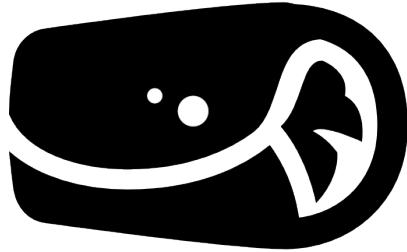


# ROOwrap



**Jiakun Li:** *Product Marketing Manager*

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**Melissa Runsten:** *Product Design Lead*



# Needfinding

- Mothers cannot properly utilize their arms while doing kangaroo care
- Mothers are worried about their babies' safety
- Mothers want to be touching their baby

# Motivation

- Free up the nursing mother's hands
- Facilitate skin-to-skin contact
- Secure the baby to the mother's person in a comfortable, safe way

# Benchmarking

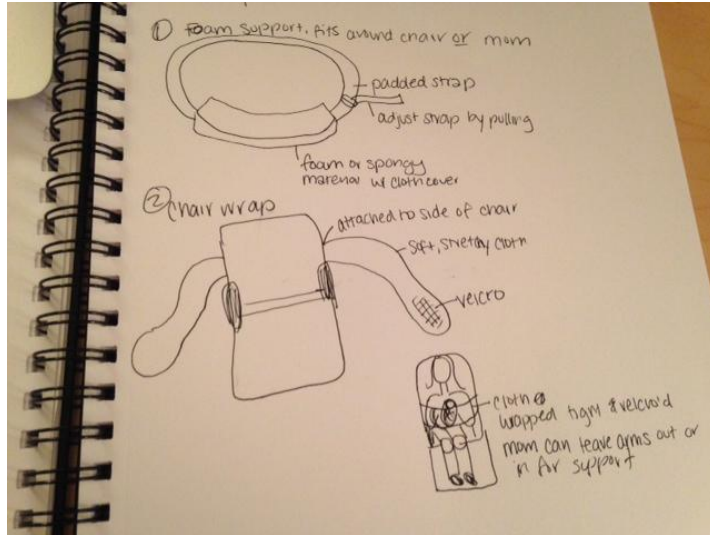


Baby Wrap

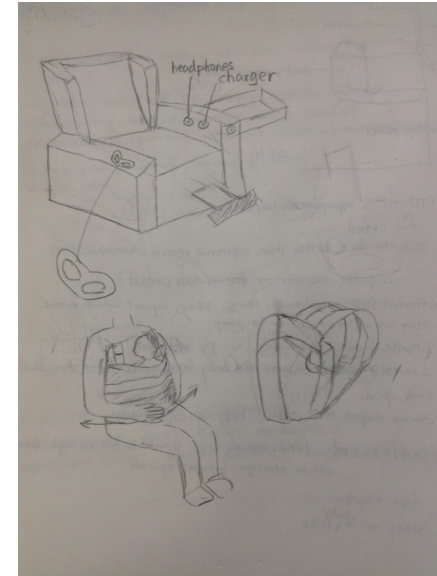


Boppy Pillow

# Sketches



Strap Exploration



Hands-free Exploration



# Model

- RooWrap
- Auxilliary Chair Basket
- Marketing perspectives
  - super cheap to manufacture
  - highly customizable for any body type or chair





# Future Directions

- Ensure the prototype is secure for baby safety
- Test prototypes on actual mothers
- Gather more information to inform future iterations from needfinding surveys

**Kangaroo Care**

\* Required

Where do you prefer resting your baby(ies) while sitting in a chair? \*

Lap

Chest

Other:

How long on average do you hold your baby for any one session? \*

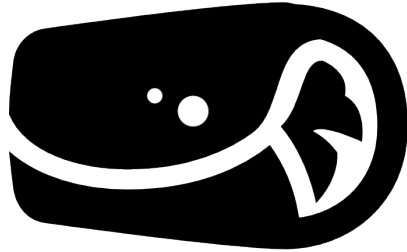
What orientations do you prefer holding your baby(ies) while sitting in a chair? \*

Vertical

Horizontal

Other:

# ROOwrap



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