

EVERY STUFFED TOY MATTERS

- Sustainable design for hoarding and waste -

Feng & Jada

Final Exam | MA Service Design



Royal College of Art

Chapter 1.

A family's headache

Chapter 3.

Ideas and development

Chapter 2.

Insights and Strategies

Chapter 4.

Service landscape

Chapter 1.

A FAMILY'S HEADACHE

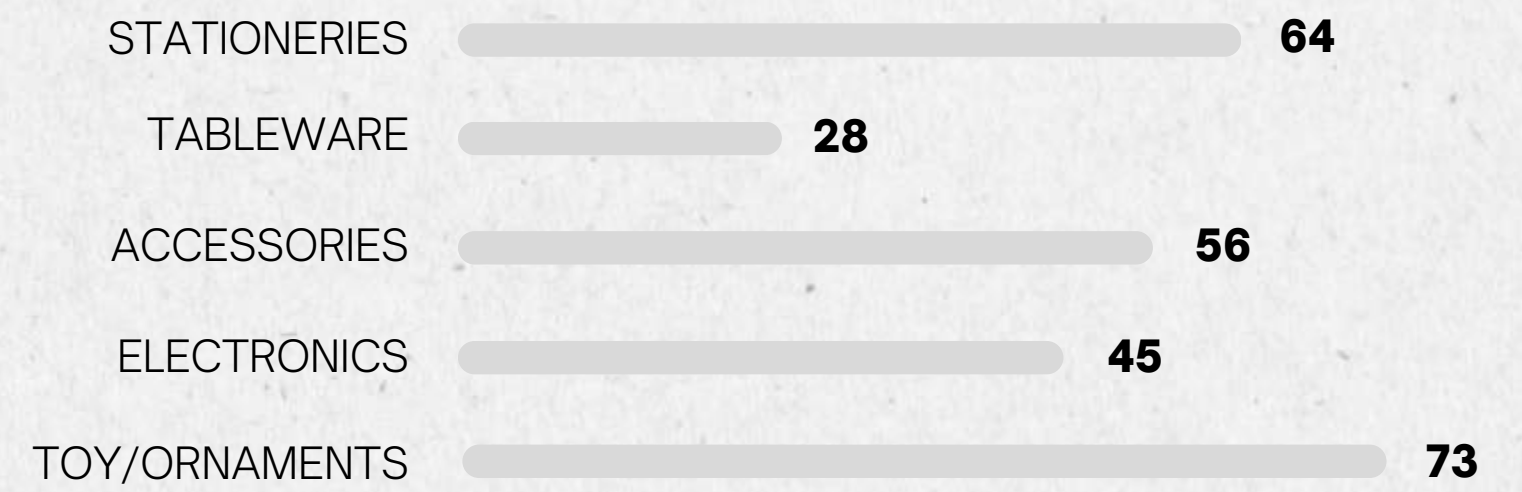


SHOPPING YOUR HOME

Social experiment | Self-ethnography

21
participants

291
hoarding items



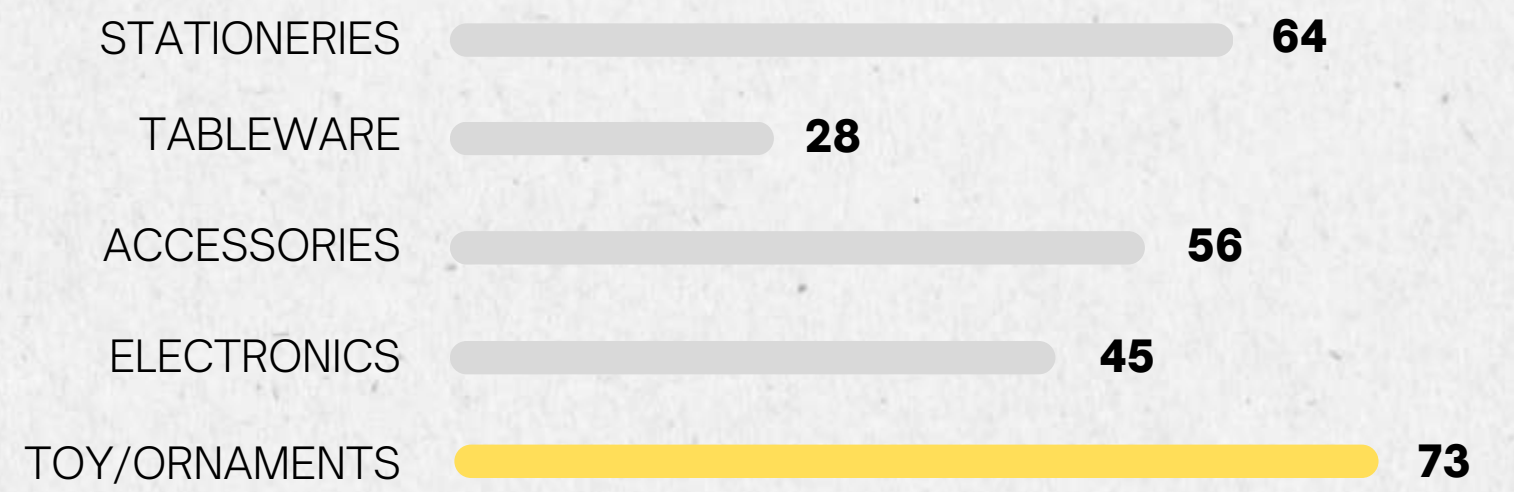


SHOPPING YOUR HOME

Social experiment | Self-ethnography

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291
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Lifestyle > Health & Families

Marie Kondo says she's 'kind of given up' on cleaning

The organisation guru welcomed her third child, a boy, in April 2021

Meredith Clark New York • Monday 30 January 2023 06:26 • [Comments](#)



#CHILDREN

#FAMILY

#TOYS

493 toys per child

The average British child has owned 493 toys by the age of 13 [1]

77% helplessness parents

77% of 2000 parents feel that toys are cluttering up their homes [2]

80% to landfill 8500000 of which are in good condition

80% of all toys end up on a trash heap in the UK [3]

8.5 million new, perfectly good toys are thrown away every year in the UK, as parents not knowing what to do once their children have outgrown them [4]

1. UK toy sales & UK child age group populations | Statista

2. Fontaina-Powell, L. (2022, January 11). 10 stats about toy neglect and how to reduce waste in 2022 - Blog | Whirli Toy Box Subscription

3. Ellen MacArthur Foundation. (2022, March 13). Creating a circular economy for toys - Circulate - Medium.

4. Facts and figures about rubbish and recycling. (2023, March 20). East Sussex County Council.

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Visit & Volunteer at

Charity Shops





There is little space left
for recycling **stuffed toys**



1/ Huge impact

**USD 7.98
billion**

Market size in 2018 [1]

-
1. Stuffed Animal & Plush Toys Market Size, Share & Trends Report, Grand View Research
 2. How Many Plushies Are In The World?, Grandeuria
 3. Materials that linger: An embodied geography of polyester clothes, University of Wollongong

1/ Huge impact

**USD 7.98
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Market size in 2018 [1]

**2% plushies in
circulation**

**Over 500
million
plushies in
the market**

Global plush toy holdings
and reusing rates [2]

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200 years to decompose

The main material -
POLYESTER takes up to 200
years to decompose [3]

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2/ Neglected field



Second-hand clothes

- A USD 73 billion market
- 23% market share
- 70% of population involved



2/ Neglected field



Second-hand stuffed toys

?



“For those stuffed toys in my home, I really want to do something, but I really do not know what is the answer.”

