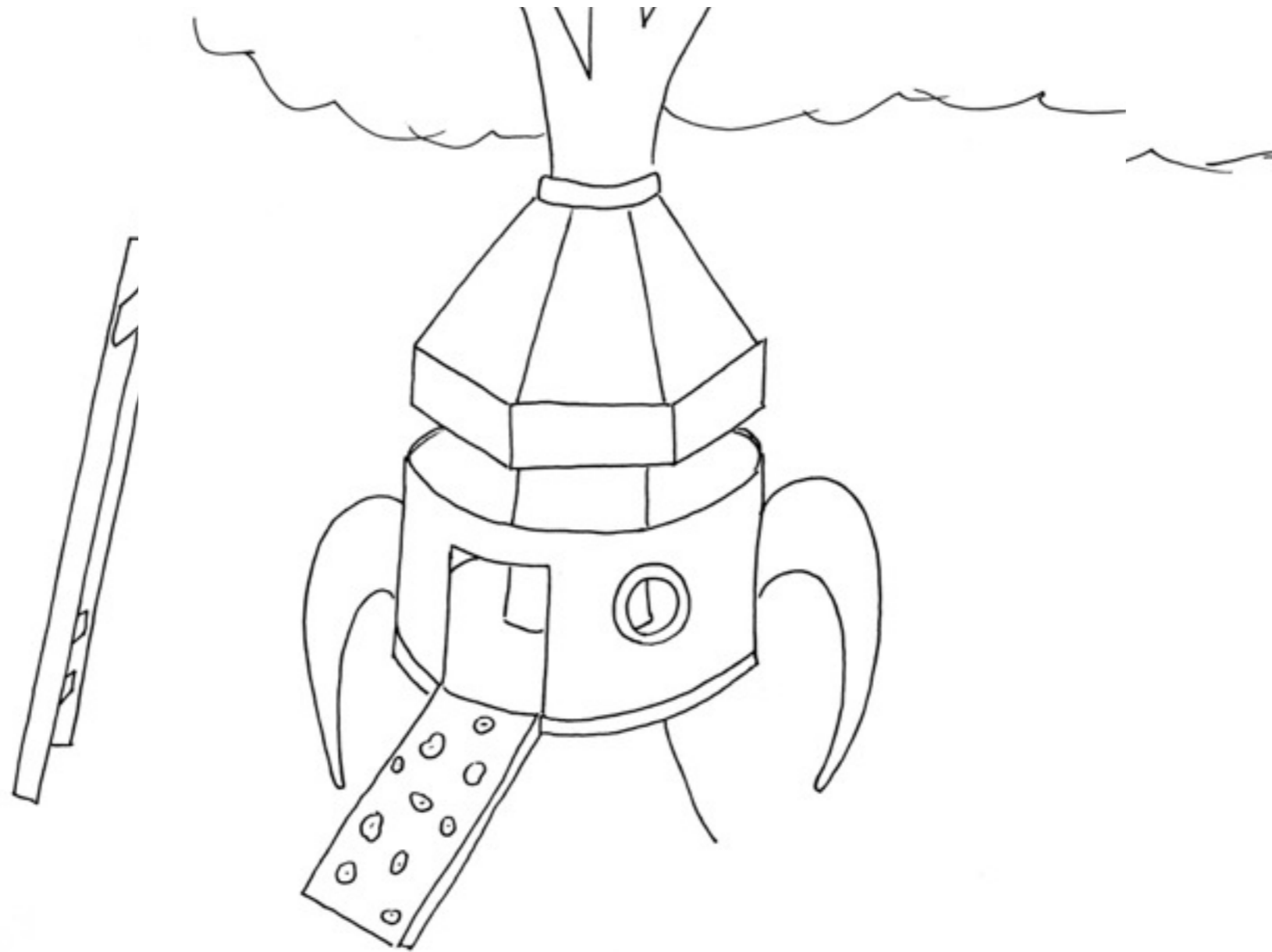


TreeFort

Green A | 2.009 Mockup review

Product Vision



An easy-to-assemble backyard play set built around an existing tree
Limitless opportunities for adventure!

