

# FINAL PRESENTATION

## Your design challenge

“ I want  
parents

(target users)

to

stop worrying about the noise they  
(effect you want to accomplish)

make around their newborn during

the first months of their baby

because

part of their ritual gets prolonged or

(reason(s) why this effect is relevant for your user in this context)

eliminated to keep the baby asleep

” ”

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## The final concept



Most toys don't communicate with baby.

Convince your peers by explaining this!



With Hushaby baby listens and sees rhythm.



Title of your concept: **Hushaby**  
Description: **A baby toy with a soul.**  
**Hushaby is the perfect toy that babies could listen, see, feel, but not eat.**

Why this concept solves your design challenge:

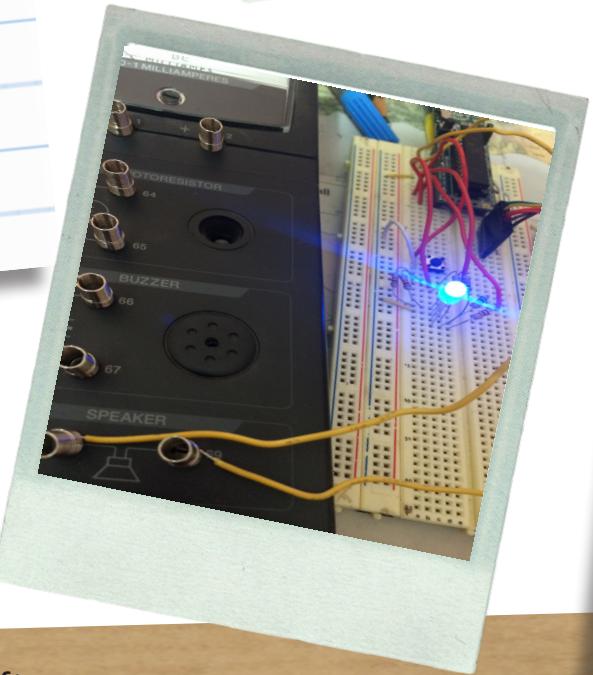
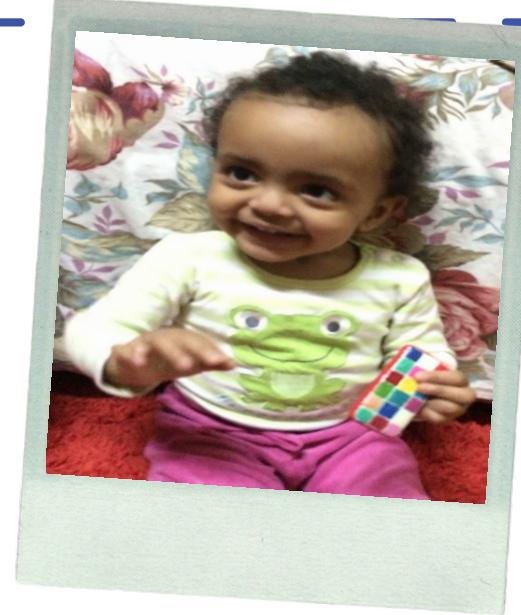
Parents have barely enough time in the morning for themselves let alone a baby. If their baby is awoken by their noise or else they could give the baby Hushaby, which would keep the baby happy, busy, and if not done sleeping, asleep.

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## Outcomes of the user test

As the prototype is not fully functional it was difficult to differentiate the product from other toys. Still, its dimensions looked fitting.

In your presentation you could also show a short movie instead of photo's of your user test!



Parents liked the concept but have reservations regarding the price of the final product compared with others as it would include a number of electric components and a battery.

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## Recommendations

### What could be improved:

The product could be more interactive by changing light patterns with baby's touches. With more research the light and music patterns could have effect specific options like make baby sleep, keep busy, etc.

### Reflection on process:

It is, as always, great to make something. Although the implementation was carried on limited resources it was still enjoyable to create a simple prototype from a soap.

### Reflection on design

At the beginning, I was unsure what a morning ritual could lead to. Week after week, though, the opportunities and challenges started to become apparent. Well, it is great to see my weeks ago interviewee's surprise at seeing a prototype for his baby.