

# SURVEY INSIGHTS

**61%**

of users use laptop sleeve regularly



**9 OUT OF 10**

of users use laptop sleeve while travelling

**39%**

would like to have them while travelling

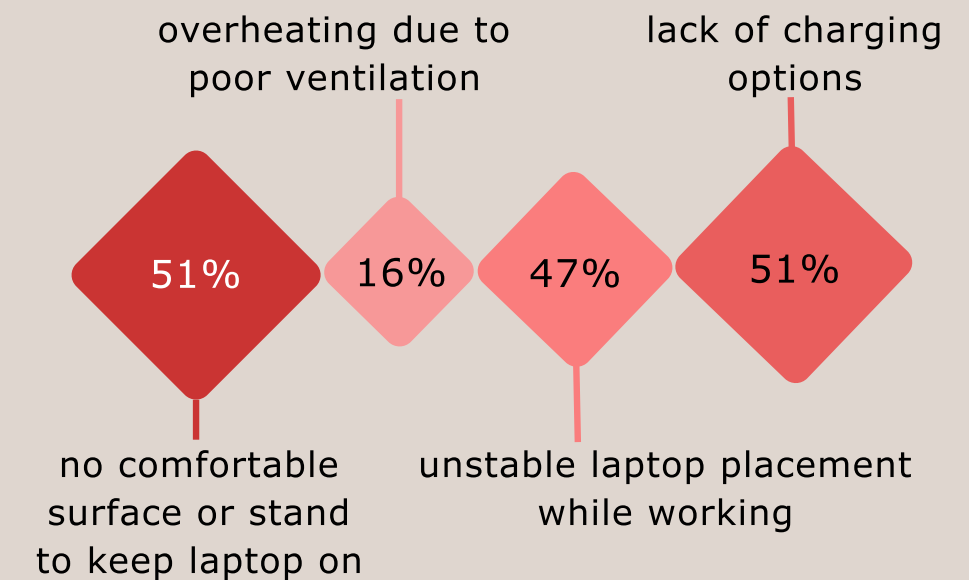


**47%**

think they are must have feature for daily use

**86%** users think built in tech features like "find my bag" gps tracker and powerbank integration would be useful

## CHALLENGES USERS FACE WHILE TRAVELLING OR WORKING FROM HOME



# USER PERSONAS



Rajesh Mehta

Age :34  
Location: Mumbai  
Occupation: Business Development Manager

## Lifestyle:

Constantly on the move, travels 10–15 days a month

## Pain Points:

- Struggles to find flat, comfortable surfaces in transit
- Laptop often overheats when used on laps or soft surfaces
- Carries too many accessories (stand, charger, powerbank, table)
- Anxiety about misplacing or losing devices during hectic travel schedules



Aditi Sharma

Age :19  
Location: Bangalore  
Occupation: College Student

## Lifestyle:

Loves studying, binge-watching, and designing while lounging on bed

## Pain Points:

- Laptop gets hot when placed directly on a blanket
- Finds it uncomfortable to angle the laptop on soft surfaces
- Loses track of her laptop or leaves it in friends' rooms sometimes
- Doesn't want to carry many bulky accessories



Karan Rao

Age :27  
Location: Chennai  
Occupation: Front-End Developer

## Lifestyle:

Works remotely full-time, often shifts between bed, sofa, and floor

## Pain Points:

- Working from soft surfaces causes posture issues and discomfort
- Laptop overheating leads to slow performance and rest breaks
- Gets tired of adjusting pillows or makeshift stands
- Often misplaces accessories like the laptop stand or cooling pad

