

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

overheating due to
poor ventilation

51%

lack of charging
options

51%

no comfortable
surface or stand
to keep laptop on

unstable laptop placement
while working

16%

47%

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

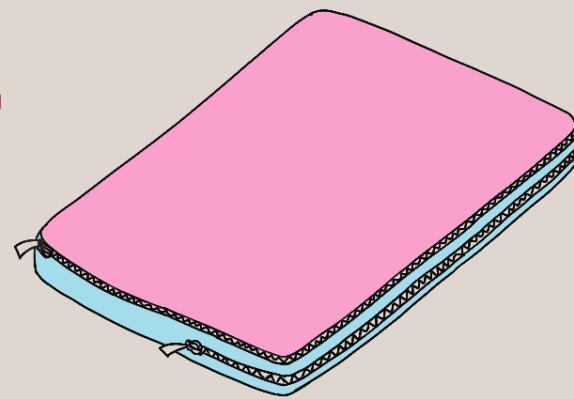
4. Heat resistant desk panel

5. GPS tracker

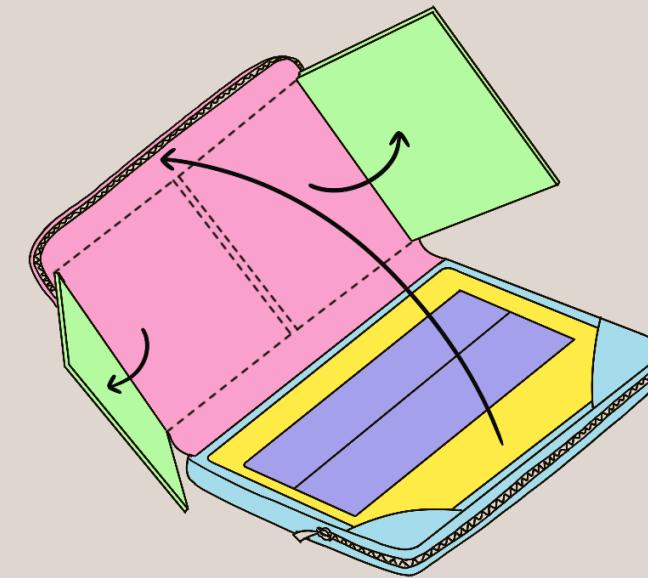
6. Detachable charging option

IDEATION

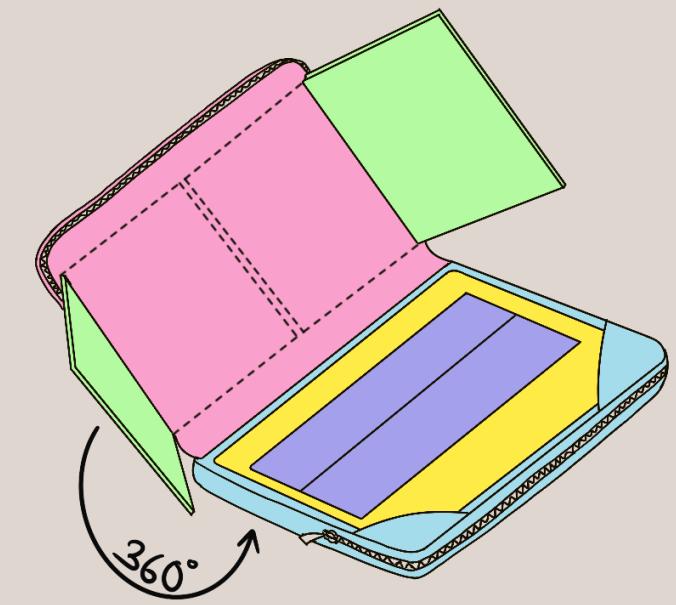
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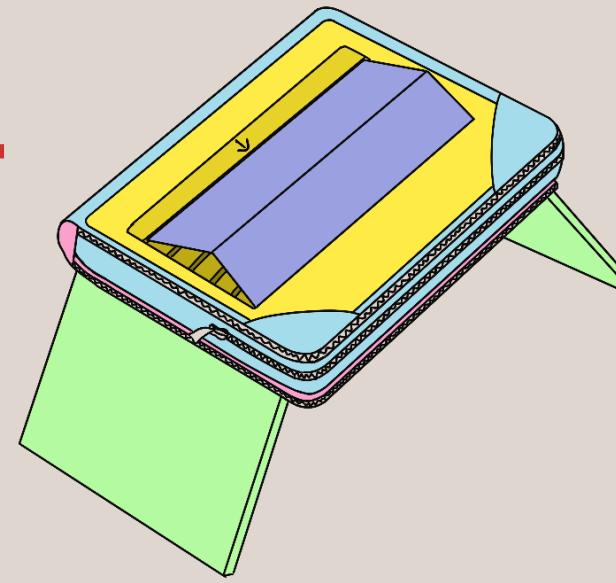
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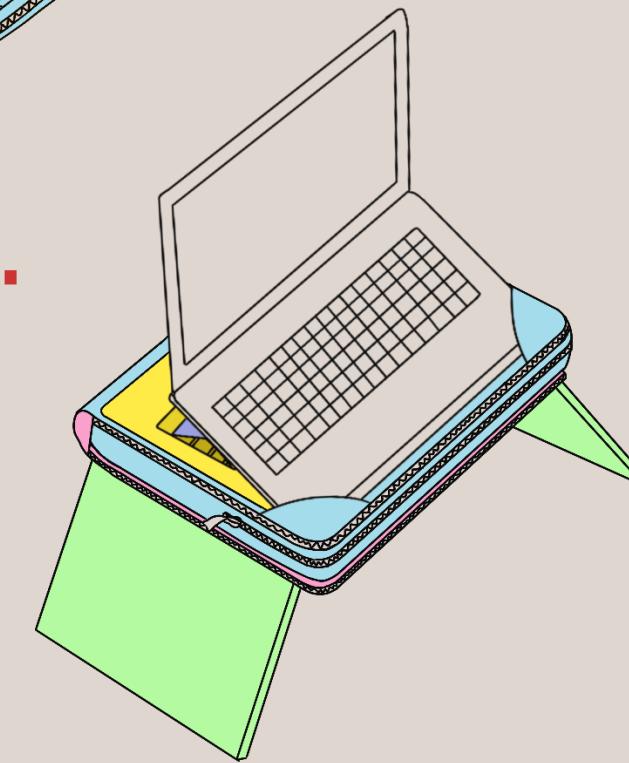
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4.



5.



TECHNICAL SPECIFICATION

1. Non - bluetooth GPS tag

2. NFC Tags

3. USB passthrough port