



PLAY 'N STORE

A range of small storages designed to keep children engaged and spark their creativity in the small space of their individual homes during the pandemic of Covid-19.

This was a part of my industry graduation project, executed at Boingg! kids (Feb-Mar 2021)



COMPANY PROFILE

Boingg! is a kids' furniture, decor and lifestyle company based in Gurgaon, Haryana, India. It prides itself on having an exclusively crafted range for kids, featuring rounded edges, non-toxic paint and organic cotton upholstery. It is fun and functional, hence appealing to the kids and parents alike. It is a 100% homegrown brand, where all of its products are designed and manufactured in-house. The brand offers customisation and customised solutions for almost all the products.

CLIENT PROFILE

Boingg! caters to the modern millennial parents, residing in urban areas in India. The company offers a range of specially crafted products for kids of 0-19 years, ranging from tables and chairs, beds, nursery items to lifestyle and décor items like wallpapers, curtains, cushions, lamps and boards. The unique option of customisation at Boingg! appeals to the young couples who can give a special touch to their kids' rooms without burning a hole in their pockets.

CUSTOMISATION

The modern parent wants their kids' room to be more design focused. They look for easy and affordable solutions, without having to compromise on looks and safety. Boingg! enables them to do both.

The size, colour, pattern (wherever applicable) and storage can be customised according to the customer's needs. Some products also have a personalised touch - with an option of having the kid's name written on it.

HOW IS IT EXECUTED?

Boingg! keeps no inventory. Each product is made to order, and everything is produced in the manufacturing unit in Gurgaon. After each order is received, the product is cut, painted and assembled according to the specifications of the customisation. The products are flat packed and shipped within 7-10 days of placing the order.

MARKET RESEARCH

Given the fact that the buyers are parents even though the intended users are kids, products are designed in a manner attractive to kids but worthy enough for the purchase by parents



Need

Children centric products with an educational value, worthy of investment.

THE IMPACT OF COVID-19

Kids

- Children being confined to their homes and increased digital consumption is leading to hampered learning from
 - Peer-to-peer activities
 - Outdoor Play



Gap Identification

- Parents working from home, making it hard to keep children engaged all the time.
- Economic hardships due to decreased business or salary cuts.

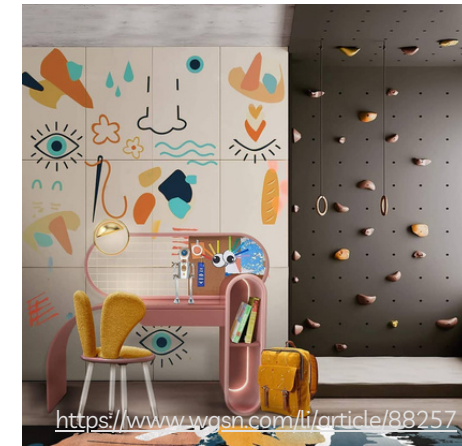
Parents

Products keeping *kids engaged and occupied through creative ways* as a way of encouraging open-ended learning.

Products appealing enough to *break away from the digital centric lifestyle* - encouraging physical engagement of the mind over solely digital consumption.

A piece of furniture rather than any installations on the wall to *keep the expenses to a minimum* and increase interaction with the user.

INSPIRATION AND TREND RESEARCH



Indoor Playground

Integrate playground elements into the home to keep kids occupied in small spaces. The pandemic has turned living rooms into indoor play yards, with pieces designed to double as both furniture and play.

Inclusive Design

Design items inclusive across gender, race and ability.

Creative Play

Captivate attention and entertain kids indoors with floor, wall and ceiling designs that encourage play, enable personalisation and spark creativity

Sensory Walls for Autistic Kids

- Tactile materials, interactive learning
- Touch and feel each material
- Fidgety kids

FURNITURE THAT DOUBLES AS PLAY AND LEARNING

Though the concept of sensory walls emerged as a need of playful and effective learning for neurodivergent kids, it has been adapted to be used in spaces that need to keep children's minds captivated and occupied - e.g. a clinic's waiting room, nurseries and playschools.

This project aims to bring the same concept inside the house. It revolves around giving the child's (3-6 years of age) brain some colourful and playful activities to **spark creativity** and enable **open-ended learning** through something that they would **interact with everyday** - their **toy storages**.

