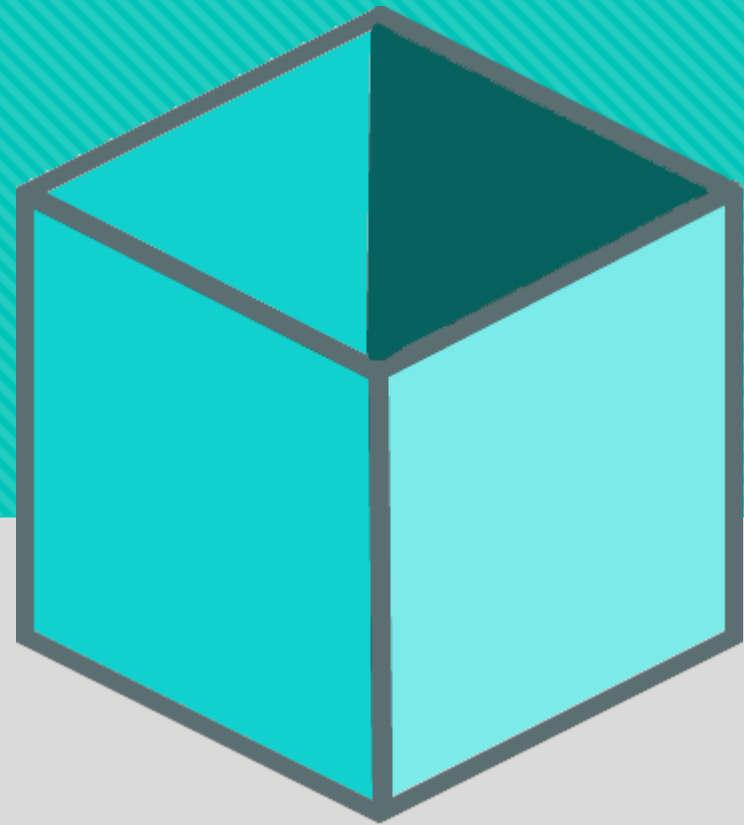


The Cyoub

A presentation by Paul Myers

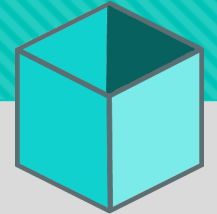


Problem:



- ❑ There is not enough storage space for clothing in many NYC apartments

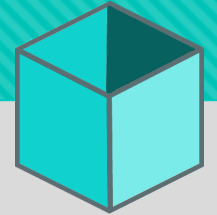
Meet Gregory Daniels



Gregory is a 31 year old man living in Clinton Hill. He lives in a two-bedroom apartment with two other people, but he has his room to himself. Inside of his room is a small dresser and a closet. His bed is on the ground, and the landlord does not allow large holes for shelves to be put in the walls.

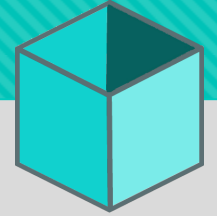
Gregory struggles to organize his clothes because he lacks the storage for all of them. His off-season clothes fit in a laundry bin at the foot of the bed – on top of which goes his “active” laundry bin. Some of his winter clothes are currently at his parents’ home in Toronto so he doesn’t have to worry about storing them in NYC.

Research Method: Interviews



- ☐ Designer's problems are not user's problems
- ☐ Generative
- ☐ Comfort is key

Research Method: Contextual Inquiry

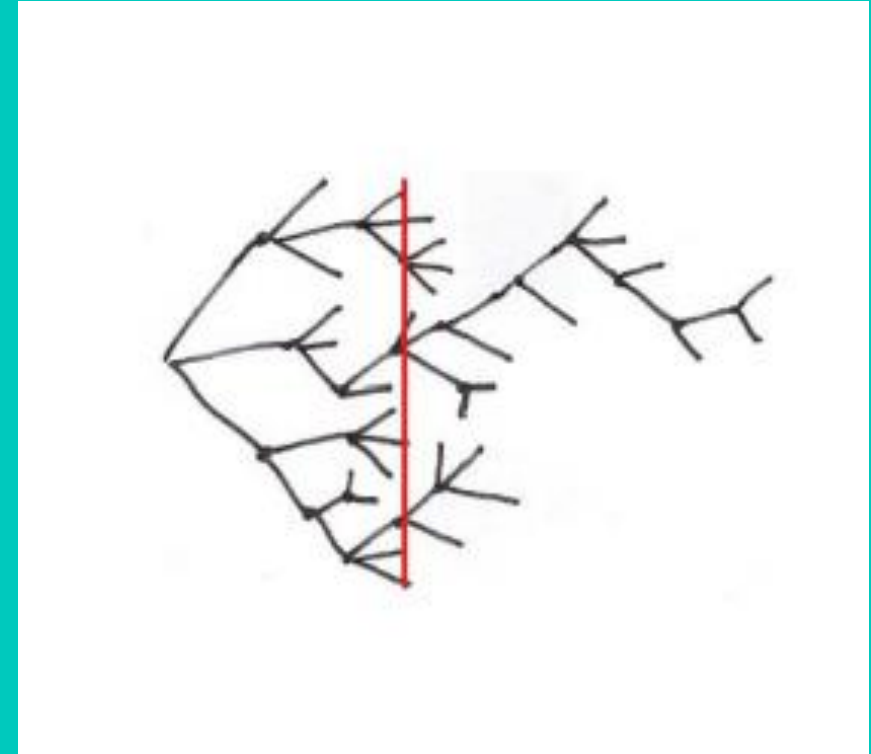
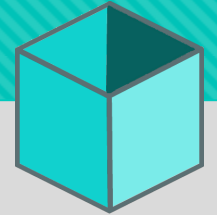


