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LOCAL PRODUCTION NYC

A Green Shopping Experience Through Design



Reduce heavy traffic



Use **Recycle** bags instead plastic bag



Reuse shopping bags



USER GROUP



Man



Woman



Elder



Child

What they care	Capacity No effeminate	Capacity Safety Aesthetic	Capacity Safety Weight Size	Playful Size
Where they use	At store	At store	At store	At store
What they put in the cart	Bags, food, phone.	Bags, food, phone, child.	Bags, food, phone	Themselves food, toys.

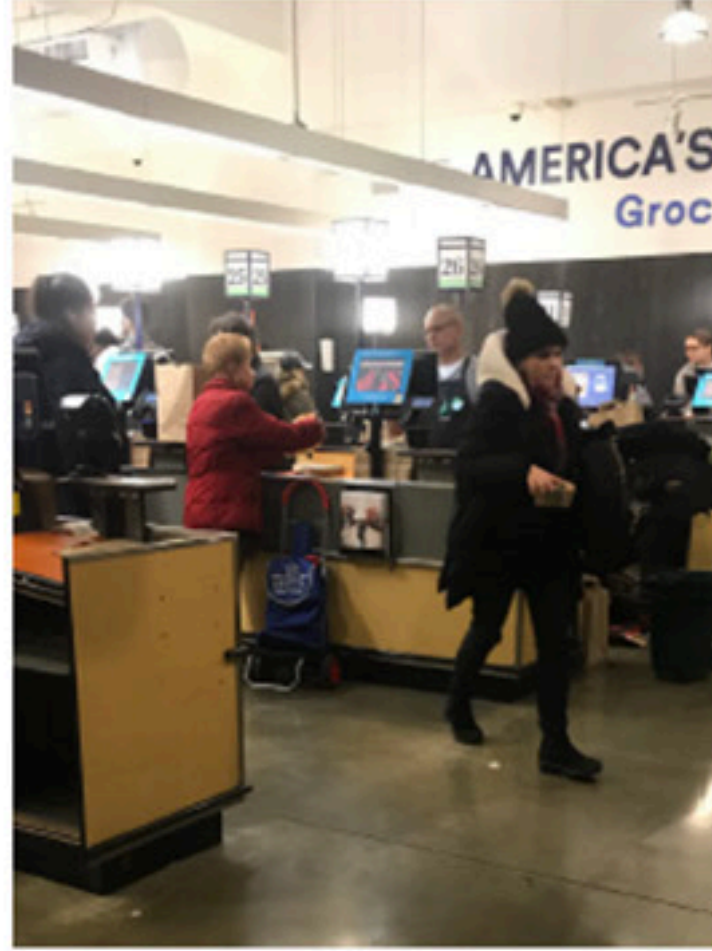
User experience of **what store offers** (shopping basket, paper bags)



*Went to store
Pick up a cart*



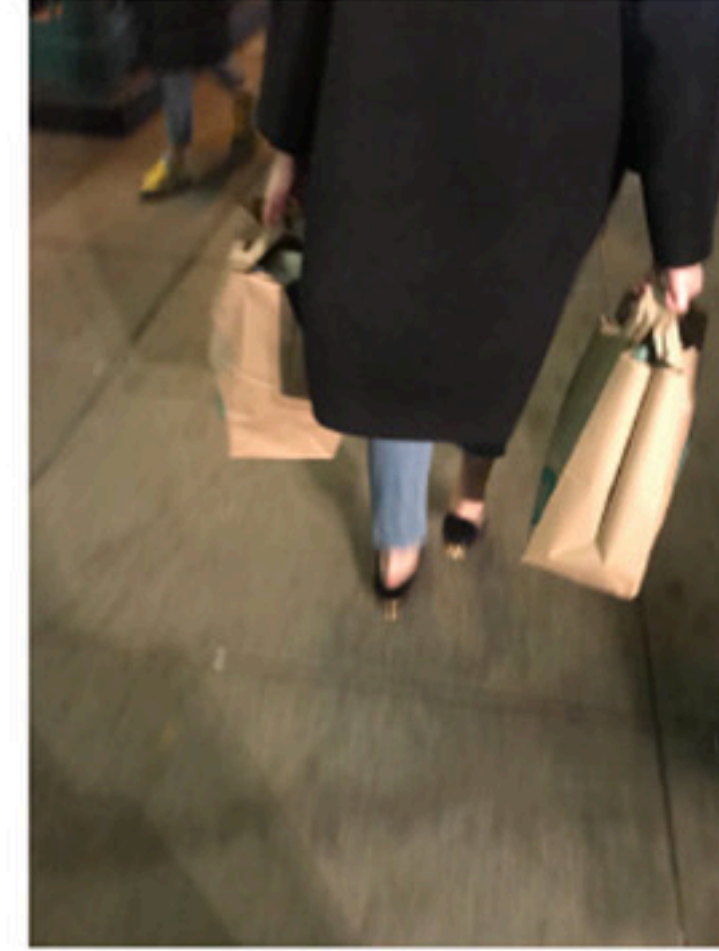
*Put items in
Too heavy*



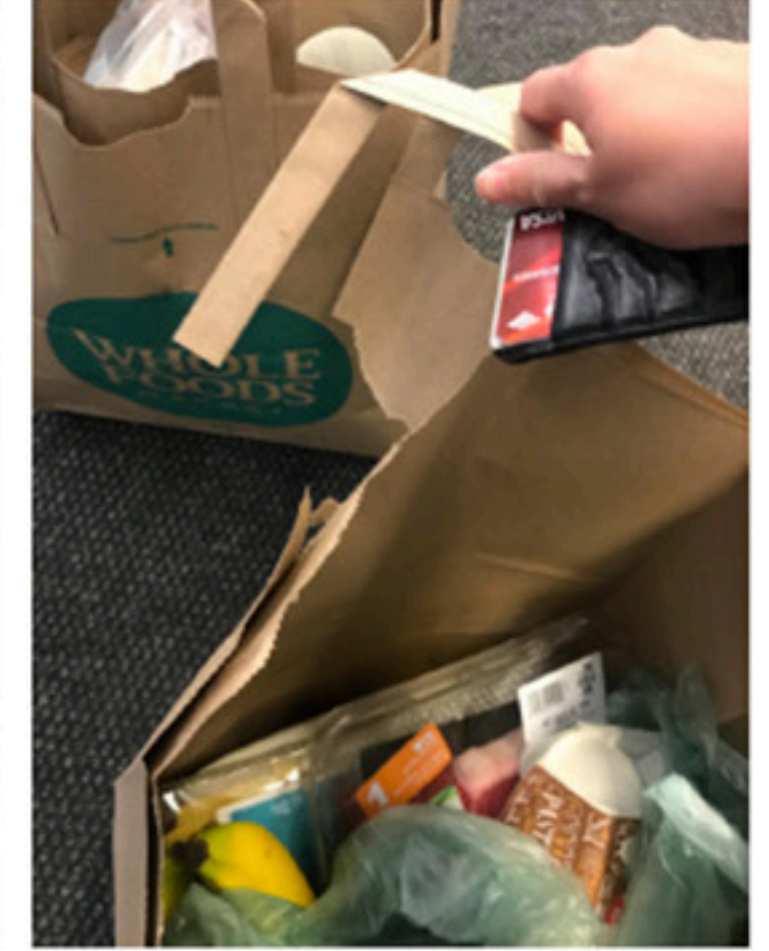
*Check out
Put cart on the table
Package*



