REDESIGNING BARBEQUE EXPERIENCE
SCOTT MACDONALD, NATALIE KIM

LEGO Adventure Pack

PAINT POINTS

Young parents often struggle to maintain active lifestyles and healthy eating practices after having kids. This problem is compounded by the fact that most outdoor and cooking experiences aren't designed for active and healthy family dynamic.

QUOTES FROM USER INTERVIEWS

"I used to ride 3 or 4 times a week, but now I'm lucky if I get out at all" -Lee, 33
"She just needs so many things to go anywhere and it seems as if we always forget something" -Tiffany, 32
"You guys hated hiking for so long- we dragged you out because we wanted you to enjoy it, but it was like pulling teeth" -Mcdonald, 65
"My little one loves to be involved in the cooking process; I really think it helps to see food go from a raw form to something on her plate" -Rupa, 42

KEY INSIGHTS

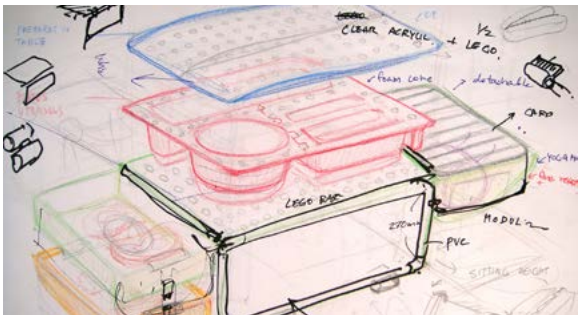
- Difficulties in organizing family excursions create a barrier between parenting values and realized activities
- Kids are rarely considered in designs for cooking or outdoor experiences

POINT OF VIEW

Young parents need a kid-centric outdoor cooking product to facilitate an active, healthy lifestyle.

DESIGN SOLUTION

Lego Adventure Pack helps parents interact with their kids in a fun setting. Providing a mobile, easily organized space where parents and kids can play and prepare food, Lego adventures encourages families to get outside, eat fresh healthy food, and enjoy time together. The kit contains everything necessary for a successful day outside, and is designed so that kids and parents naturally work together in a playful environment.

KEY VALUE CREATED

The Lego Adventure Pack offers a fun, healthy, worry-free alternative to watching TV and eating take-out pizza. It is designed to make eating an interactive adventure, and encourages parents and kids to have fun cooking together.