preserv

serving families for longer

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3.6 million
babies are born every year in the US.

SHORT LIFESPAN
many baby products live around a few months to a year, before they are outgrown and discarded.

OVERCONSUMPTION
baby products can significantly contribute to household overconsumption and clutter

UNSUSTAINABLE
This cycle reflects a broader issue of planned obsolescence in baby goods, which prioritizes convenience over sustainability and longevity

problem

babies grow while their products don't.

- **HOW MIGHT WE...**

  design baby products to have use past the baby's needs, performing further functions and having a prolonged lifespan for a family?

in the market...

solutions to common baby products

4-in-1 crib

transforms from
bassinet to table

Tripp Chair

chair from childhood
to adulthood

Petit Pli Clothes

pleated garments
that grow with you

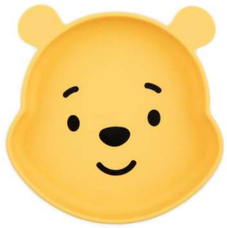
suction dishes

current market

Lalo Suction Plate

Dreambaby Suction Bowl

PandaEar Divided Suction Plate



Bumkins Suction Plate

RUNDE Suction Plate

Olababy Suction Plate

OXO Divided Suction Plate

PandaEar Crab Suction Plate

Vicloon Suction Plate

Simka Suction Bowl

Larkin Glaze Stoneware

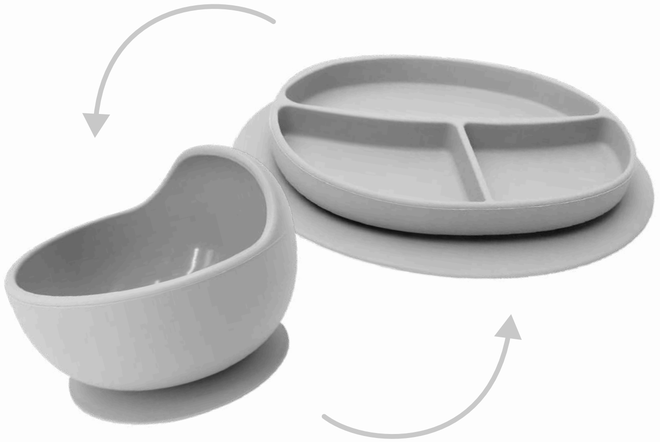
pain point:

“they’re childish...”

Although baby dishes don’t lose their functionality over time, their **childish appearance** makes parents **hesitate to re-use** them.

- bright color palette
- shape/form
- food divider

baby plates don’t give off the same impression as typical dinnerware which is perceived to be more elegant and high-quality.



Design a set of infant suction dishes that can also be used as part of a tupperware set and everyday tableware

design objective

environmental impact

Product Lifespan

Parents transition from training dishes around 18 months
After that it is disposed of to landfill

What happens then?

Silicone is highly durable and temperature resistant
This means it does not decompose

Why don’t parents re-use baby plates?

They would work perfectly fine...

Because of the **ASSOCIATIONS**
with babies and baby products

Our goal: to **CHANGE PERCEPTIONS**
around baby plates, therefore
CHANGING BEHAVIOR

Our Project Goals

Increase Resource Efficiency

- Implementing multi-functionality.
- Less resources to do more.

Use Products for Longer

- Products with more functions will serve the user for longer and keep it in a circular cycle.

Minimize Waste

- Decrease environmental impact.