*Staff collect basket
back*



Bring food to home



*Paper bag broke before
get home*

In store experience

Out store experience

User experience of **personal shopping trolley**



Pull empty cart to store



Pick up store's basket



Holding two carts at the same time



Packaged to personal carts and take it to subway

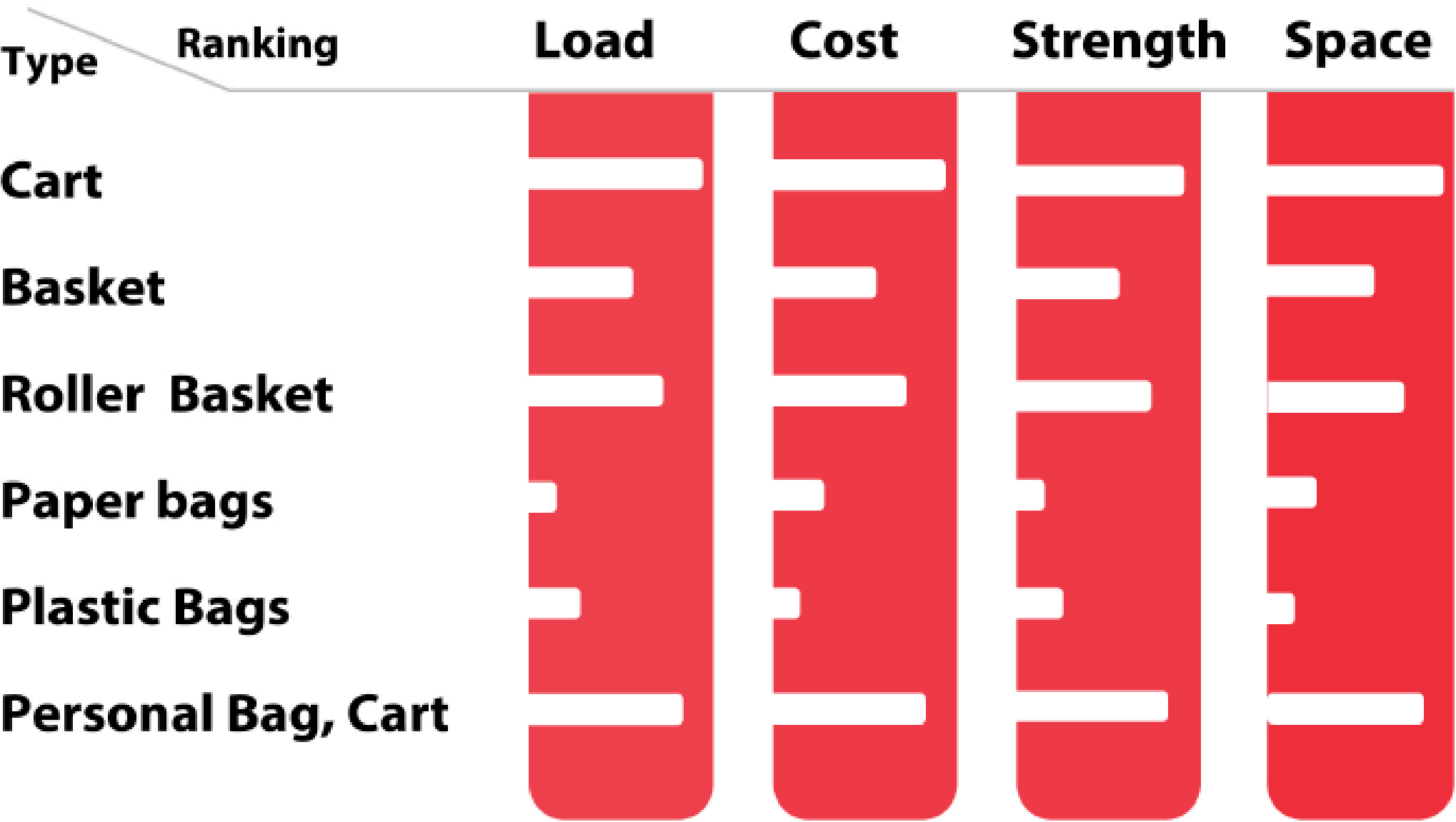


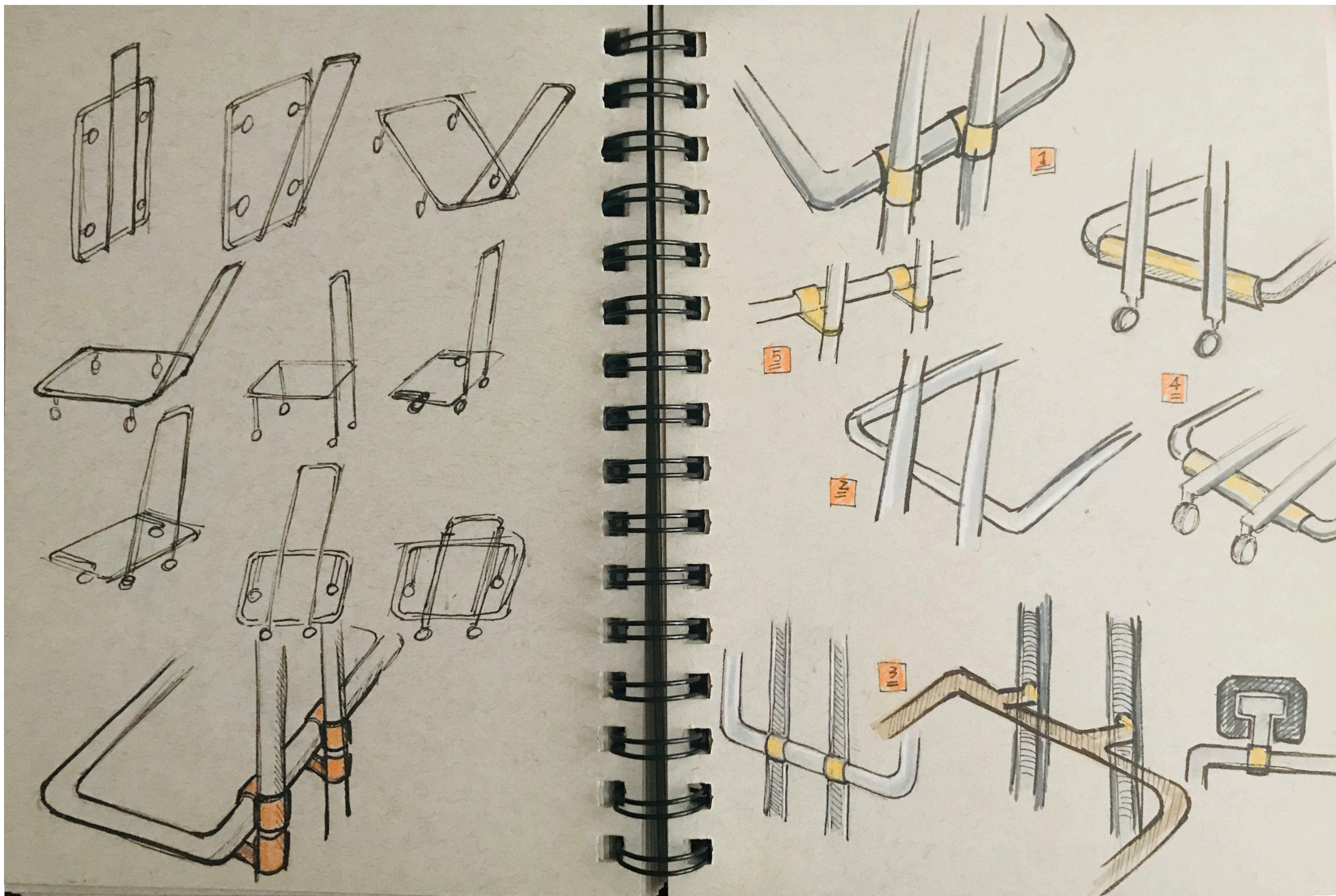
Because store don't allow people use own carts

