

Evaluation board 1

Team 05

Main goal

We find the importance of this project in creating interesting things that can improve lives of middle-aged people, our parents. Things that can make their lives brighter and more comfortable.

About us



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Request

Design product for health and travelling

- Mobile
- Light (about 1kg)
- Modern and stylish
- Organizer for storing things
- Contains a massager or another device for maintaining muscle tone

Target group

In our research, we looked in more detail at the female audience. Therefore, we conducted a survey of our mothers about their hobbies, preferences and desired gifts.



Our opinion

In our opinion, the main theme for the design is an item that will help our target audience enjoy travel, while feeling comfort and taking care of their health.



Initial ideas

1KIT HAND BACKPACK

Focused on a traveler who doesn't need to carry a lot of weight, just carry his objects.

Easy to travel with lighter and flatter concept.

INCLUDING:

- SMART MAP (INTERACTIVE MAP)
- GEL HEATERS

Main problem

Communication

2KIT LARGE BACKPACK

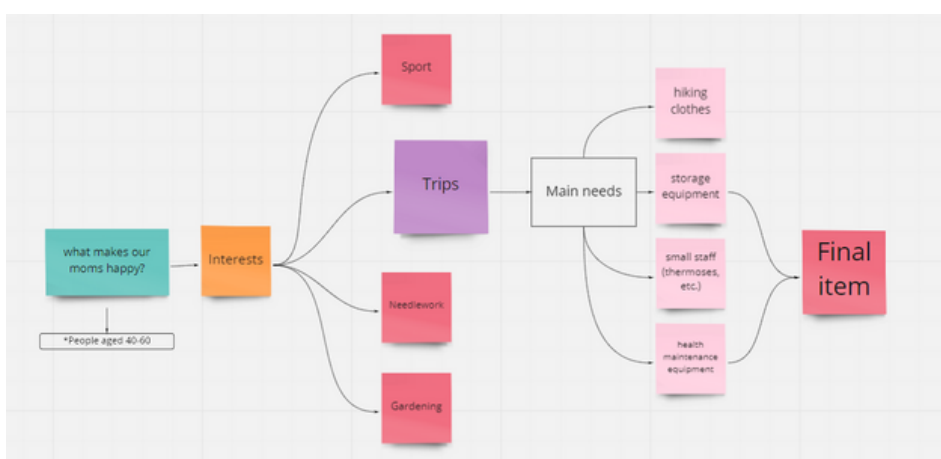
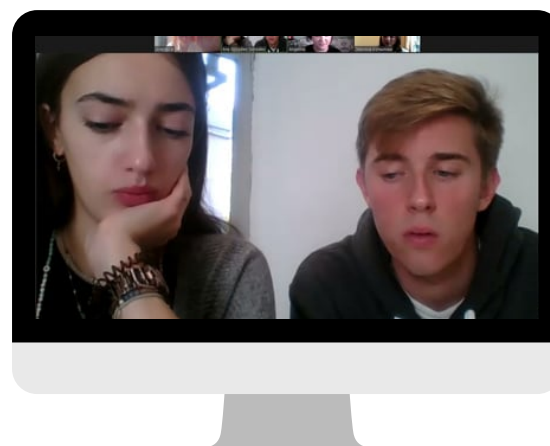
Focused on a person who ENJOYS FAMILY TRIPS and not only need to carry his personal belongings but also those of the rest of the family.

MORE CAPACITY
Where we usually carry:

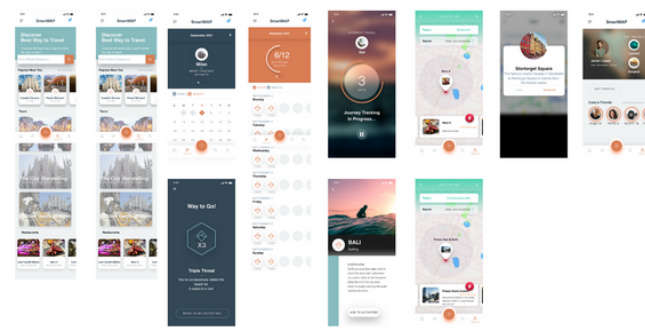
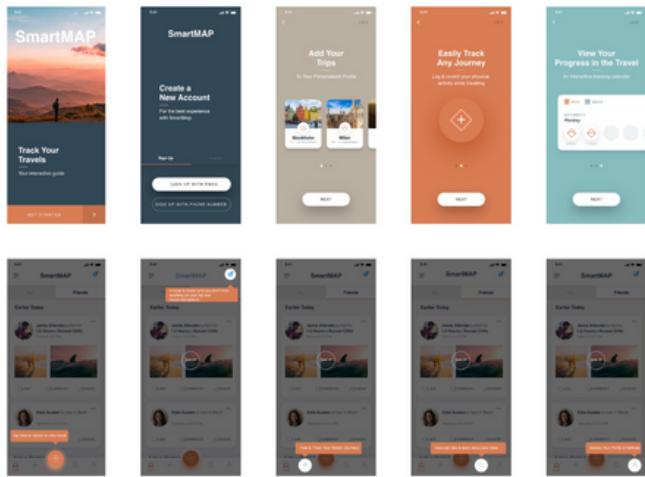
- CHARGERS
- CAMERA
- NOTEBOOK
- SUNGLASSES
- DOCUMENTS
- LOCK

INCLUDING:

- SMART MAP (INTERACTIVE MAP)
- GEL HEATERS



01 The App: SmartMap



Interactive guide that inform about the KM travelled, provide us with restaurants according to our preferences, will tell us the best way to travel depending on the places we want to visit, provide transportation options indicating physical exercise.

02 Bag



A backpack that turns into a shopperbag. Therefore, the user can decide which form suits better for each occasion.

This set includes a bag, 2 handles and gel bags. The handles can be placed in different positions, depending on whether you want to use it as a backpack or as a bag. This is possible thanks to 6 clip unions that you can see in the picture.