❑ How can you learn how people store clothes?

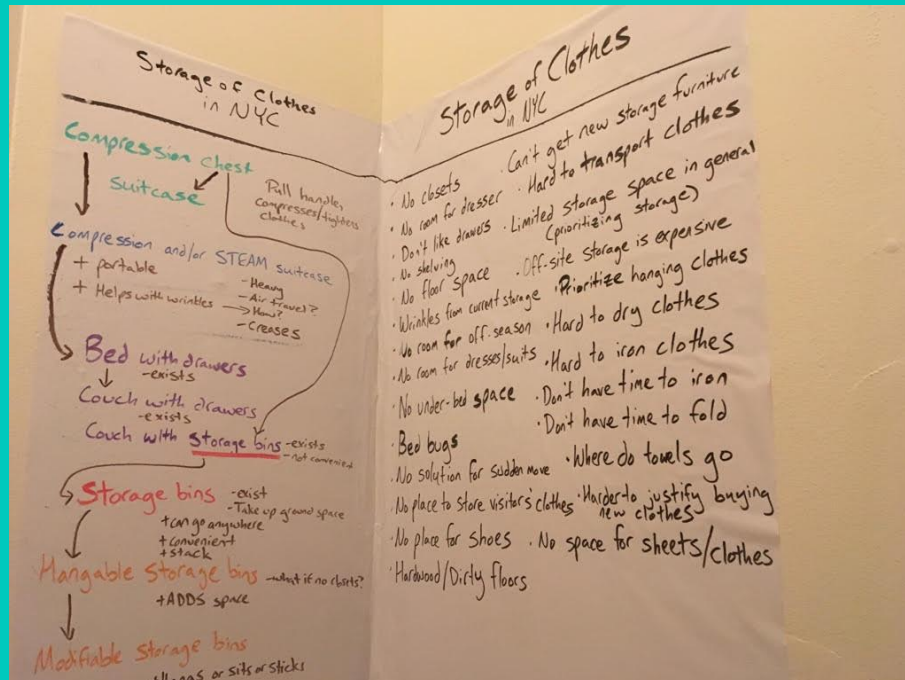
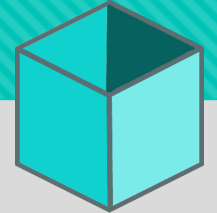


❑ Visit them!

Research Method: Competitive Analysis

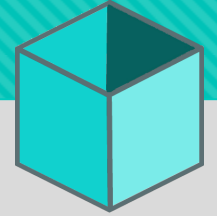


Ideation Method: Brainstorming



- ☐ Brainstorm early
- ☐ Brainstorm in physical space, not digital
- ☐ Work physically close to the brainstorm

Ideation Method: Opportunity Redefinition



❑ Idea: Clothing is an issue



❑ Problem: There is no room to store clothes

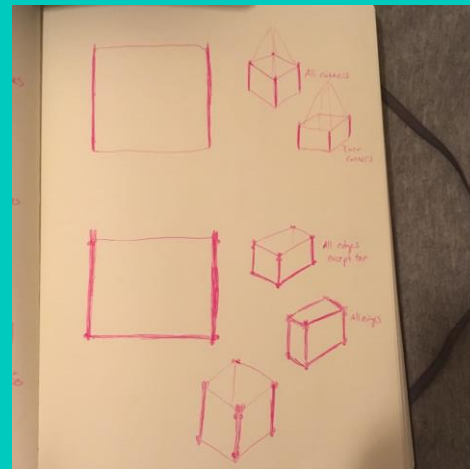
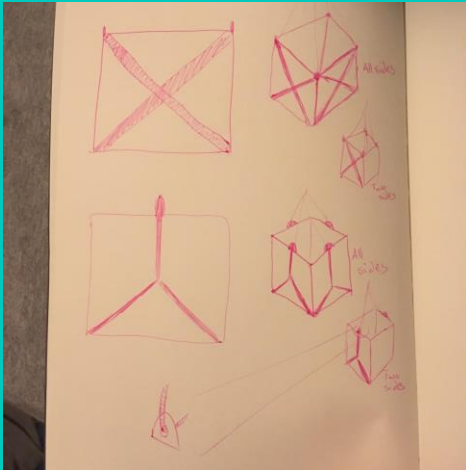
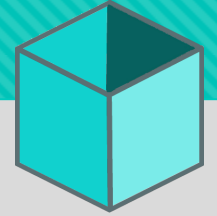


