

External assessment

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Stimulus book

# Design

## General instruction

- Work in this book will not be marked.



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## Design problem

Baby products become obsolete as babies grow quickly and their needs change from birth to school age (zero to four years). There is an opportunity to extend the useful life cycle of baby products using circular design methods.

## Design criteria

- Extend the number of users of a baby product beyond the initial user.
- Include alternative uses for a baby product to extend its life cycle.
- Encourage participation by stakeholders in extending the life cycle of baby products.

Baby products are made from various materials, including



Obsolete baby products

## Stakeholders' comments

Baby products become dangerous to children over time as materials break down and degrade.

High-quality toys can be passed from generation to generation.

High-quality clothes should last at least five years, and can be washed approximately 50 times.

Children often get tired of their own toys and desire the toys of others.

Baby clothing is one of the worst offenders for creating waste, especially in an age of cheap, fast, disposable fashion.

A baby car seat has an expiration date stamped into the plastic.

Bright primary colours stimulate brain development in babies.

Changes in technology make newer products more desirable.

It's important to provide safe, clean products to children.

Baby products are often handed down. Parents select the best and bin the rest.

Think globally but act locally.

