

Cameraboy

Kids Camera

Camera ReDesign

Make it easier for children to use the camera to explore this vast and beautiful world and record exciting lives.





Background Information

Photography not only a fun hobby for kids, but it's a way to capture special moments forever, and it has health and mental growth benefits.

Actively exploring this world helps understand the world and be able to discover the beauty of the world.

Sharing the happiness of this moment with others!



Research

Convenience

At an age where children like to play, the product should not be too large because children cannot easily carry it.

Easiness











Too complicated operation experience will reduce the child's enthusiasm and patience.

Compared with other professional precision instrument cameras, children's cameras are not expensive and are sturdier and more rounded, which makes parents do not need to worry about the damage to children and accidental damage to the camera when children play.

USER PERSONA CANVAS

CREATED GOR: KIDS 7+











DATE: Apr. 19.20
ITERATION #1

User Persona  <ul style="list-style-type: none"> • Young child. • People who want to own a camera. • Interested in photography. • Like to share happiness. • Like to record • Like to explore • Hope to be happy 	Goal  <ul style="list-style-type: none"> • Hope to have a happy experience 	Buying  <ul style="list-style-type: none"> • The product needs to be simple and easy to use, and it can bring happiness 	User Thinking  <ul style="list-style-type: none"> • Is this product fun enough to make me happy 	Why Use  <ul style="list-style-type: none"> • Nice shape. color. Popular among friends. Cool. Can be praised by friends or parents. Have a favorite character element. Imitate the behavior of adults. Expected by parents. Record won secret. Want to be a photographer or director.
Initiatives  <ul style="list-style-type: none"> • Have a happy experience 		Timing  <ul style="list-style-type: none"> • The toy can be used anytime and anywhere, when kid want to use it, which is the best thing 	Channels  <ul style="list-style-type: none"> • Physical store • As a gift 	
Influencers, Stakeholders, Buying Team  <ul style="list-style-type: none"> • Family • Friends 			Content and Information  <ul style="list-style-type: none"> • Good quality product introduction • Recommendations from others • Cool video 	

BUYER PERSONA CANVAS

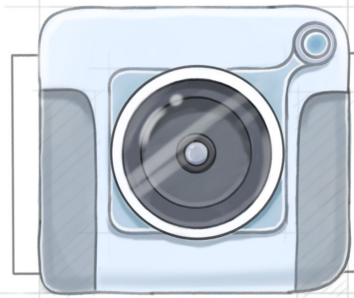
CREATED GOR: ADULT

DATE: Apr. 19.20
ITERATION #1

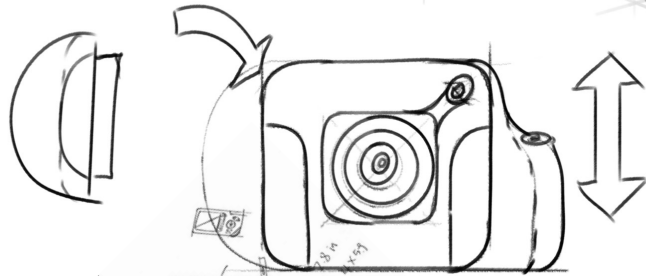
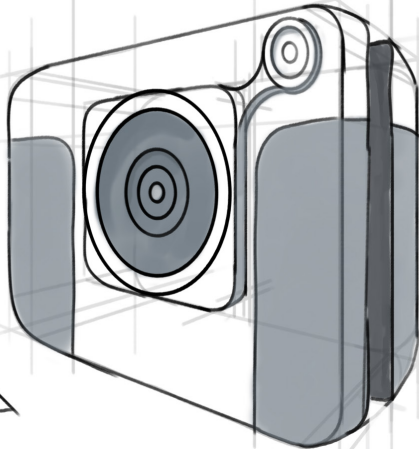
Buyer Persona  <ul style="list-style-type: none"> • Parents who has children. • People who like children. • People with rich life experiences. • Photographer. • People with many happy memories. • People interested in photography. • People who wants to develop kids' skills. 	Goal  <ul style="list-style-type: none"> • Hope that children can have a camera, but it is not as complicated and expensive as a professional camera 	Buying  <ul style="list-style-type: none"> • Whether the child is happy to receive the gift, hope it can bring happiness and record happiness to the child 	Buyer Thinking  <ul style="list-style-type: none"> • Is the camera safe and will children like to use it. Safety is very important. Is the child happy to receive this gift 	Why Buy  <ul style="list-style-type: none"> • This price, material, function, shape, packaging design, color, advertising, after-sales service, peripheral products, friends' recommendations, good reviews, good market feedback, popular products
Initiatives  <ul style="list-style-type: none"> • Children like it and it can bring happiness to children. 		Timing  <ul style="list-style-type: none"> • Toy purchases will increase during the festival. 	Channels  <ul style="list-style-type: none"> • Through advertising, social media, online shopping, physical stores, TV shopping, friends 	
Influencers, Stakeholders, Buying Team  <ul style="list-style-type: none"> • Family • Children • Friends 			Content and Information  <ul style="list-style-type: none"> • Good quality product introduction, Recommendations from others, Touching video, Product market feedback, Advertising, social media, can spread the product information 	

Buyers want their children to be happy when they receive the gift and use it to record their lives.