INTERACTIVE

HANDS-ON

COLOURFUL

KEY FEATURES

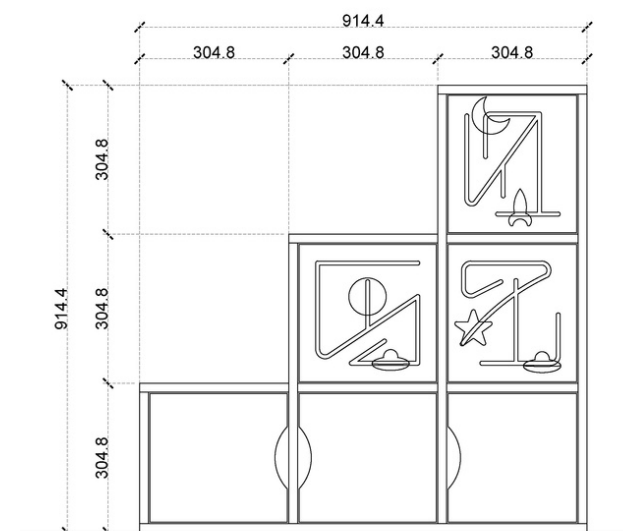
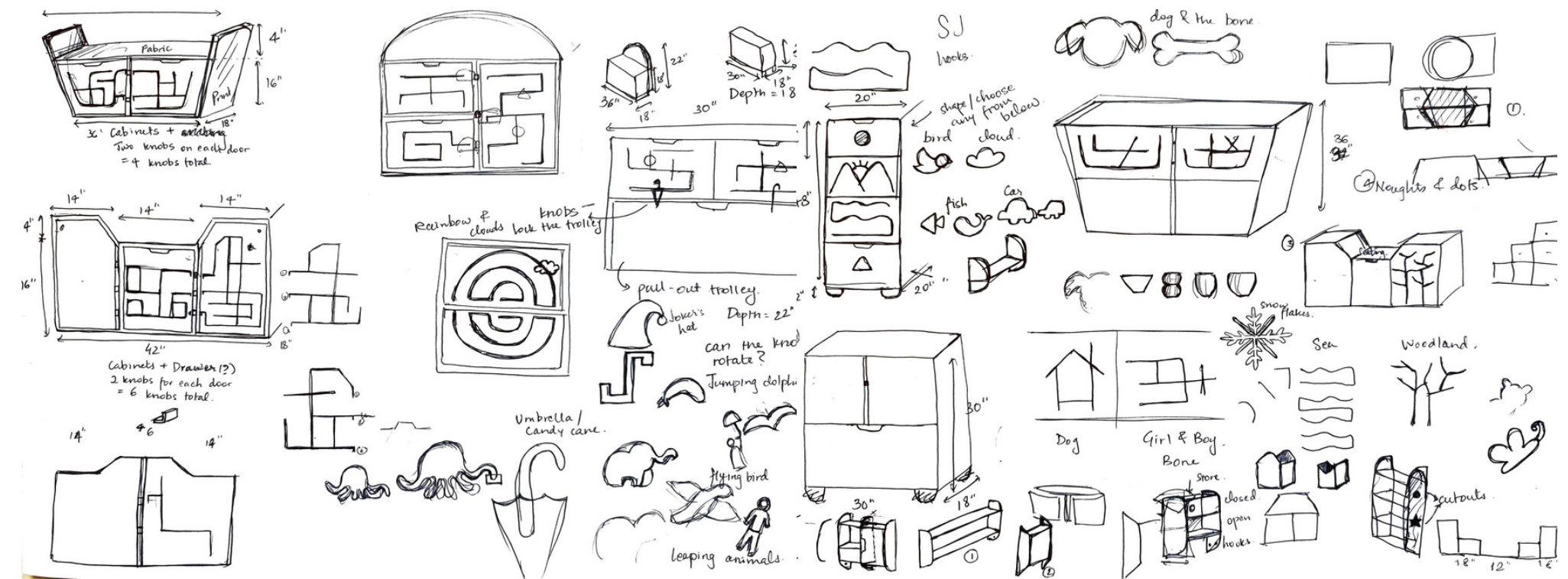
SAFE

ENGAGING

CREATIVE

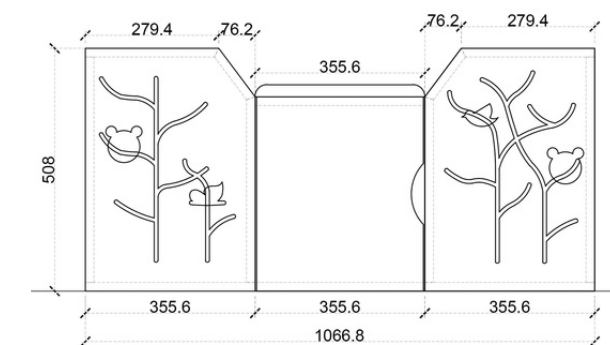
FIDGETY

IDEATIONS



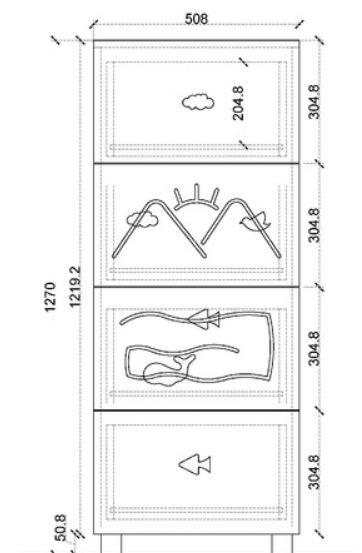
Space

A storage with elements of the solar system as knobs.



