



SIMON

STROLLER/CART CONCEPTUAL DESIGN



DESIGN & CONCEPTS BY  BRITTEN STUDIOS

2322 CASS ROAD / TRAVERSE CITY, MI / 49684

DESIGN CONSIDERATIONS

OBJECTIVE

SIMON IS SEEKING NEW AND INNOVATIVE VENDED STROLLER AND SHOPPING CART EQUIPMENT. THEIR EXISTING UNITS NO LONGER MEET THE NEEDS & REQUIRMENTS OF THEIR SHOPPING CENTER AUDIENCE NOR DO THEY FIT APPROPRIATELY INTO THEIR MODERN MALL ARCHITECTURE.

DESIGN IDEATION

TECHIE @ CART

- PERSONAL DEVICE HOLDER AT HANDLE BAR
- FLAT PANEL SCREEN
- MALL MAP / RESTROOM LOCATOR
- RFID LOCATION
- DEVELOPE I-CART - MYSIMONCART - APP
- DOWNLOAD THE APP
- IF YOU CAN RENT CART FROM PERSONAL DEVICE DO WE NEED A MONEY KIOSK?

STROLLER + CART FUNCTIONS

- ATTRACTIVE DESIGN FOR AFFLUENT CUSTOMER
- PERSONAL STORAGE: PURSE + DIAPER BAG + COAT + SHOPPING BAGS
- CHILD SECURITY + FUN TO RIDE
- MULTIPLE CHIDREN RIDING
- INDUCTIVE CHARGING FOR PERSONAL ELECTRONIC DEVICES
- SECURITY - SOLENOID BRAKE LOCK = RFID CHIP
- BATTERY STORAGE AND POWER ON CART

MECHANICS

- BAG - TRANSPARENT TO DETOUR SHOP LIFTING
- BAG - DURABLE + WASHABLE
- CART - DURABLE + WASHABLE + SURVIVE IN COLD AND WET INVIRONMENT
- CART - STAINLESS STEEL, PWERDER COAT STEEL, HIGH IMPACT PLASTICS
- CART - SERVICEABLITY (WHO, WHAT, WHEN, WHERE?)
- CART - REPLACEMENT PARTS

TECHIE @ KIOSK

- APPLE PAY - PAY PAL
- PROXIMITY WI-FI TO PERSONAL DEVICE INTERATION
- CORRAL CARTS - INVISIBLE FENCE - THAN RAIL RETURN
- ANTI-MICROBIAL SURFACES
- INCLEMENT WEATHER SUITABLE

ADVERTISEMENT

- RENT SPACE ON UNITS FOR MALL SHOP ADVERTISEMENT
- RENT DIGITAL ADVERTISEMENT ON FLAT PANEL SCREENS
- SEND PUSH NOTIFICATIONS TO APP USERS
- DIGITAL KISOK ADVERTISEMENT



THE FUTURE IS HERE

(TECHNOLOGY DRIVEN DESIGN)



DOWNLOAD THE APP

YOUR CART AND STROLLER CUSTOMERS SIMPLY DOWNLOAD THE APP ONE TIME AND IMMEDIATELY BEGIN RENTING CARTS WITH THE TOUCH OF A SCREEN.

- MALL & PARKING MAPS
- POSITION LOCATION
- RESTROOM LOCATOR
- TRACK YOUR FAMILY

INDUCTIVE CHARGING

CHARGE YOUR PERSONAL ELECTRONIC DEVICES AT THE CART. CHARGE THE CART AT THE KIOSK. NO DOCKING REQUIRED!