An interview with a mother at Three Corners Adventure Playground, May 6th 2023

Chapter 2.

INSIGHTS AND STRATEGIES



Stuffed Toys



Children & Parents



Donation & Reselling



Cleaning & Repairing



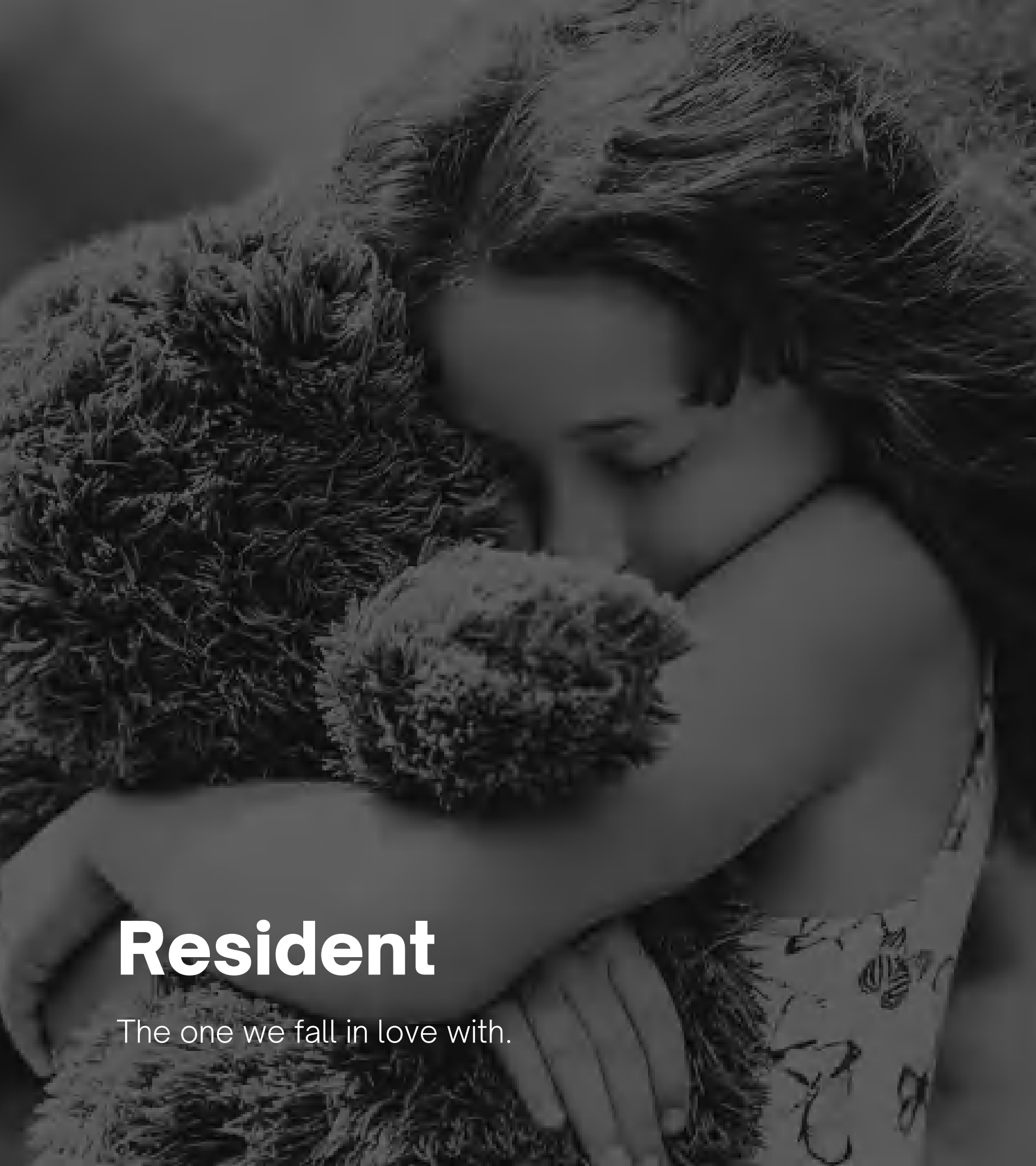
Subscription & Rental Service

3 Corners

play · relax · learn

Rental Service
Cleaning & Repairing
Donation & Reselling

Interview at Three Corners Adventure
Playground with parents!
May 6th 2023



Resident

The one we fall in love with.



Passer-by

The one that stays for a moment.



Resident

The one we fall in love with.



Passer-by

The one that stays for a moment.

Resident

The one we fall in love with.



Parents lack of knowledge about

'How to keep them intact, clean and especially childsafe?'



Leith Toy Hospital

Surface cleaning	£30-60 (£100+ if very large)
Stuffing top-up	£18 per compartment
Full re-stuffing (jointed)	£185
Full re-stuffing (non-jointed)	£30 – £70+
Joints	First joint, £75 for two joints and £170 for three joints

High price

- Leith Toy Hospital -

noodoll

Home Stationery Accessories Pre-Loved Noo In Bundles About


Friends for Life

are about looking after our world as much as we care about looking after our Ricemonster friends. We want to bring joy for as long as possible, which is why we have teamed up with the Mayor of London to make sure every Ricemonster plays their part in building a world with more sharing and less waste.


Looking for our Pre-loved Shop?

[Visit Pre-loved shop](#)

Send us your poorly or outgrown Ricemonsters



comes for you to say goodbye to your Ricemonster, we'll find them a new home.



If your little Ricemonster friend gets poorly, Surgery is here to help!

Internal refurbishment

- Noodoll -

Whirlpool®

Search

Kitchen Laundry & Home Parts & Accessories Blog Home

Whirlpool Brand U.S.A. > Home Heartbeat > Laundry Articles > How to Wash Stuffed Animals

How to wash stuffed animals

Whether your kids or pets are doing the playing, clean your stuffed animals regularly to keep them safe and healthy.

HOUSEWIFE HOW-TOS

The Blog Clean Get Organized

Real-world help for your home.

About Katie Berry Get My Books Press Privacy Policy

Home / Do Laundry

How To Clean Stuffed Animals By Machine Or By Hand

By Katie Berry
Updated on: April 5, 2023

Complex knowledge system

- Online Communities -

Passer-by

The one that stays for a moment.



Parents found it limited,

'There is no option both actionable and rewarding.'



No second-hand donations. Many of our community partners cannot accept second hand toys due to health and safety reasons. Also, the quality often varies greatly. For many children, this will be the only toy they receive so we would like it to be a new toy.



The neonatal unit at St George's is always in need of tiny baby clothes and blankets. The children's wards there also need toys to try and cheer the kids up (but not soft toys as there is a hygiene risk) You just drop them into the hospital.

Hygiene & Safety issue blocks the actionability

- ELBA Toy Appeal Animation & FARA Kids -

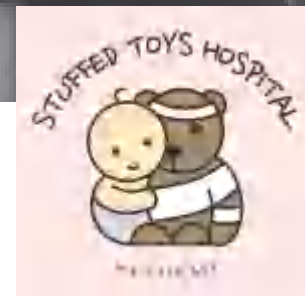


55%

of parents would buy second-hand toys for their children, but

only if they were in good condition and clean.

1.Slaton, J. (2023). Used baby gear: What's safe, what's not. BabyCenter.



'Stuffed Toys Clinics/ Hospitals'

+ The next owner needs safety and health guarantees



VS

Display, lighting, package, tag...