Woodlands

A simple sit 'n store storage with animal and bird knobs attached along paths of tree branches.

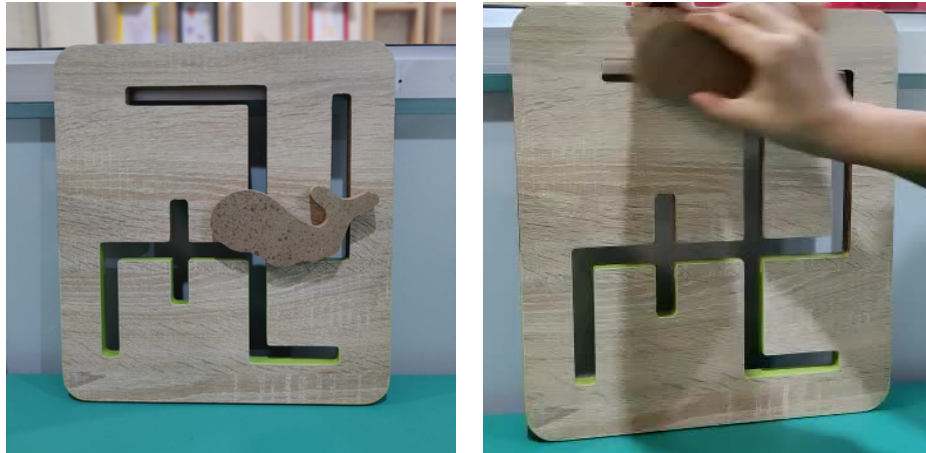


A child's scenery

One of the first scenes a child learns to draw is this - mountains, sun and the river. This storage explores the scene with knobs shaped as clouds, birds and fish along the paths of mountains or rivers.

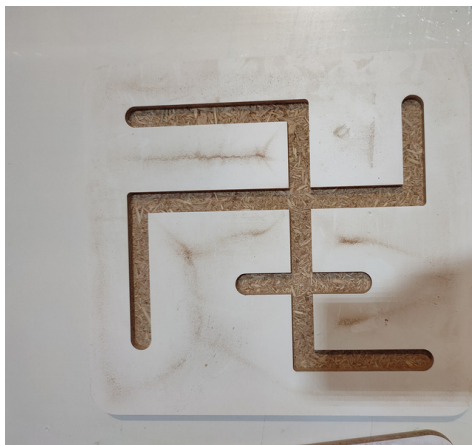
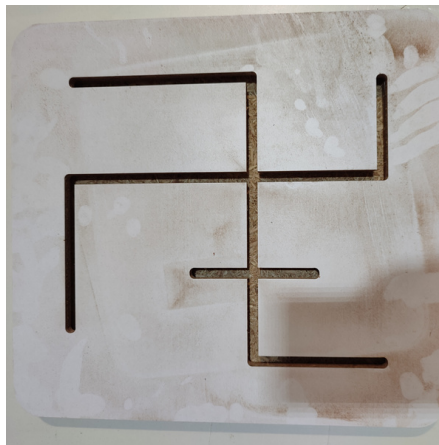
PROTOTYPING

Through and through grooves



- Not completely closed; Indian parents owing to the problem of dust would not opt for it.
- Attachment at the back exposed.
- Single board (18mm board) caused more splinters, hence more labour would be required during finishing.

