



The Process

Research Process



Initial Desk Research



Speaking to Doctors
(Mumbai and Pune)



Hospital Research
Parents & Patients



Refined Design Brief

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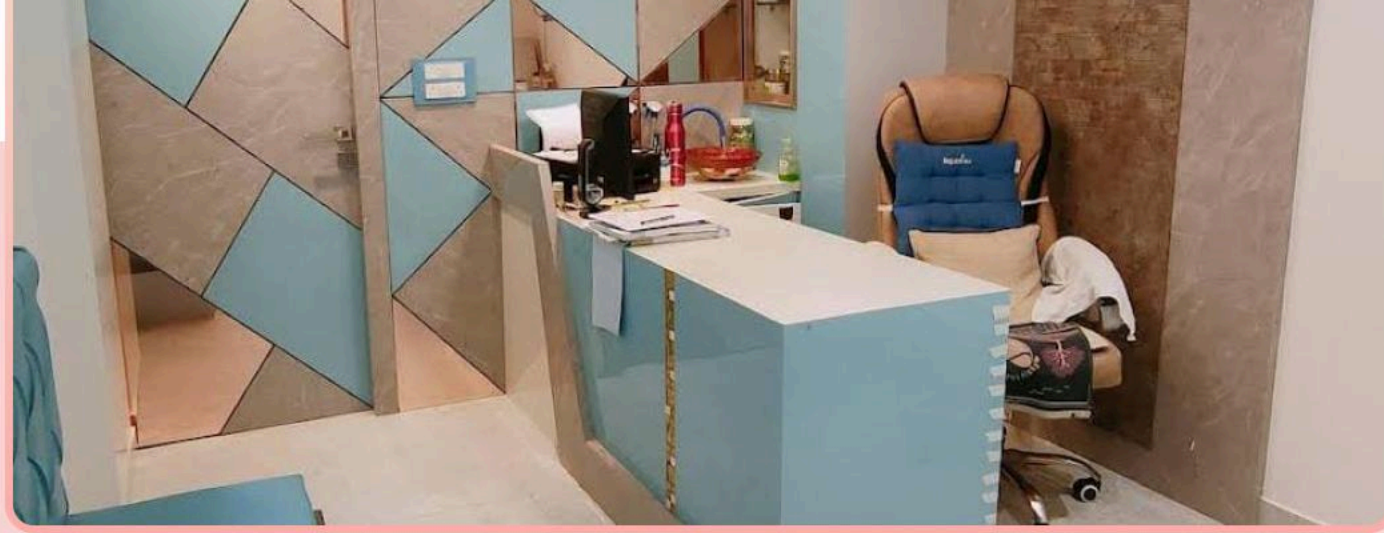
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Speaking to Mothers
(Railway Station, Bus depot)

**Market Study &
Contextual Inquiry**

Doctor Inputs shaping
breastfeeding focus





What emotional, psychological, mental, social problems do mothers face?

What problems do they have regarding their own pains?

Common allergies/illnesses that babies get?

What problems to parents come to you with?

Are there any problems regarding speech development of the child nowadays?

Are baby covers that wrap the entire child good or bad for them?

What do you advise parents to do but they do not listen to you?

What should parents carry with them for the child while travelling?

Are breastpumps safe to use?

Are there any specific breastpumps you recommend?

Bottlefeeding with formula vs bottlefeeding with breastmilk vs only breastfeeding?

Is there a specific temperature at which milk in a bottle should be given at?

Breastfeeding

How should you properly sterilise a baby bottle?

Initial Questions that we asked Doctors

What have you observed over time regarding parents travelling with their kids:

in public transport?

in public spaces?

What have you observed over time regarding working parents and how they take care of the child?