ideation

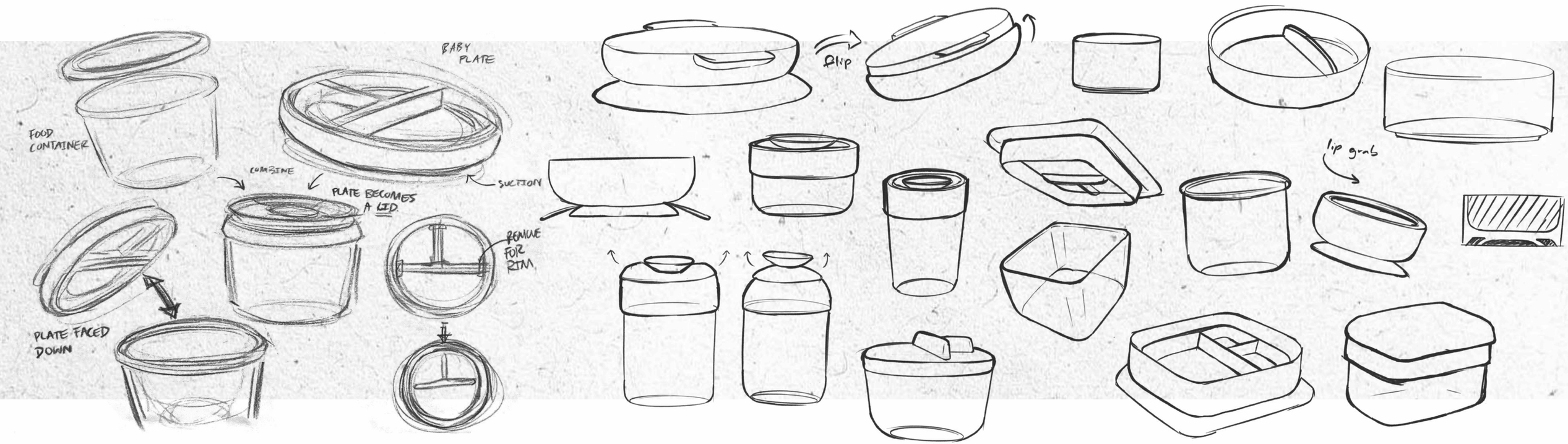
These initial ideas explored the concept of combining a suction dish and lid into one functional form. We observed silicone suction dishes firsthand as we ideated.

Focus On...