Users want to have a cool toy.

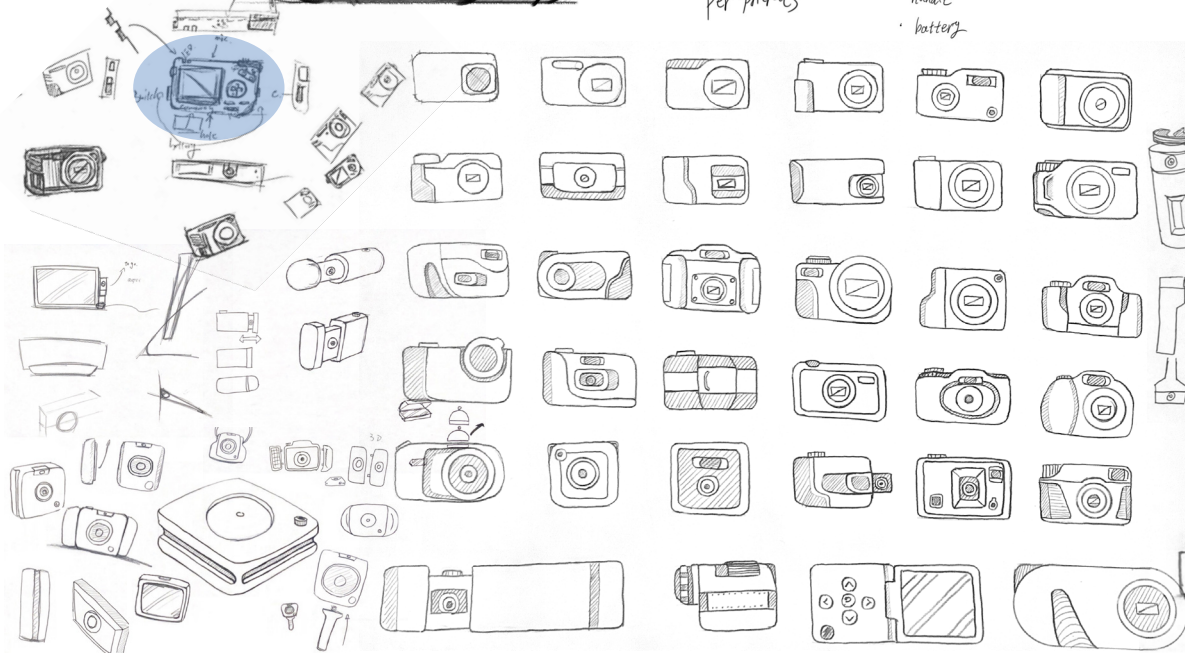


Suitable for different situations & modified to the way you like

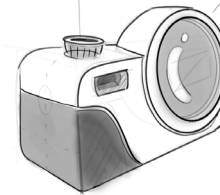


Removable handles and peripherals

- Flash
- Screen
- handle
- battery
- decoration
- Etc ...



- Easy to carry
- Happy to carry
- Convenient operation



• 7 year old children usually think they have grown up. They often imitate the behavior of adults and use what adults use.

• Large lens make the camera look more "professional" to avoid the camera being too young.