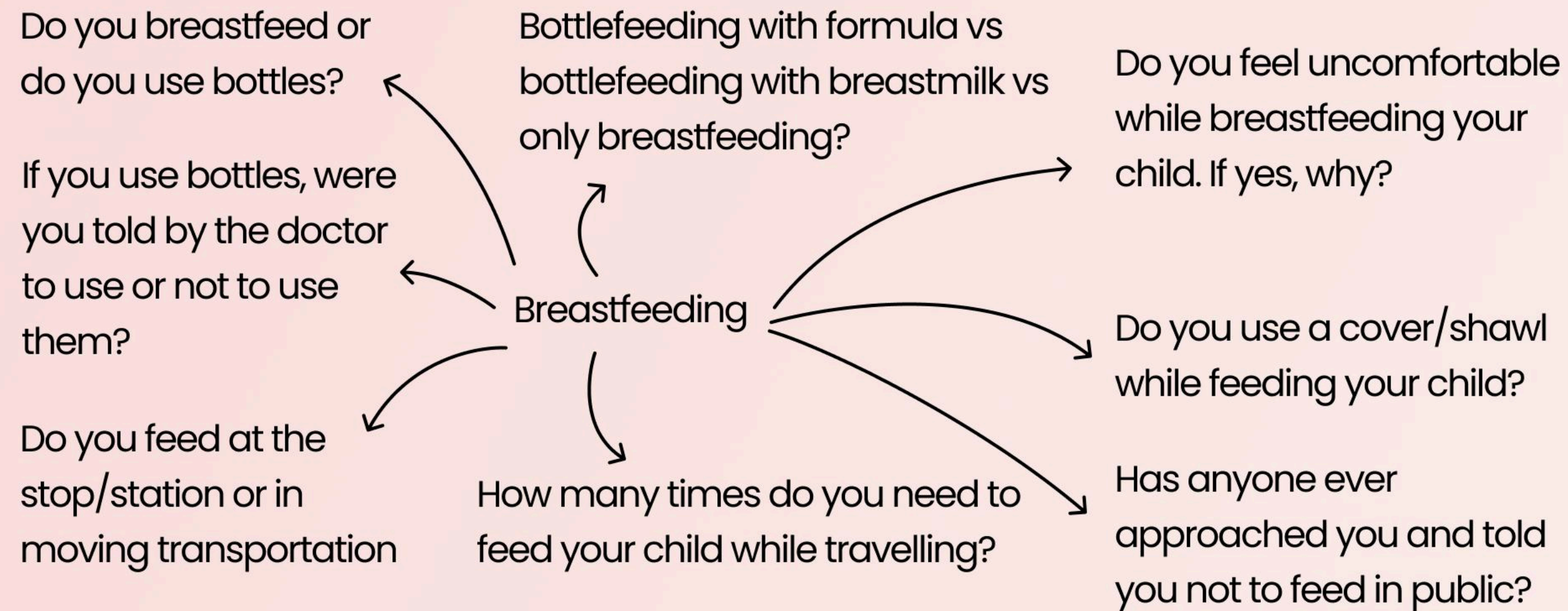
