



Print your Buzz

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## MY BOBBLEHEAD FAMILY

Customizable bubblehead dash figures that control personalised car settings.

### Target group

1: Families with kids and 2: Young people driven by design & innovation

### Observation

1) The ID BUZZ it's a FUN family car and what makes a car even more fun? BUBBLEHEAD TOYS! We all love them and smile when we see them wobble. 2) Each driver has it's own preferred settings when it comes to the seat position, mirrors, climate, audio and navigation. At the same time, the presence of a young child/baby inside the car requires different settings for the climate, sound volume and more.

### Conclusion

1) Bobblehead toys are very difficult to produce in a standard fashion and to make monetary sense they have to be made in large numbers. 3D printing changes that! 2) Changing car profiles requires a few steps from the user, it would be simpler to just touch a visual representation of the person which profile you want to choose.



### Solution

The new ID BUZZ owner will be able to take his whole family, 3D scan them at the dealership and quickly have his own BOBBLEHEAD FAMILY TOY. In addition to the FUN element it brings inside the car, the figurine has a secondary USEFUL function, that of allowing the users to change between car settings profiles by simply touching the figurine head of the respective family member.

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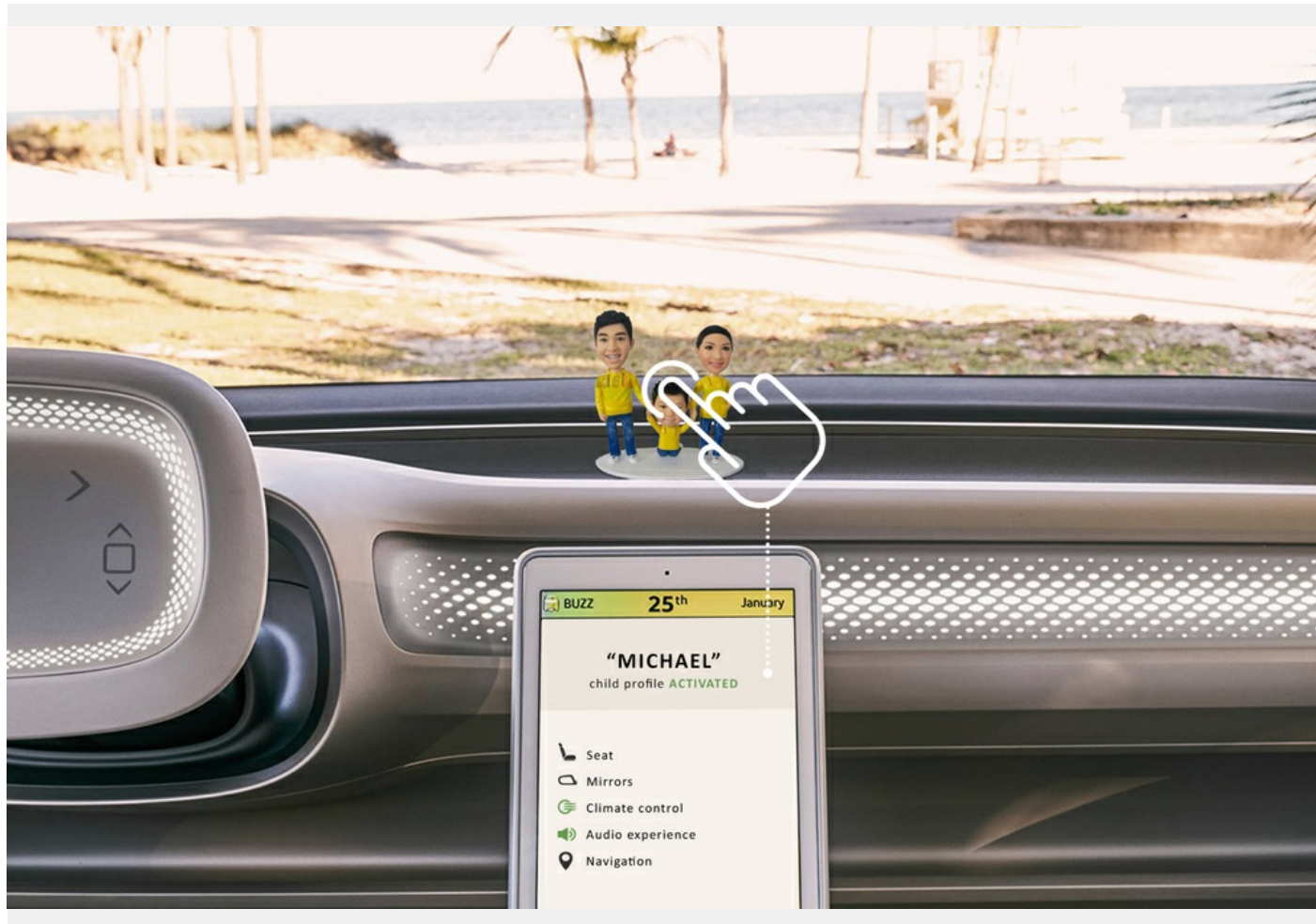


Need addressed by this product

Each driver has it's own preferred settings when it comes to the seat position, mirrors, climate, audio and navigation. Instead of going through the menu and choosing the profile, now each one can be activated by simply touching the head of the respective figurine on the dash.

### 3/5 **MY BOBBLEHEAD FAMILY**

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Further elaboration of the product

When touching the figurines of the non-driver family members only certain car setting would change. In the case of a child, for example, the climate in the car would change to a warmer setting, a radio channel for children would play and the volume would be lower.

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Further elaboration of the product

Customer 3D scanning can be done by different means: FULL 3D BODY SCANNER, HANDHELD 3D SCANNER or by simply using FRONT & SIDE PICTURES.

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Creative's profile



**voinealex** PRO  
Architect

Creative's top 5 skills

Illustration, Product Design, Packaging Design, Communication Concept,  
Service Design