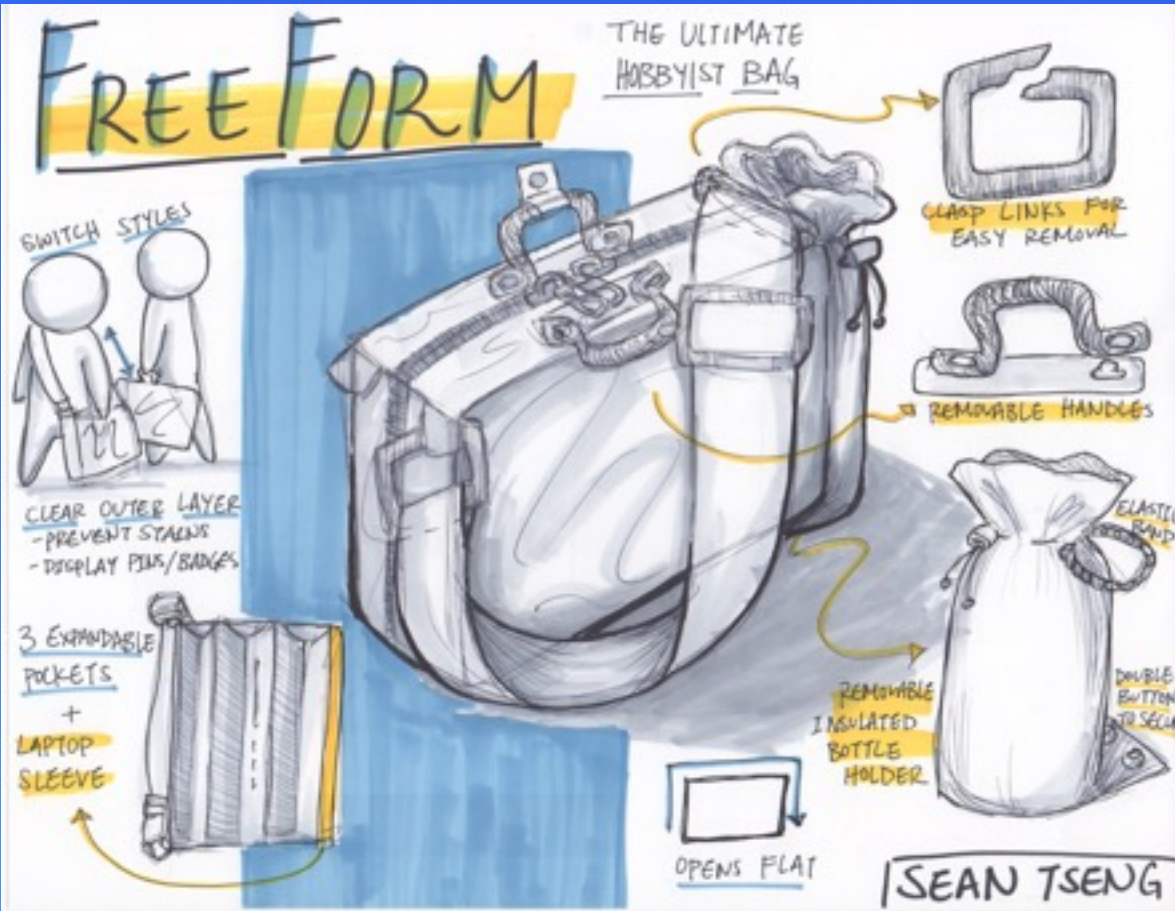
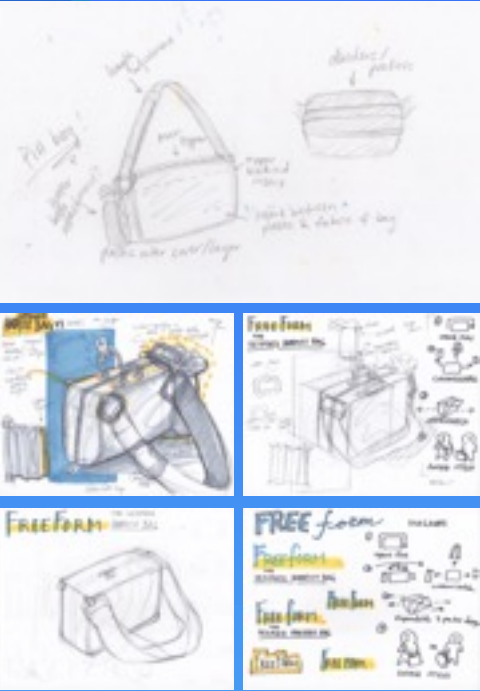


