

INDUSTRIAL DESIGN CONCEPT

CONCEPT NAME:

Winter's Claw

COMPETITION CHALLENGE: Design a physical product to help people safely enjoy Michigan winters.

IDEATION

RESEARCH

Bryon Stalles
Landscape
Age 37

Dreads the winter season, for it brings more work, body aches, and equipment malfunctions.

"We hate having to remove ice, it causes the most fatigue and often breaks shovels"

"There less productivity during the winter, everyone's either tired or cold"

ARIENS TRUE TEMPER

MADE FOR THIS: Our promise is only as good as our people. Generations have worked to stamp, bend, weld, design and improve – all to uphold the standard behind our signature.

"Time-tested tools that will endure season after season. Innovative designs that make your work easier." True Temper: tested, trusted, and true since 1888.

Design Opportunity

Reduce time and energy exertion needed to remove snow and ice at an affordable **cost!**

FEATURES

360 HANDLE ROTATION
-no more awkward positioning

SHOCK ABSORBING DAMPENING ROD
-give your wrist a break from those dead blows.

CHIZZLED STEEL WEAR STRIP

CONCEPT DESCRIPTION

The Winter's Claw concept will reduce time and energy needed to handle any winter clean up. It is a new ergonomic shovel that reduces wrist and back fatigue for the user. The Winter's Claw will also help Michigan residents who can't afford winter maintenance and need a tool that helps reduce the stress winter brings. The Winter's Claw has three specific features: a 360 degree handle rotation to reduce awkward positioning when shoveling, a dampening rod to absorb the wrist-damaging shock that comes from hard blows, and the curvature of the shaft and pan to the ground with an added chizzled edge to help with leverage and ice breakage. The bright color is energetic and motivational and it makes you WANT to use it. Also, for professionals using this product, it helps them to be seen when around traffic.

FINALIST BIO



NAME:
Daniel Boatner

SCHOOL:
College for Creative Studies
Detroit

AGE GROUP:
Collegiate

Instructor:
Dave Byron- SF / CCS

MDC EVALUATION

JUDGE'S COMMENTS:

"The rotation of the handle/wrist and shock dampening action is an interesting twist!"

"This solves a very large issue...something everyone in Michigan and other snowy regions can identify with."

"Because this is an everyday product, there is less to work with and it's more difficult to find a new way forward."

"This is pure Industrial Design - solving a problem with a cool, unique and better solution!"

INDUSTRY PARTNER:



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