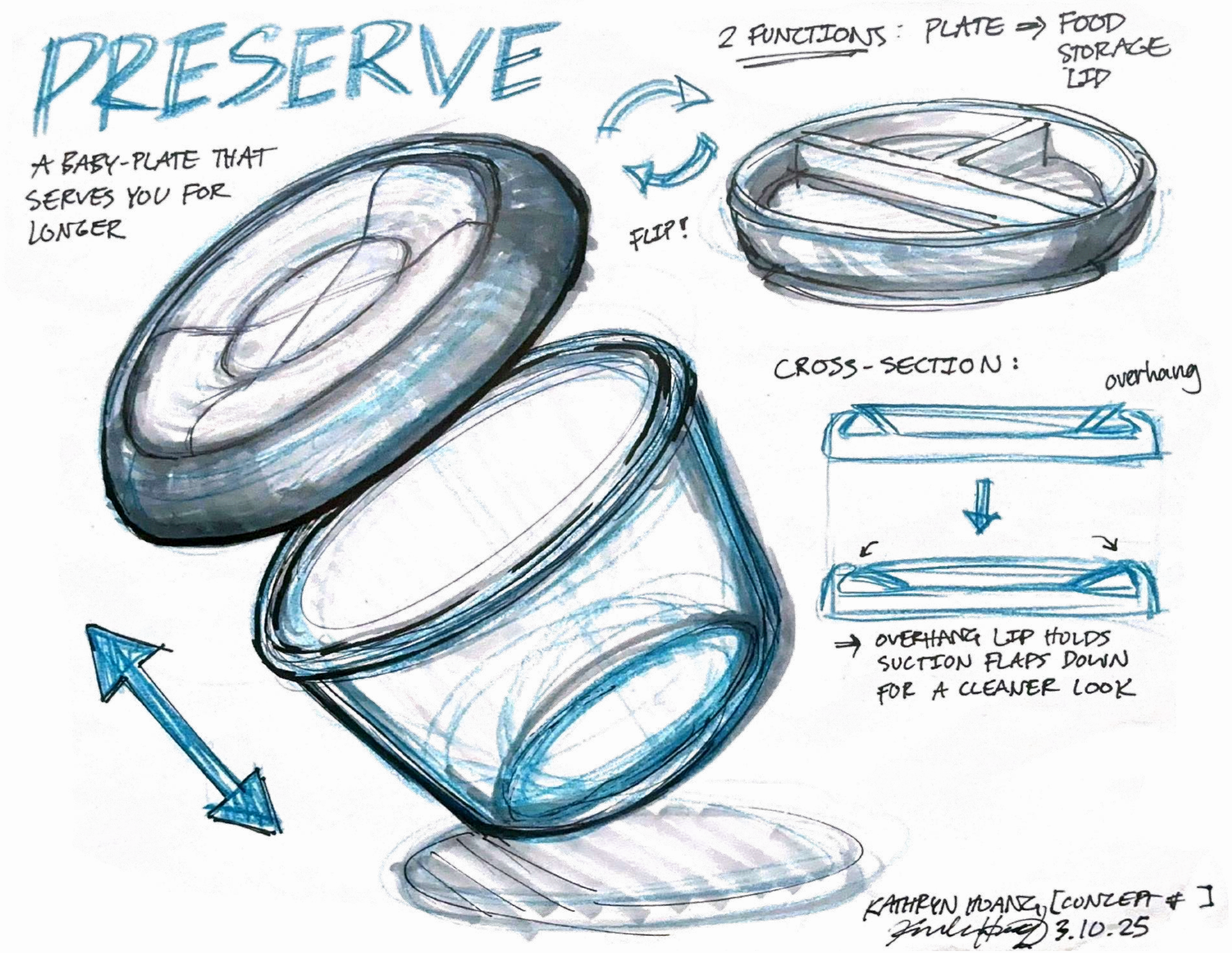
Ease of use in all forms

Age appropriate aesthetics

Improving existing features



concept



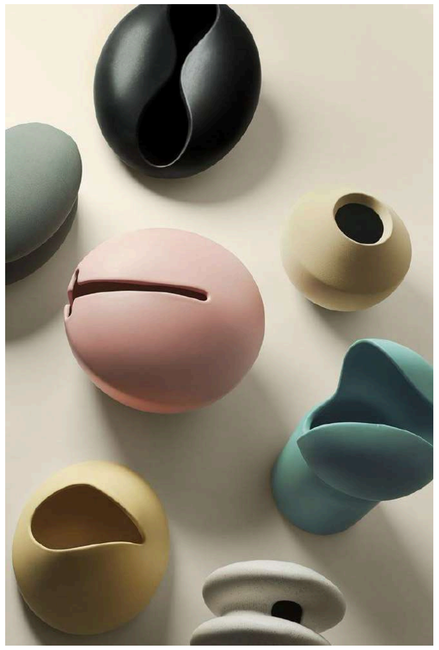
- **must**
  - function as a suction dish and lid
  - appeal to parents' tastes
  - easy to use and swap between functions
- **should**
  - function as well or better than existing suction dishes
  - look appealing as a lid (reverse side of dish)
- **could**
  - be easier to clean
  - hide the appearance of the suction cup

This concept explored how to give the lid (reverse side of the suction dish) a more appealing look when in use while also having added features like stackability.

cmf

soft, clean, friendly, elegant








influence: current home trends in color and texture such as fluting and repeating lines.

iterations

suction bowl

For the bowl iterations, we tested a variety of patterns/ textures that were popular in existing home goods but also helped the product appear less childish.

Tupperware Testing

Proportions

Suction Cups and Geometry

fluted texture

portruding flutes
sectioning

softer transitions

faded ends

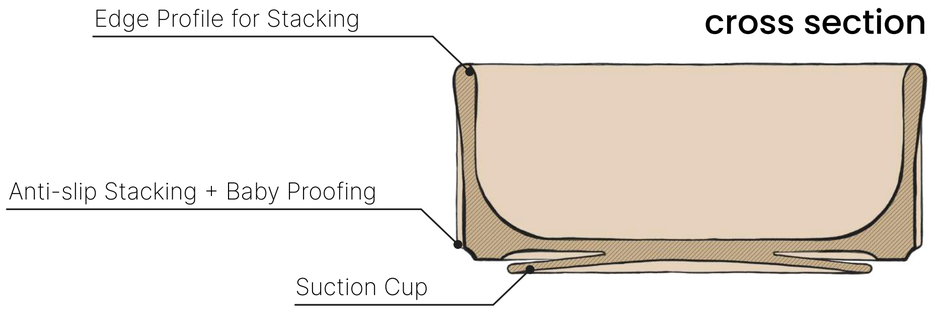
fade at bottom

fade at top

iterations

suction plate

Similarly to the bowls, different textures were tested along with edge features that would enable the dishes to stack.



worked on both implementing the stack feature and making that feature more discreet/cohesive to the form.

