

A product service to promote the adoption of reusable diapers

# The Baby Gift Box

**INCLUDES  
NEW-BORN SIZED  
WASHABLE DIAPERS**



**EEN GIFT AAN DE VOLGENDE GENERATIE**



Scan de QR code en  
ontdek hoe eenvoudig  
washbare luiers kunnen zijn.  
toddycanes.com



**PASS ON TO  
FRIENDS OR  
FAMILY AFTER  
USE**

**WITH ONLINE  
WASH-CLASS**



## Research

Disposable diapers require a large amount of new material and put a large pressure on Dutch waste disposal services. This project aims to design a product service for Toddy to increase the acceptance and adoption of reusable diapers.

After gathering existing information and a series of in dept interviews two main reasons were isolated: Unfamiliarity and unreliability. It was decided to focus on unfamiliarity.

## Result

The baby gift box (Doorgeef doos in Dutch), is a product service combination that introduces families to washable diapers by offering diapers in a pregnancy box together with other reusable baby products for a reduced price. This box gives access to information on how to use the diapers and can be passed on to a friend or family member in the future.

### Order box



Customers become aware of the box and learn the costs benefits of the box

### Try new products



Customers get familiar with the products and use the journal to record milestones

### Learn to use diapers



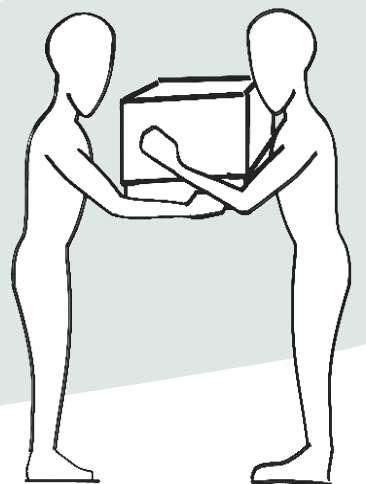
The journal and an email news letter give additional info and remind people of the community forum

### Buy new products



Based on personalized advice the customers order replacement and follow-up products

### Pass on box



Box is passed on to the next user. They follow the QR code on the box and make a new account.

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Design for The Future Diaper Projects  
19 May, 2022  
MSc. Strategic Product Design

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