

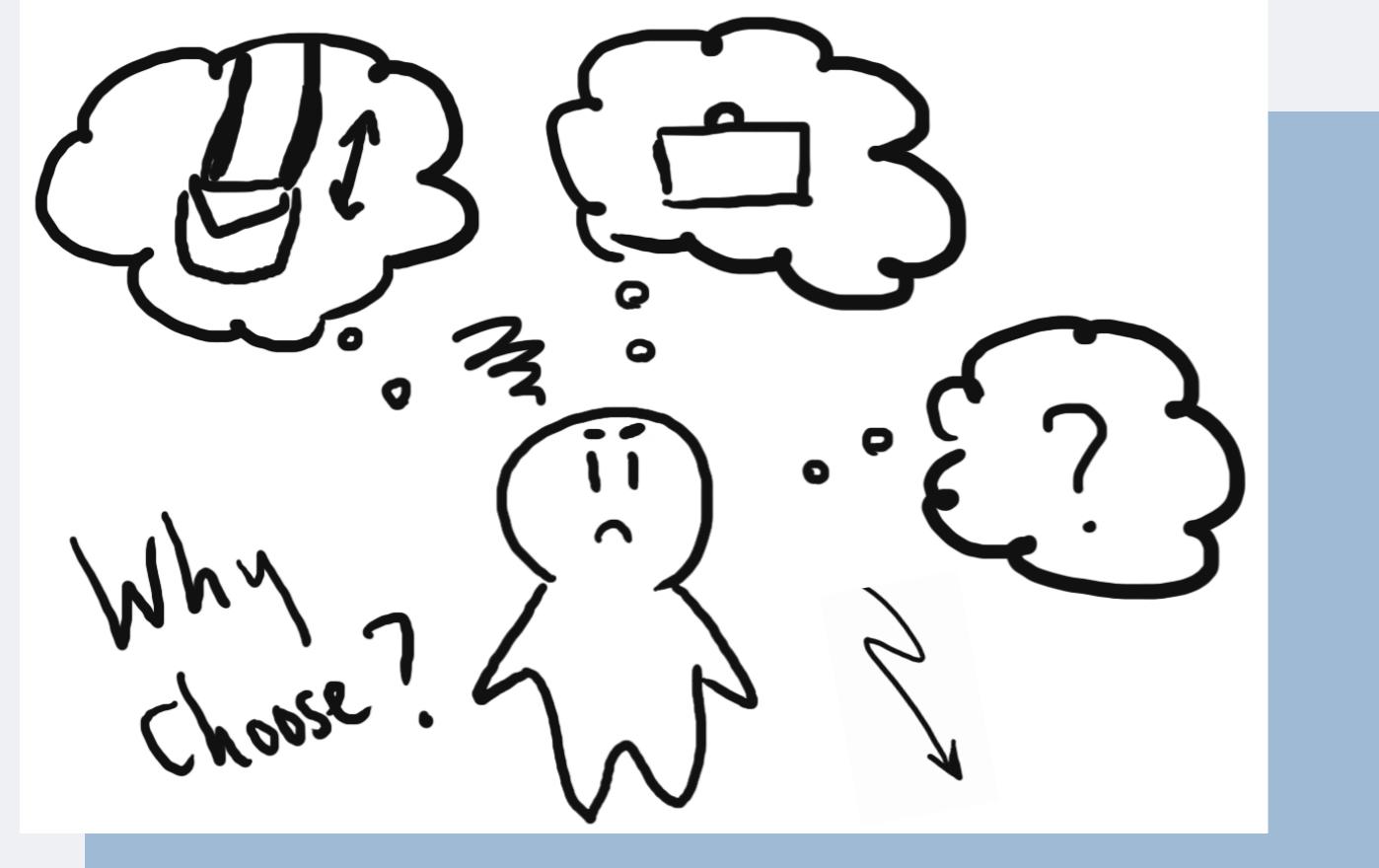
FREEFORM

OPENS FLAT

THE ULTIMATE HOBBYIST BAG

SEAN TSENG