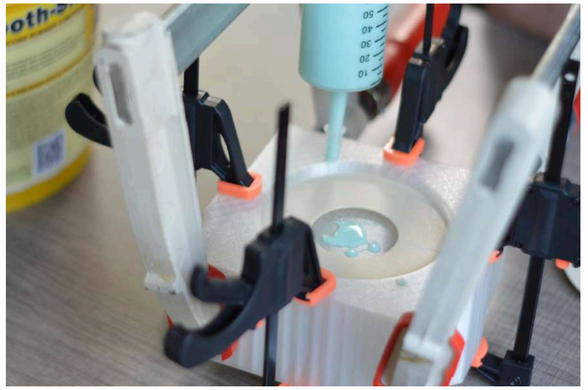
prototype

material accurate bowl

Using a 6 part 3D printed mold, we were able to create a **material accurate prototype** of the bowl design. **Real world material testing** allowed us to ensure our design had no critical flaws we could overlook.

Silicone - Shore 60A hardness

1. Creating a mold with release points



2. Injecting the mold with silicone mix

3. Demolding after the silicone has set

result:

branding

The branding should capture both the **playful** and **sophisticated** qualities of the product, reflecting its ability to serve multiple stages of life for both babies and parents.

preserve

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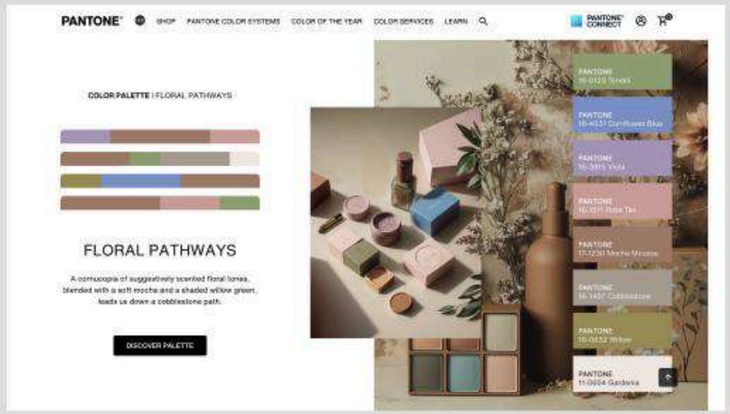
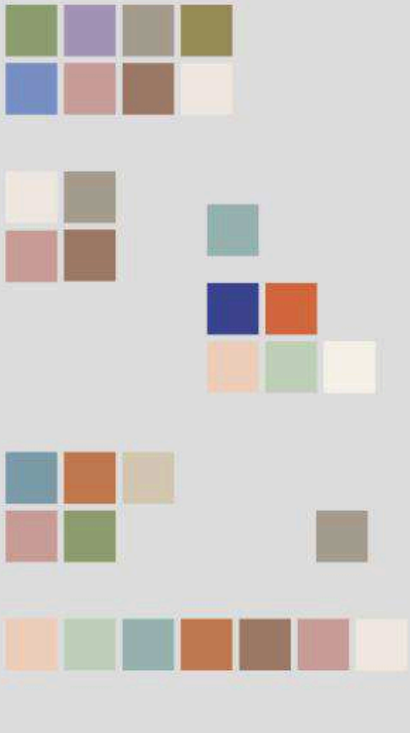
branding

product colors

Colors were chosen with inspiration from Pantone's Color of the Year palettes as well as more muted, less saturated tones to ensure the product transitions seamlessly from baby use to serveware or food container lids in the kitchen.





main features

Preserv suction plates and bowls seamlessly convert from dishes to lids for glass food containers; providing purpose before, during, and after the baby stage.