Key Needs

Would you consider buying a playset for your child?



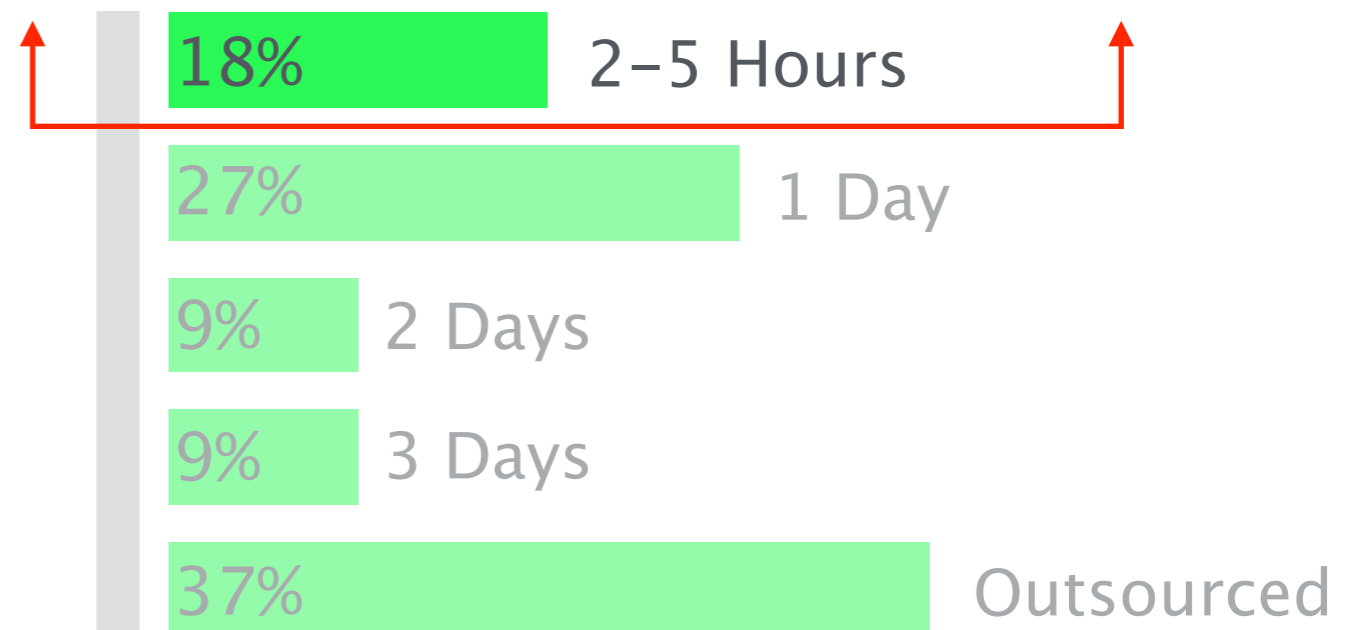
91% Yes

Are you comfortable letting your children climb trees?



96% Yes

How much time did it take to set up your playset?