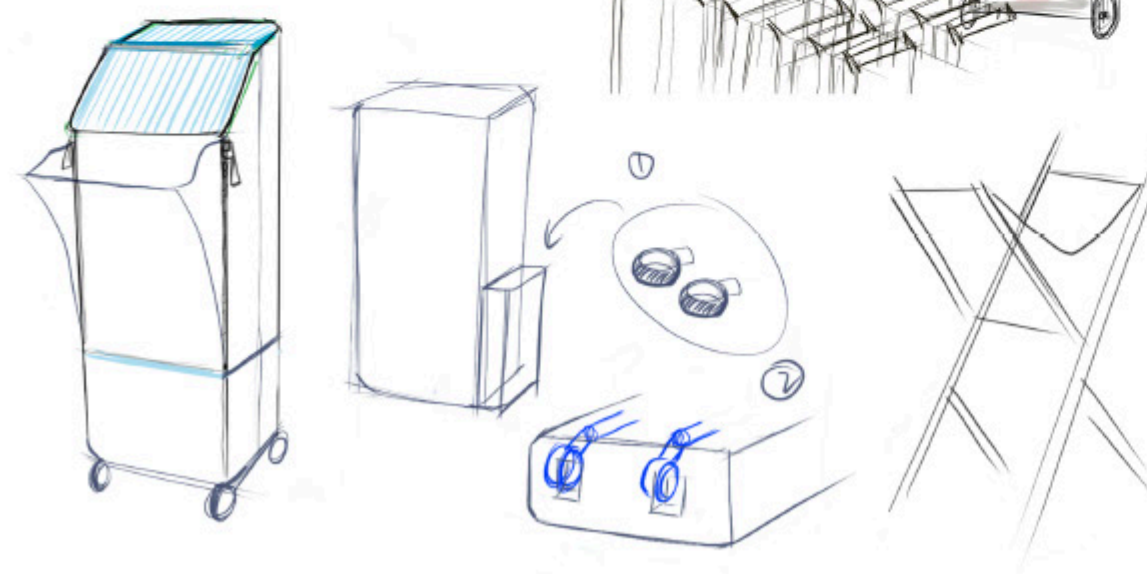
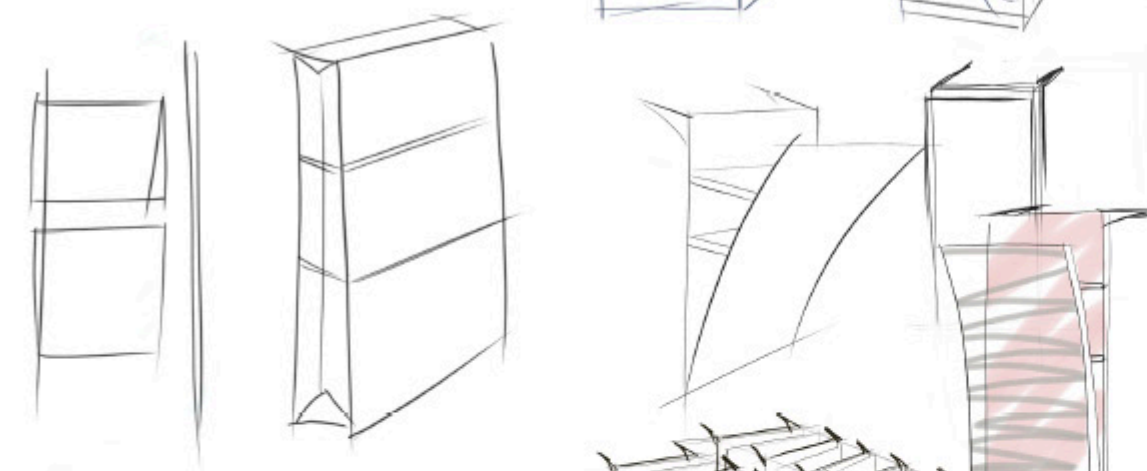
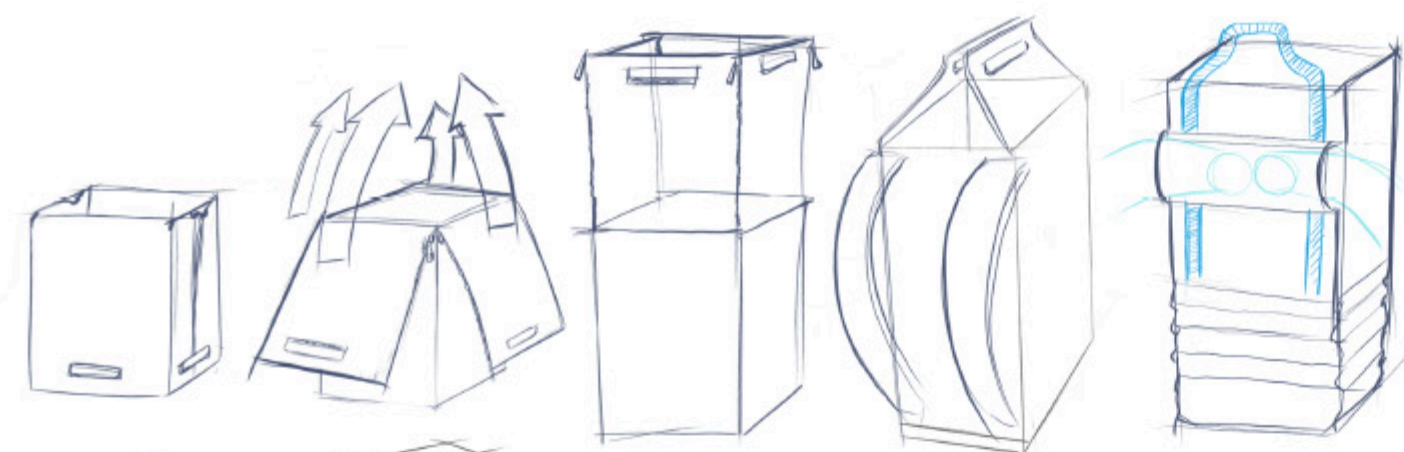
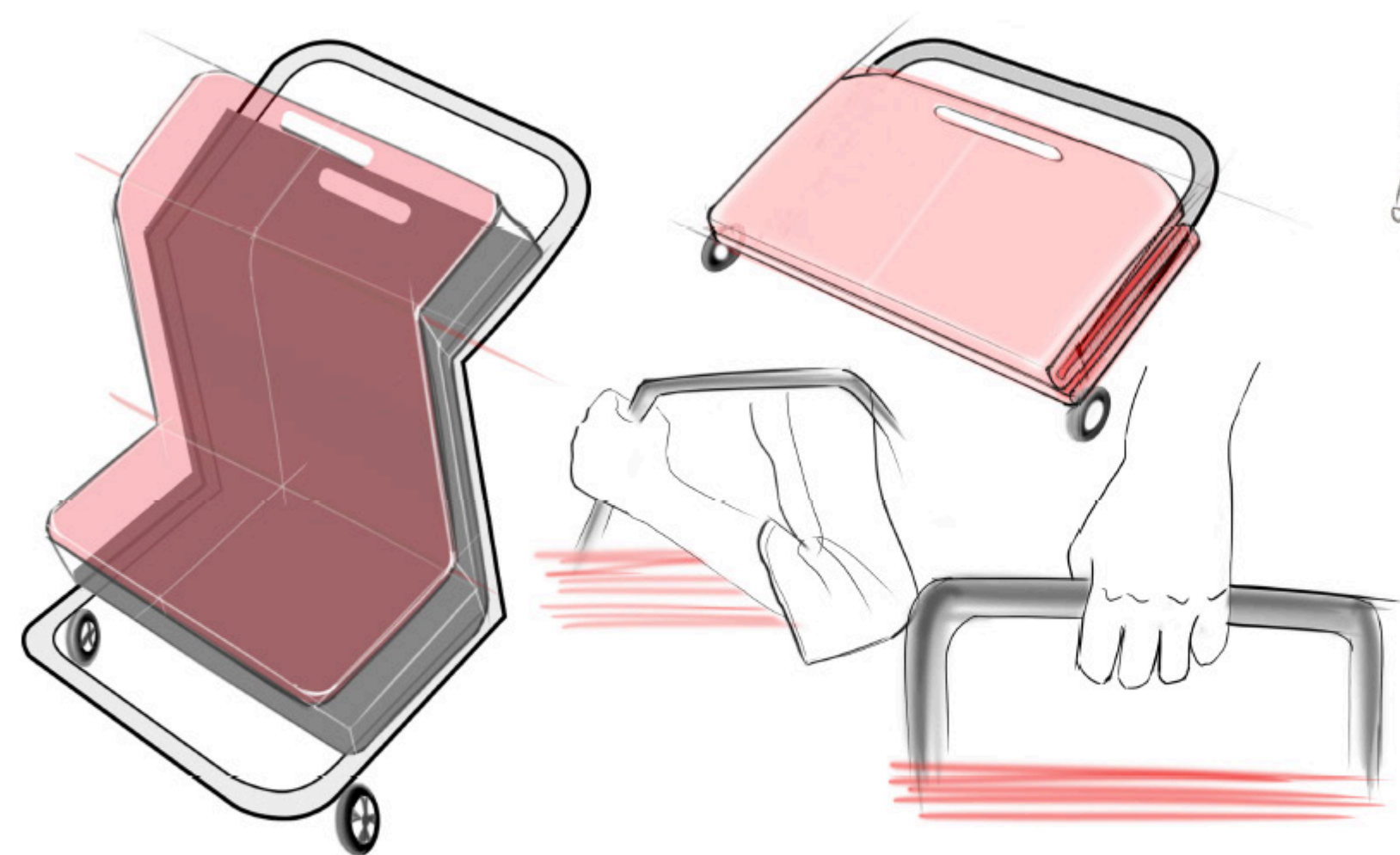
In store experience