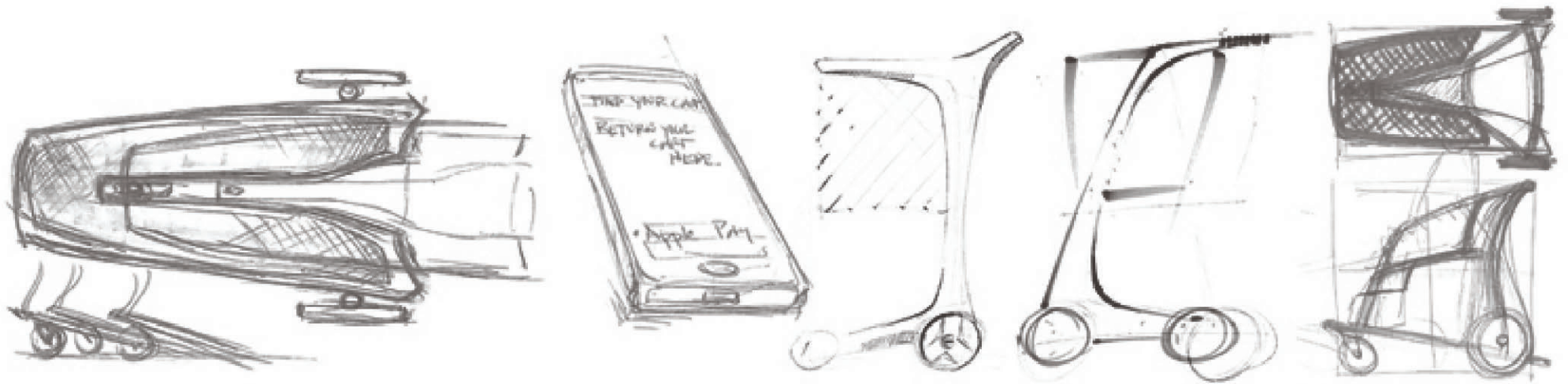
ADVERTISEMENT

RENT ADVERSISMENT SPACE ON YOUR "MY-SIMON-CART" APP TO YOUR MALL LEASEE'S AND SEND PUSH NOTIFICATIONS TO YOUR CART USERS.

WIRELESS TECHNOLOGY

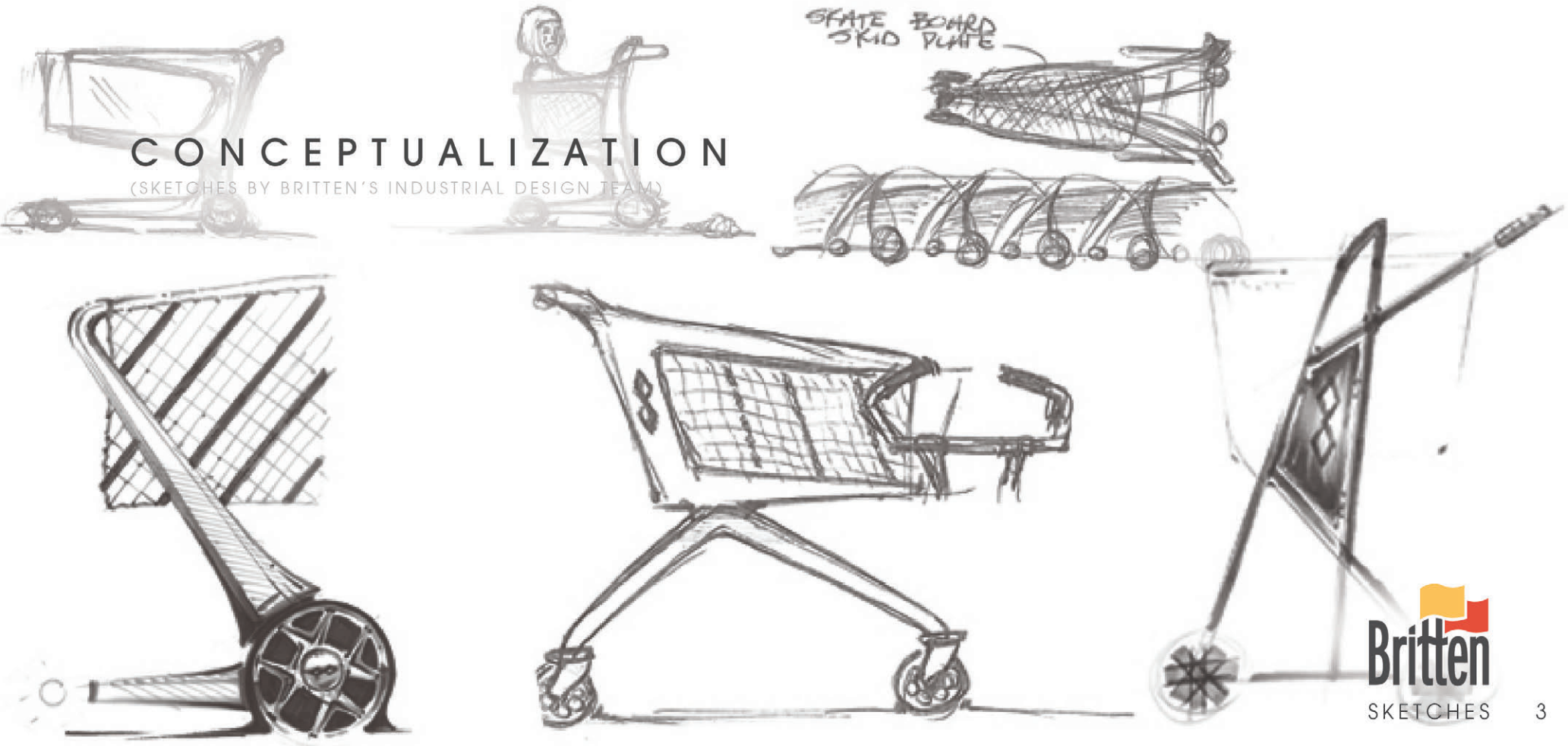
ELIMINATE COSTLY MONEY OPERATED CART RENTAL. PAY BY PHONE!
ADD MORE WIRELESS KIOSKS AT MORE MALL LOCATIONS.
TRACK YOUR CART USAGE