Use of two boards + spacer in between

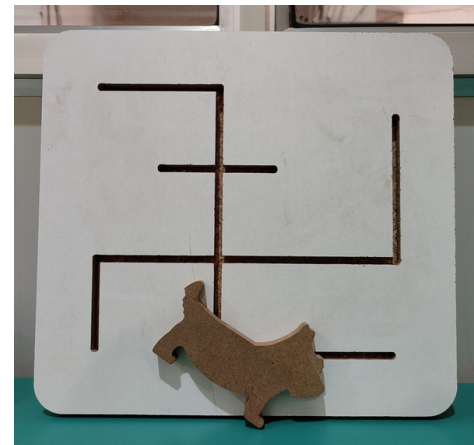


6mm particle board with thin grooves, *through and through*

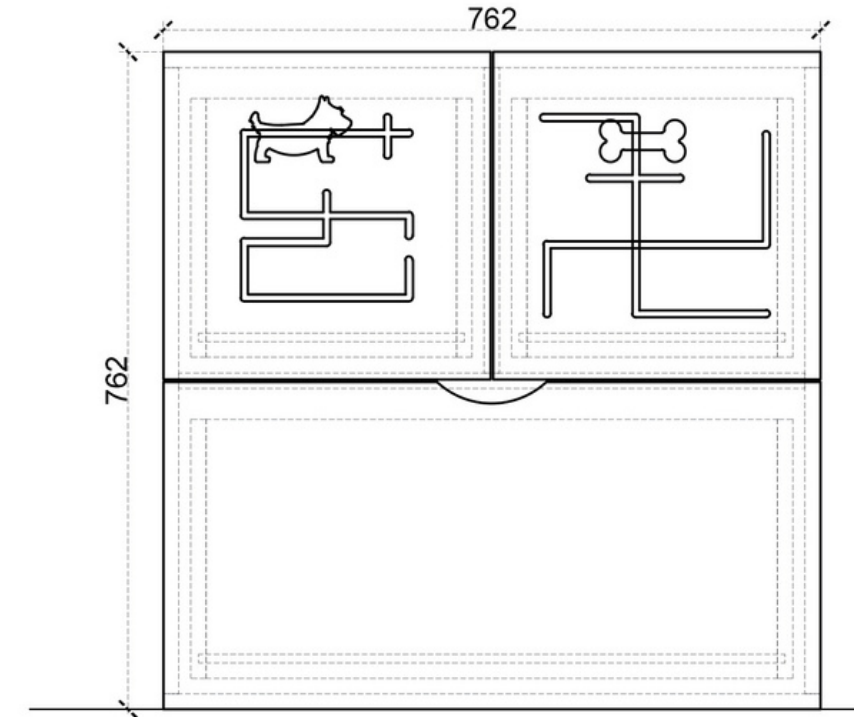
- Easy for finishing
- Prevents the knob from coming out of its path

6mm particle board with *partially cut* grooves

- Easy movement of knob along its path
- Closed form the back - unexposed hardware



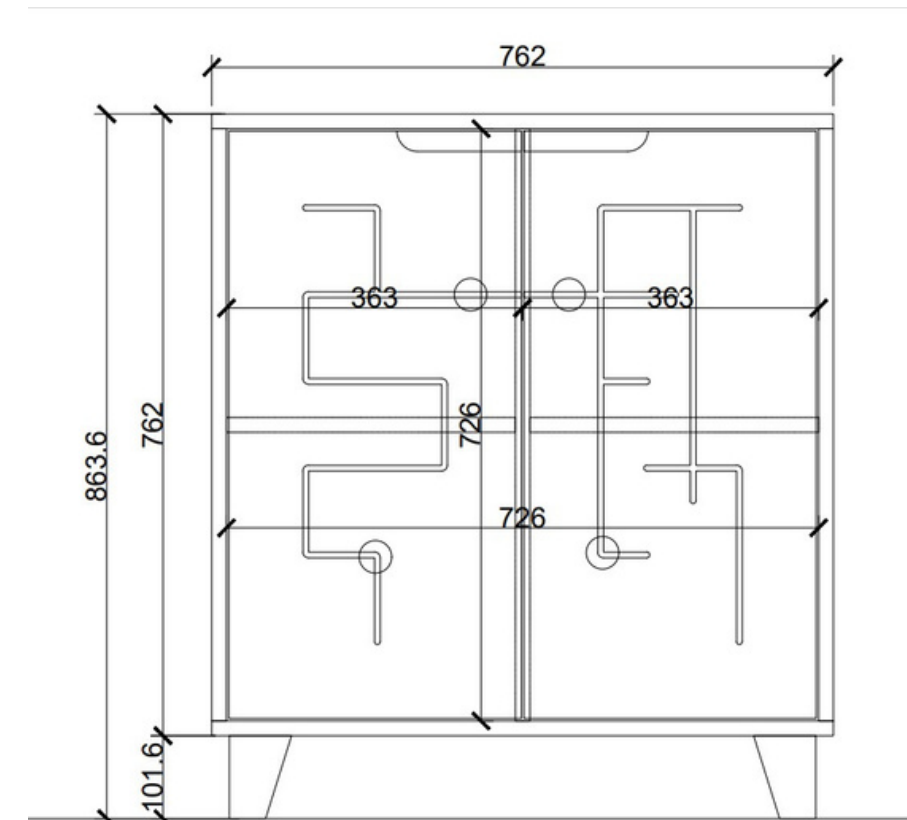
- Knob attached with screw at the back - screw head prevents it from coming out of the groove
- 3 boards ensure the total thickness remains the same, causing no problems in using the existing hardware.



Concept 1

Two door panels with two different knobs, where the idea is to get the knobs closest to one another in order to efficiently open the door.

An alternate way to open the doors (grooves) is also provided.



Concept 2

A two-door storage with continuous grooves on both planks, allowing the knobs to travel from one side to the other.