+ Non-standardization reduces people's desire of purchasing

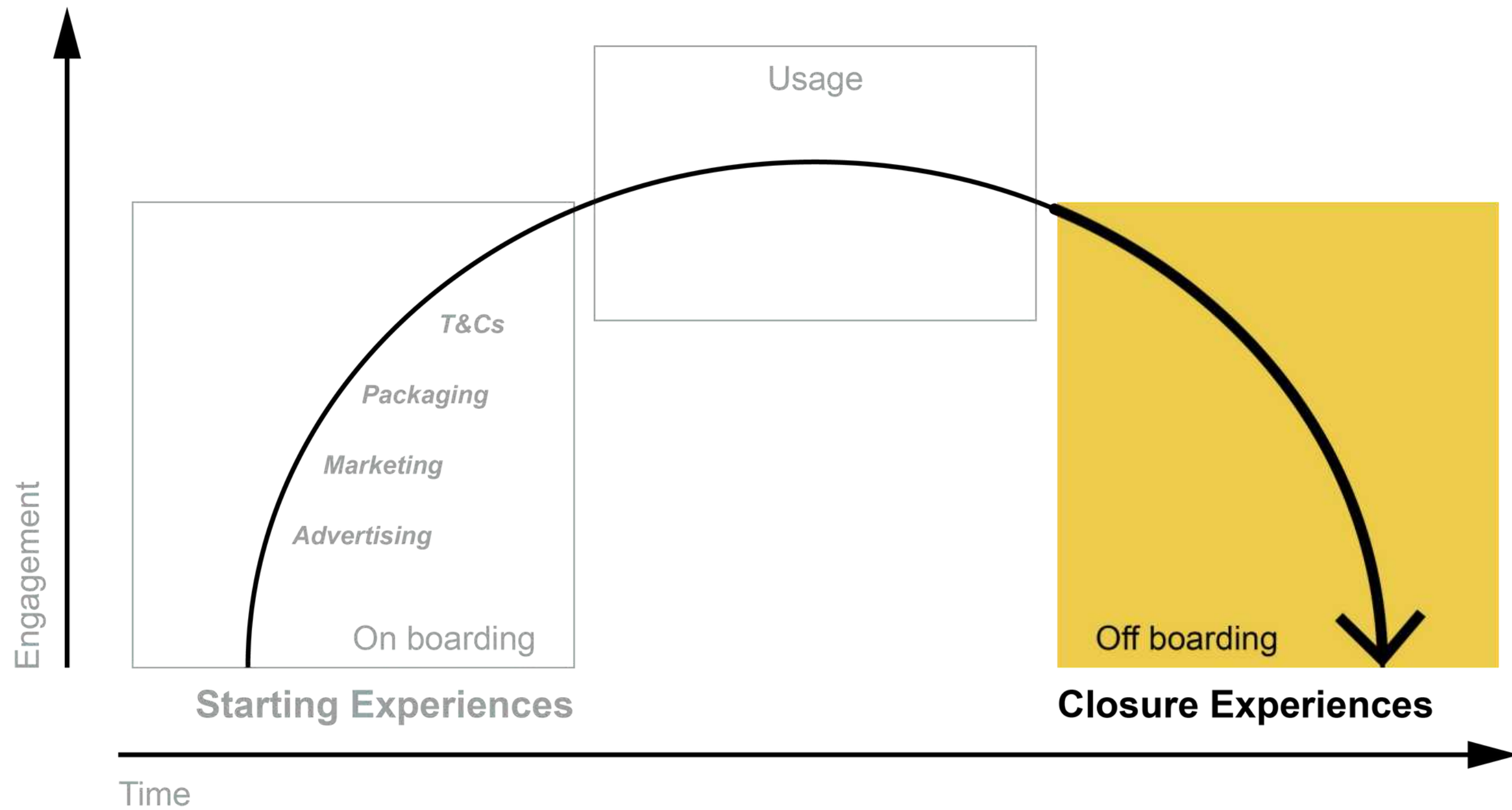
Hygiene Safety Standardisation



The continuation of the relationship is hindered by people not knowing how to keep them intact, clean and especially childsafe.




The rewarding farewell experience is hindered by people, especially the next owner's hygiene, safety and standardisation concerns.



Joe Macleod

Macleod, J. (2021). The Ends Canvas —
And End. And End.
<https://www.andend.co/tools-and-examples/2019/2/26/the-ends-canvas>



How might we establish a standardized framework to reinvigorate and extend the lifespan of used stuffed toys?

Residents

HMW empower **parents** with the **knowledge, resources**, and capabilities to consistently maintain the optimal condition, cleanliness, and child safety of children's beloved furry companions?

Passers-by

HMW develop a seamless **off-boarding** service that **guarantees** hygiene, safety, and a rewarding transition for used stuffed toys, facilitating their acceptance and suitability for new owners seeking to provide them with a second life?

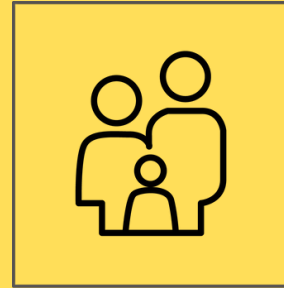
Chapter 3.

IDEAS AND DEVELOPMENT



Sellers

Toys Companies



Owners

Parents & Children



Resellers

Charity Shops...



