



THE TRAVEL CORD

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Understanding

- o Creating a new phone case for a specific demographic of users.

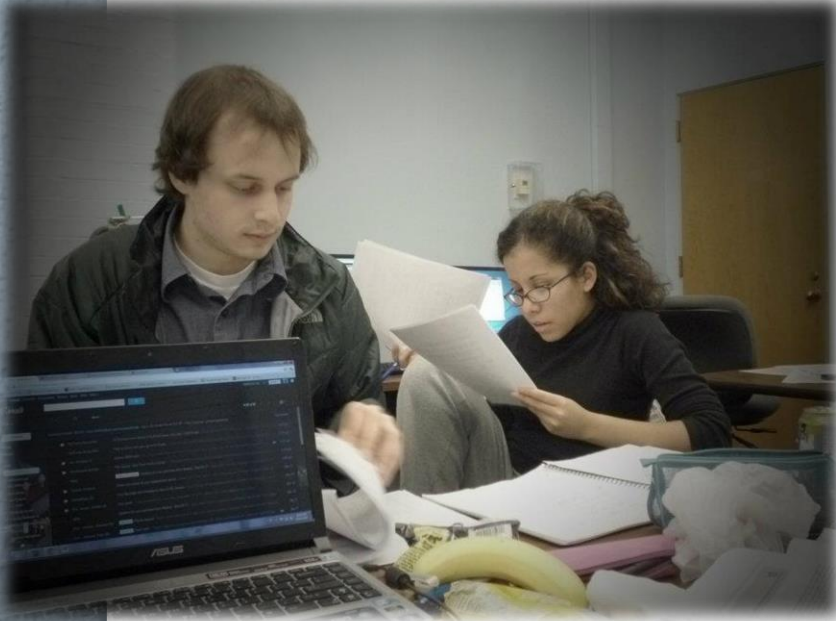


Young Business Professionals

- o They use their phones for both social and work needs
- o Providing a case that caters to both these needs, specifically the travel nature of many business jobs.

Rocio Garay

- o Our specific client is a Chemical Engineer who travels often, with a thriving social and work life.



Exploring

- o Many battery-extender phone cases exist on the *market* but many still require you to charge the external battery. This does not solve the problem of forgetting a cord, often for those who travel.

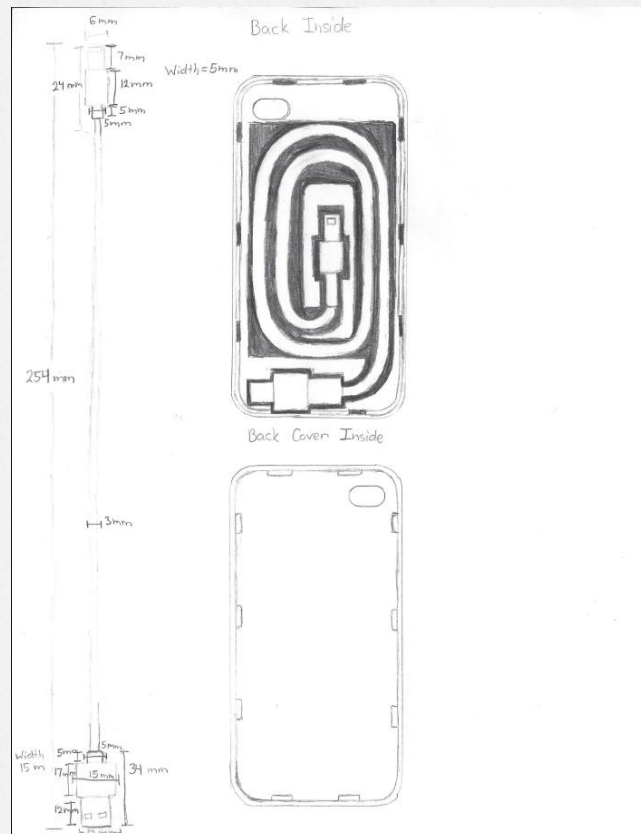


Define

- o We wanted to create a case which was not only aesthetically pleasing for young adults, but also functional.
- o These external traits combined with the functionality of a cord implanted inside of the case.
- o With a small cord included- it is nearly impossible to forget a charger, even for the most busy of people.

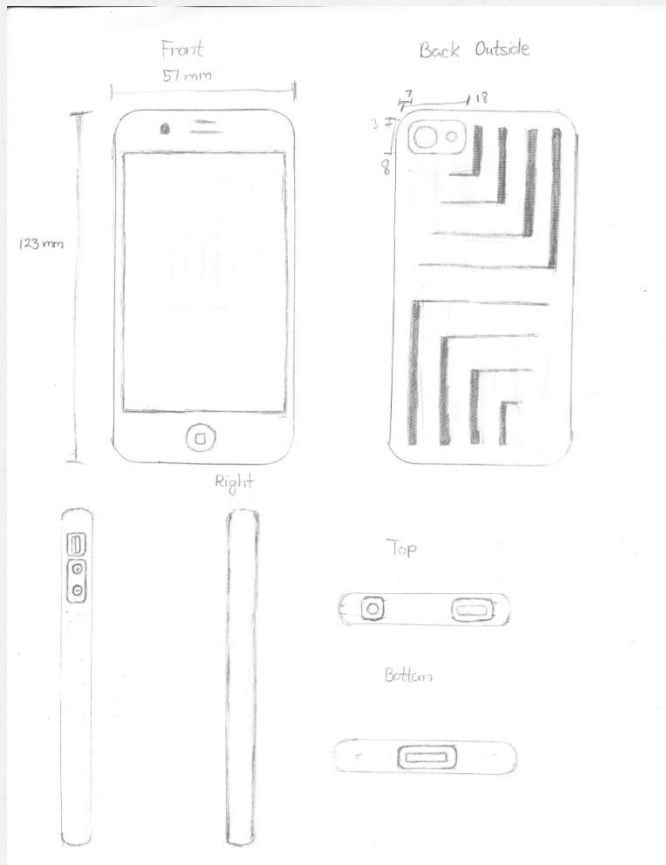
Ideate

- o The design Sketches for our iPhone 5 case design.



Ideate

More design sketches



Refine

- We decided to recreate a design in which consist of a one part case. Originally, our design had two parts. We determined that the case would become to thick in width for an individual to be able to fit in their pocket.

Solution

- To create a thinner case, the case is just one part.
- The case simply locks on to the front of the phone to complete a locked bond to the phone.

Final



Video

- o Video of Case Design
- o <https://www.youtube.com/watch?v=CFbdrCnN-tA&feature=youtu.be>

Consumer Review

- o “This product is amazing! It works really well for my travel and business needs. If I forget my cord when I pack it doesn't matter anymore! I now wouldn't pick any other case.”

- o Rocio Garay- satisfied client