❑ Solution: Make room where there is none



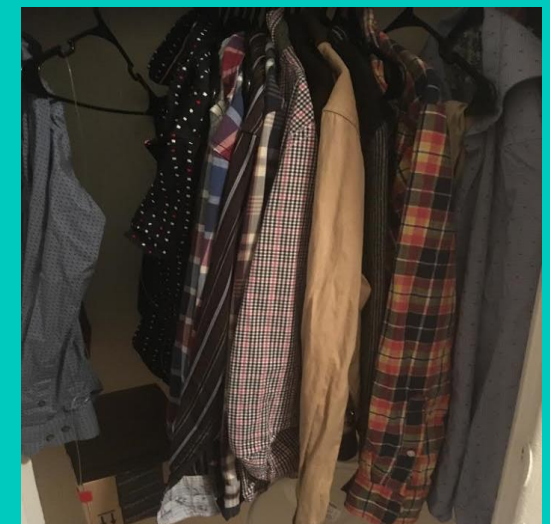
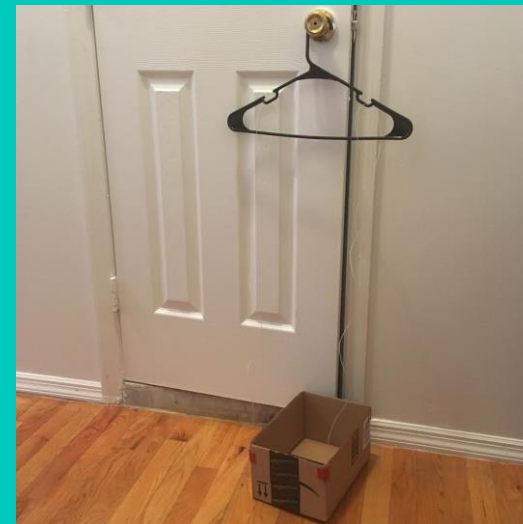
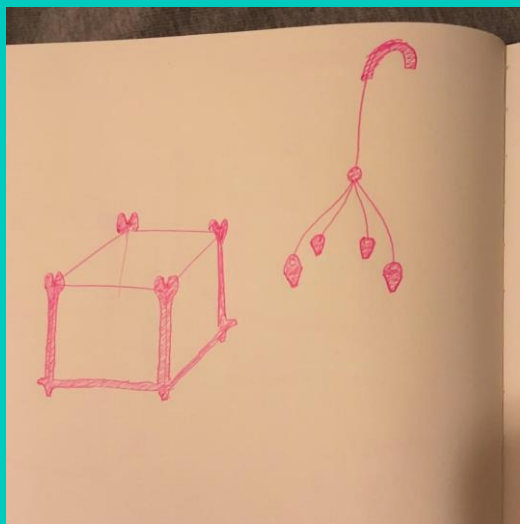
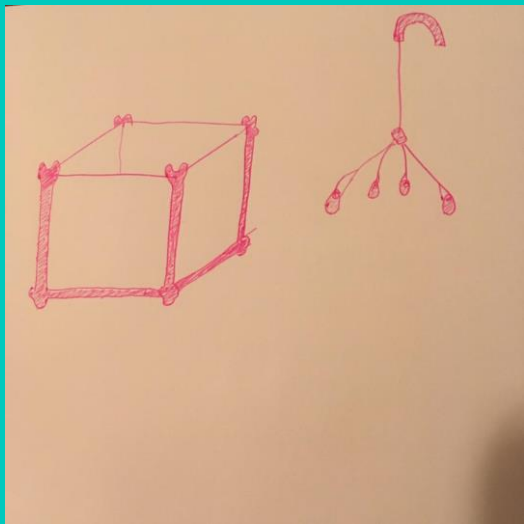
❑ Opportunity: Improve the Storage Cube

Ideation Method: Sketching



- ☐ Simple sketches are good sketches
- ☐ Strong lines are necessary
- ☐ Labels help organize

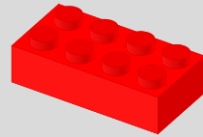
The Cyoub Iterations



The Cyoub Today



□ Demo time!



What's Next For The Cyoub?



☐ Test support

- ☐ String material/thickness
- ☐ Wall attachments
- ☐ Skeleton/frame material

☐ Test weight

- ☐ Skeleton/frame material
- ☐ Cube material

☐ Branding

- ☐ Make attachments “on brand”