

## project involvement

- design & consumer research
- human factors design
- industrial design
- soft goods design
- mechanical engineering
- prototyping
- project management

# innovations

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## Evenflo Convenience Stroller

1997, Gerry Baby Products Company, a leading manufacturer of child car seats and bath products, commissioned Brooks Stevens Design for the development of a new convenience stroller. Two key challenges were before us:

- A. Develop a market centered design solution with a high level of consumer value and personality for successful introduction into a saturated and fiercely competitive market.
- B. Complete the development cycle from project start to market launch in less than 12 months time to meet shipping dates promised to retailers.

BSDA and Gerry Baby Products set a vigorous design program in motion that focused on developing a design solution with coherence, integrity, and conspicuous user value. At the core of this effort was the careful definition and implementation of consumer needs and desires, performance requirements, understanding of product use, competitive climate and effective retail presentation, as well as the application of sound design principles for cost effective tooling and manufacturing. *(continued on next page)*



(a.) Integrated drop down visor



(b.) Console with cup holders and storage unit.



(c.) Styling of foot rest and wheels.

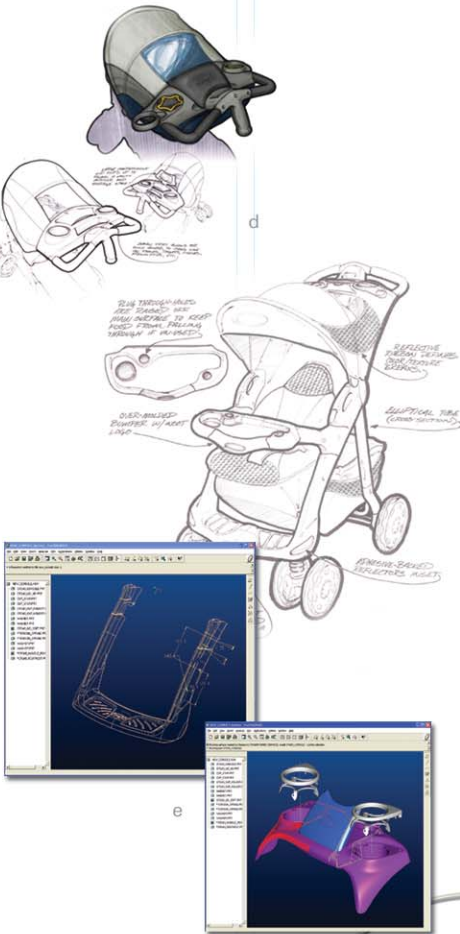
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We conducted numerous parent interviews, observed product use on hiking trails, in shopping malls, zoos and airports, and benchmarked competitive products to identify opportunities to improve and innovate. After a total development time frame of only 10 months Gerry Baby Products was able to place the new stroller design in all major mass merchandising, specialty and mail order retail channels and exceeded first year sales goals by 400%.

Both clients and trade attribute the success of the new stroller to its new and improved product features which include:

- A patented, industry first convenience console with bottle holder and one-handed steering handle.
- An new stroller canopy with integrated drop-down sun visor.
- An easy to remove safety crash bar with integrated feeding tray.
- A large, easy to access storage basket and expandable side storage pockets.
- Adjustable seat bolsters.
- Attractive product styling and effective on-shelf retail presence.
- Competitive price/value ration unmatched by competitive strollers.

In 2003 it was time to raise the bar again. Evenflo, who acquired Gerry Baby Products, looked once more to Brooks Stevens Design to assist in the design of the next generation strollers and travel systems. We researched new market trends, refined design details, improved already great product features, and developed new soft goods designs that are compatible with current fashion trends to make sure that the leading stroller design stays ahead of the competition.



(d.) Concept sketches  
(e.) Pro/E CAD assembly  
(f.) Prototype



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