CONCEPTUALIZATION

(SKETCHES BY BRITTEN'S INDUSTRIAL DESIGN TEAM)

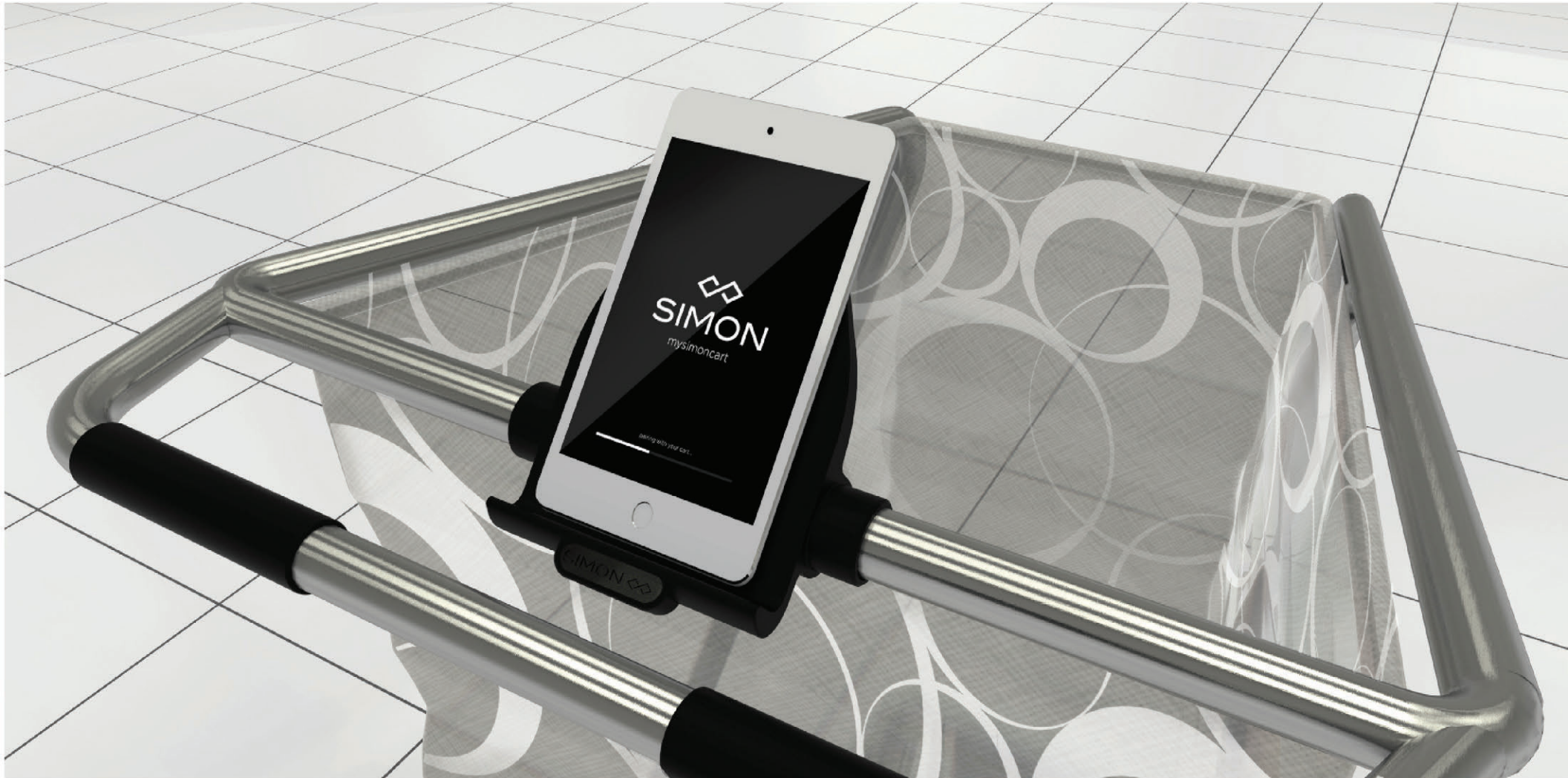