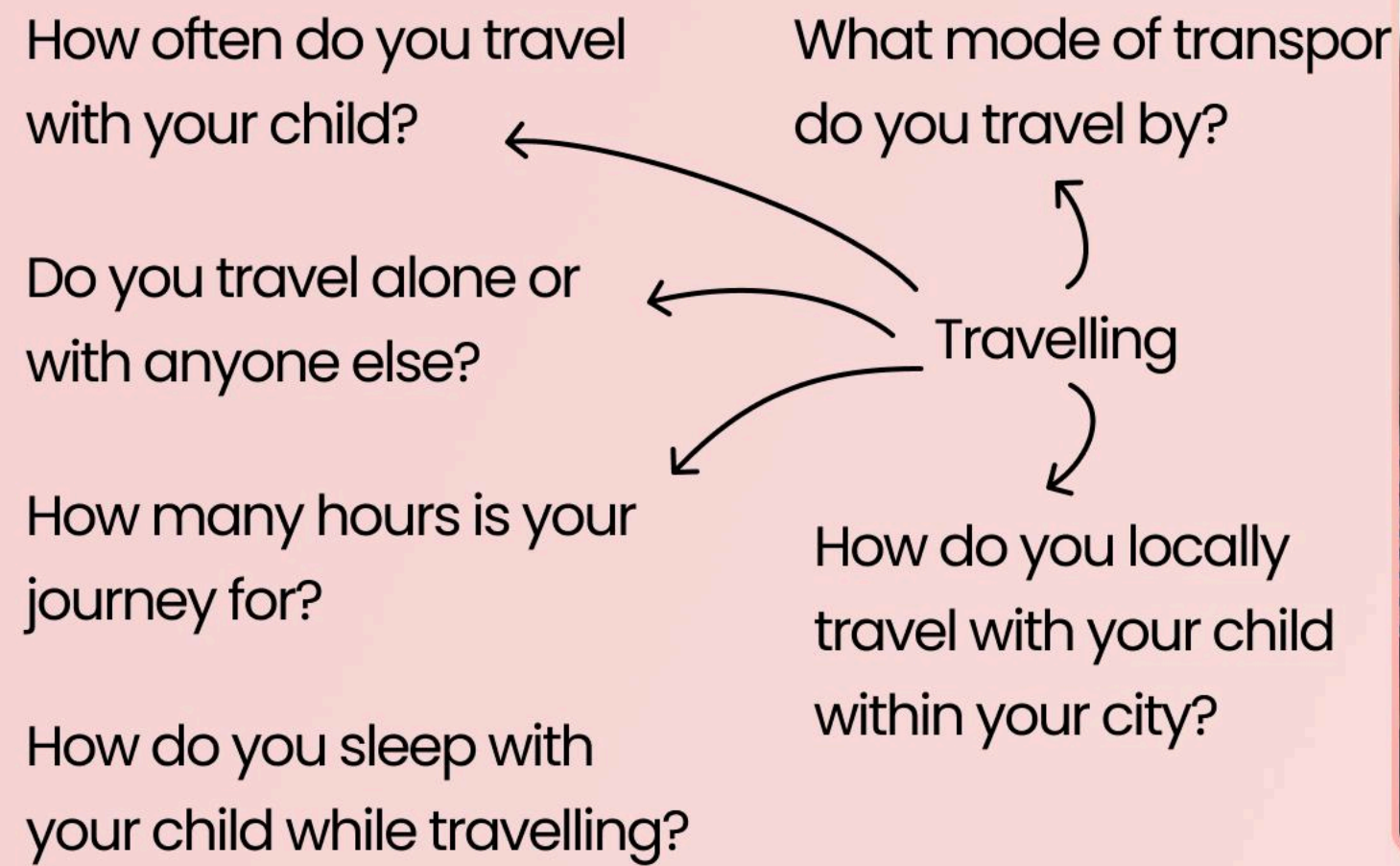


