Truck n’ Dump

Sketch Model Review
Purple Team A
Product Topic: Active Play
10/2/08
Pedal-powered kids’ dump truck
Market Demand

- High quality toy
  - Home Depot, Lowe’s
  - Toy catalogues
  - Not many products for age group

- Competition
  - Power Wheels - $425
  - Kettcar - $270
Feasibility

- Given a child can produce ~ 50W
  Speeds achievable on various surfaces:
    - Concrete: 10 – 15 mph
    - Dirt: 5.5 – 8 mph
    - Mud: 1.5 – 5.5 mph
    - Sand: .7 – 3.5 mph

- Truck will be able to move on child’s power
Purpose

- Validation of child ergonomics
- Identification of safety issues
- Assess child appeal
Testing Results

- Children liked it!
- Dimensional changes needed
- Confirmed target age group
Challenges

Safety

Rollover stability

Pinch Points

Parking brake

Technical

Driving, dumping mechanism
“Can we have one in our yard?” — Maya, age 7