

Market & Design Research

By Emily Chen

Target Audience

Competitors

Market

Design

Target Audience

Business people Ages 30-40 years old who travels a lot.

Name: Samuel Collins

Occupation: Senior Tax Manager

Age: 40

Interests: Cars, Watches, &
Traveling

Everyday Schedule

7:00am – Wake up & get dressed

8:00am – Leave for work

9:00am – Arrive at office, begin work day

10:00am - Meeting

“

“

1:00pm – Lunch

“

“

“

“

“

“

8:00pm – Get off work

9:00pm – Arrive at home and Relax



Accessory

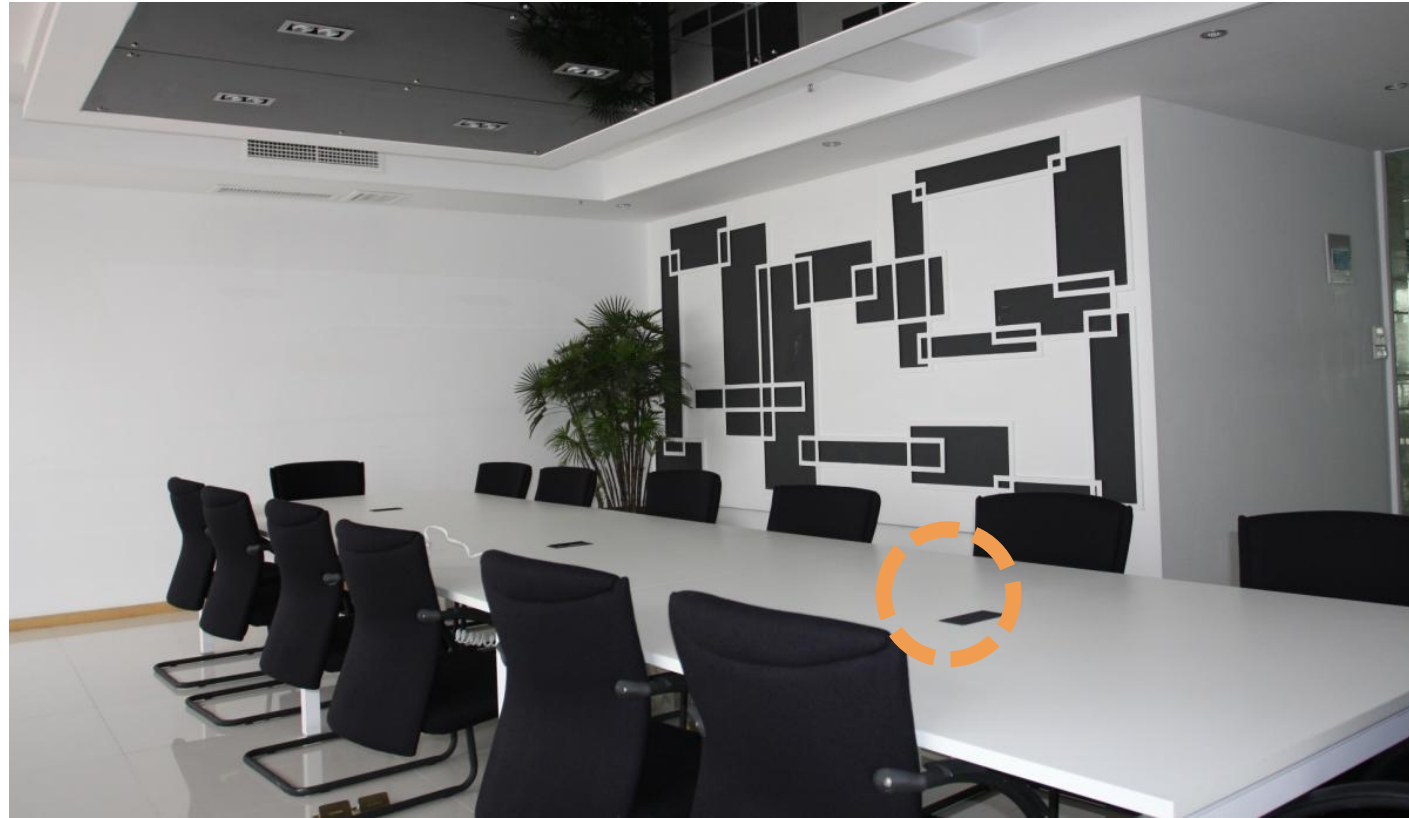


Environment



Small Meeting Room

Environment



Large Meeting Room

Competitors



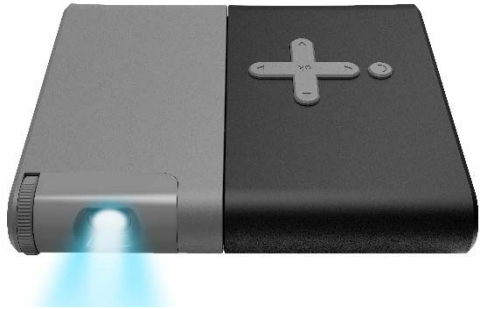
Lenovo

acer

EPSON

PHILIPS

Market



Design

Material & Finish



Leather



Ceramic



Plastic



Glass



Metal

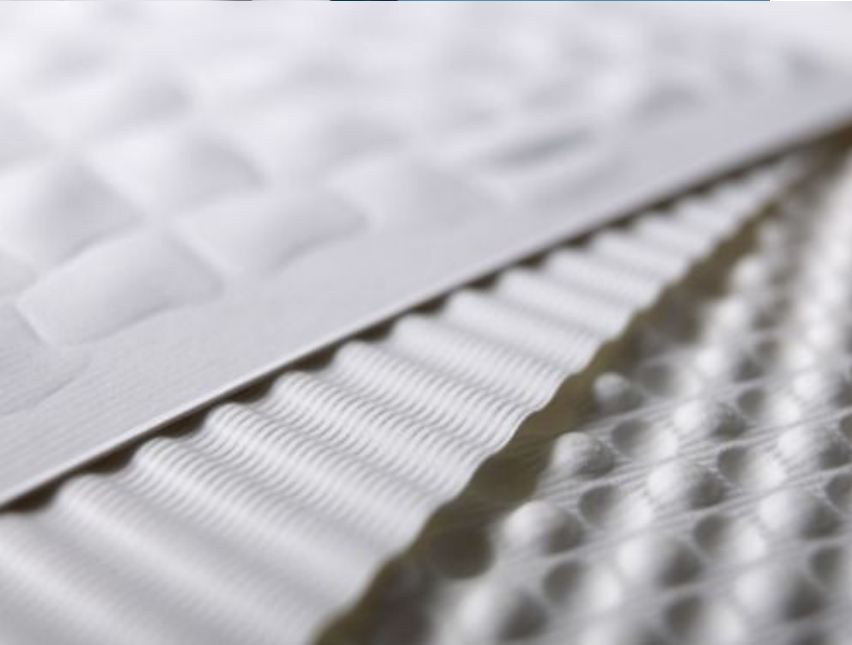
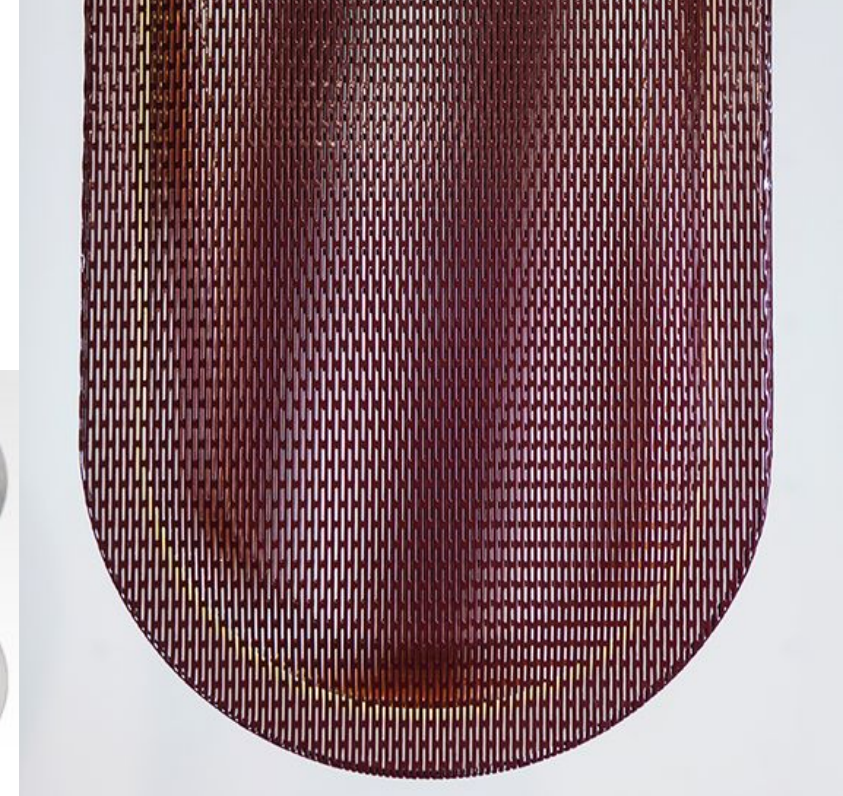