Milk Banks

When is human milk needed and when do doctors prescribe it?

Why is it so expensive?

Is the concept of milk banks taken well in India?

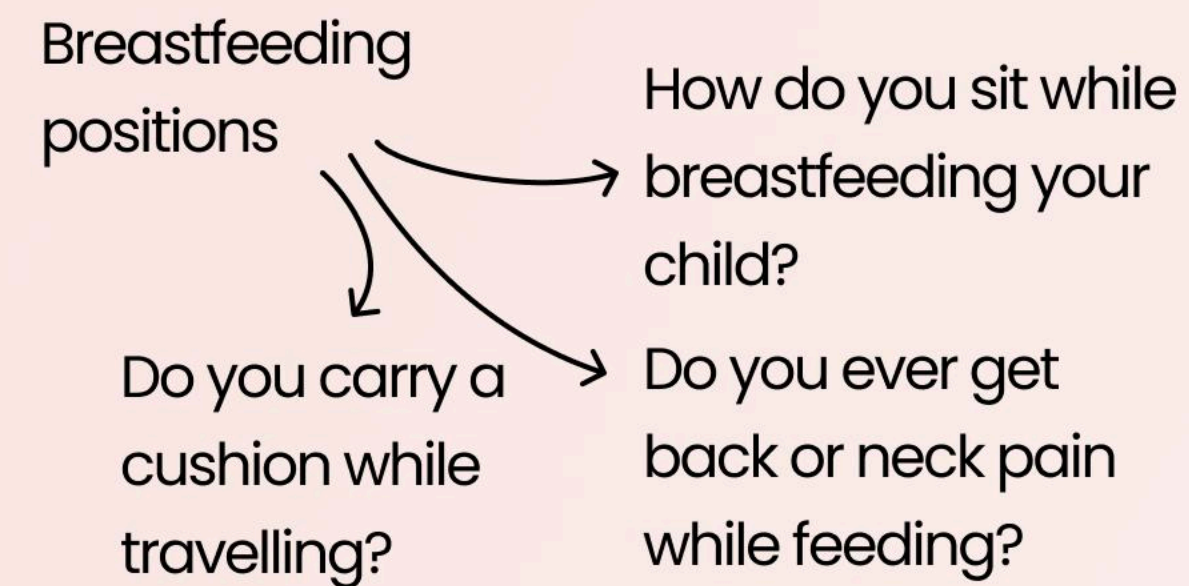


How do you carry your child's items along with yours?

What all baby items do you carry?

Are you able to find your child's items in a hurry?(eg: if the baby starts crying)

Initial Questions that we asked Mothers



Are you aware of milk banks and what is your take on the concept of them?

Did you have a normal delivery or a C-sec?

Does anything make baby uncomfortable while travelling?

Do you work and did you leave your work for your child?

Do you plan to join back work?

Does your office provide spaces for feeding and diaper changing?

Do you use any baby carriers? Why/why not?

If you do use them, are they comfortable to use?

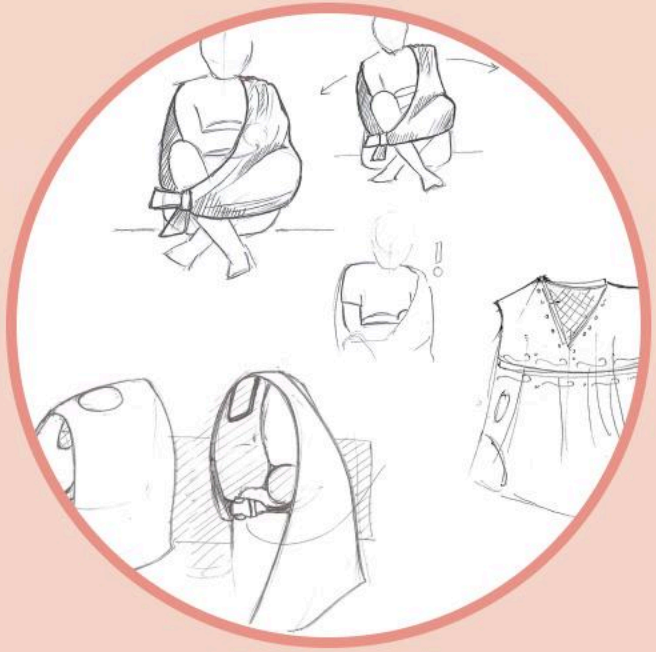
Where do you change your baby's diaper (stop/stand/station, in the train/bus/car, in washroom of train, etc)



Do you feel your stuff is safe while you're travelling in public transport/spaces?