Product Contract

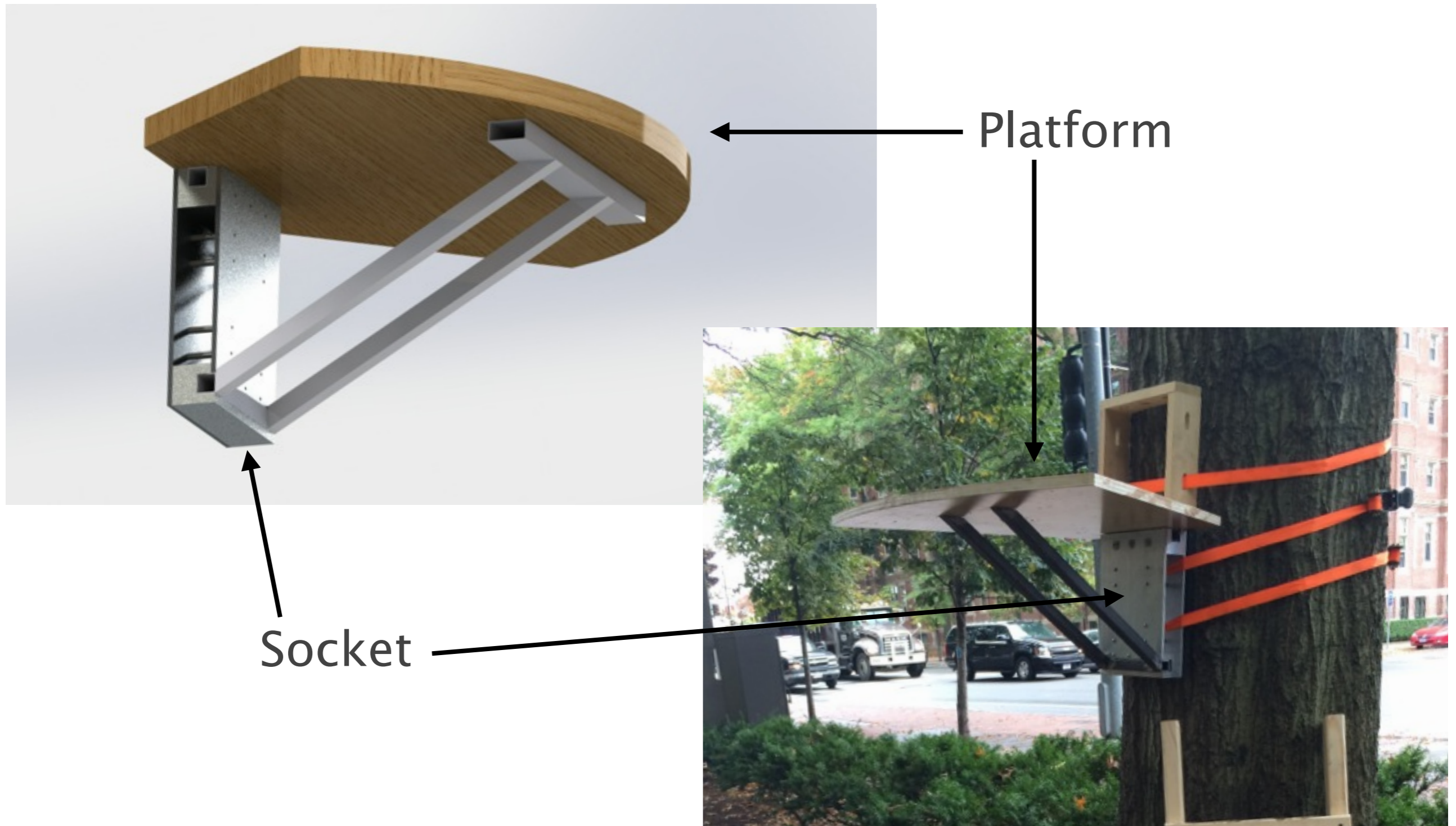
Customers: parents of children 4–12

Market: children's toys

Cost: \$300–\$500

| Customer Need | Product Attribute | Engineering Specs |
|-----------------------------|--------------------|---------------------------------------|
| Easy to build | Intuitive assembly | Single universal socket |
| Childproof | Safety | 24 in. high safety railings |
| Usable for multiple seasons | Durability | Survives heat soak & cold water tests |

Flexible Socket Design



Ease of Assembly



Remaining Concerns

- Design method for linking platforms together
- Test on a variety of trees
- Environment/exposure cycle testing