Out store experience

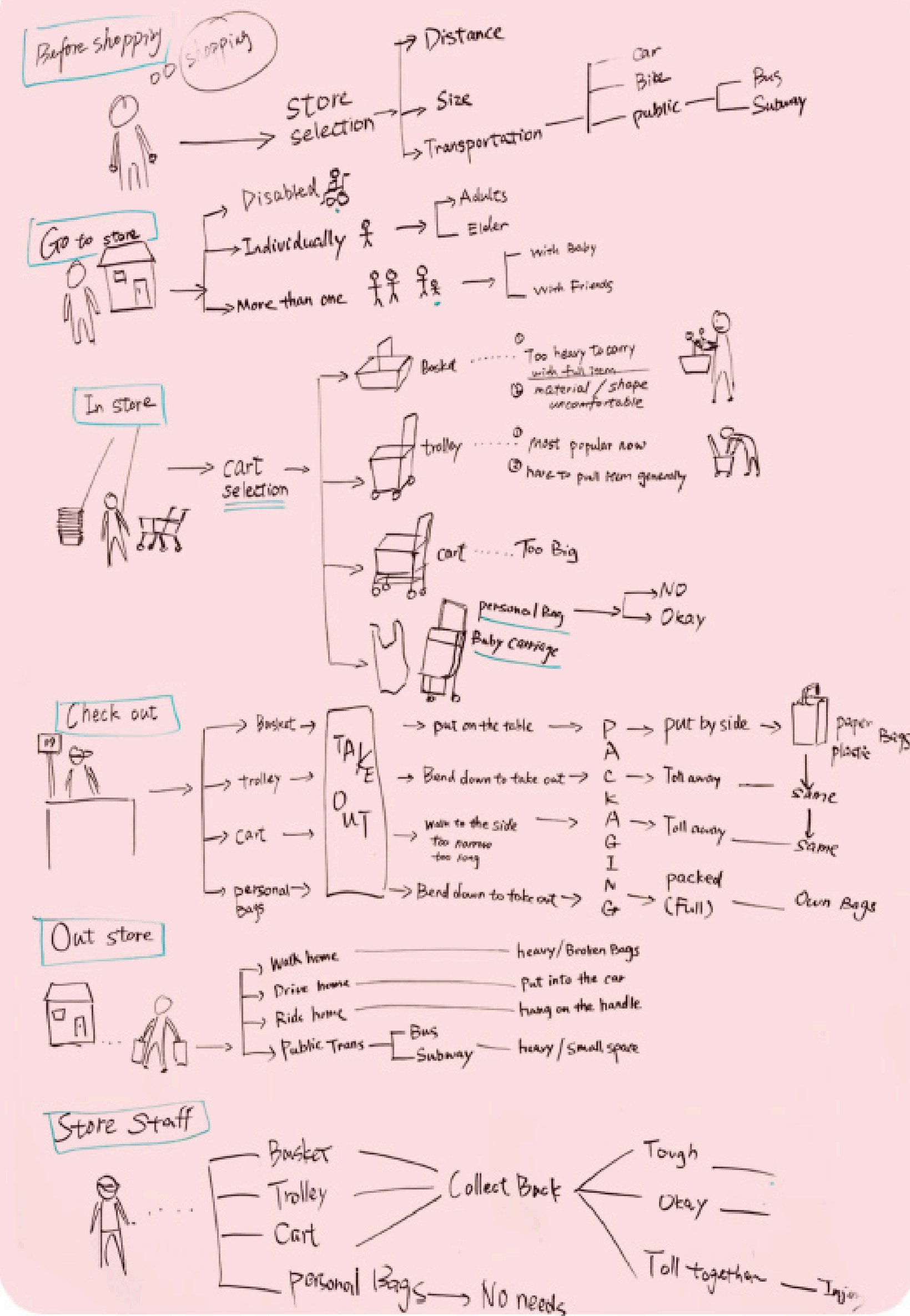
User experience







Share what you think





Prototyping



Machine study



Folding technique



Structure study



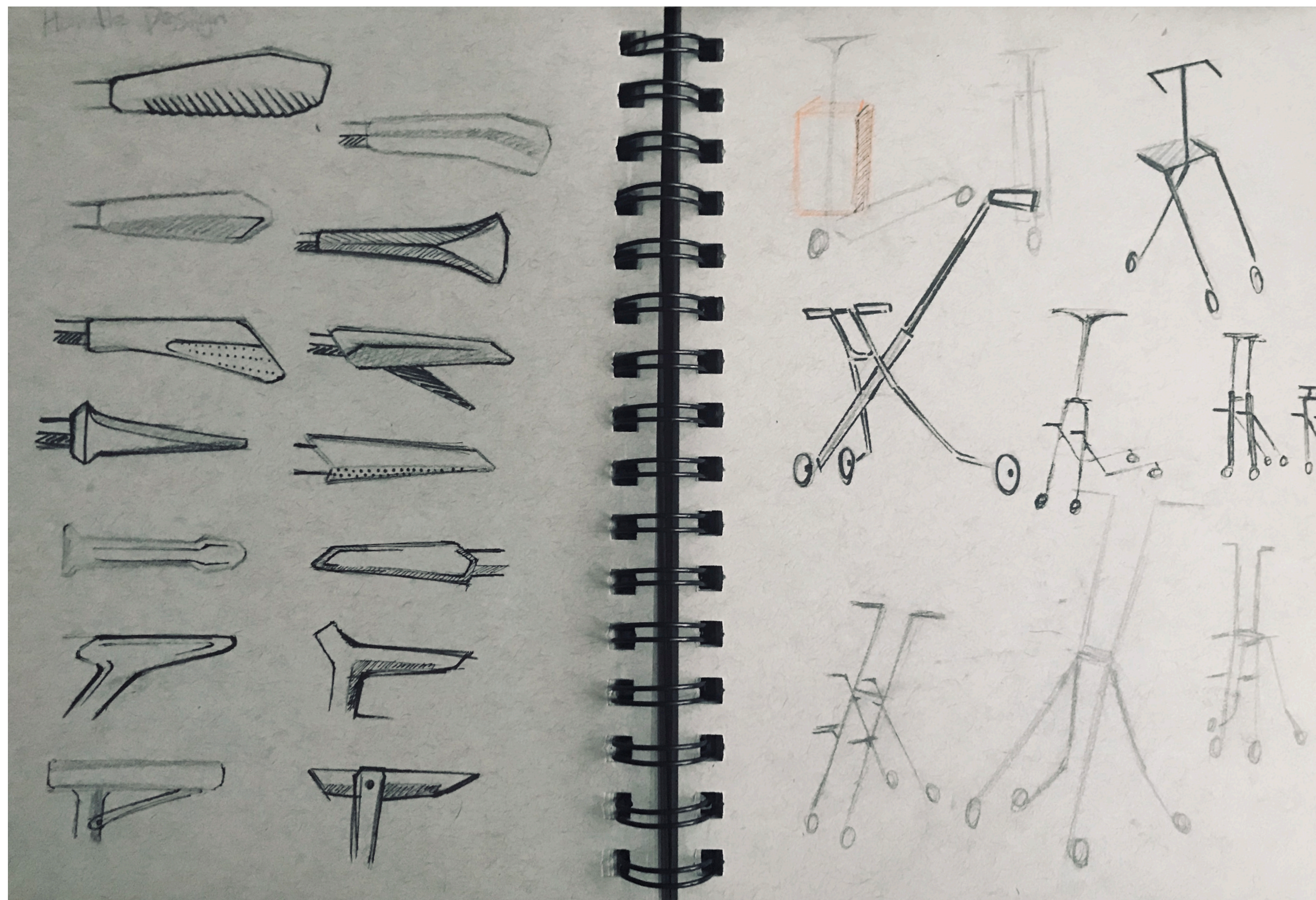
Tear down testing



Two wheel system, Hard to control the direction

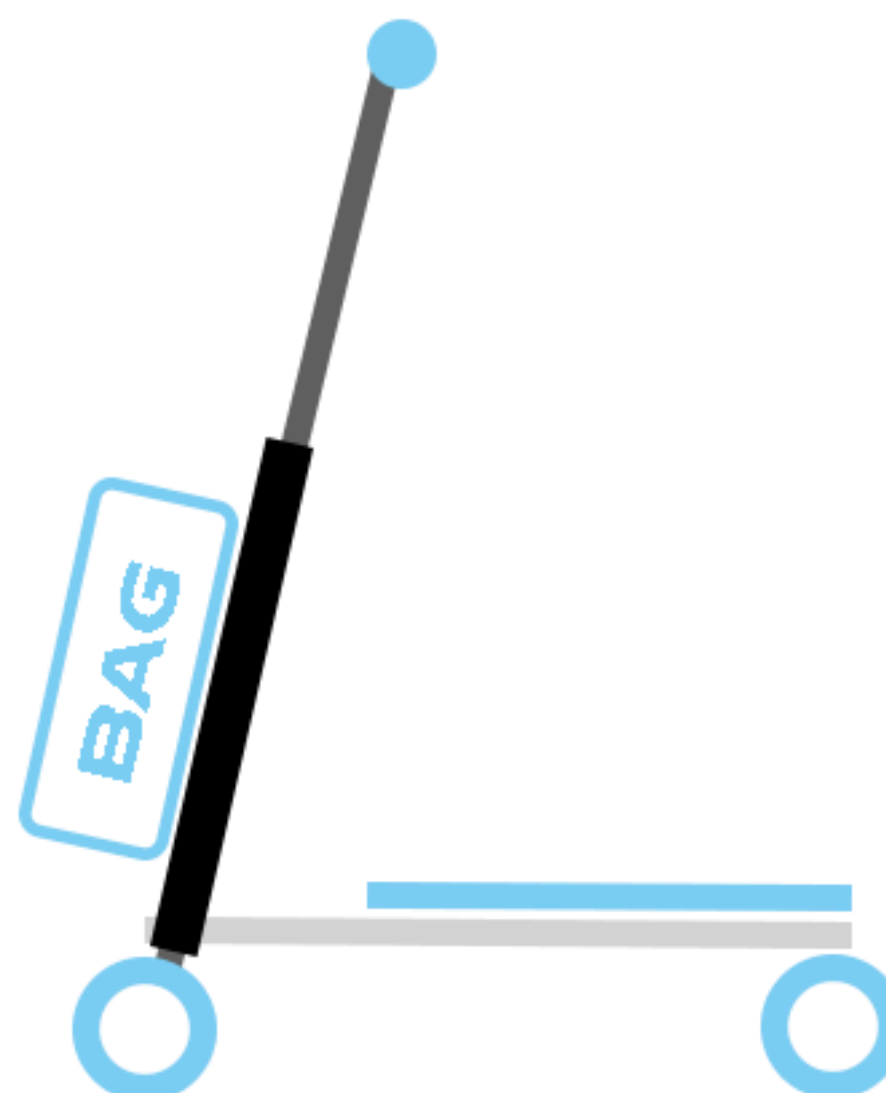


People are playing the scooter on the street while hanging their bags on the frame