Conceptualisation Process



Ideations



Concept Generation



Concept Prototypes

Kediyo Wrap

Weight	3	5
2	3	5
3	4	1
4	3	3
5	4	4
5	4	4
4	4	4
5	2	4
2	5	4

Final concept Selection



Final Concept Prototype

1

2

3

4

5

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Ideation Mockups



Initial mockups for concepts



User Testing



Concept Refinement



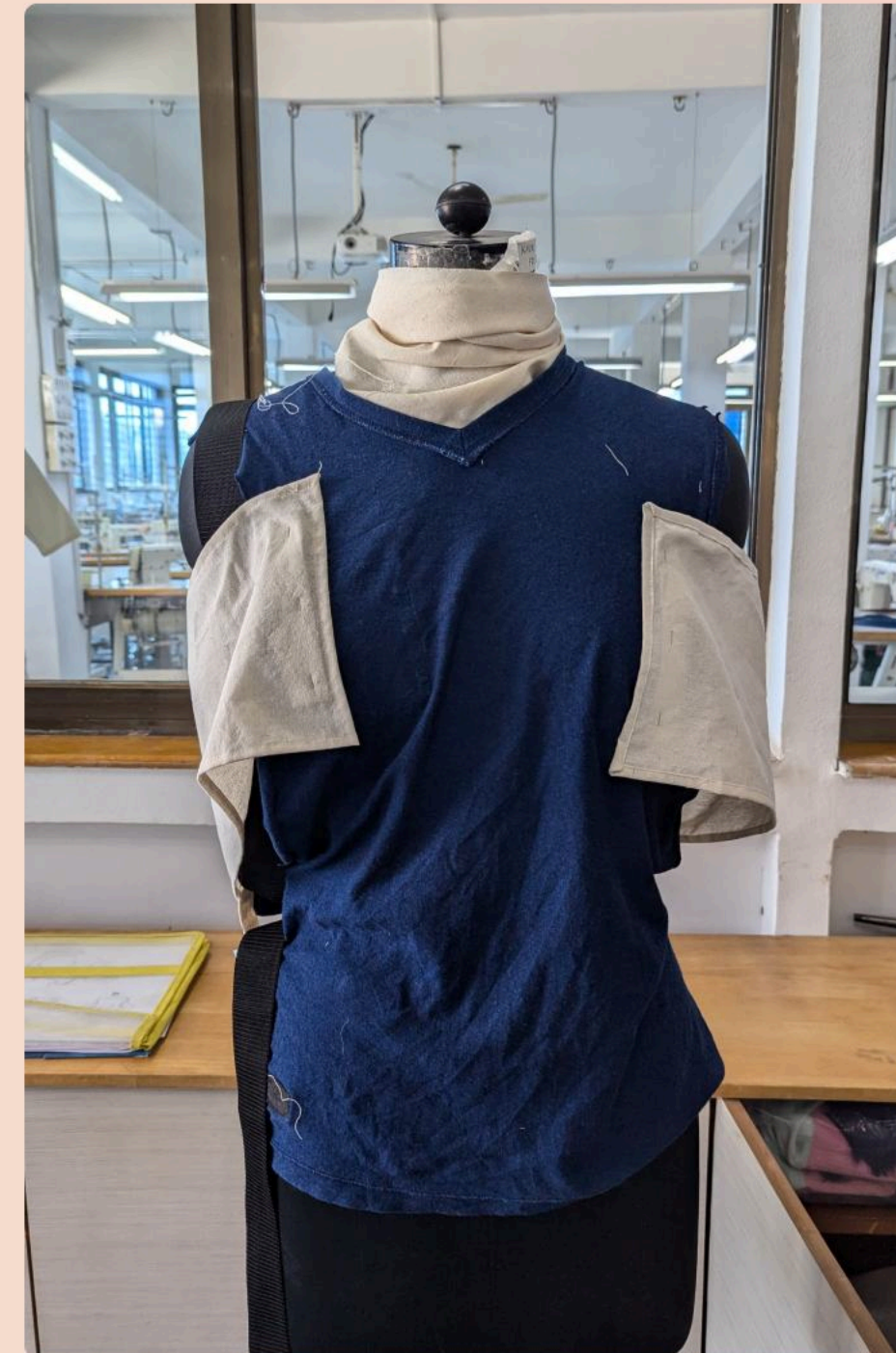
How do mothers prefer to sit to breastfeed?

We visited the healthcare center in Loni Kalbhor and Sane Guruji
Arogya Kendra in Hadapsar



- majority of the mothers sit with both legs crossed
- on chairs or seats, one leg is always lifted a bit
- they usually keep a pillow on their lap, if not they hunch a little
- they cover themselves using an extra shawl, dupatta, or simply turn around

Initial Mockups for Concepts



Quick Initial mockups were made to understand and **test the concepts that were originally on paper**. They focused on testing the functionality, comfort, and discretion for breastfeeding mothers.

These hand-stitched prototypes **formed the basis for further refinement**, with additional features added to improve both usability and the aesthetic appeal of the concepts.

Prototype making for Various Concepts

After refining the initial mockups, true to measurements low fidelity prototypes with all features were made to test the concepts with users.



