

PRODUCT VISION:

a backpack that can store non-traditional items, has smart features, and has the capacity of a tote or duffel bag.

Josephine Evans'
Rolltop Backpack

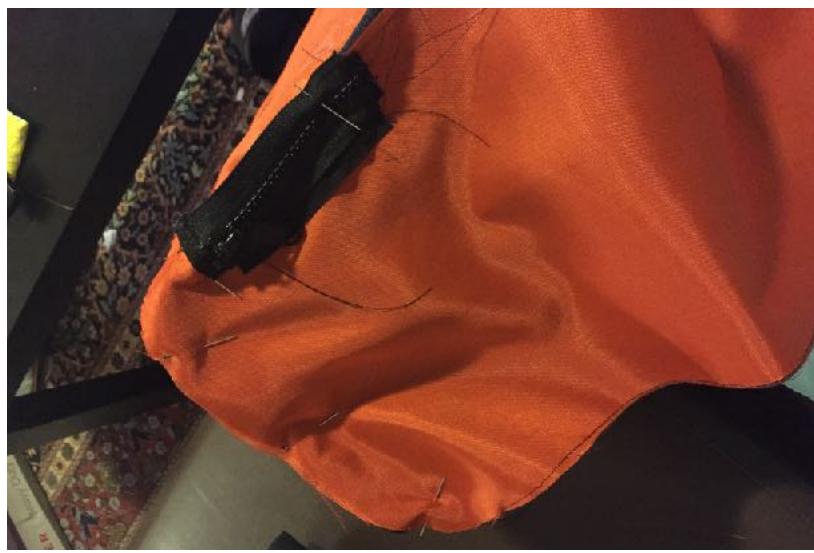


MY FIRST PROTOTYPE BACKPACK WAS A SUCCESS IN MANY REGARDS. DESPITE MY PRIDE IN MY ATTEMPT, THERE WERE MANY PLACES THAT NEEDED IMPROVEMENT, NOT ONLY IN DESIGN BUT IN THE

Necessary changes:

- A. Lengthen top to improve roll
- B. Un-round sides to make binding easier
- C. Add orange highlights to the outside
- D. Move roll cinch to the front
- E. Improve zipper sewing
- F. Redesign secret pocket







PROTOTYPE

- A. Saggy front pocket
- B. Loose top binding
- C. Short, impossible roll
- D. Cinch on back
- E. High contrast thread
- F. Exposed strap edges
- G. Inconvenient strap cinch
- H. Exposed webbing edges
- I. Tiny secret pocket zipper
- J. No secret pocket
- K. Loose foam binding
- L. High contrast tag threads

FINAL

- A. Top-stitched pocket
- B. Roll down cuff top
- C. Long, thick roll
- D. Comfortable front cinch
- E. Blended thread
- F. High contrast zipper pull
- G. key ring on front
- H. Pinned side for easier roll
- I. Clean, covered strap edges
- J. Clean webbing edges
- K. Tight foam binding (perkier back)
- L. No contrast tag threading
- M. Proper strap cinch

