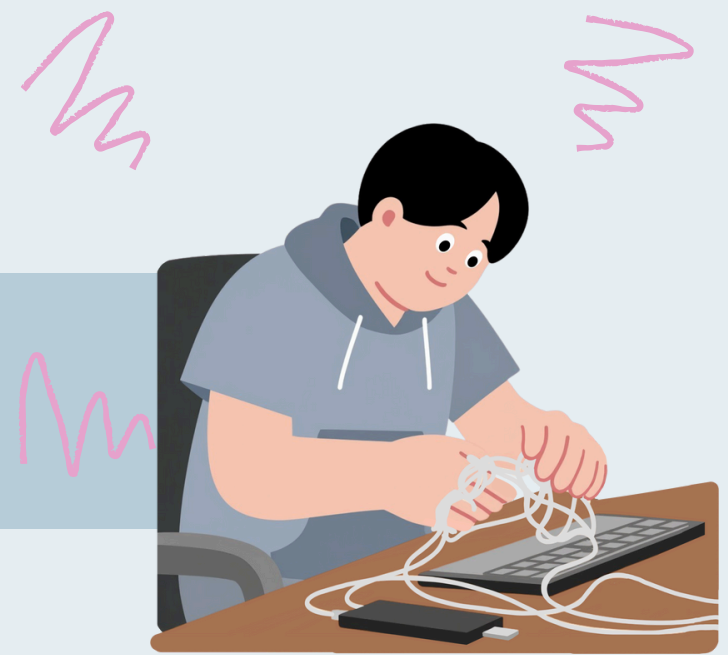


CABLE ORGANIZER – POSTER

"Are tangled cables and cluttered workspaces hindering your productivity and professionalism? Unsightly cords create frustration, take up valuable space, and make it difficult to maintain an organized environment."



IDEATION

The sketch focuses on conveying the product's structural utility and modularity. It uses clean lines and shading to emphasize the distinct routing channels, the sturdy construction, and the overall compact form that is essential for discreet cable organization.



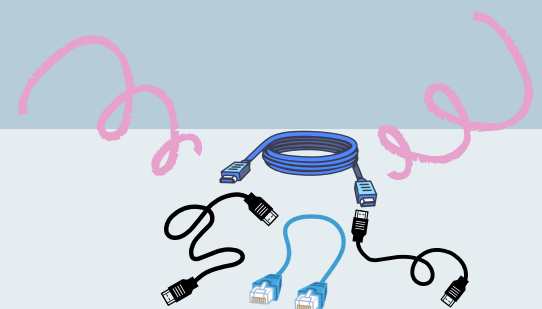
KEY FEATURES

- Integrated Cable Channels completely hide your cords.
- Modular Design adapts to any desk configuration.
- Durable, Minimalist Build blends seamlessly into your workspace.
- Easy Access Ports maintain convenient connections.



BENEFITS

- Transform chaos into order with a professional, tidy setup.
- Boost focus and productivity by eliminating clutter.
- Instantly elevate the aesthetic of your desk environment.
- Protect cables from damage, extending their lifespan.

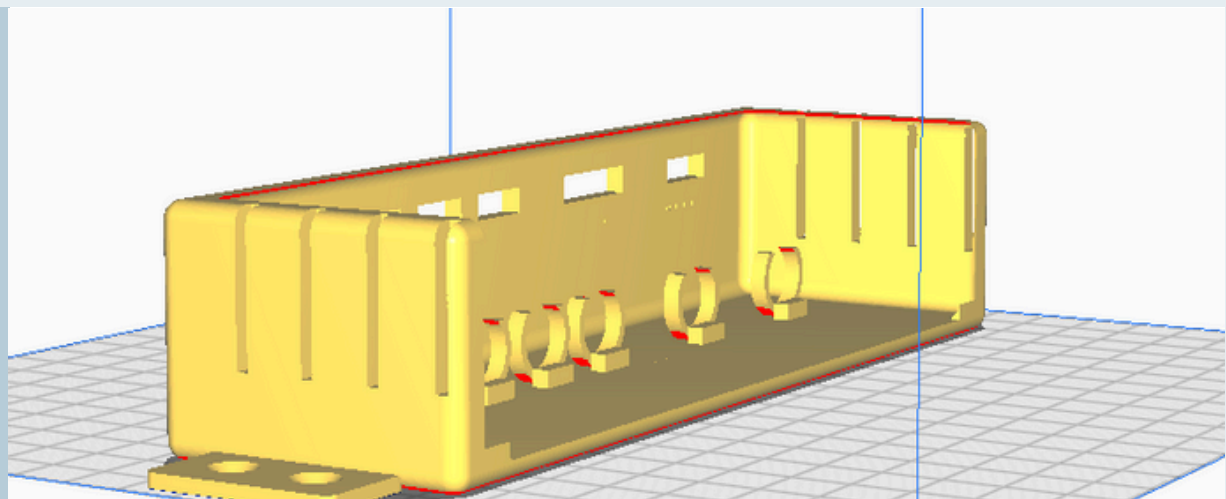


3D DESIGN

The design is for a modular cable organizer focused on function and security.

- Internal Hooks: Securely wrap and manage excess cable slack inside the unit.
- External Slots: Provide neat access and routing for active cords.
- Vents/Ribs: Ensure structural rigidity and airflow for enclosed devices.
- Mounting Tabs: Allow for secure, permanent attachment to a desk or surface.

It's engineered for maximum organization and stability.



MARKET SURVEY

- Top Motivator: The leading reason customers buy is for Aesthetics (35%) and Safety (30%). Your product must look good and secure cables.
- Problem is Universal: 78% of users currently report having major clutter issues, proving the market need is widespread.
- High Intent: 90% of users see value in an organizer, and 65% are actively searching for a solution now, confirming a ready-to-buy customer base.