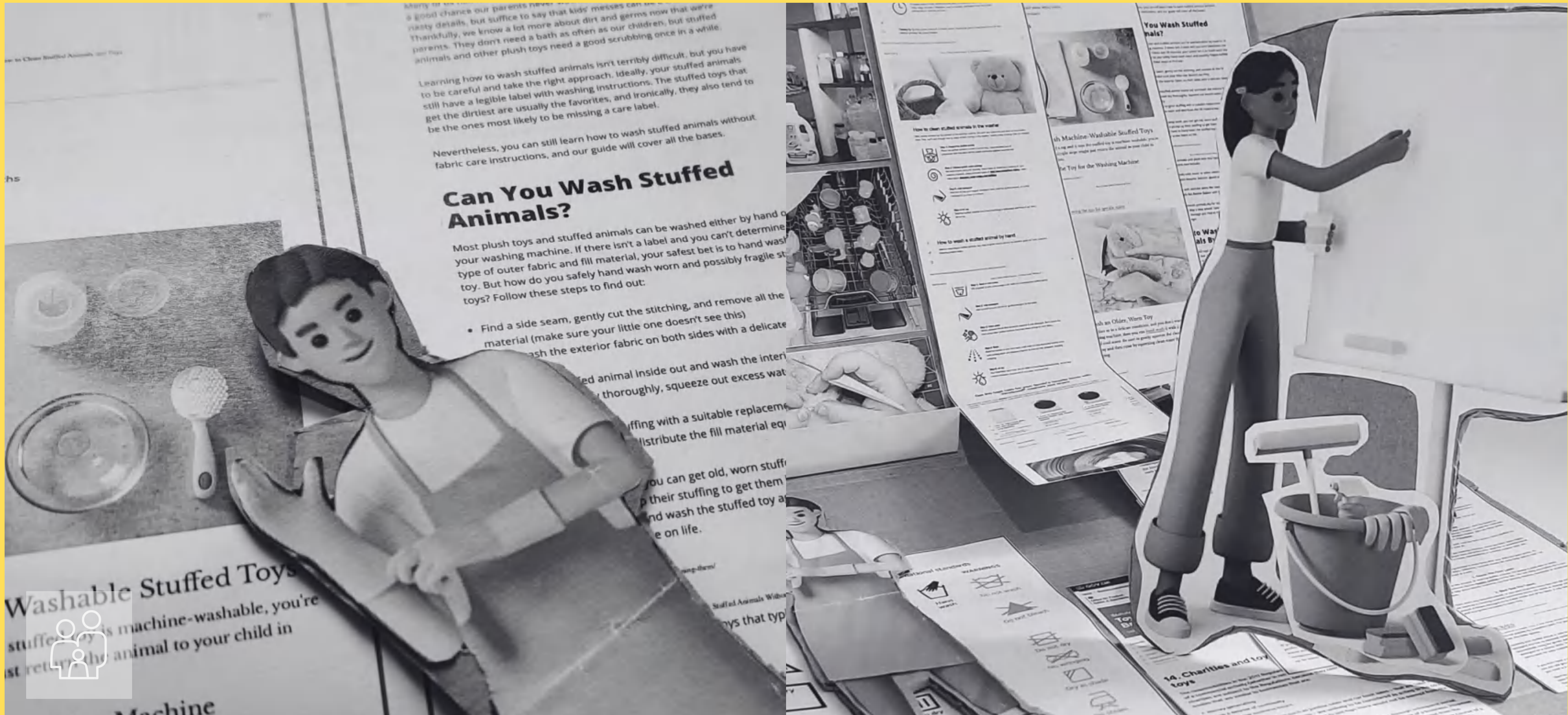
Cleaners

Toy Clinics...



Next Owners

XXX...



TUTORIAL | Knowledge Delivery



'May I just have some annotations of those symbols?'



'Can I do this with just my everyday tools?'



'May I have some child-safe and natural products?'



'May I just have some annotations of those symbols?'

Keeping the good condition



'Can I do this with just my everyday tools?'

Taking the easiest practice

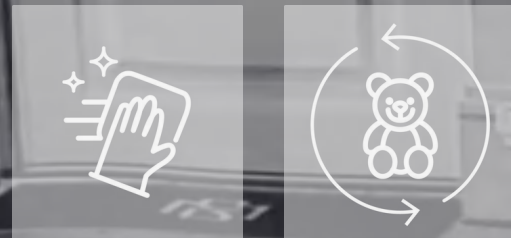


'May I have some child-safe and natural products?'

Using child-safe products



MAGIC BOX | Cleaning Service from Brands



STAFFY SALON | Everything you need...



MOBILE LAUNDRY | Convenient & Professional



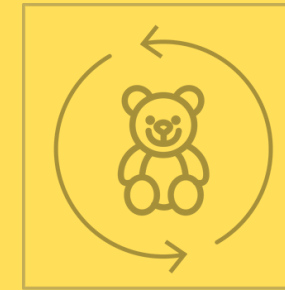
Sellers

Toys Companies



Owners

Parents & Children



Resellers

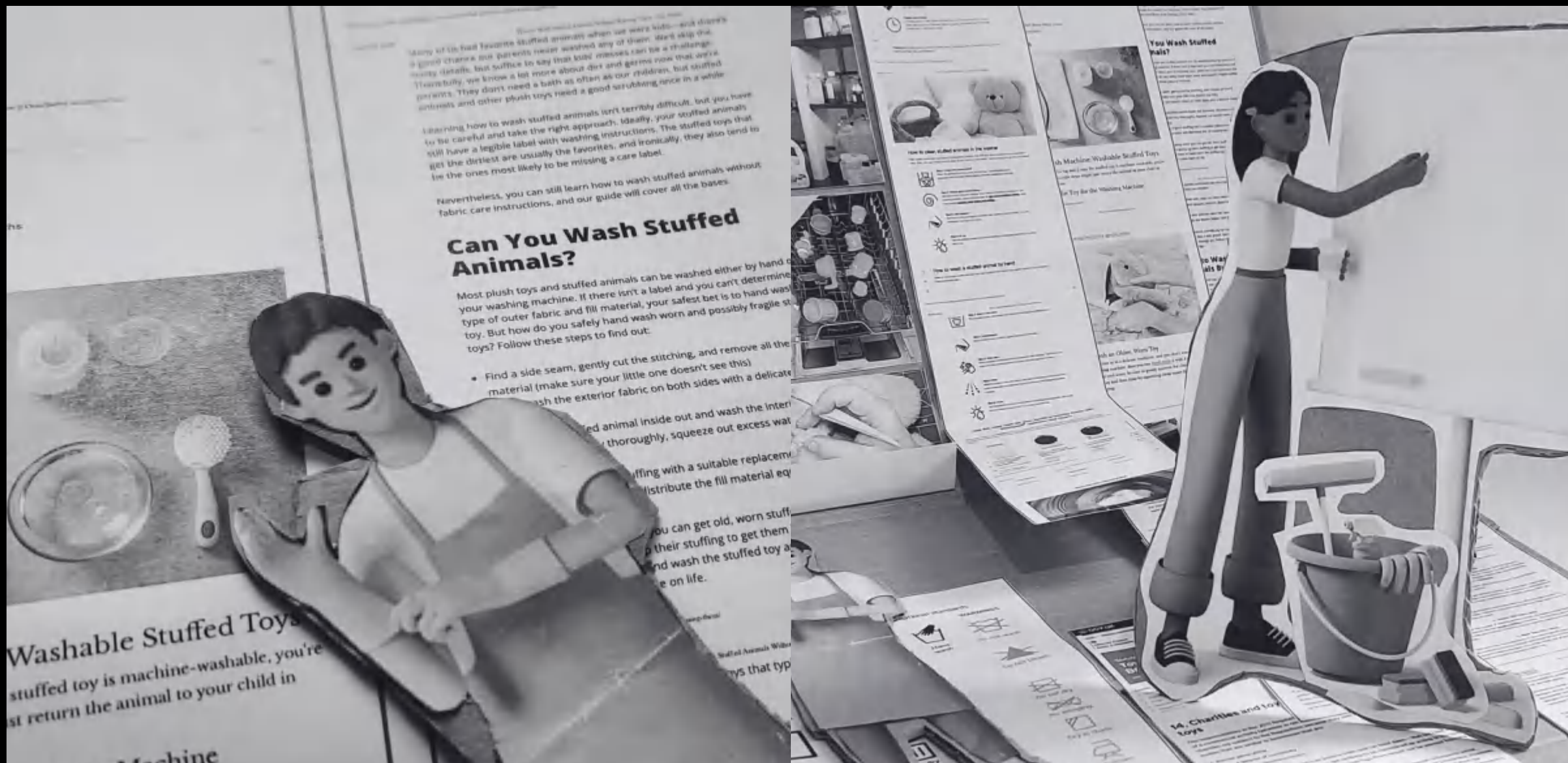
Charity Shops...



Cleaners

Toy Clinics...

...the opportunity lies in returning the executive power to parents...



Can they do more?