PRINTS

Fun prints and colours that would work with the existing materials used by the brand were finalised.



Knobs

Groove Path



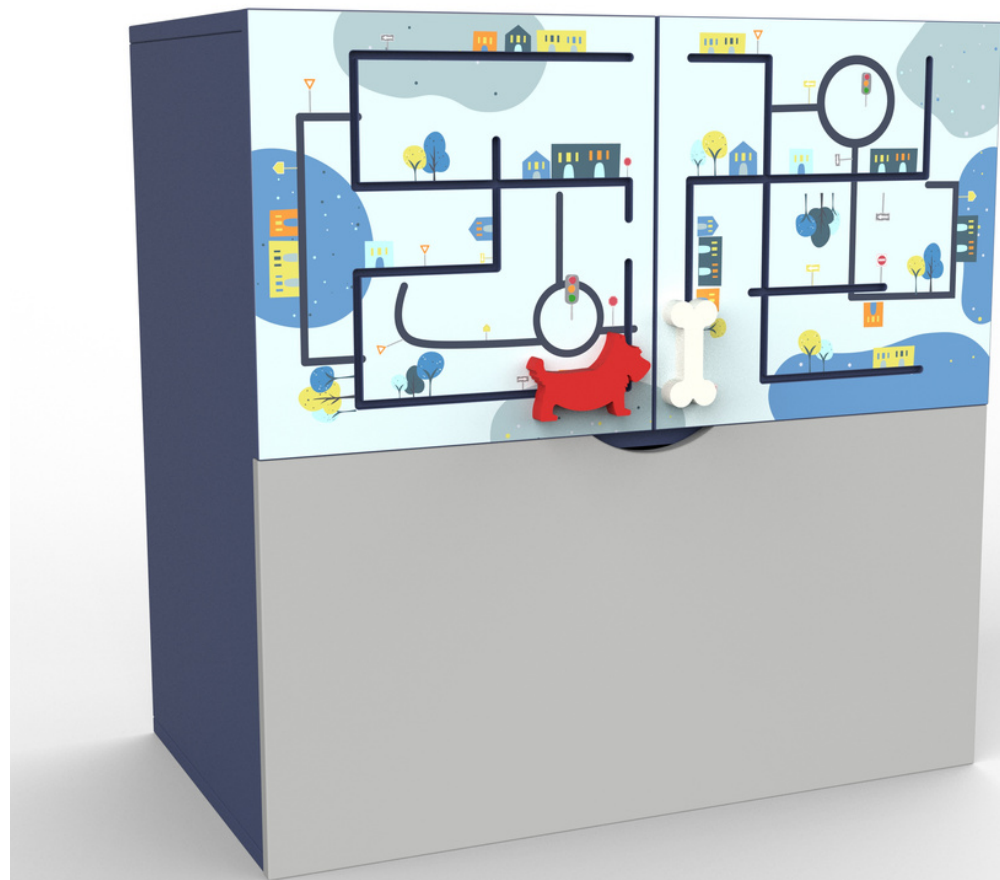
LOST IN THE CITY

The dog travels through the city to find his bone.

