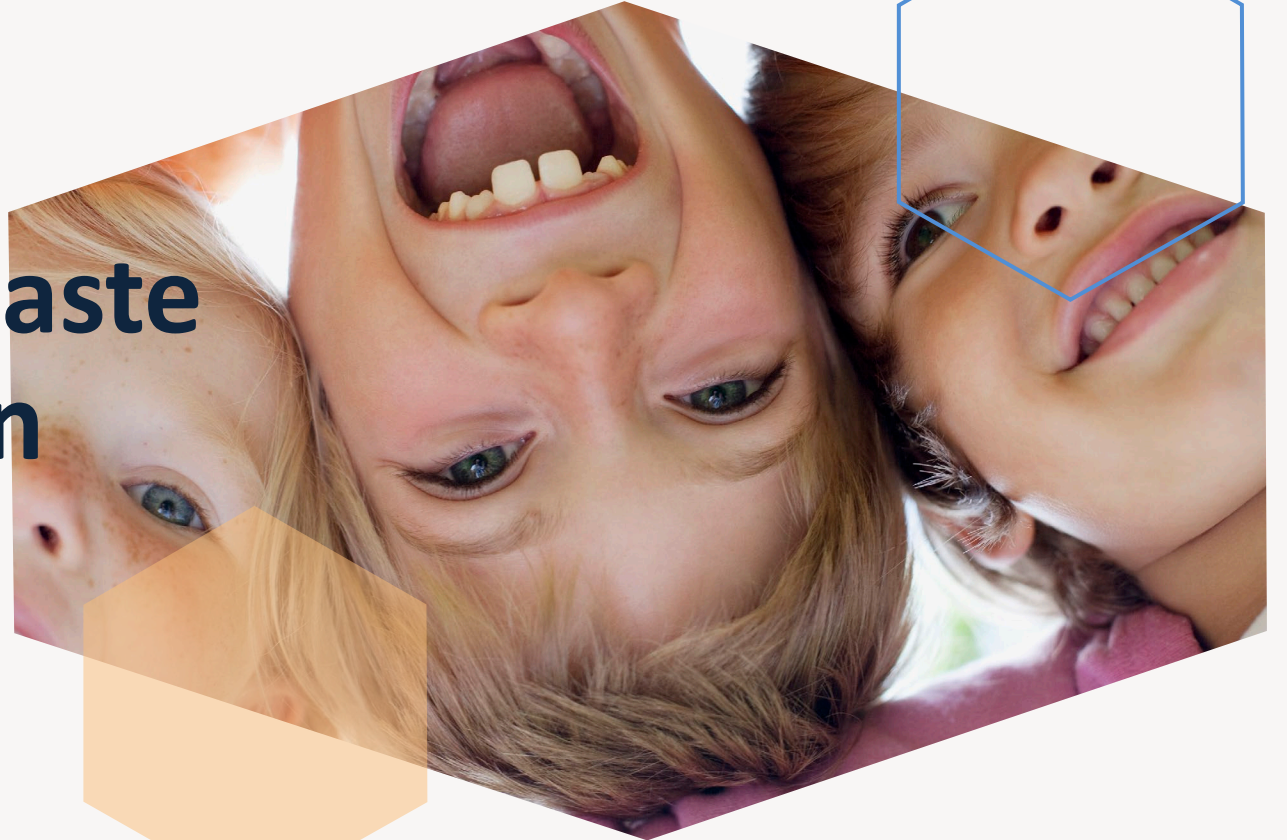


Designing Toothpaste Tubes for Children

11656 Design Thinking and User Centered Design

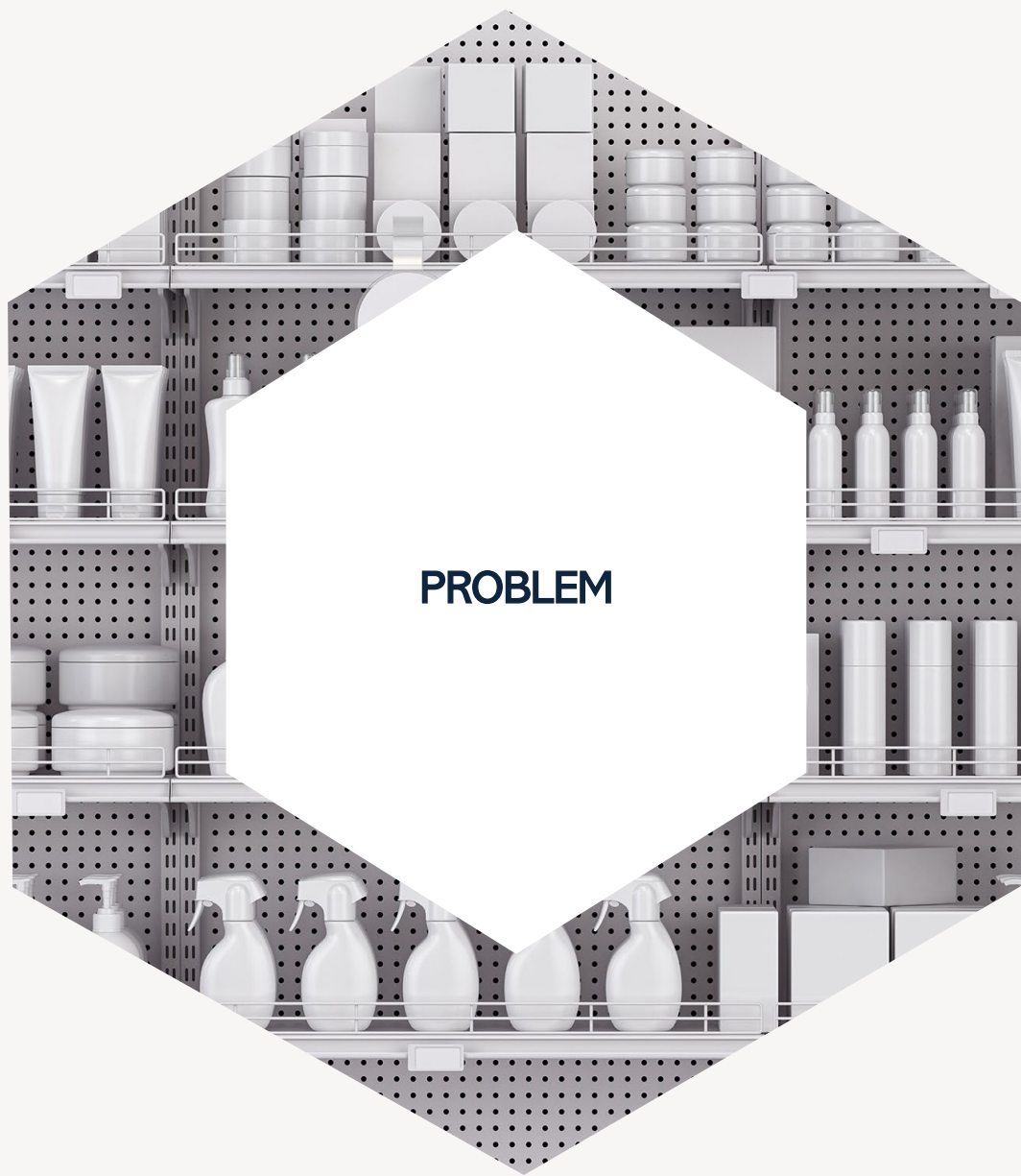
u3216546 Jacqueline Giron



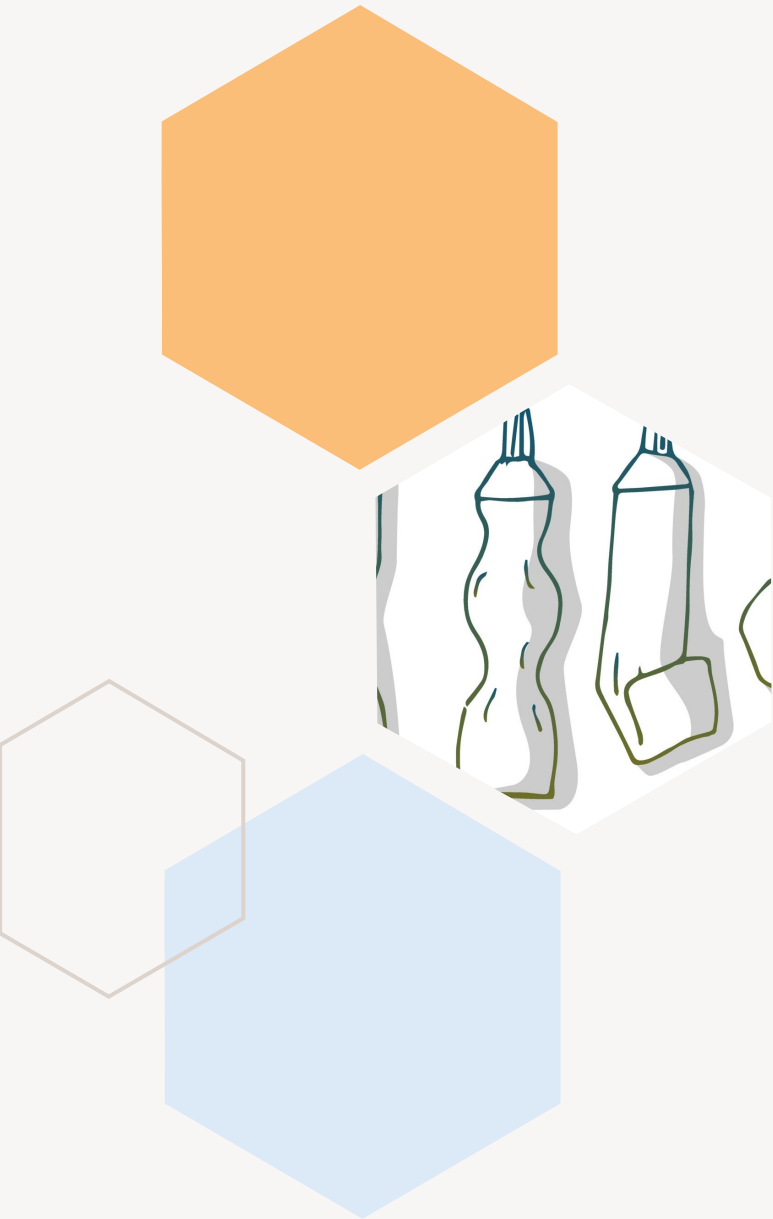
Introduction

Previously, we discovered that current household items are not designed with a child's capabilities in mind, which was not allowing the child to appropriately learn, develop and succeed.





2–7-year-olds need household products appropriate for their capabilities so they can develop and interact in the world more independently



About the Design

Current Design

Gets crumpled and soon not aesthetically pleasing

Some wastage

Too big and difficult to use for children

New Design

No crumples and aesthetically pleasing

Gets all the toothpaste, meaning no wastage

The design is engaging, appropriate for child capabilities and boosts independence

Will encourage children to brush their teeth

Prototyping



Attempt 1

Doesn't collapse

Is a tube

Attempt 2

Not a tube

Collapses all the way down

Inspiration

Connected on a spiral

Template

Foster holistically superior methodologies

Prototype 1

Need to improve the template

Collapses all the way down
Is a tube

Prototyping



Prototype 2

Superglue
Spoon scoring
plastic

Template drawn
directly on

Prototype 3

Not folding
Template drawn
directly on

Knife scoring
plastic
Double Sided Tape

**Prototype 4 -
Final**

No template drawn
Score plastic
directly



Thank you

Any questions?