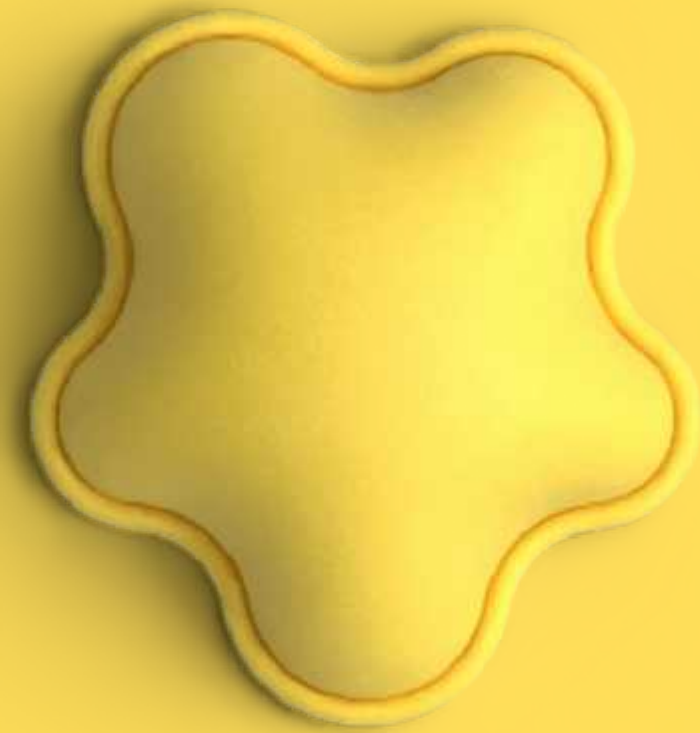
Using child-safe products

Taking the easiest practice

Keeping the good condition

Chapter 4.

SERVICE LANDSCAPE

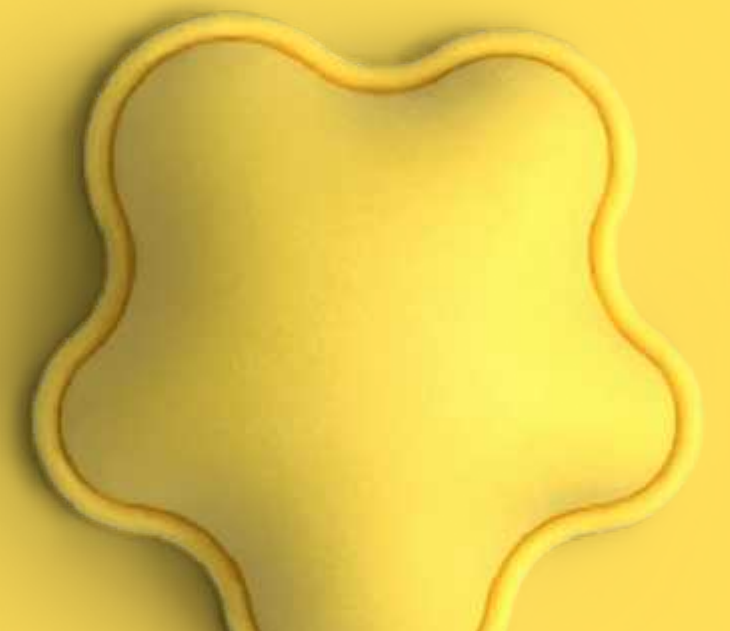
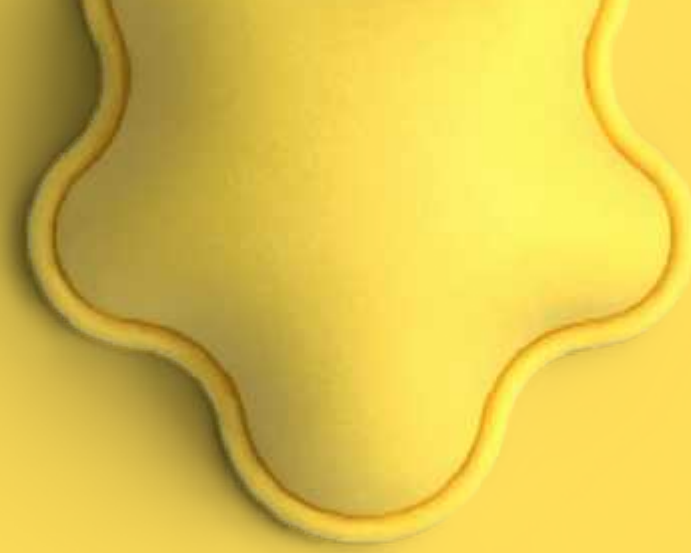