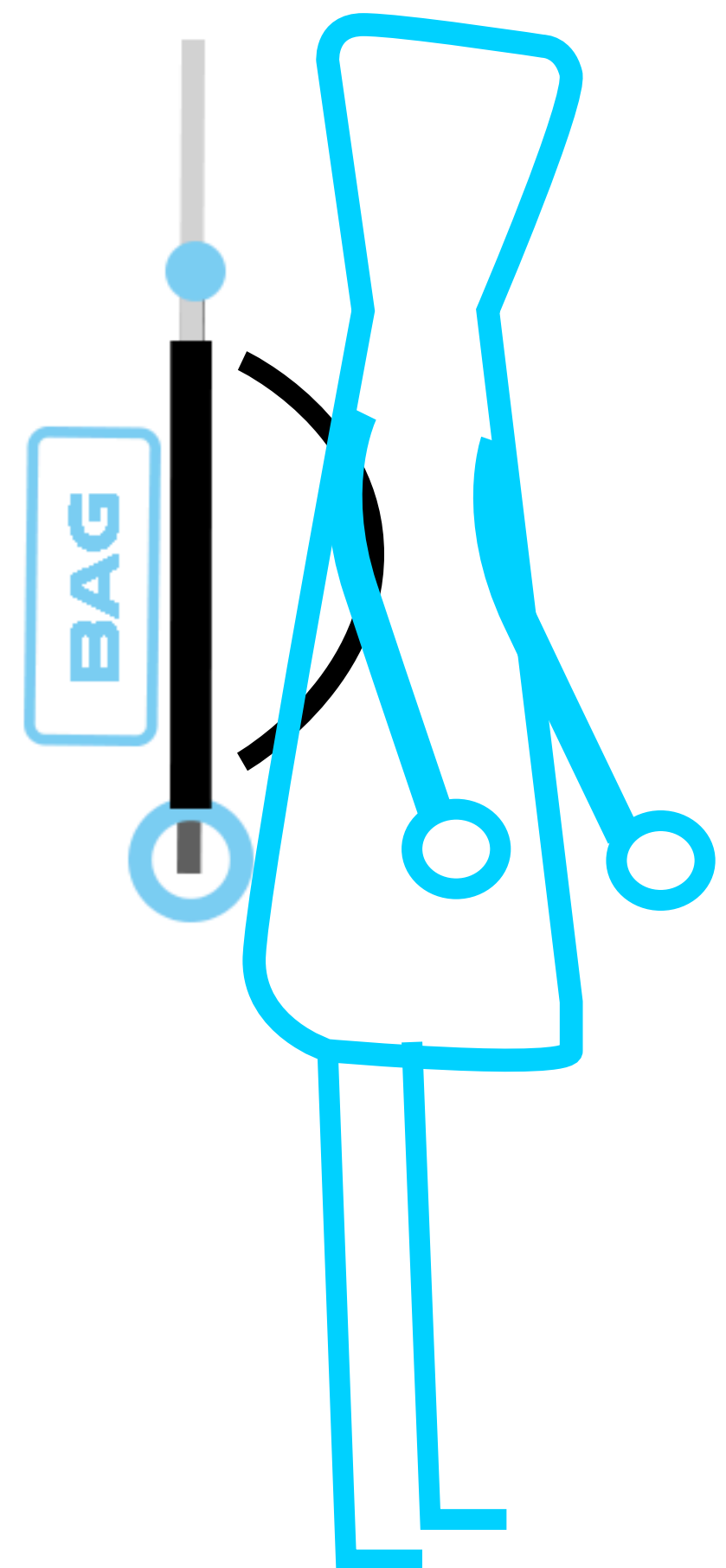
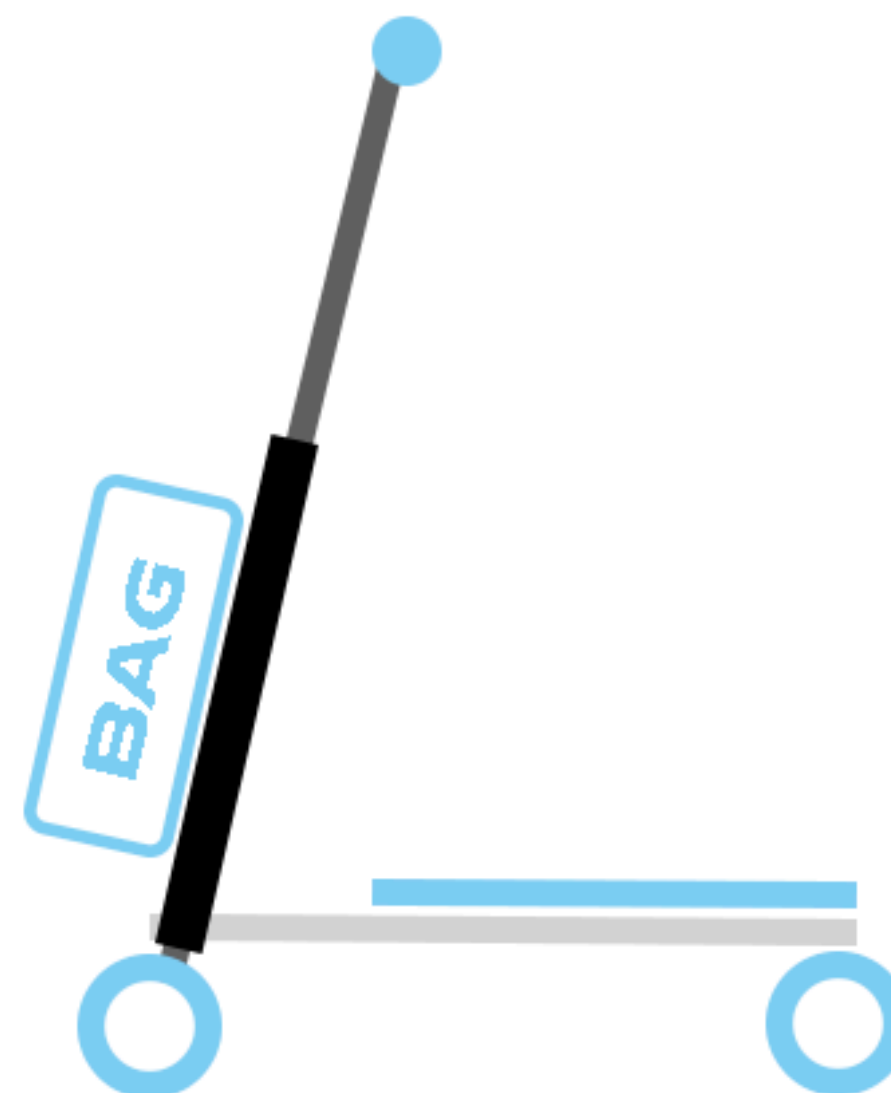


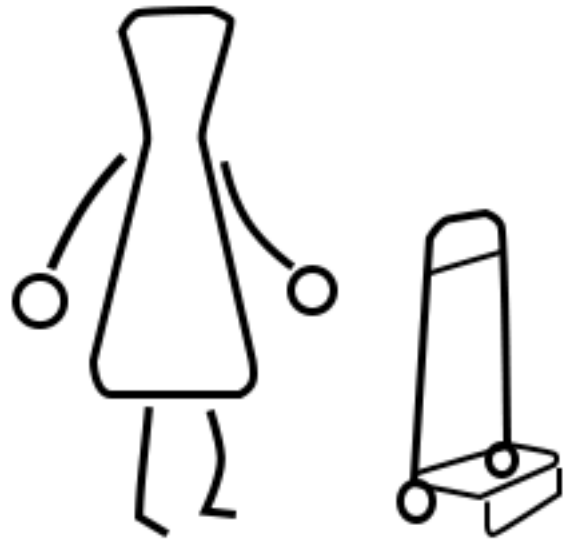
Height: 38 inch
Length: 13.5 inch
Width: 5 inch

