



Humber Industrial Design Thesis: PAKK
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With a rise in population, social media trends and the current Covid-19 pandemic, city residents are flocking to parks within Ontario to reap the benefits of being in a natural environment.

Our National and Provincial parks are seeing a drastic increase in park use which ultimately causes damage from human traffic. In order to preserve the biodiversity within these parks, we must evolve the camping experience for urban adventurers. Interviews were conducted to target the key issues with an increase in park visitors. Parks are currently seeing a drastic increase in litter, traffic congestion, noise pollution and overall stress on park staff and the environment.

The product, PAKK, improves the experience of camping for the

target user by providing all necessary components which involve cooking. The unit ensures that waste is disposed of properly, eco-conscious camping techniques can be learned, and the purchase of one-use items can be decreased. The business model targets city residents who choose to carpool and commute by bus to parks within Ontario. A booking system allows the user to plan and book equipment online as well as provide information to prepare beginner campers for their trip. The rented equipment will provide a stream of revenue for the campgrounds to fund improvements on the park's infrastructure. The product and business model decreases vehicle congestion and pollution in park areas, improves the experience of camping for users and alleviates pressure on park faculty.