Plate Divider

- simpler divider design removes baby-like associations

Stacking Glass

From Dish To Lid

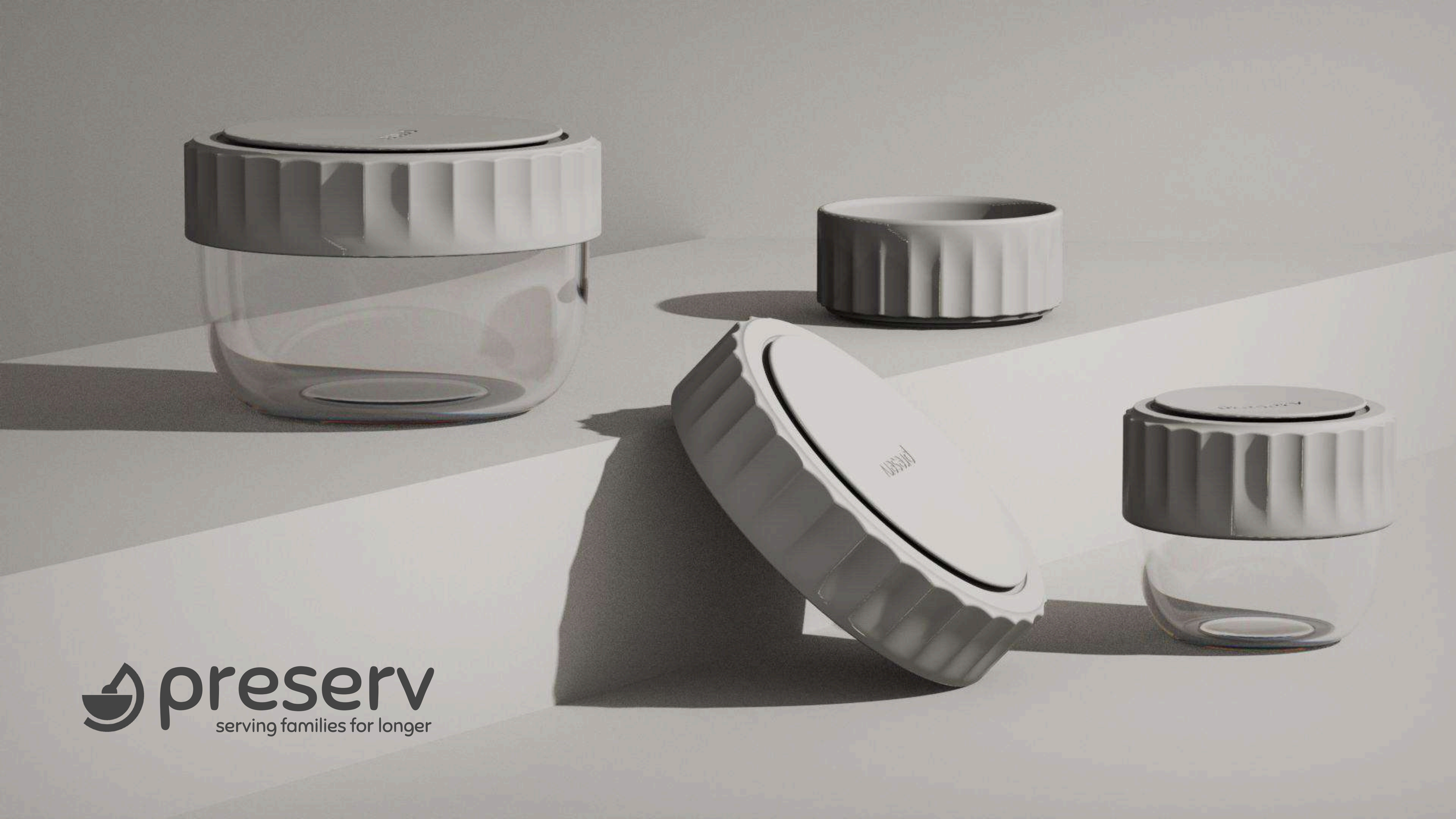
- silicone creates an airtight seal with glass

Easy Stacking Geometry

- allows for compact storage
- guards against baby lifting

The soft fluted texture and muted colors makes these dishes versatile and timeless addition to any home.