STARFFY



We make stuffed toys shiny again

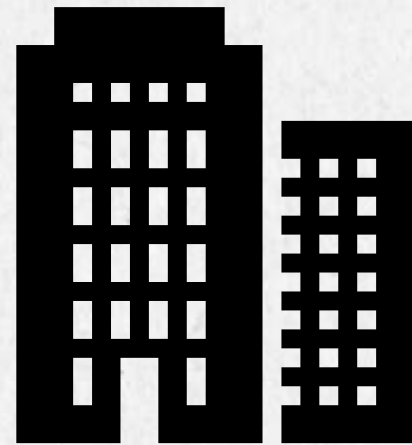
STARRY STUFFIES





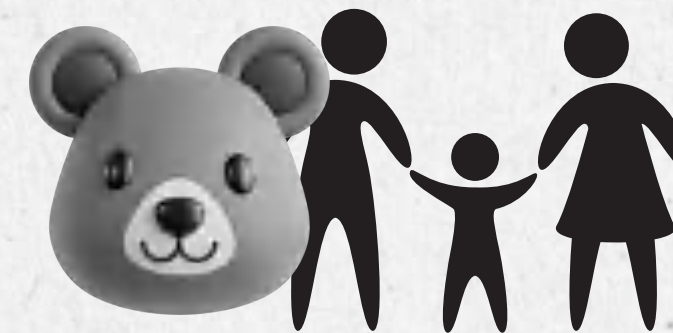
**Caring
knowledge & tools**

○ **Our offer**



Toy companies

○ **Our partner**



Families

○ **Our customers**

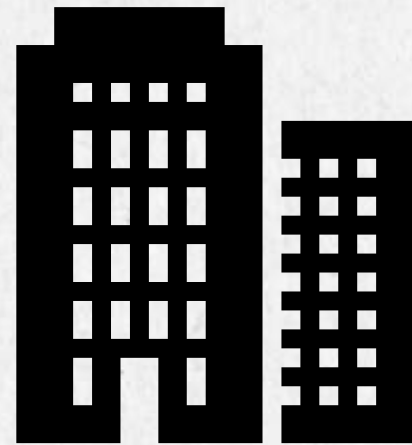


**Second-hand
businesses**



**Caring
knowledge & tools**

○ **Our offer**



Toy companies

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Families

○ **Our customers**



**Second-hand
businesses**



STARFFY HUB

Stuffed Toy Caring Guidebook



STARFFY TOOLS

Professional Stuffed Toy Cleaning Kit



STARFFY SUPPORT

Stuffy cleaning consultancy

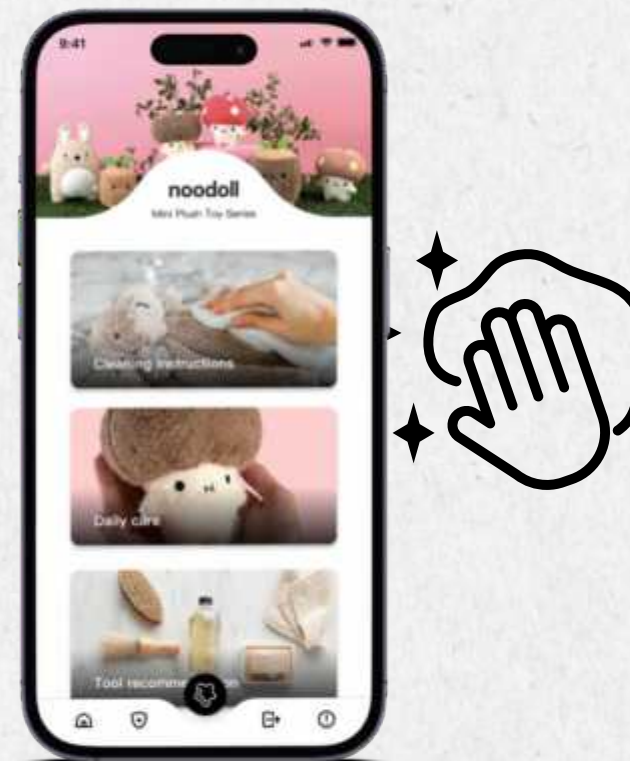
DONATION

1/ STARFFY HUB

Everything you want to know about your stuffy friends



QR code tag
Customised content for brands



Digital guidance for
caring RESIDENTS



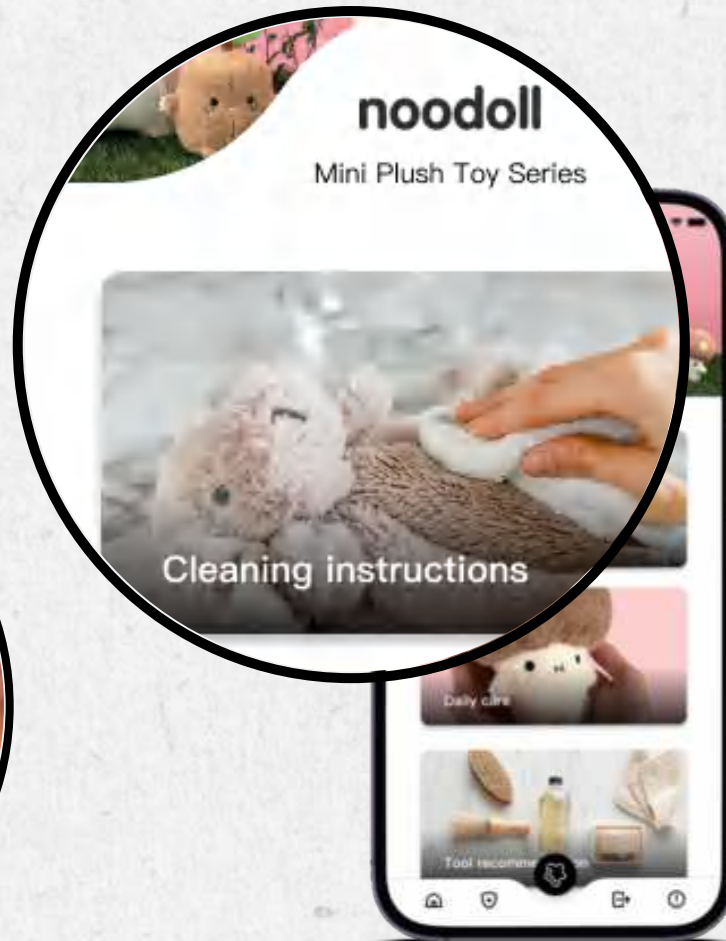
Finding another home
for PASSERS-BY

1/ STARFFY HUB

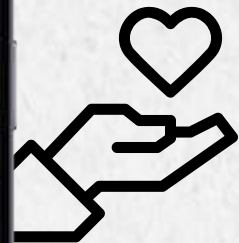
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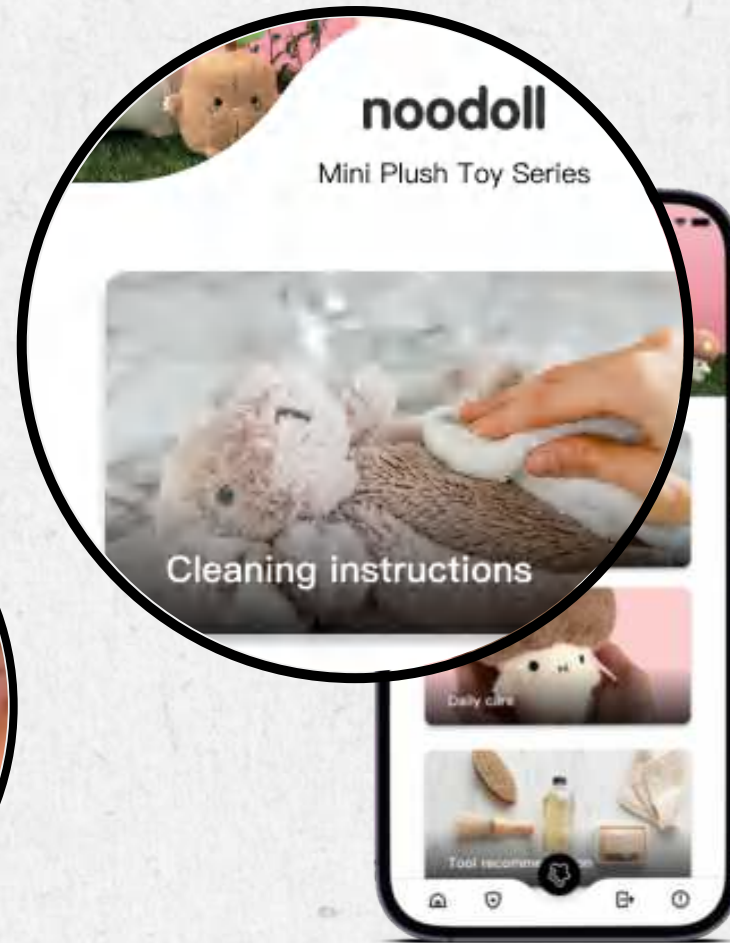
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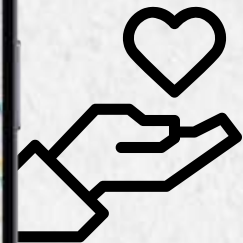
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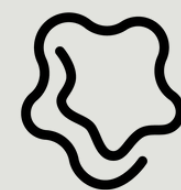
Cleaning tool market