Silicone



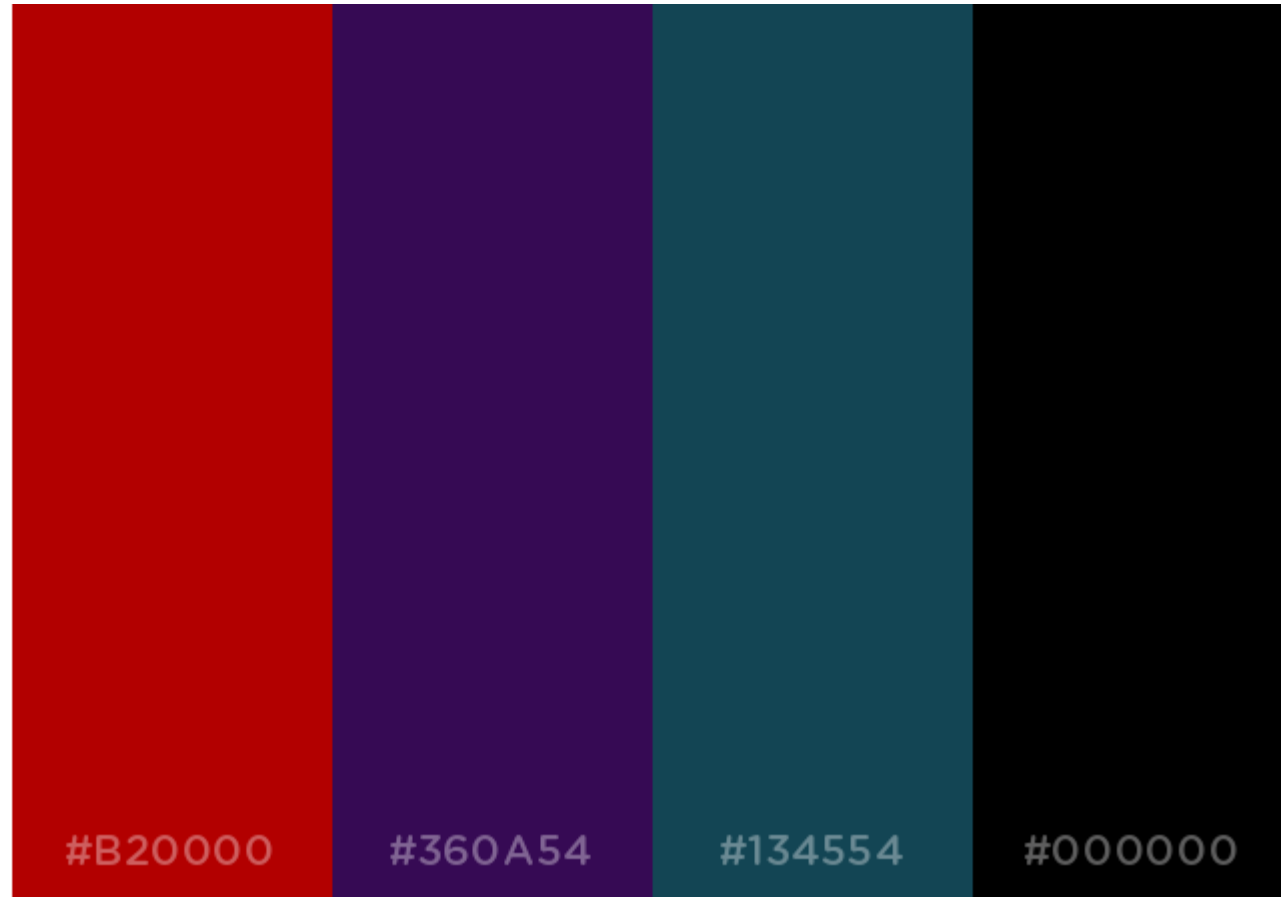
Wood

Material & Finish



Color Variation

#FFFFFF



#B20000

#360A54

#134554

#000000

Shape

Flat, Basic Geometry, Luxury



Design Goals

- Sleek Shape to fit into brief cases along with other EDC
- Simple (optional: Small eye catching detail)
- Ordinary Colors
- Luxury Materials (aesthetic)
- Function more interesting than form



Design Features

- Portable
- Light Weight
- Flat
- Foldable
- Pop out stand
- Push button (feature pops out)
- Swing Out parts
- Rotate, hinge, axle
- Hanging from something
- Cable Management
- Hidden Port
- Protect lens while traveling
- Interesting pattern/finish
- Packaging used as stand

Thank You