ANSWERING THE NEED

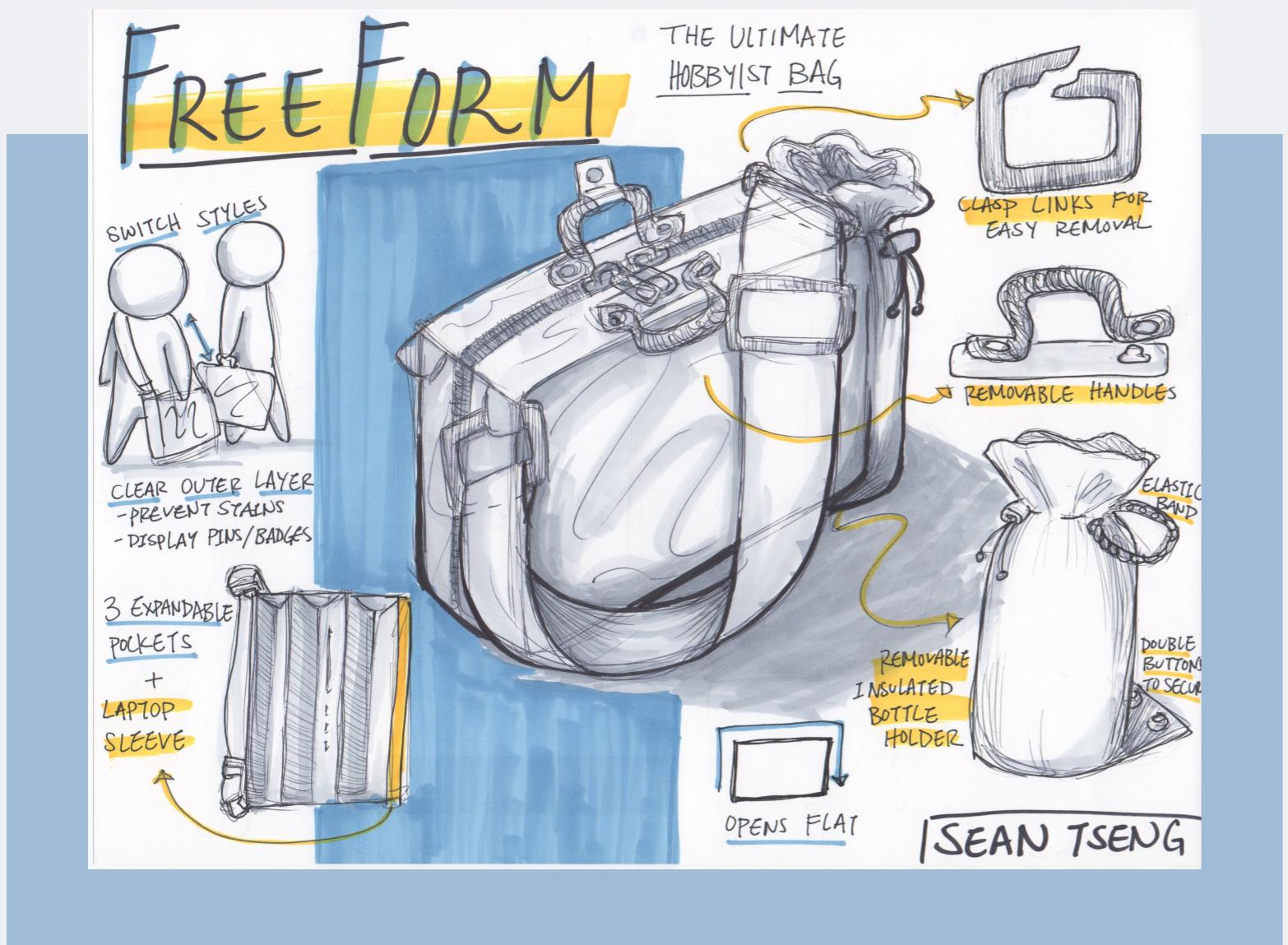
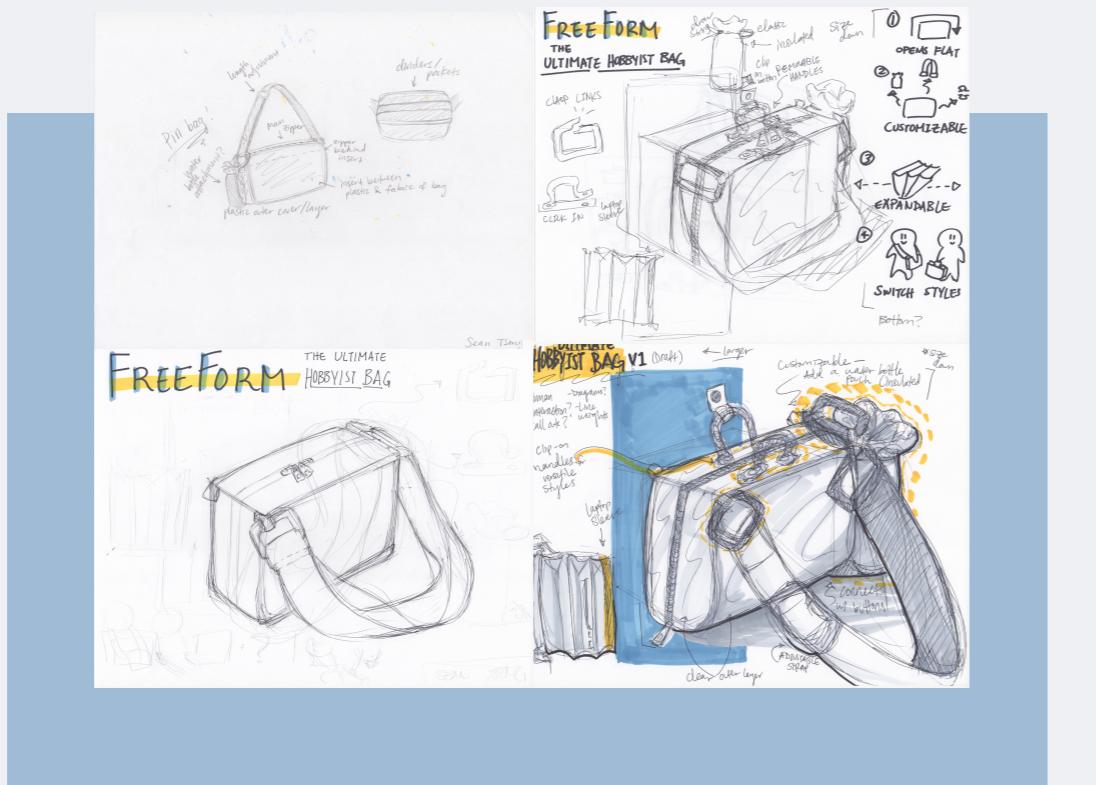