# FEATURES

**1. Convertible sleeve to table**

**2. Waterproof**

**3. Laptop stand**

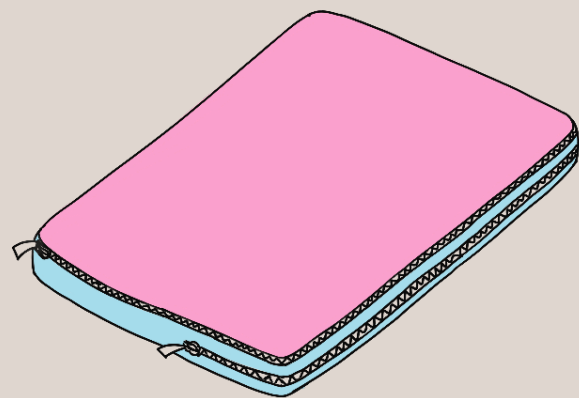
**4. Heat resistant desk panel**

**5. GPS tracker**

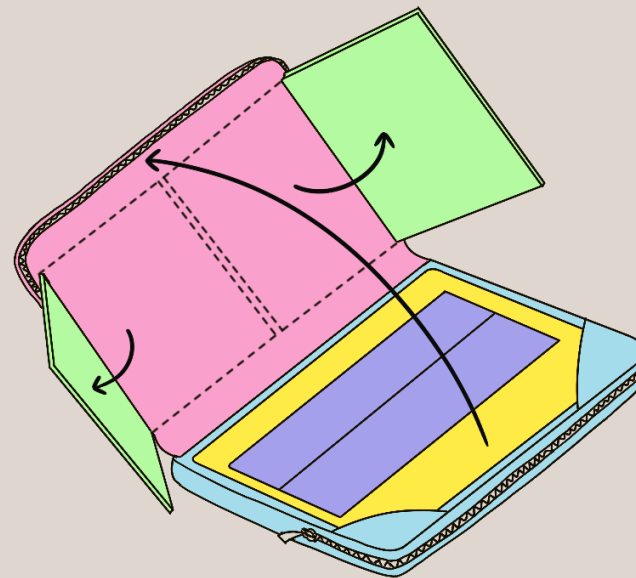
**6. Detachable charging  
option**

# IDEATION

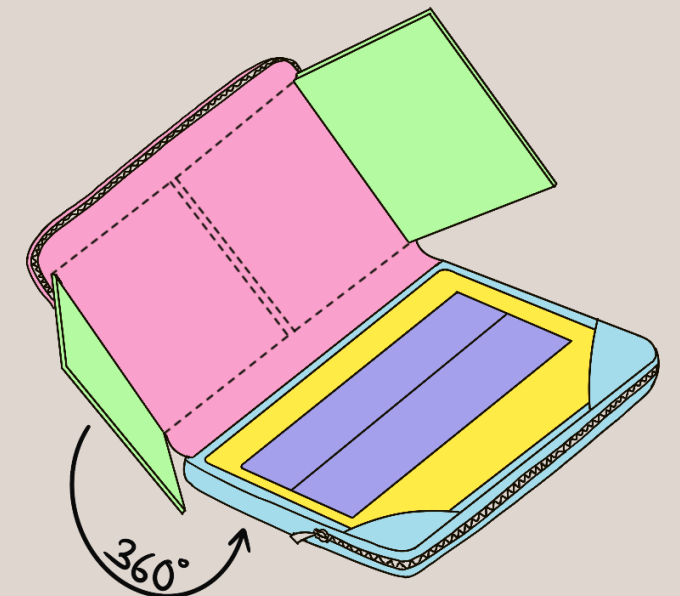
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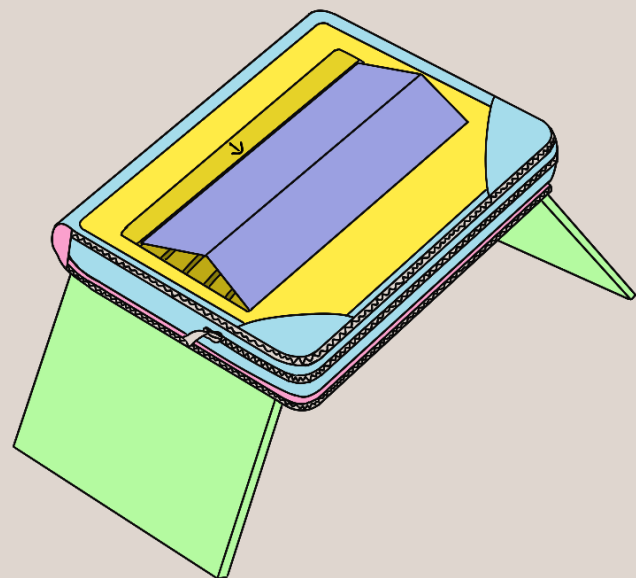
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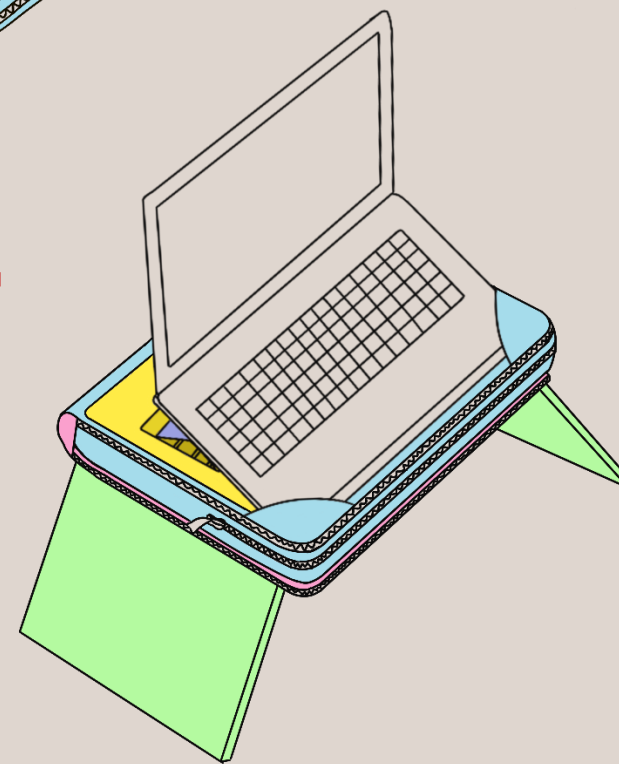
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4.



5.



# TECHNICAL SPECIFICATION

**1. Non - bluetooth GPS tag**

**2. NFC Tags**

**3. USB passthrough port**