

A product service to promote the adoption of reusable diapers

The Baby Gift Box

**INCLUDES
NEW-BORN SIZED
WASHABLE DIAPERS**



EEN GIFT AAN DE VOLGENDE GENERATIE



Scan de QR code en ontdek hoe eenvoudig wasbare luers kunnen zijn.
toddycares.com



**PASS ON TO
FRIENDS OR
FAMILY AFTER
USE**

**WITH ONLINE
WASH-CLASS**



Research

Disposable diapers require a large amount of new material and put a large pressure on Dutch waste disposal services. This project aims to design a product service for Toddy to increase the acceptance and adoption of reusable diapers.

After gathering existing information and a series of in dept interviews two main reasons were isolated: Unfamiliarity and unreliability. It was decided to focus on unfamiliarity.

Result

The baby gift box (Doorgeef doos in Dutch), is a product service combination that introduces families to washable diapers by offering diapers in a pregnancy box together with other reusable baby products for a reduced price. This box gives access to information on how to use the diapers and can be passed on to a friend or family member in the future.

Order box



Customers become aware of the box and learn the costs benefits of the box

Try new products



Customers get familiar with the products and use the journal to record milestones

Learn to use diapers



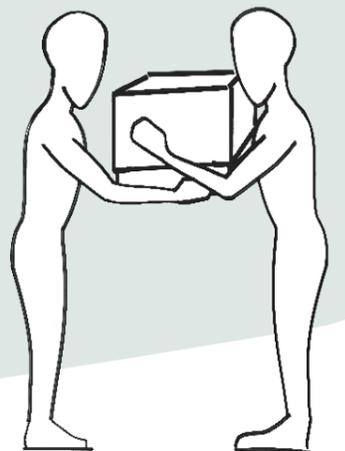
The journal and an email news letter give additional info and remind people of the community forum

Buy new products



Based on personalized advice the customers order replacement and follow-up products

Pass on box



Box is passed on to the next user. They follow the QR code on the box and make a new account.

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