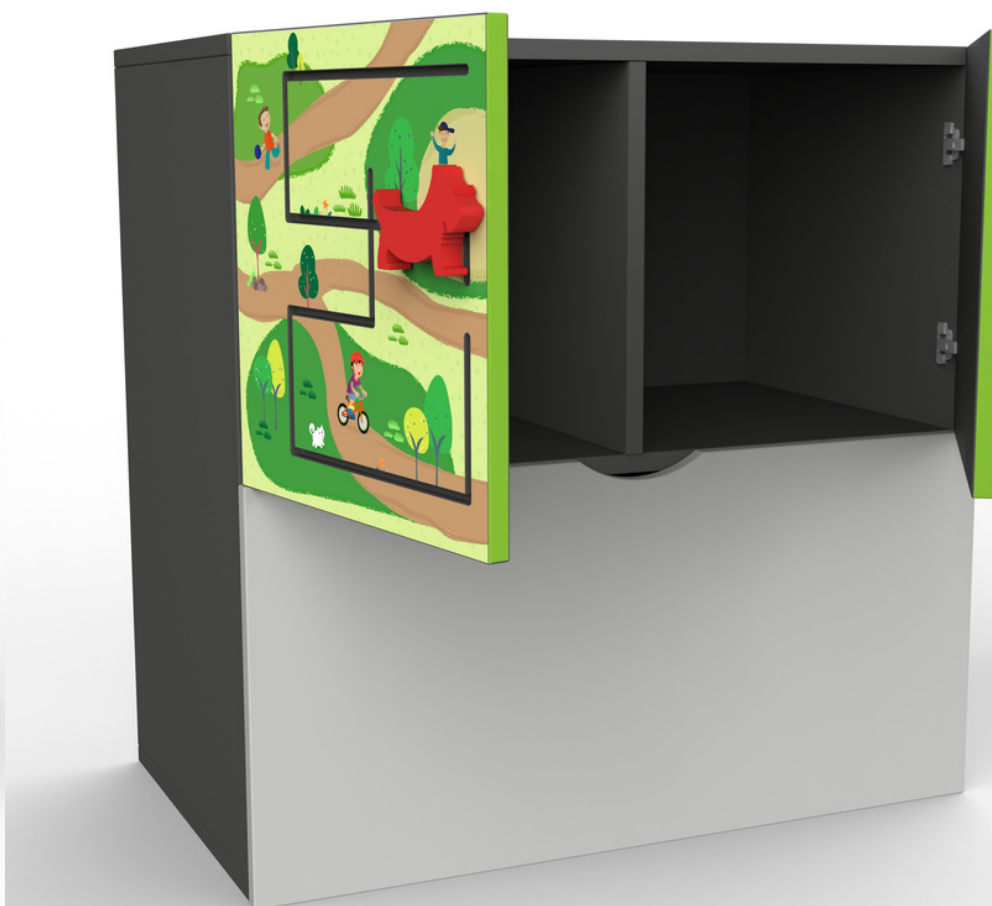
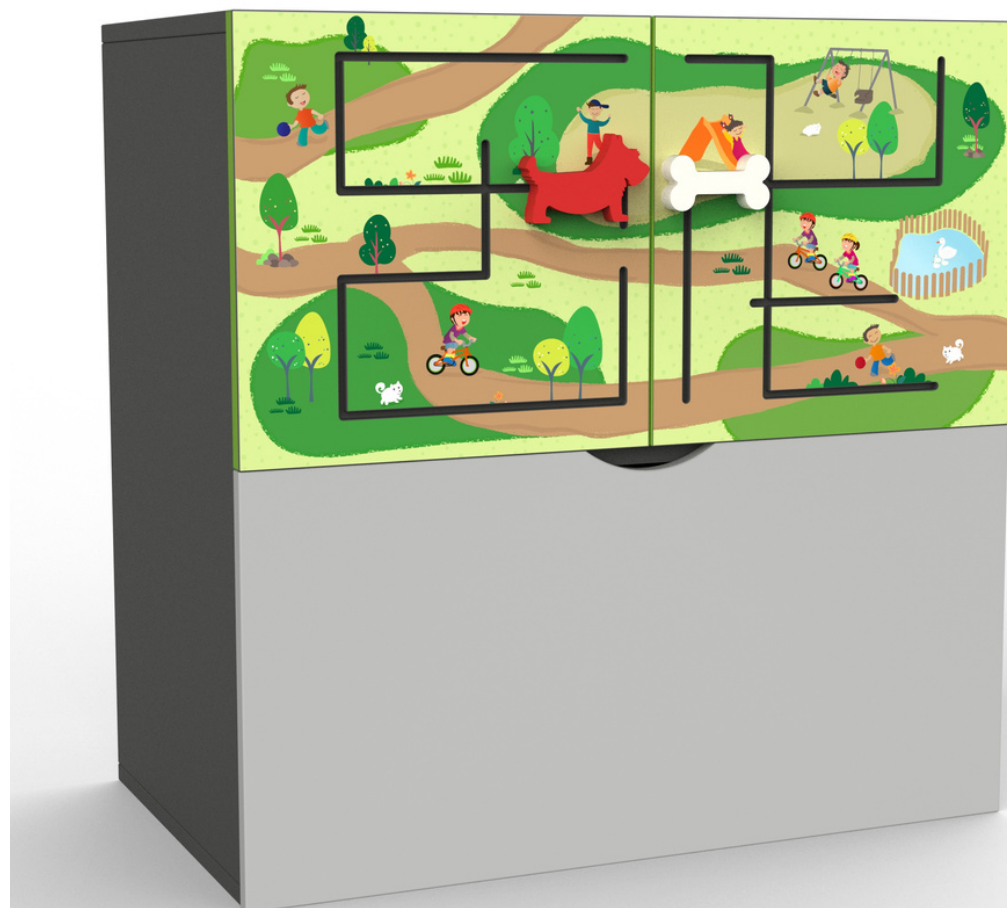
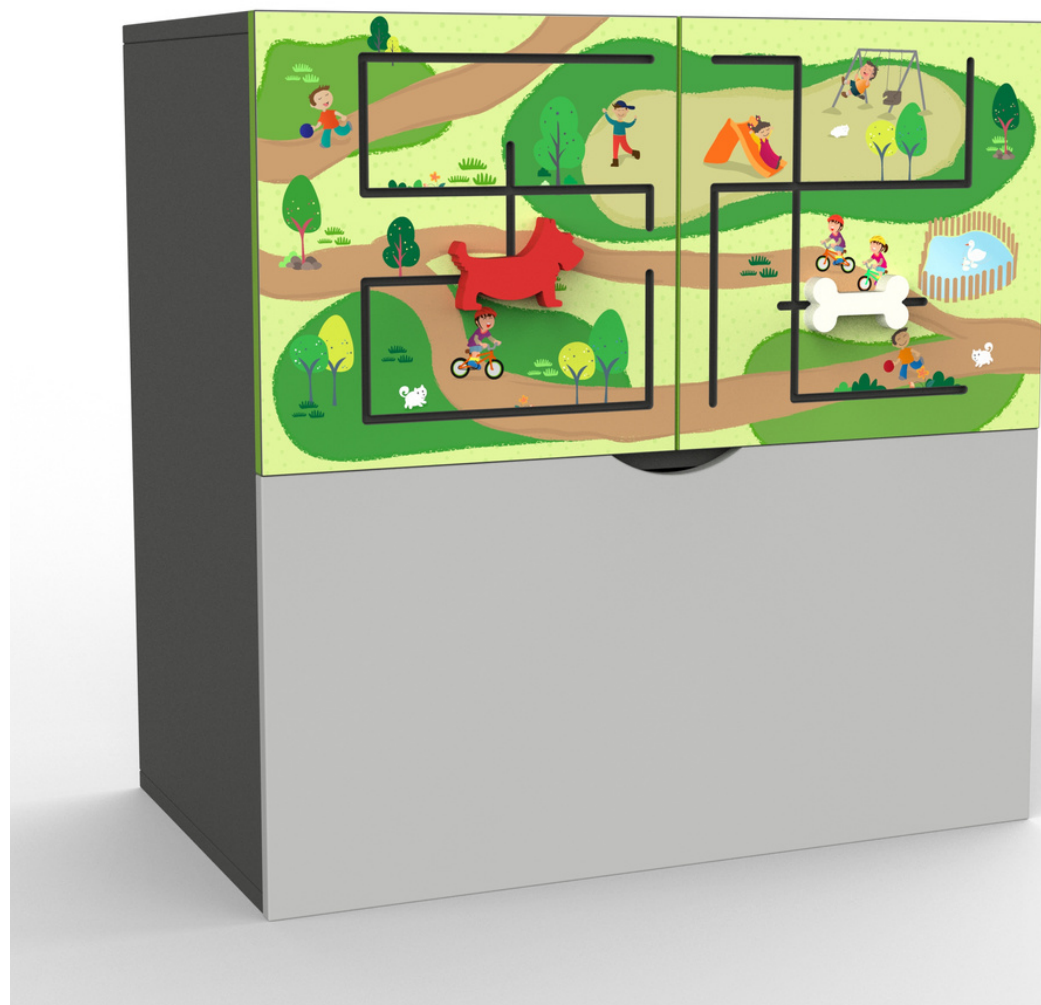