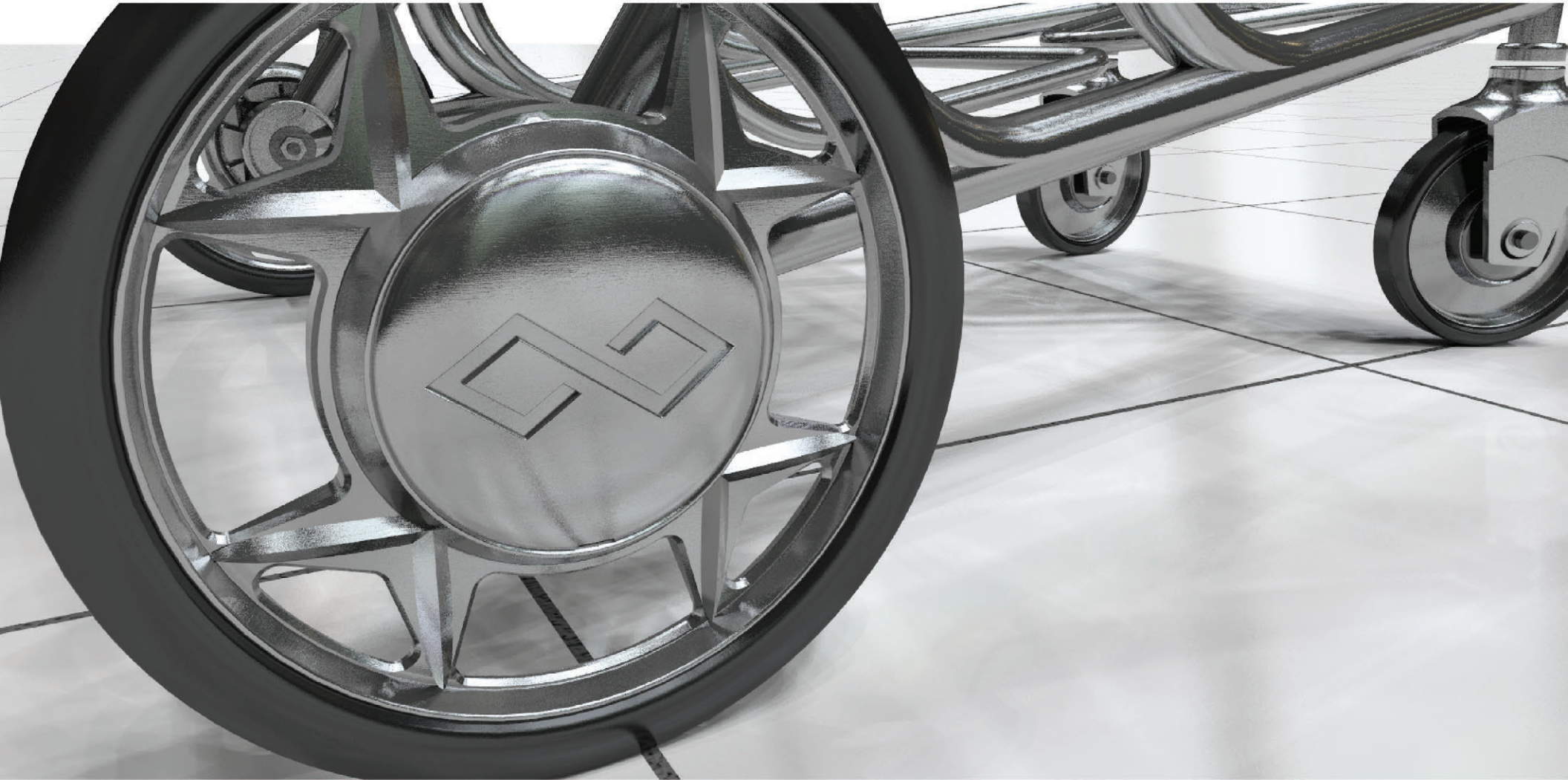
SHOPPING CART
(CONCEPTUAL RENDERING BY A. SCHAEFER)



