering scope: Overview

- Same viewing angle as Muddey play
- 3 configurations “no lid, lid closed, lid open”
- Tarp colors: Blue, Green, Light green, Pastel green, Light pink, Red
- 3mm HDPE: Black

# Rendering scope: View

- Same camera view as Muddey Play
- Attach to climbing frame: MultiFlyer



# **Rendering scope: Configurations**

**TBD with CAD file**

# Rendering scope: Tarp colors

Blue	
Green	
Light green	
Pastel green	
Light pink	
Red	

## To-do WK46

- Create EK BOM with provided material from Patrick
- Define/lock product configuration (HDPE parts/stickers/accessories/tarp)
- Lock accessory selection
- Update business case once accessories have been decided

**Question:**

**How do we communicate how to apply the themes? Main question - Patrick**

**What does Patrick need from me to continue his work?**

## Accessories: roleplay/function



Pit stop/Garage:



Telephone: 1,87 EUR



Handles: 1,13 EUR  
(YELLOW)



Bucket: 2,11 EUR

<b>Project description</b> What is project about, why is it being undertaken.	Elevate role playing activities by creating new products in combining non printed tarp, wooden profiles, stickers, HDPE add-ons, accessories and personalization options by using markers. We outperform competition by creating personalisable features and accessories that are hard to copy for competition. This products upgrade our top products from High similarity to low similarity.  The end product should fit to most of our top 20 climbing frames, beds, sandpits, swings etc Maximum price of the first batch is €10 material cost
<b>Project objective</b> Project objectives ,KPI need to be clearly defined to help understand the deliverable the project intends to achieve.	<ul style="list-style-type: none"> <li>• Use non printed tarp only (size 51x80cm)</li> <li>• Wooden profiles can be used to fixate the tarp or accessories</li> <li>• Use dedicated sticker foil (sizes to be defined)</li> <li>• Be as efficient as possible in the amount of parts involved (value for money)</li> <li>• Create existing theme's in which kids can elevate their role play.</li> <li>• Be inspired by the already existing graphical Wickey look and feel.</li> <li>• HDPE parts can be added in 3mm thickness to elevate certain activities in role play</li> <li>• white markers can be used to personalize the role play</li> <li>• Accessories can be added to elevate the role play experience</li> <li>• To keep the interest of pre schoolers think about gaming challenges aligned with the specific themes</li> </ul>
<b>Target group and user experience</b> Describe the product's target group and define the desired user experience. What needs and expectations do the users have?	Pre schoolers ( <i>verify 3+ - 5?)GG:3-8</i> The desired experience is an elevation in role playing activities within a certain theme. In the end the module must trigger the imagination of kids without any complex use of the different parts.
<b>Risks and challenges</b> Identify potential risks and challenges associated with the project. How should these be addressed?	<b>Cannibalization</b> - We have similar projects ongoing which can offer almost similar values <b>HDPE 3mm + sticker project dependency</b> - The playing station must include parts from the HDPE features project <b>Chalkboard project dependency</b> - Preferably the playing station should include a chalkboard for activities
<b>Schedule</b> Projected timeline, important dates, deadlines, etc.	TBD Milestone: Definition phase finish 01/11/2024



	NEXT ACTION   STATUS	SUBJECT/ ISSUE DESCRIPTION	NEXT ACTION OR DECISION
1-A	<b>Name</b> 	Value proposition based on market study and competitor analysis Link to study: <a href="https://docs.google.com/spreadsheets/d/15JB0AT6yJ3fp7DKS9qujNzulGb84QZpgnDttCo8Cp8c/edit?usp=sharing">https://docs.google.com/spreadsheets/d/15JB0AT6yJ3fp7DKS9qujNzulGb84QZpgnDttCo8Cp8c/edit?usp=sharing</a>	Select one or more of the directions which the project should head towards with feedback from JVdH and GG



**Thank you for your  
attention**