Measurements: Made accurate changes from our initial mockups to accommodate all the features in the correct positions and dimensions



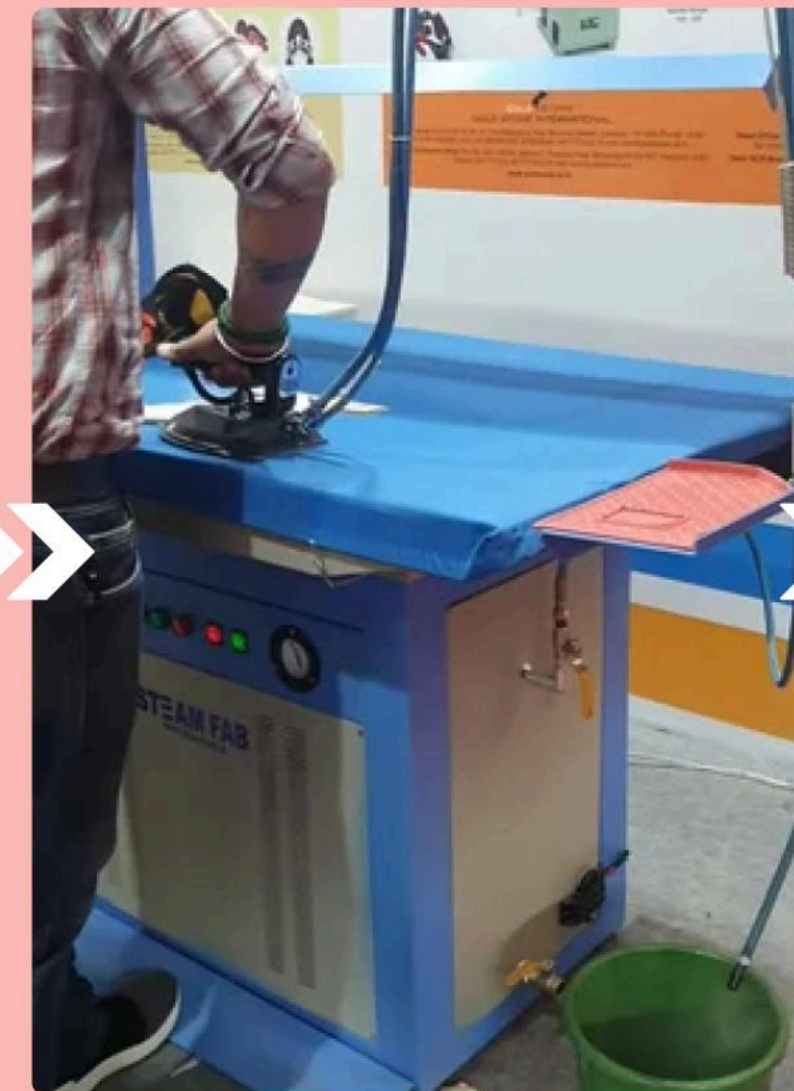
Pleat making: Creating pleats wherever needed, for a compact yet expandable designs



Fabric Cutting: Marking the designs on the fabric with chalk, and cutting it accurately



Sewing: Sew seams with a sewing machine and by hand using appropriate stitches (straight, zigzag, overlock) depending on the design.



Pressing: Ironing the garment after sewing for a professional finish.



Detailing & Finishing: Attach zippers, buttons, hooks, or embellishments as per the design.



User Testing



Direction of Further Refinement

1



Reverse Shirt

2



Fold Pillow
as an accessory

3



Kediyo Wrap

+



X- brace

Strengths

- simplicity of wearing and using

- ease of use and effectiveness of features
- ease of use with different garments

- Can be worn on any type of garment
- Blends into its environment well

- Effectiveness and intuitiveness of usage of its back support feature

Opportunities to Refine

- increase the comfort of handling of the child

- comfort of handling the child

- simplify and make the wearing process more intuitive

- simplify the wearing and removing process

Stitched Stories : Patterns crafted to complement the grace of Indian wear.

Custom Warli Motifs from Maharashtra



Mother **holding** child lovingly



Mother **combing** her child's hair



The **first kiss** we get when we are born

We designed **custom Warli motifs** to capture the tender and cherished moments between a **mother and her child**—how she brings new life into this world and nurtures, loves and cares for it.

Bandhani from Gujarat



Drawing from **Gujarati Bandhani heritage**, we used a **vibrant pink palette and knotted patterns** to symbolize the warmth and unbreakable ties of maternal love.



આંચલ
Aanchal
&
Bandhan
બંધન