SHOPPING CART
(CONCEPTUAL RENDERING BY A. SCHAEFER)



SHOPPING CART
(CONCEPTUAL RENDERING BY A. SCHAEFER)



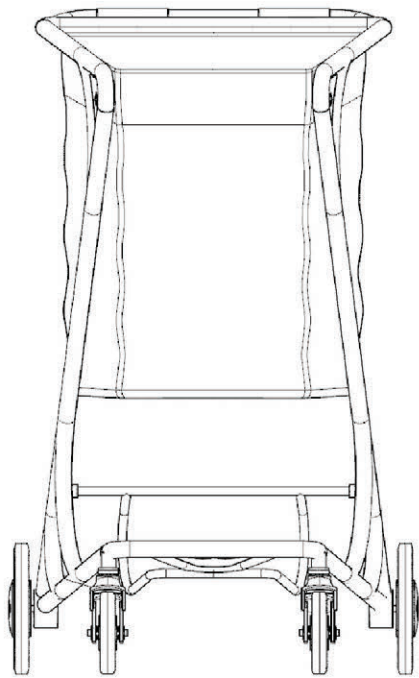
CNC BENDING & HYDROFORMING

THE USE OF CNC PIPE BENDING OR ALUMINUM HYDROFORMING ALLOWS FOR ATTRACTIVE NEW CART DESIGNS WITH A LUXURY APPEARANCE.

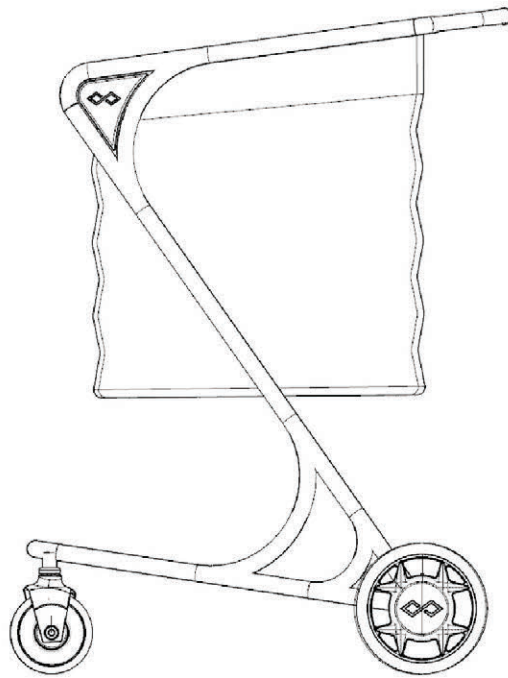
SHOPPING CART

(CONCEPT ILLUSTRATIONS BY A. SCHAEFER)