2/ STARFFY TOOLS

Specialised for your stuffy friends



Now available on STARFFY HUB



**Developed in collaboration
with toy companies**

**Specially designed
cleaning products for toys**

Easy and professional



3/ STARFFY SUPPORT

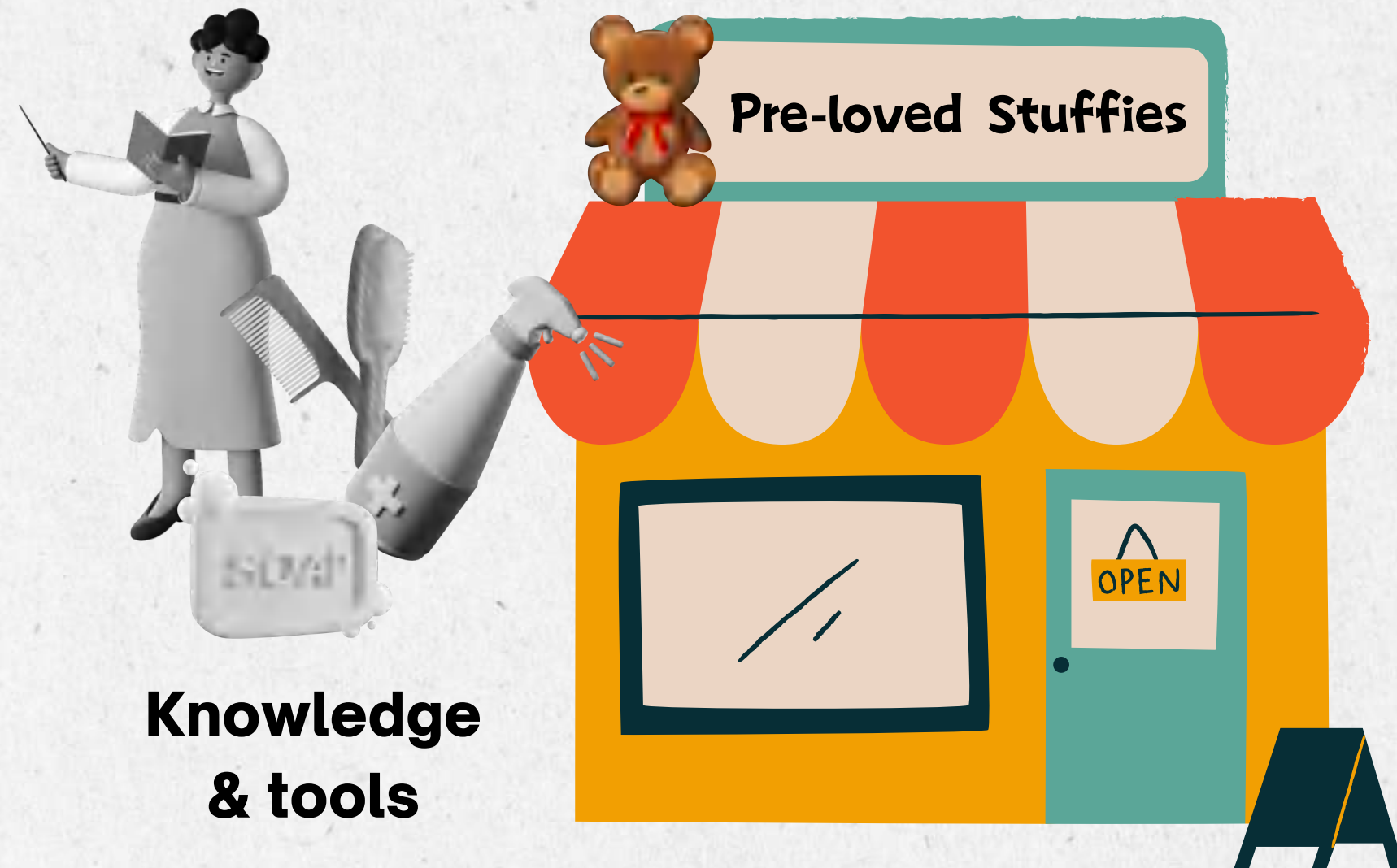
Cleaning consultancy for businesses around second-hand stuffed toys



We only **accept** clean
and nice stuffies

3/ STARFFY SUPPORT

Cleaning consultancy for businesses around second-hand stuffed toys



**Knowledge
& tools**

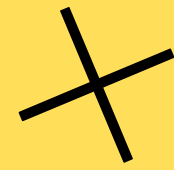
We only **sell** clean
and nice stuffies



