

2013 DESIGN

Join us for two exciting events in December 2013. Students will present their own product designs!

Babson MBA Product Design Fair

Eight graduate student teams will explain and showcase their new product concepts. Stroll through our fall Product Design Fair, and explore new products and solutions developed by Babson MBA students:

- T-Rex Plate - hold a plate and cup with one hand, to improve mobility and decrease social anxiety
- Custom Solution for Driving Related Back Pain
- New solution for making cycling in the rain more enjoyable
- Omnibrew - a sleek, portable, modular brewing system that delivers a fresh cup of coffee
- The hooky box - provides everything you need to never miss that perfect chance to catch a fish
- Modular toy that adapts to the different needs of babies during the first 12 months of their lives
- Proton – a workspace attachment that allows using a laptop from a standing position
- New app for better trip management

The teams developed the designs during the graduate course *Product Design and Development* (MOB-7555). Project sponsors included Essential, Oduga, TripAdvisor, and Vedavoo; neighboring Olin College of Engineering provided prototyping support and engineering advice. - Light refreshments provided.

Date and Time: Thursday, December 5, 2013, fair is open between 9:00 a.m. and 1:00 p.m.
Location: Babson College, Olin Hall, Needham-Wellesley room

Babson/Olin/MassArt Undergraduate Final Presentations

One course, three schools, seven novel designs: Come and enjoy a series of short presentations, followed by an exhibition of innovative products developed by interdisciplinary student teams from Babson College, Olin College of Engineering, and Massachusetts College of Art and Design. Their creative concepts include:

- Notification tags to prevent food waste from spoilage
- Clothes freshener to extend the use of clothing without washing
- Recirculating sink to save water while hand washing
- Flow controller to limit water wasted while washing dishes
- Pulsing water timer to provide a sense of time while showering
- Shared modular furniture to personalize dorm living and save resources
- Aquarium ecosystem linked to home water use to educate children

The teams developed their designs during the joint three-school undergraduate course *Integrated Product Design* (MOB-3578 at Babson, ENGR3250 at Olin, EDID-303-01 at MassArt). - Light refreshments provided.

Date and Time: Thursday, December 12, 2013, 3:30 p.m. to 5:00 p.m.
Location: Babson College, Trim Dining Hall, Room 201/202