RUNNING CART



RUNNING CART



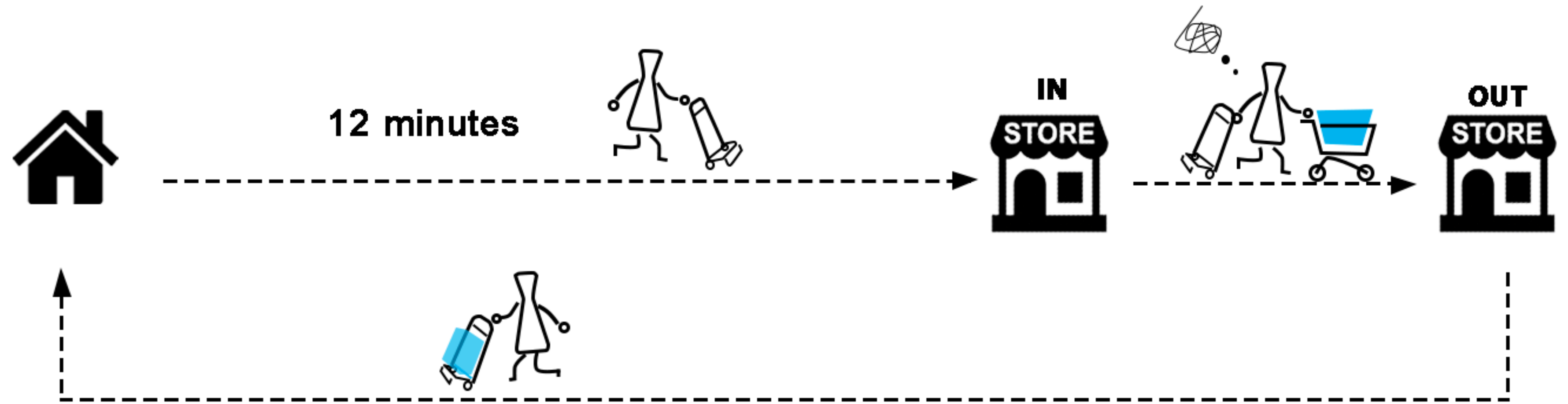


New Yorker: **BLACK**

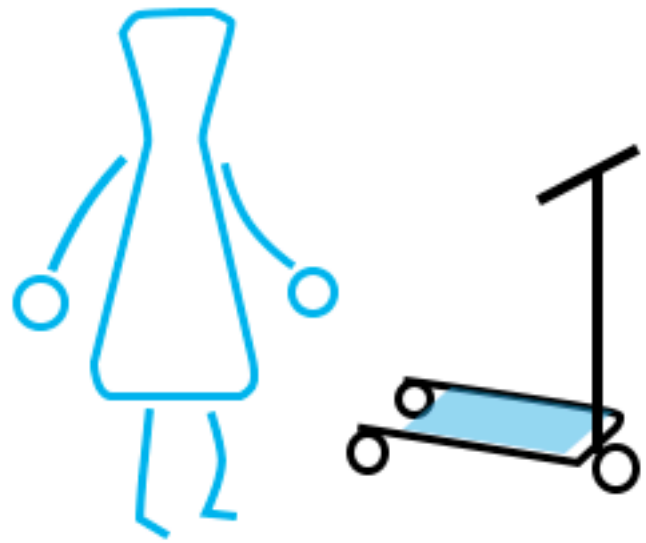
Cook his own

Home to store: **12 minutes**

Using shopping trolley



Black always go to the grocery store with his shopping trolley. He has to push two carts in the shop because some stores doesn't allow he to using his own cart.

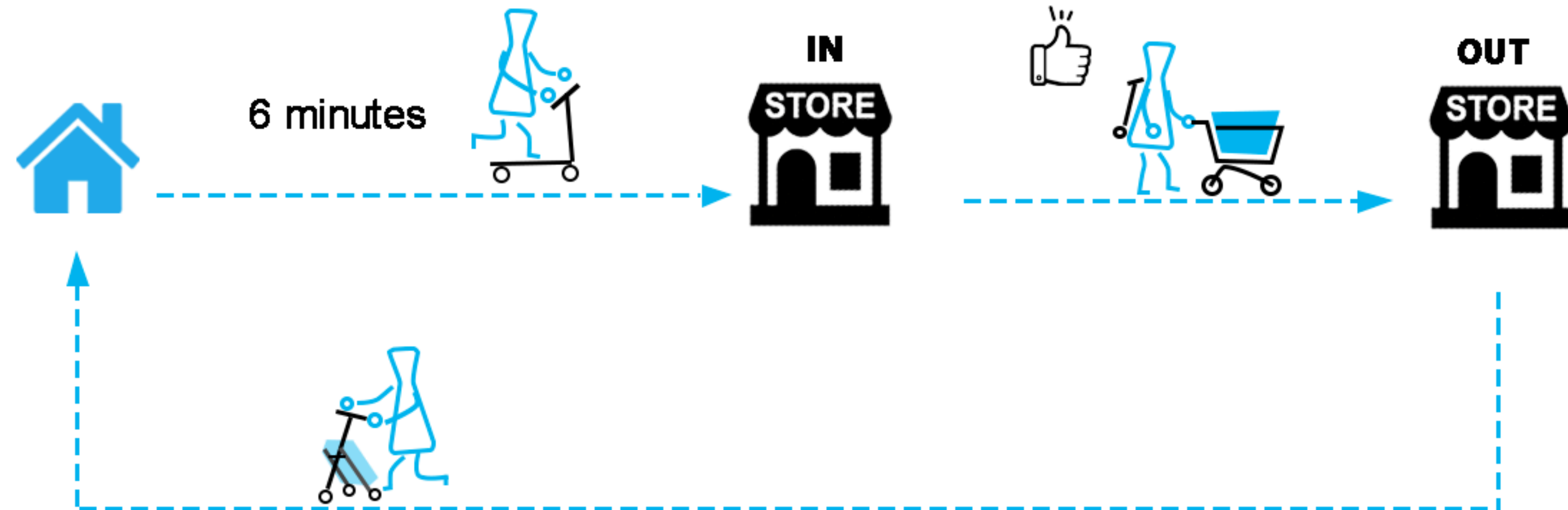


New Yorker: **BLUE**

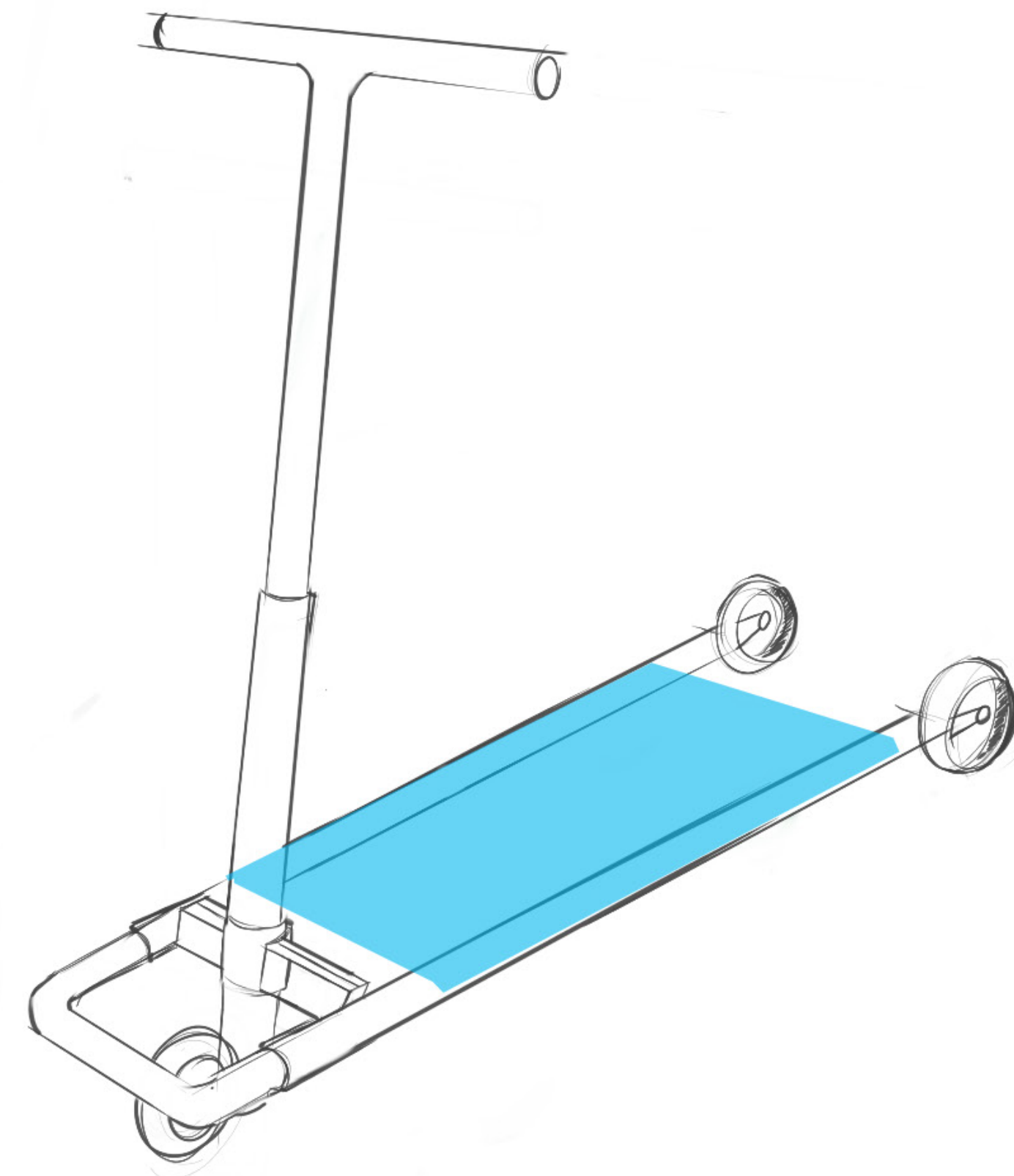
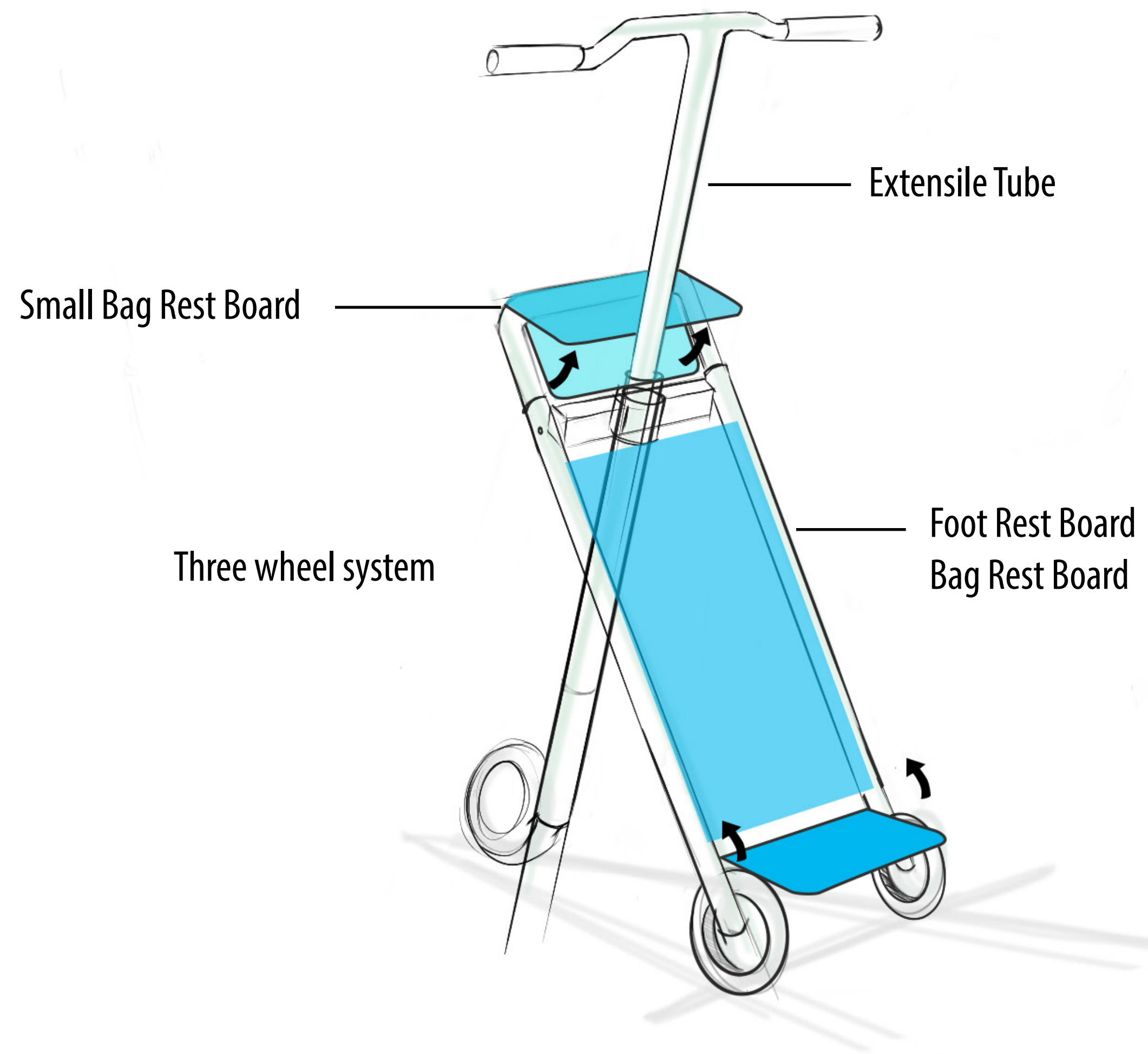
Cook her own