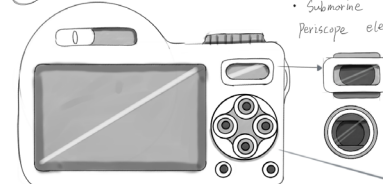


• The shape for the convenience

• Have Spring-feedback



• Submarine Periscope element



• Have an interactive feeling



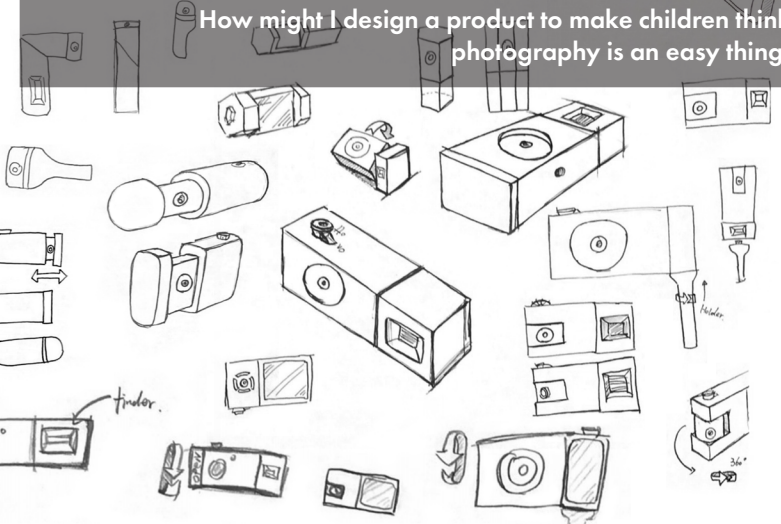
• To avoid children's using operation, the key track needs to be clear and comfortable

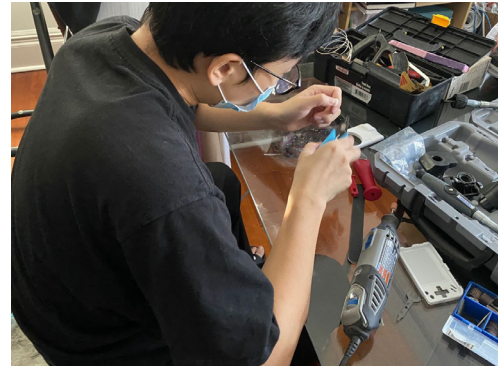
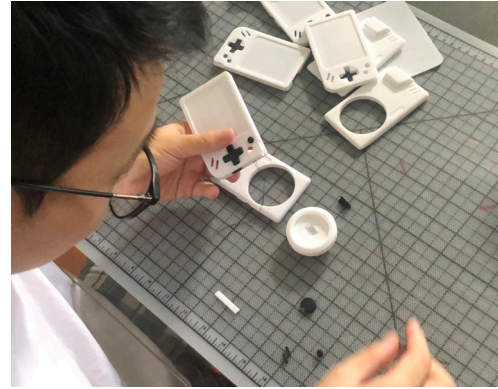
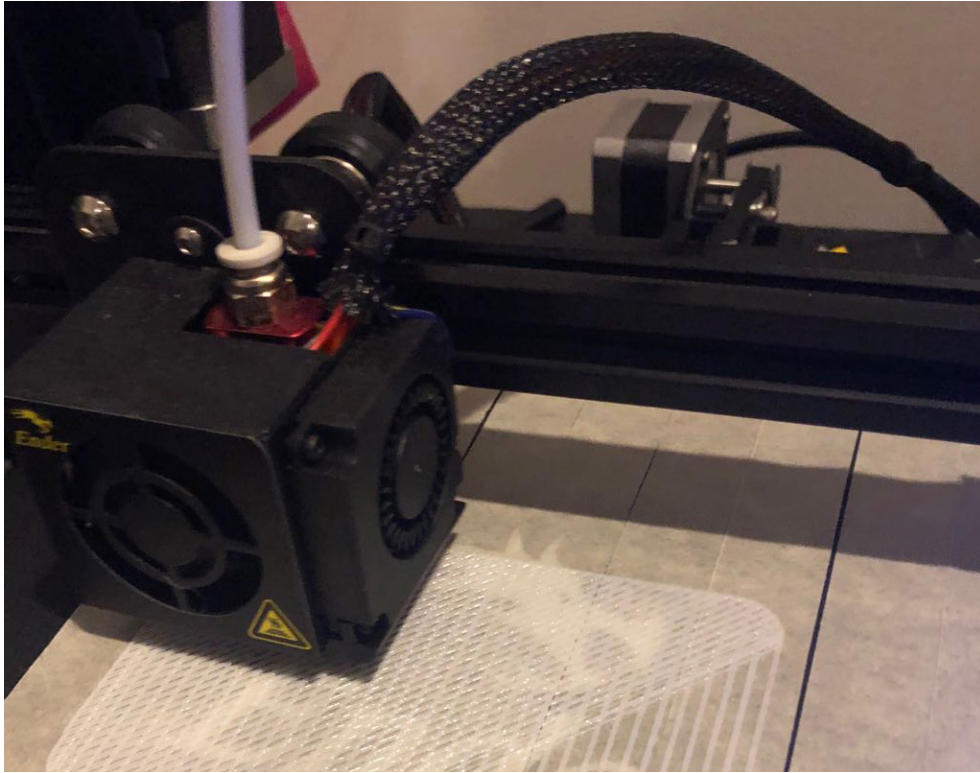
• Have feedback touch

Concept & Sketching

Problem Statement:

How might I design a product to make children think photography is an easy thing.





Mock up & Testing

3D printer a makes rough model, then after polishing and experiment, confirm the final size and effect





Rendering

Scene





Rendering