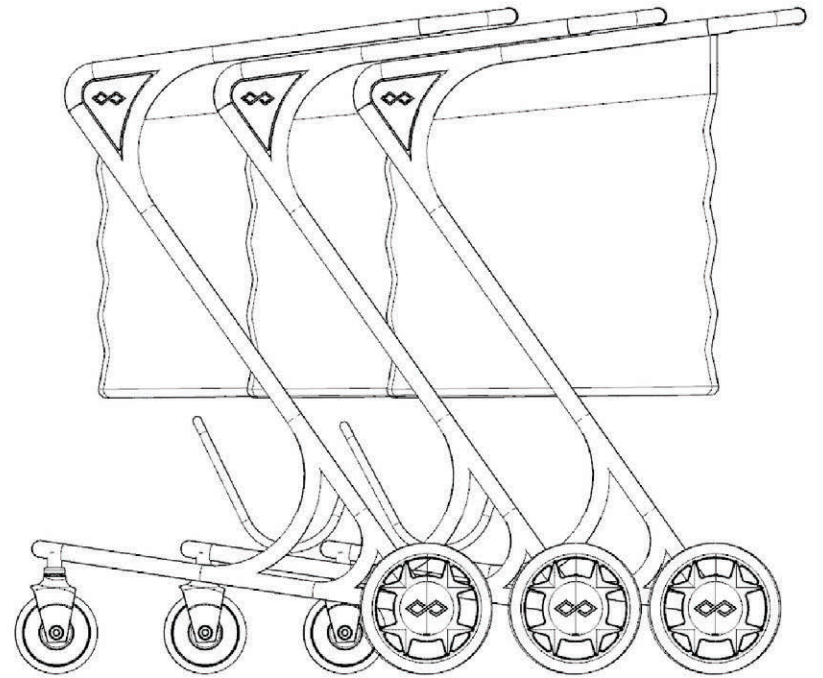




FRONT VIEW



SIDE VIEW



CARTS NESTING

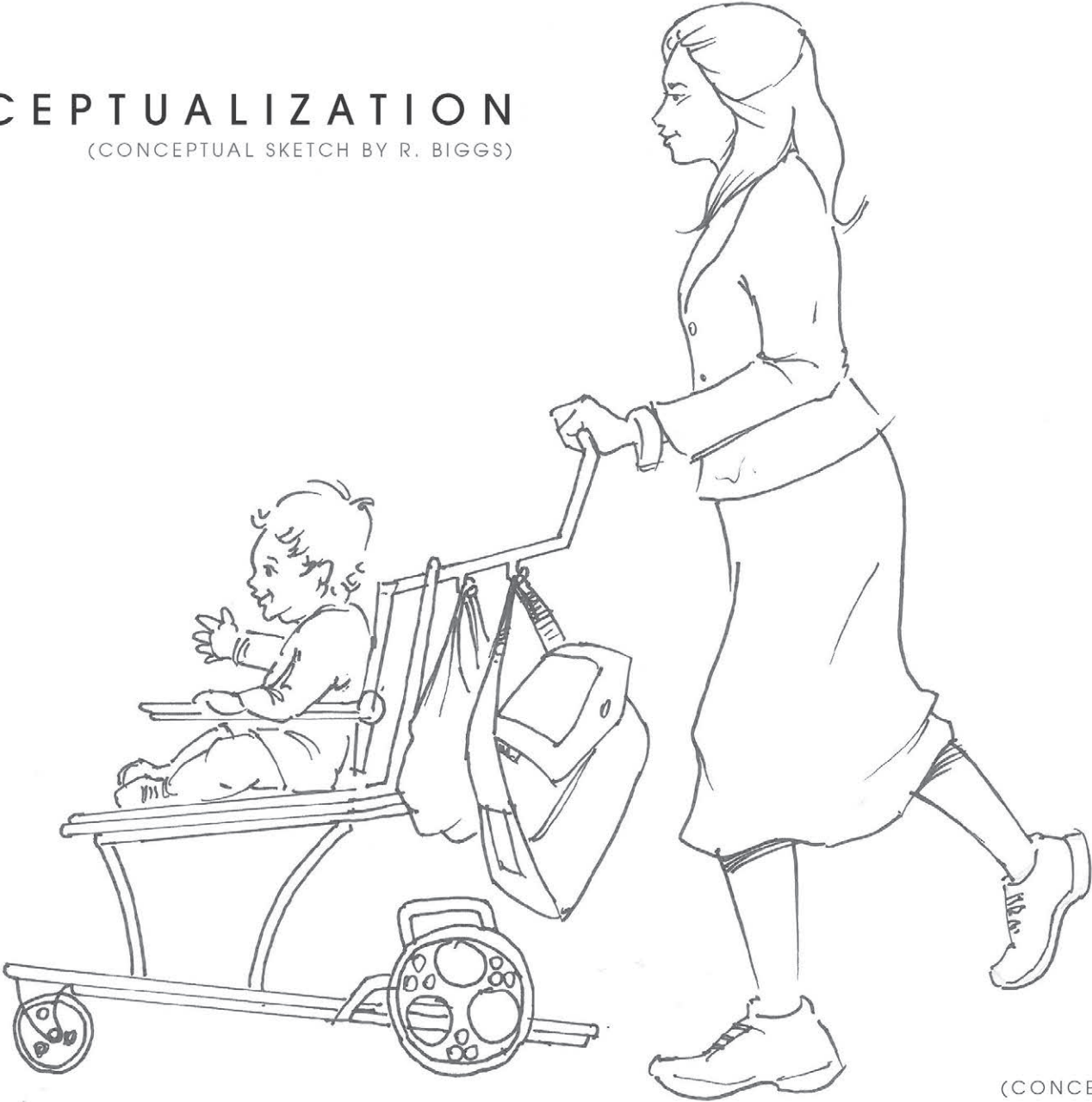
SPACE SAVER
NEXT YOUR CARTS WHEN NOT IN USE.

SHOPPING CART

(CONCEPT ILLUSTRATIONS BY A. SCHAEFER)

CONCEPTUALIZATION

(CONCEPTUAL SKETCH BY R. BIGGS)



STROLLER

(CONCEPTUAL SKETCH BY W. STILES)

CONCEPTUALIZATION

(CONCEPTUAL RENDERING BY W. STILES)



HANG YOUR BAGS

PURSE + DIAPER BAG + COATS + PURCHASES CAN ALL NEATLY HANG FROM THE HANDLE BARS AND HEAVIER ITEMS CAN REST ON THE BOTTOM FOOT RAILS.

SPACE SAVER

STROLLERS STACK TOGETHER WHEN NOT IN USE.



MULTI CHILD USE

STROLLER CAN ACCOMMODATE MULTIPLE CHILDREN RIDING ON THE BENCH OR STANDING ON THE SIDE RAILS. HEAD REST FOLDS DOWN FOR SMALL CHILD USE.

STROLLER

(CONCEPTUAL RENDERINGS BY W. STILES)



STROLLER

(CONCEPT ILLUSTRATIONS BY W. STILES)

PICK YOUR COLOR & FINISH

STROLLER CAN BE FABRICATED FROM ALL STAINLESS STEEL,
POWDERCOAT AND AUTOMOTIVE FINISHES AVAILABLE.



CONCEPTUALIZATION

(CONCEPTUAL RENDERING BY W. STILES)