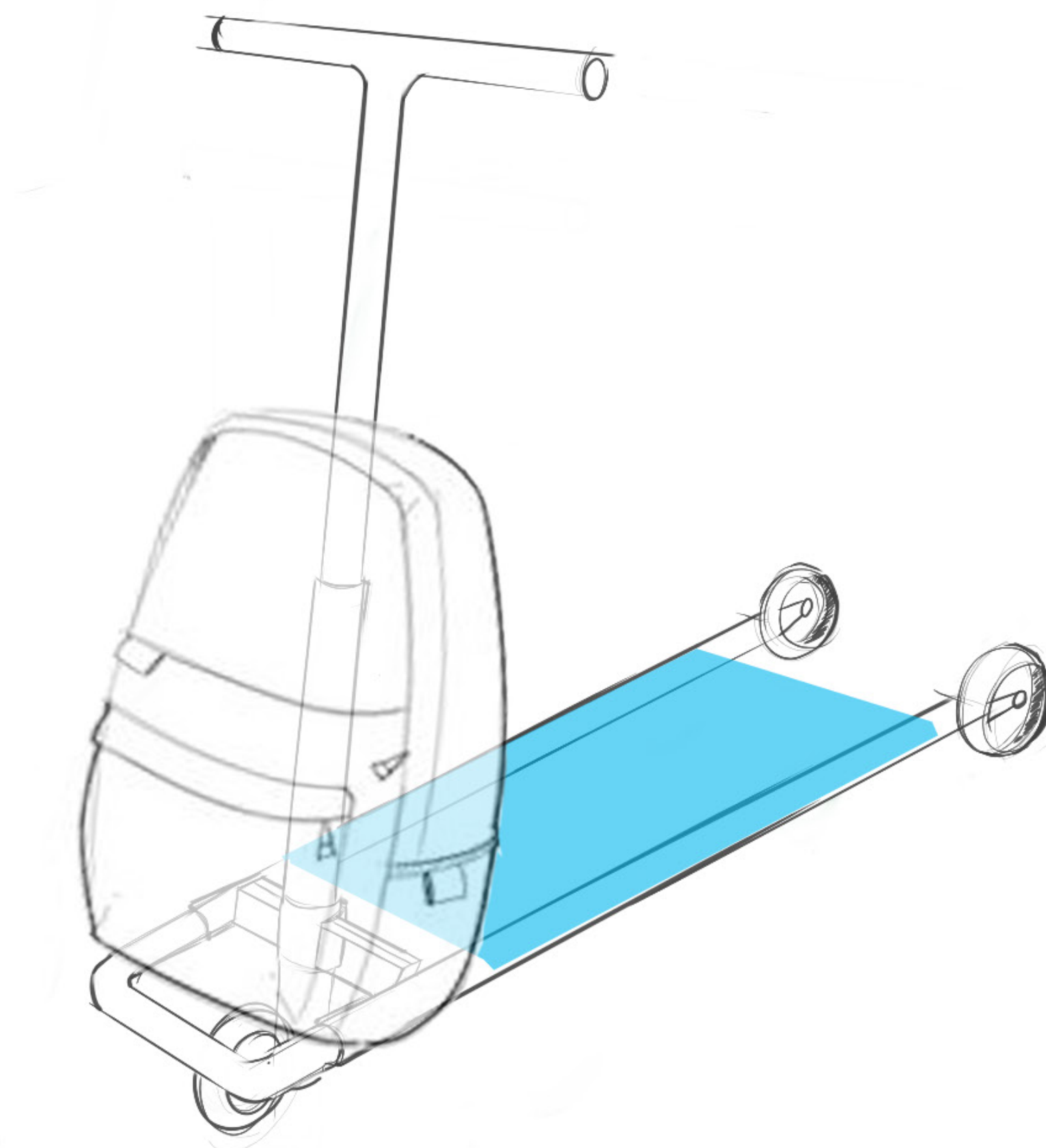
Home to store: **6 minutes**

Using scooter cart



Blue goes to the grocery store with the scooter cart. It saves her a lot of time when she is traveling home to store. The running cart is light and foldable. She enjoys it very much.