Everyday bags can satisfy everyday needs, but there are often little details and features that are overlooked in the design of commonplace bags currently in the market.

Yet the products that contain such features as extra storage, a water bottle holder, sleek material, or interchangeable carrying methods, are much too expensive to qualify as “everyday carry.” What’s more, these extra add-ons are clunky for users who might not need them all.

FREEFORM solves each of these issues as a customizable, affordable, and comprehensive alternative. Instead of having to choose what features to sacrifice in your dream bag, choose what best fits your needs by the day!

DESIGNING THE PERFECT BAG



FREEFORM accounts for an array of different lifestyles!

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

And for anyone in between, **FREEFORM's** removable features—including the insulated drawstring water bottle holder—give anyone the freedom to mix and match their styles, needs, and wants each day!



TURNING IDEA INTO REALITY

After half a year of prototyping, testing materials, and taking inspiration from other notable hobbyist bags on the market, the first batch of FREEFORM bags were selectively offered this summer to early subscribers of the project.

For a reduced price, consumers were asked to provide honest and thorough feedback through the FREEFORM portal so that our team could gauge what issues, if any, the first round of bags ran into with everyday use. This was the onset of our soft launch.

The soft launch of FREEFORM has garnered extremely satisfied reviews. Based on user feedback data, the most favored aspect is the removable features of the bag, and the most wished for aspect is for a wider variety of color options.

The screenshot shows the Freeform website homepage. At the top, the Freeform logo is displayed in large blue and yellow letters. Below it, the text "THE ULTIMATE HOBBYIST BAG" is shown. A large image of a grey laptop bag is the central focus. To its right, a section titled "free your style" contains two bulleted lists: one for professionals and one for students, each with three items. At the bottom of the page, there are three smaller images of the bag in blue, red, and tan colors.

free your style

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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.

Through our newsletters, social media efforts, and physical demos and promotions, we will be working to maintain the marketing momentum. All that will be left after these efforts are in place will be to start the countdown for our subscribers on our website.

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