SEAN TSENG

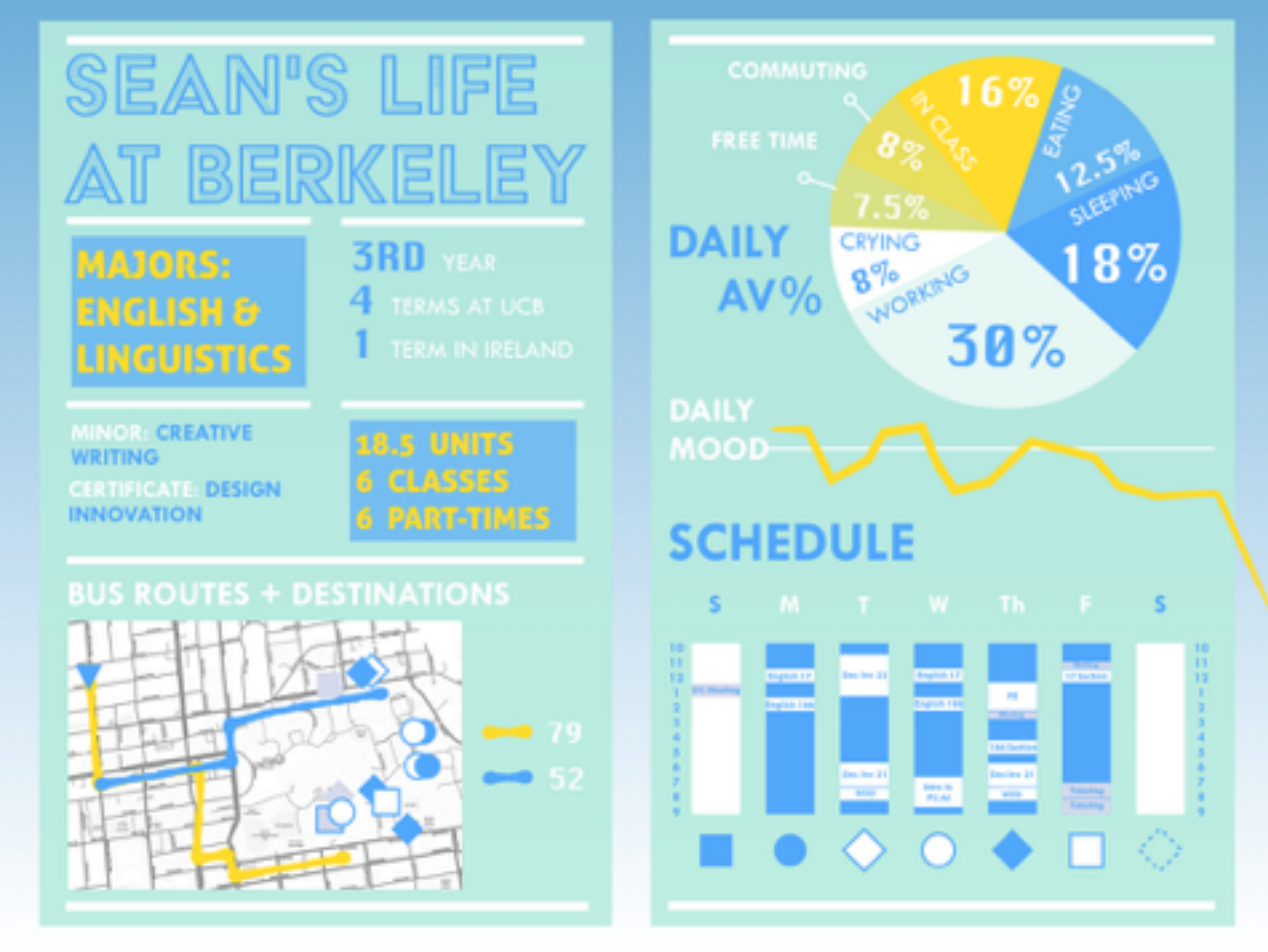
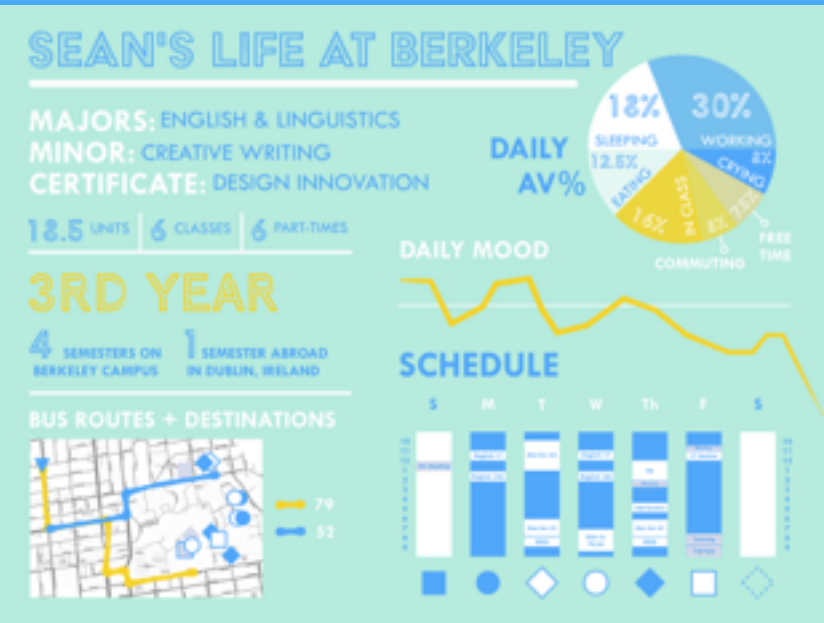
DES INV 21: Visual Communication & Sketching



