

FINAL CONCEPT

A maternity bag designed for location and functional versatility, tailored to individuals who value sustainability while navigating financial, spatial, and time limitations. This generation of consumers eagerly embraces greener technologies and eco-conscious thinking. With their increasingly outdoorsy and environmentally aware lifestyles, hemp aligns with their values and fulfills both practical and ethical needs.

FUNCTION

Adapts to multiple functions with seamless conversion.

Conceals a washable, removable baby pouch for easy use and cleaning.

Transforms into a secure baby seat when needed.

Eases the challenges of daily travel for caregivers with thoughtful design.

IDEAL MATERIALS

Primarily crafted from hemp-based textiles, with blends used only when essential for performance.

Committed to using 100% sustainable materials and responsibly sourced components.

COLOR PALETTE



A 270-degree zipper on the body-facing side allows full access to internal contents.

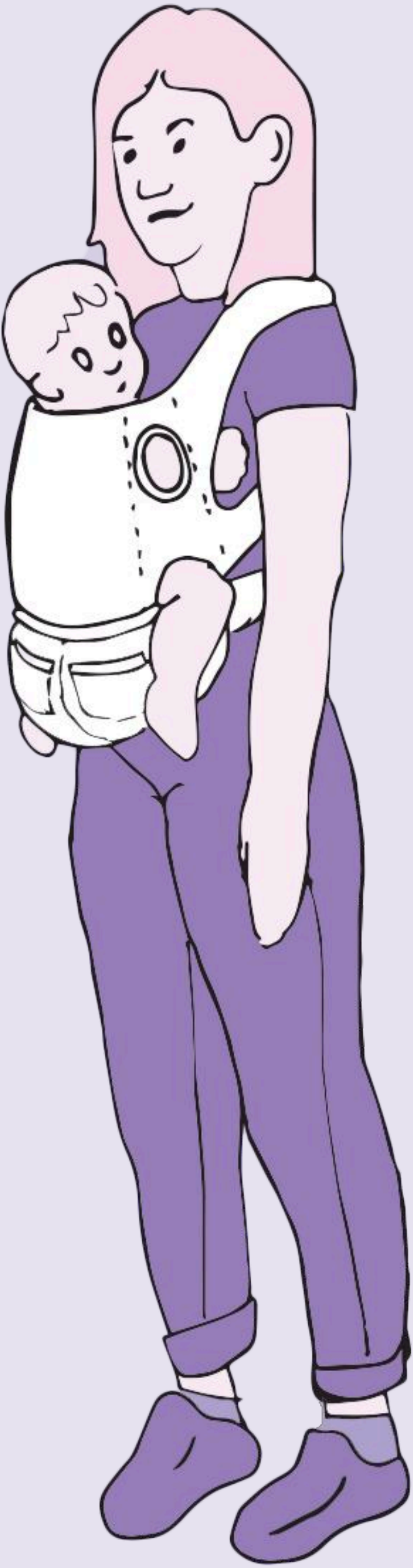
Shoulder strap doubles as a net-style carry solution when the bag is used independently.

Waist strap provides added support when the baby pouch is in use.

Front-facing pockets offer visual appeal and quick access when main compartment access is restricted.



TENDER



USE CASES

Bag top inverts to accommodate different modes of use.

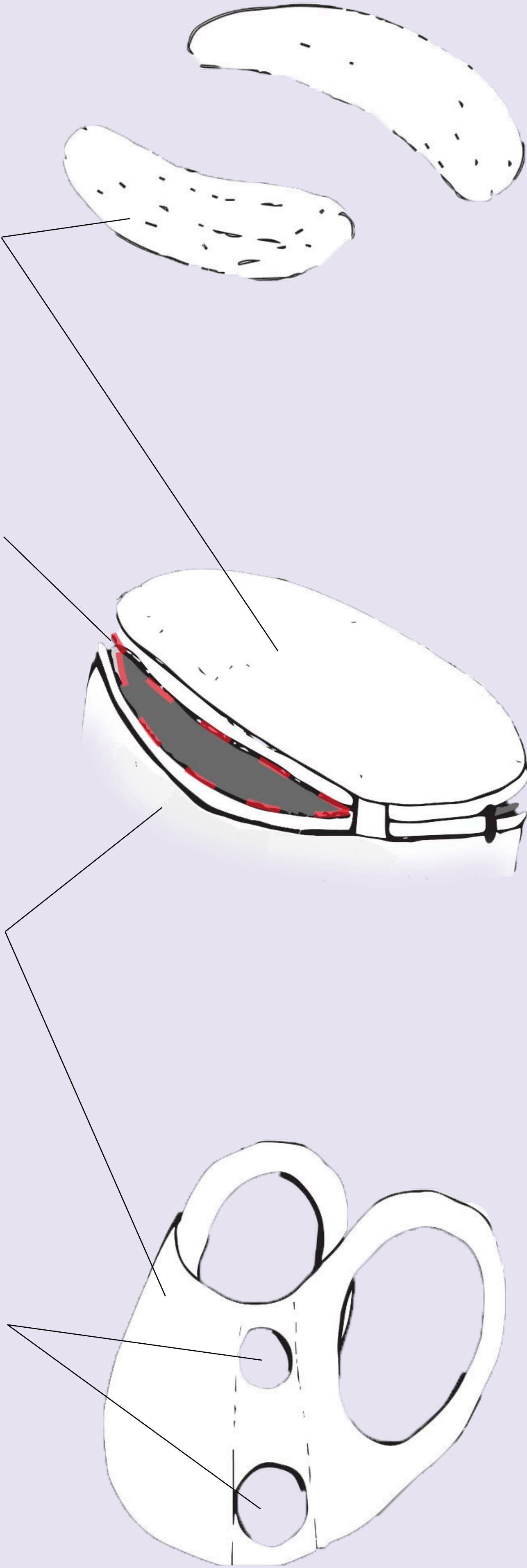
Zipper extends approximately 90 degrees around the front for wide opening access.

Interior pocket houses the baby pouch securely.

Baby pouch is designed to easily attach to and detach from the main bag.

Baby arm and leg holes.

Caregiver armholes are made from a semi-stretch hemp and Lycra blend for comfort and flexibility.



requirements for soft infant and toddler carriers
* Fastener strength and strap retention – intended to ensure that fasteners do not break or disengage and straps do not slip through fasteners by any significant amount while the child is being transported in the carrier.
* Dynamic and static load testing on seating area – intended to ensure that the child remains fully supported while being transported in the carrier.
* Occupant retention – intended to prevent falls by setting requirements for bounded and unbounded leg openings.
* Warnings – intended to alert the caregiver to infant fall and suffocation hazards and promote safe use of soft infant and toddler carriers.
* Flammability – intended to ensure the product meets the flammability requirements of 16 C.F.R. part 1610

FINAL CONCEPT PROTOTYPING



SKETCH → SLOPERS → PATTERNS → LO-HI FIDELITY PROTOTYPES

The final concept shifted to focus more specifically on infants. As a result, earlier design elements such as arm and leg holes were no longer considered functional requirements.

The bag's dimensions went through several scale adjustments, with paper prototypes used to simulate the appropriate size for both storage and use as a baby seat. These paper models helped refine the overall form and proportions. Following this stage, a prototype was constructed using synthetic materials that mimicked the properties of the intended final fabric. This prototype was built on a female torso armature to test fit and functionality.

Aesthetically, a single front pocket was integrated into the design, offering a more cohesive visual appearance. Multiple shoulder strap configurations were also explored to enhance ergonomic support, minimize strain on the caregiver, and ensure a snug, secure fit that would safely support the baby's head and body during use.