IN THE PARK

The dog travels through the park to find his bone.



DOG 'N THE BONE



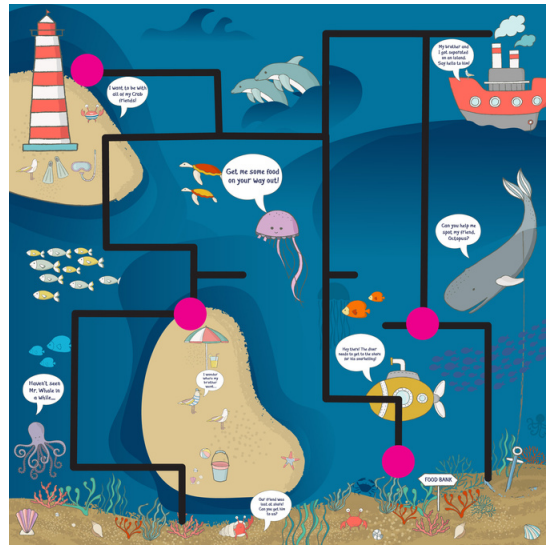
DOG 'N THE BONE

TREASURE ISLAND

PRINT EXPLORATIONS

A Game

Meant for two or more people - follow the instructions given by the characters on the print, and open the door.



Arrows

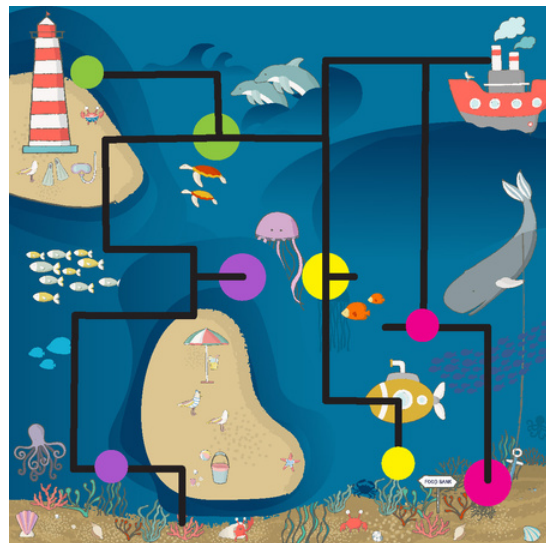
To guide the knobs along the path.