1 ONE-PAGER



2 INFOGRAPHIC



3 SLIDE DECK

TURNING INTO REALITY

After half a year of prototyping materials, and inspiration from other hobbyist bags on the first batch of FREEFORM selectively offered the early subscribers of the...

For a reduced price, we asked to provide honest feedback through the FREEFORM portal so that we could gauge what issues from the first round of bags ran every day use. This was our soft launch.

The soft launch of FREEFORM garnered extremely positive reviews. Based on user data, the most favored removable features of the most wished for a wider variety of color...

free your style

For the professional:

- Snap-on handles with hidden buttons offer security of a briefcase
- Sling strap removable via tension-locked clasps on either side
- Plastic outer layer gives bag sleek look while preventing stains

For the student:

- Ease of a cross-body laptop bag with thick, high-quality adjustable strap
- Padded laptop sleeve - three expandable pockets
- Opens flat as an on-the-go workspace

LAUNCHING FREEFORM

The feedback we've gained from users all over the world has been a resoundingly positive one, and the initial round of pre-sales has contributed to the anticipation for our official launch. Taking into account user feedback, we plan to release three more color options—navy blue, crimson, and beach tan.

As part of our official launch promotions, we will also be offering all email subscribers a coupon to be applied at checkout with the code: FREEFORU