Toy Company



Information barrier



Second-hand business

Hygiene & Safety

Information barrier



Trust deficit



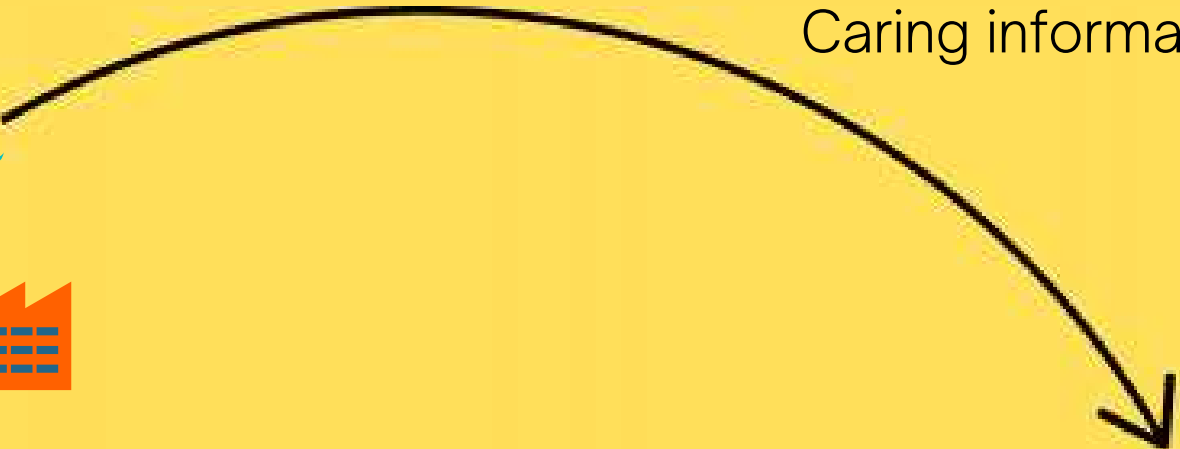
Consumers



Toy Company



Caring information



Pre-loved Stuffies



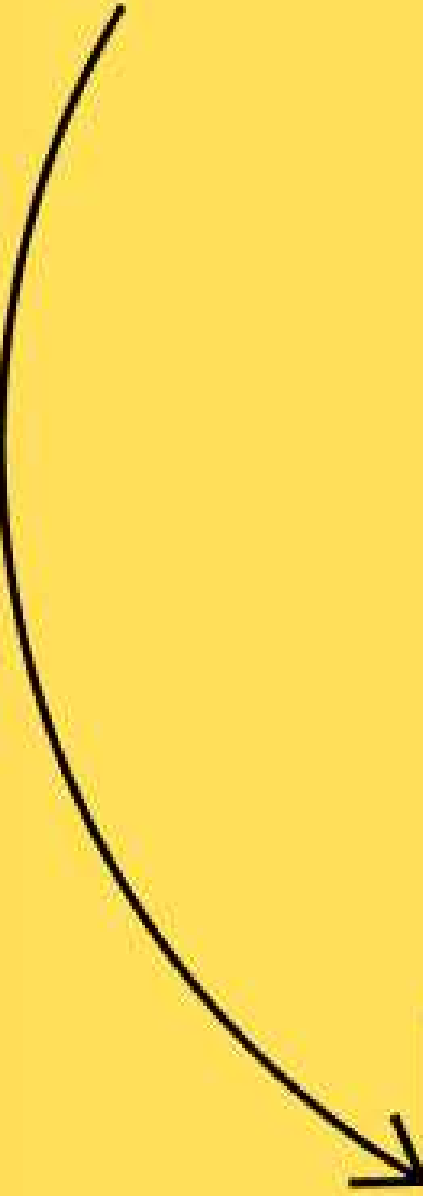
Second-hand business



Platform and tools

Starffy League for the future

Caring information

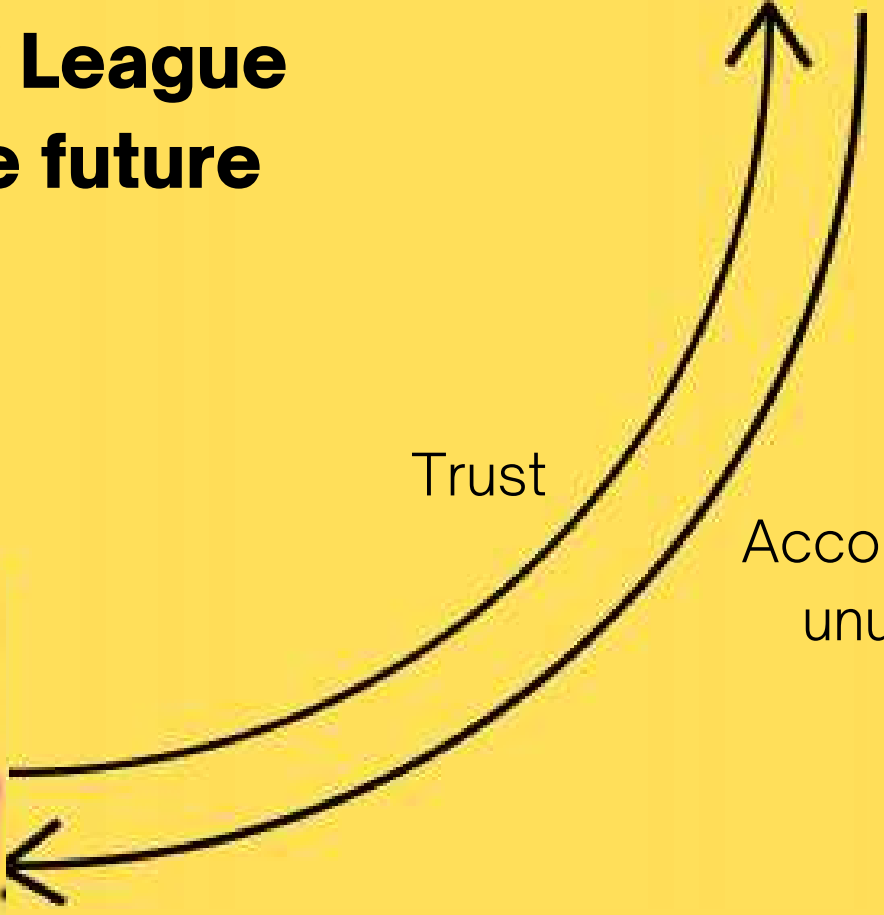


Trust

Accommodation for unused stuffies



Consumers





Customers

Hygiene & safety
Easy caring





Toy companies

Customer loyalty

Longer service chain

Be socially accountable





Second-hand business

Professional image

Customer trust

Potential for expansion





Environment

Longer product life
A more sustainable future





Nikki Gaddo

Mother
Founder of GoodMine

“

Telling me at the very beginning what I need to do to take care of or get rid of in the future sounds really interesting and I'm sure it works!



**Mother's
Voice**



Wendy Phillips

Founder of
Toy Safety Experts

**" Charities and toy sales,
second-hand toys ... are
subject to the Regulations
... Bringing non-conforming
toys into compliance.**

Toys (Safety) Regulations 2011: Great Britain

TOY SAFETY EXPERTS



**Legal
Necessity**



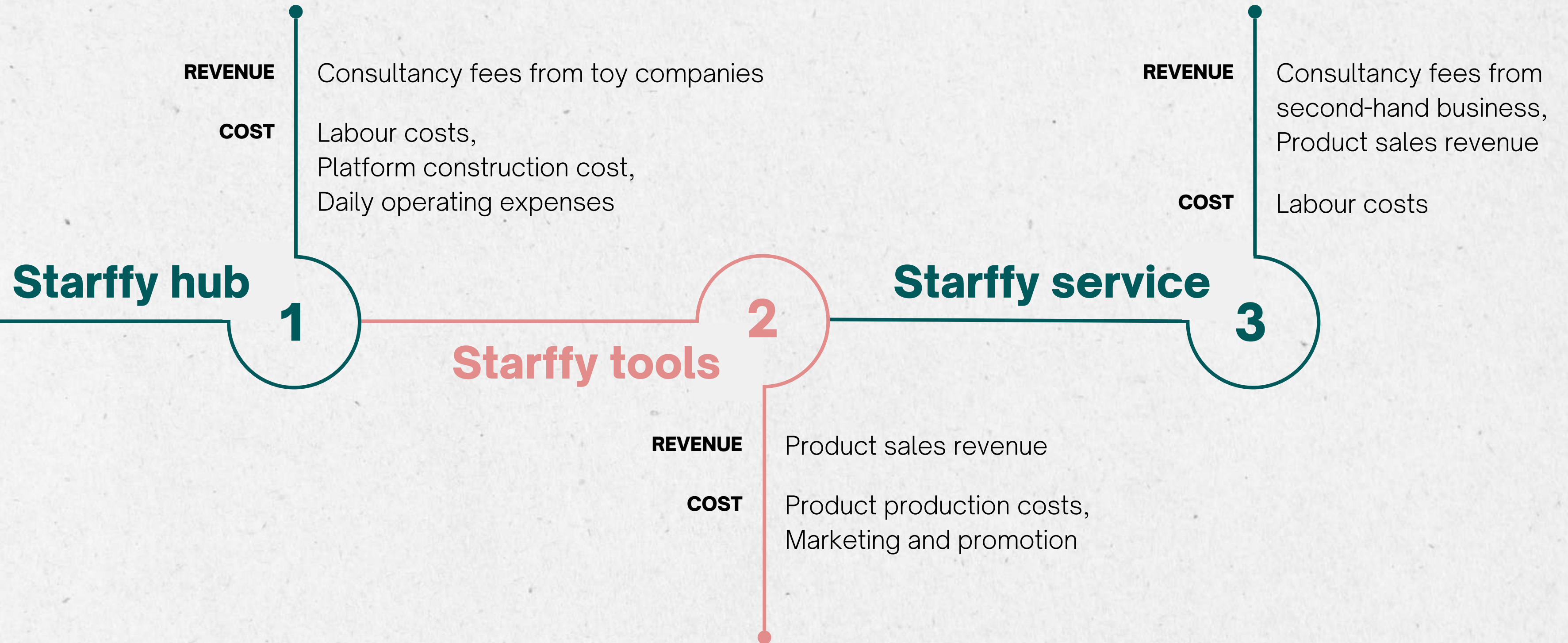
Yiyang Wang

Founder of Noodoll,
an independent
stuffed toy company

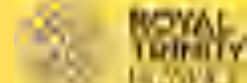
" We are trying to make our products live longer with customers and your idea sounds like something worth trying.



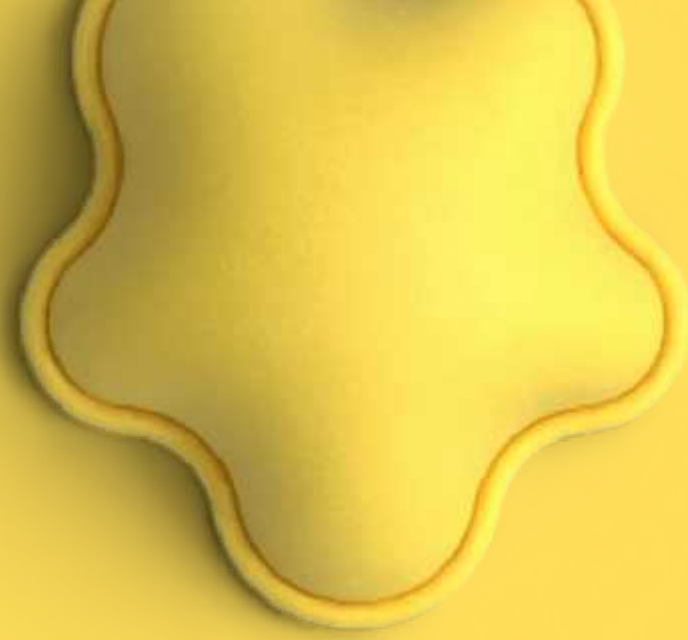
Business model



Acknowledgement



Final Review | Feng & Jada



In the name of STARFFY 

MANY THANKS