final product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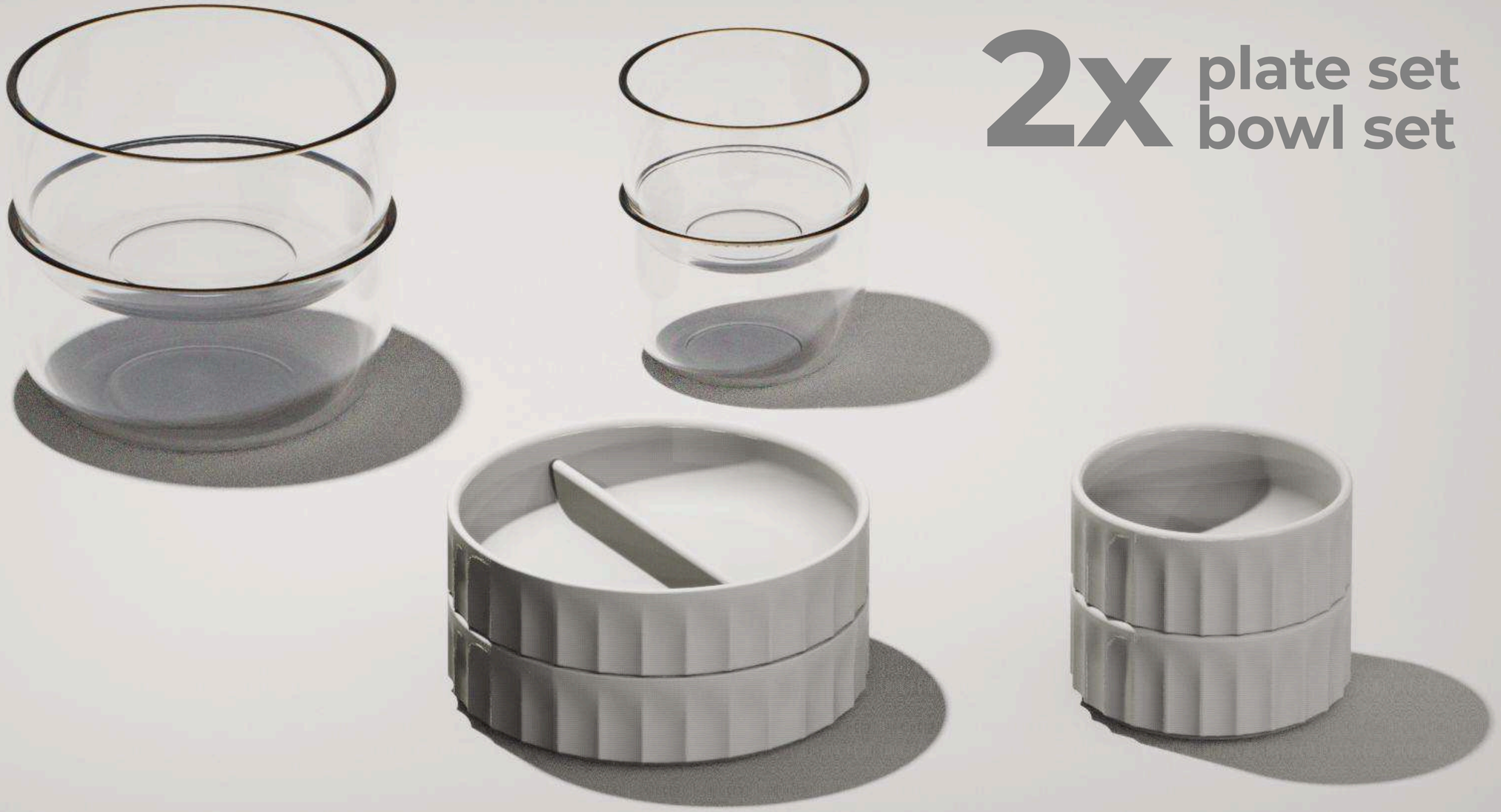

2x plate set bowl set

how it stacks.


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sunny peach
#D7AAA6


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serving families for longer
florida sand
#D7C8B7


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serving families for longer
cloudy day
#B7C0BF


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serving families for longer
choco mousse
#AE9B93


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warm cotton
#D9D5D0


preserv

potential

Preserv adresses a **key concern** of sustainability for the

next generation of parents

Even for those who’s main goal isn’t environmentalism, the product is money saving, space saving, more functional than alternatives, and more aesthetically pleasing

In addition the form is not significantly more complex compared to similar existing products, meaning similar mass manufacturing processes can still be used

thank you :)