Knob Placement

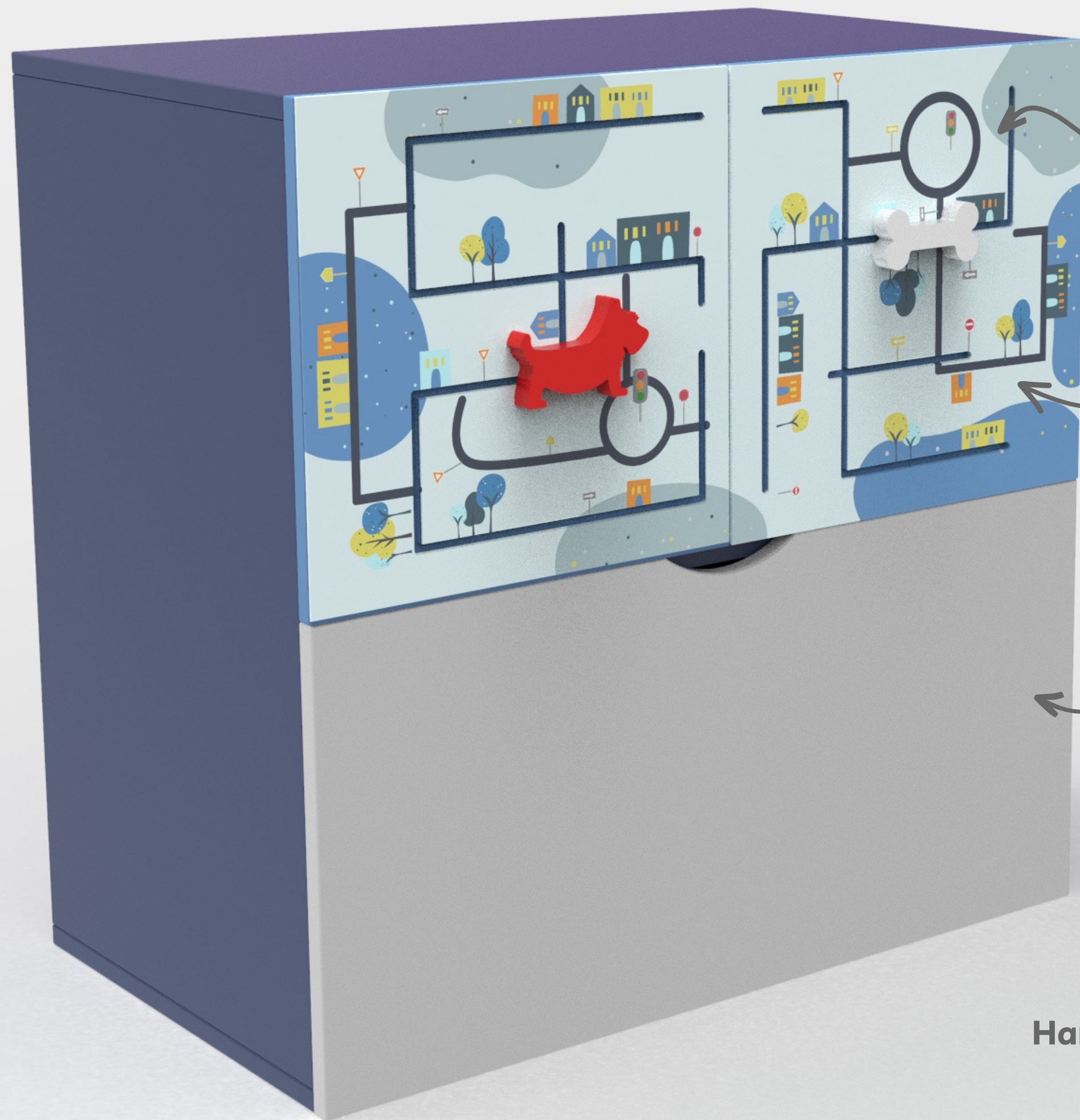


A simpler version - place the knob on the appropriate colour on the door to find the easiest way to open it. This was the finalised version.



Match the knob with the right colour!





MDF, painted and finished

Vinyl paper

Pre-laminated Action Tessa particle board

Materials

Hardware used: Hettich soft close hinges

USER SCENARIO

AND FEATURES

Interactive and engaging

30 in

48 in

Enclosed hardware for kids
safety

Trolley on wheels