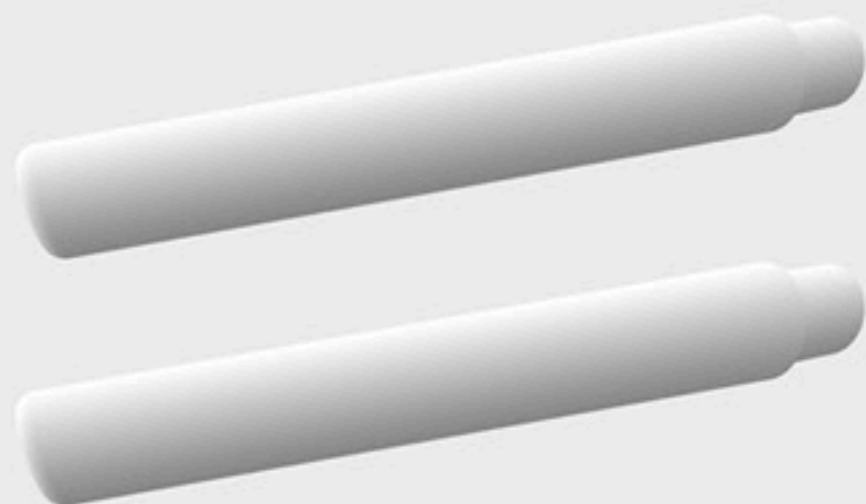


Bike Manufacturer visiting and prototyping

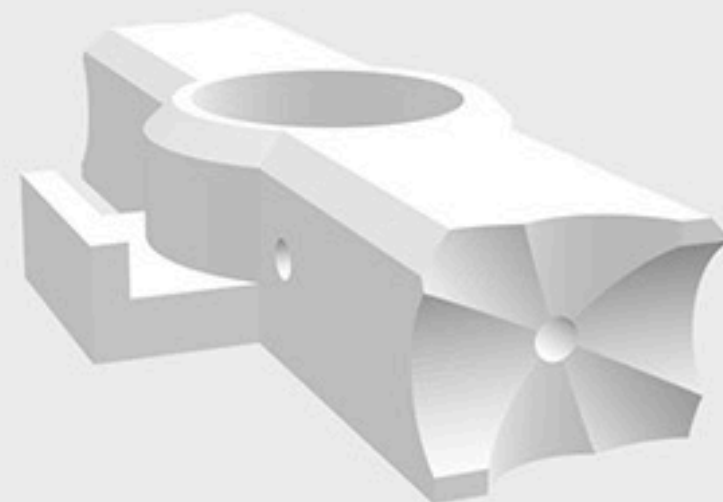




handle connection



handle



mid connection



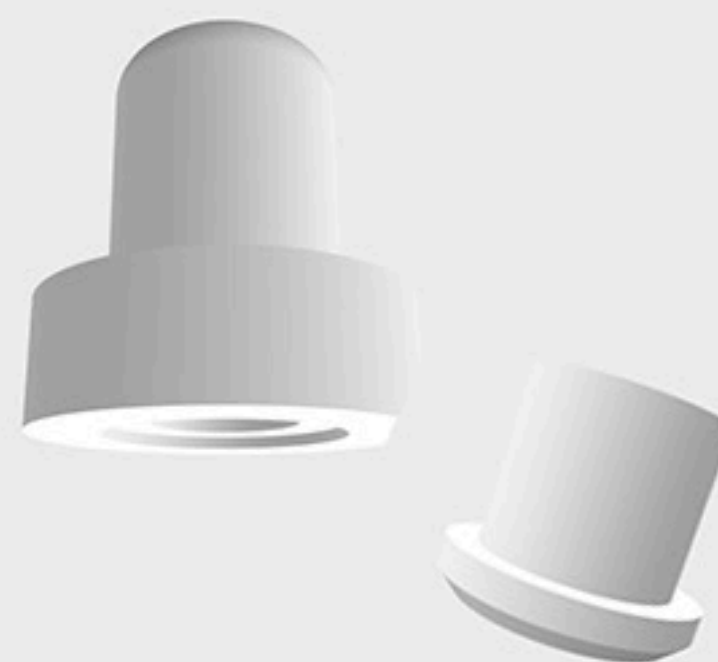
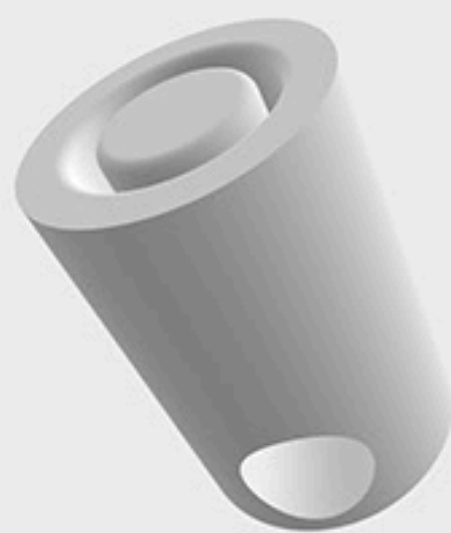
wheel joint



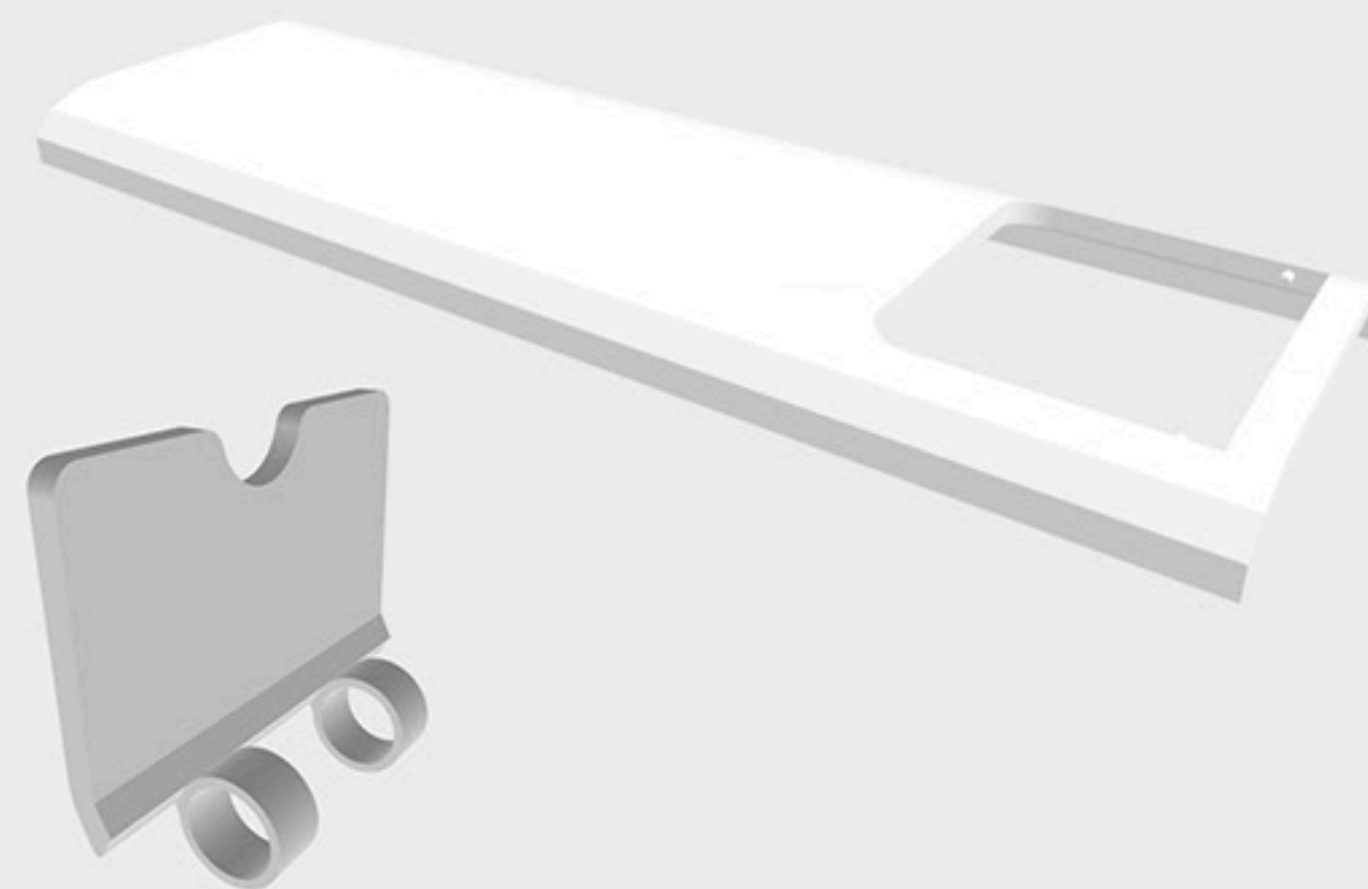
wheel



joints



joint

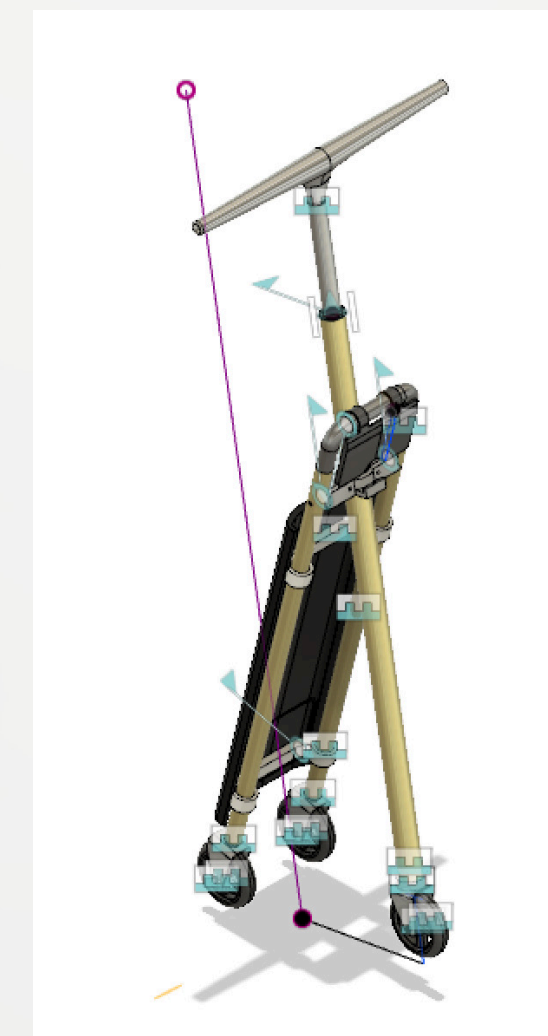


board













Metal Shop In Brooklyn

- Metal tube cutting
- Tube bending machine



Parts manufactured from NJ or other states to NY

- Injection molding
- CNC Machining

NEXT:

1. Work with mechanical engineer
2. Recycle bag design with appealing outlook with running carts (non woven fabric bags)
3. More user feedback
4. Model testing from home to grocery store

