Problem Statement

Backpacks for young adults are either too bulky or lack functionality.

Why? Because most backpacks are designed outdated and not as useful today or for travelers, not for young adults who need something versatile.

So then what? I could research and design a backpack that is sleek, functional, and adaptable for daily use by young adults like computer holders and iPhone chargers.

So then what? I could create a new backpack that fits the needs of young adults, balancing style and practicality.

Problem restated: A practical yet stylish backpack for young adults doesn't exist.

Problem statement: While there are many different backpacks that are available, there is a lack of compact, stylish, and versatile options that are designed specifically to meet the daily needs of young adults.