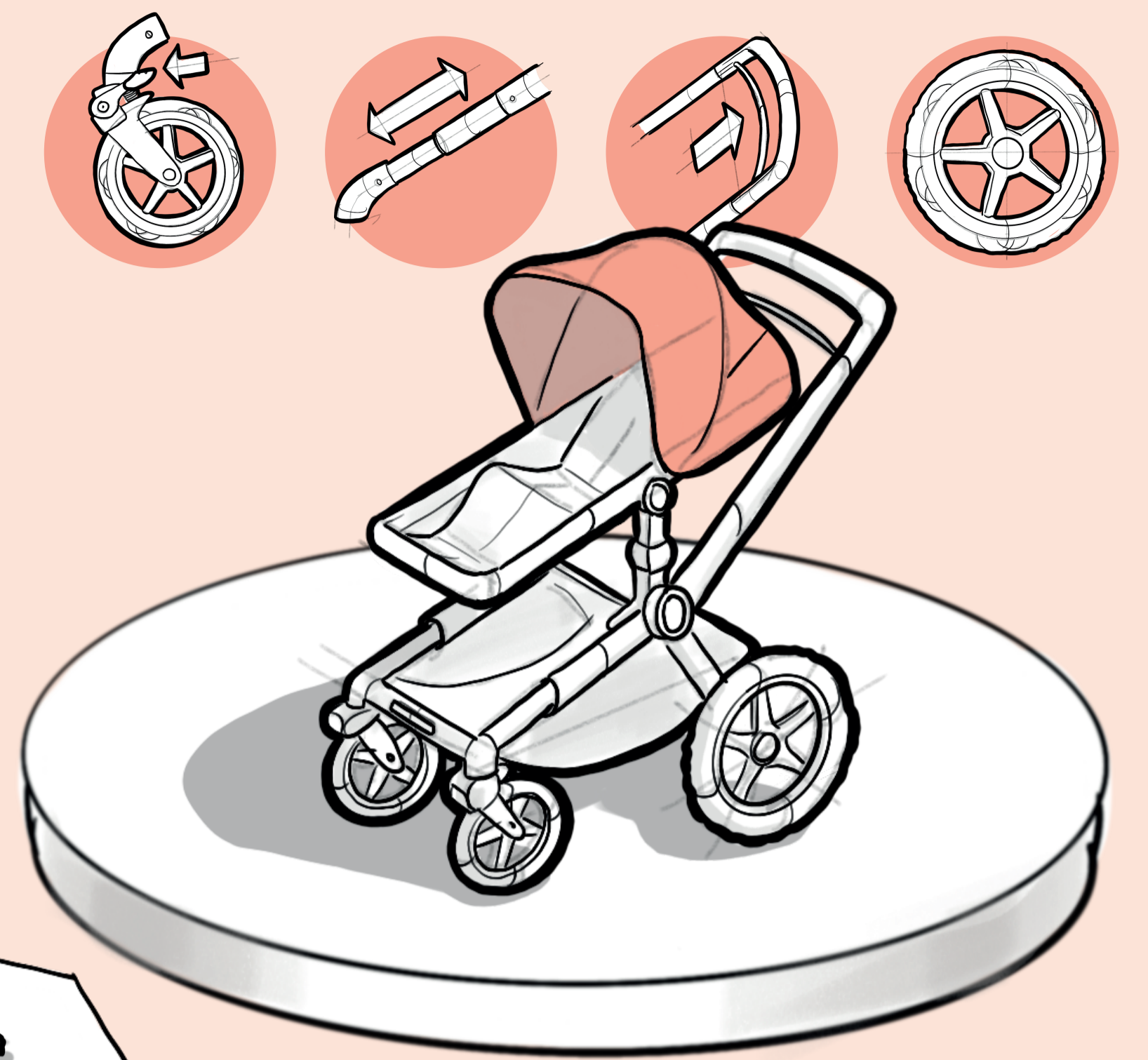
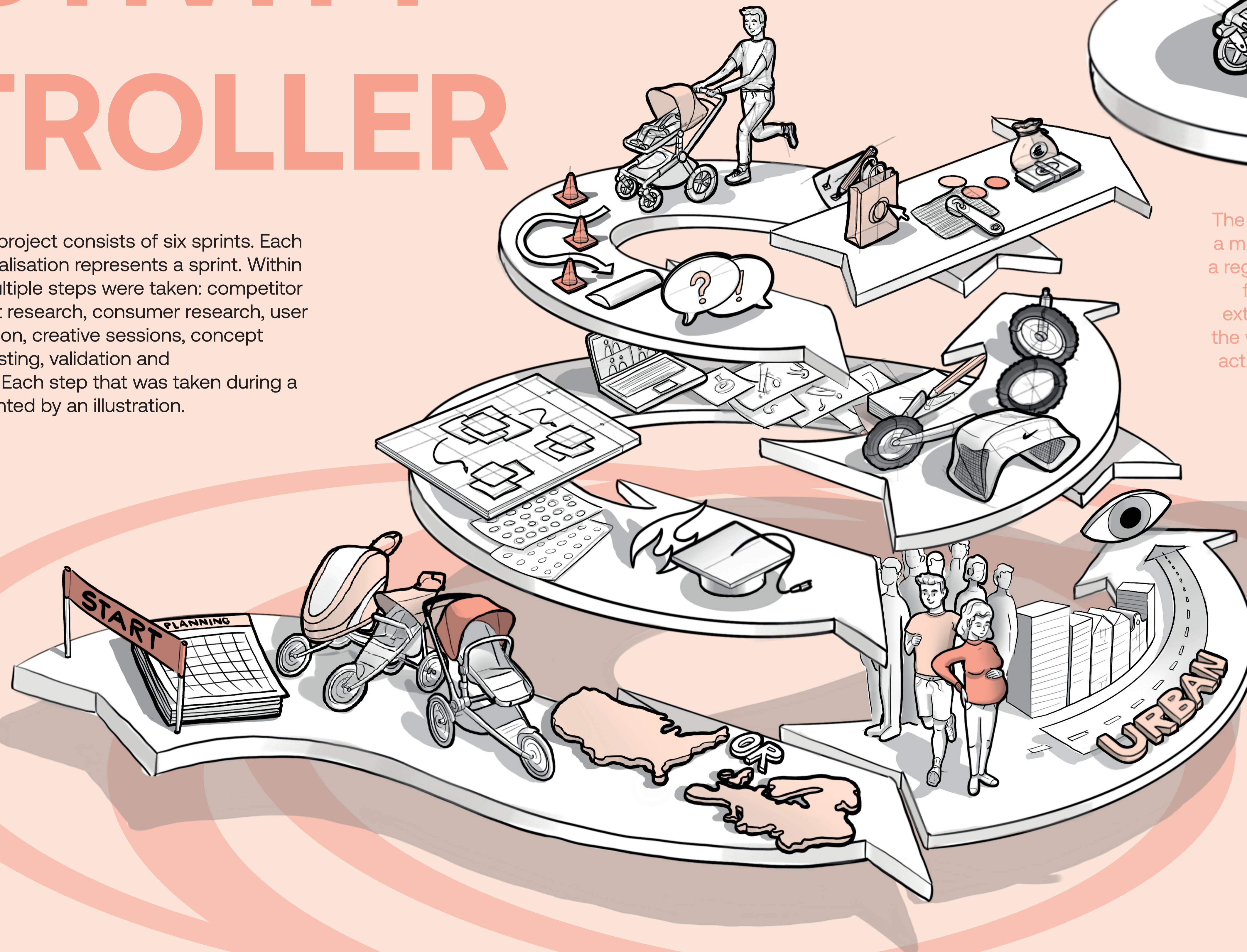


# A MULTIPURPOSE ACTIVITY STROLLER



This graduation project consists of six sprints. Each arrow in the visualisation represents a sprint. Within these sprints multiple steps were taken: competitor research, market research, consumer research, user interviews, ideation, creative sessions, concept development, testing, validation and implementation. Each step that was taken during a sprint is represented by an illustration.



The final concept that is developed is a multipurpose activity stroller. This is a regular stroller that can also be used for running. The stroller has an extendable frame, which elongates the wheelbase. Furthermore, it has an active brake system, lockable swivel wheels and 16" rear wheels.