

Silver B Presents:

[COMPACT-A-BAG]

2.009 Fall 2011

Mockup Review

Thursday, October 20, 2011, 7PM

USER INTERVIEWS

Business Travel
[intrepid road warrior]



Leisure Travel
[families with kids]

know how to pack light
more worried about wrinkles
less concerned about checked
bag fees

very concerned about checked
bag fees
losing luggage very painful
often pack fluffy things

PRODUCT CONTRACT



PRODUCT CONTRACT



Large Shrink Ratio

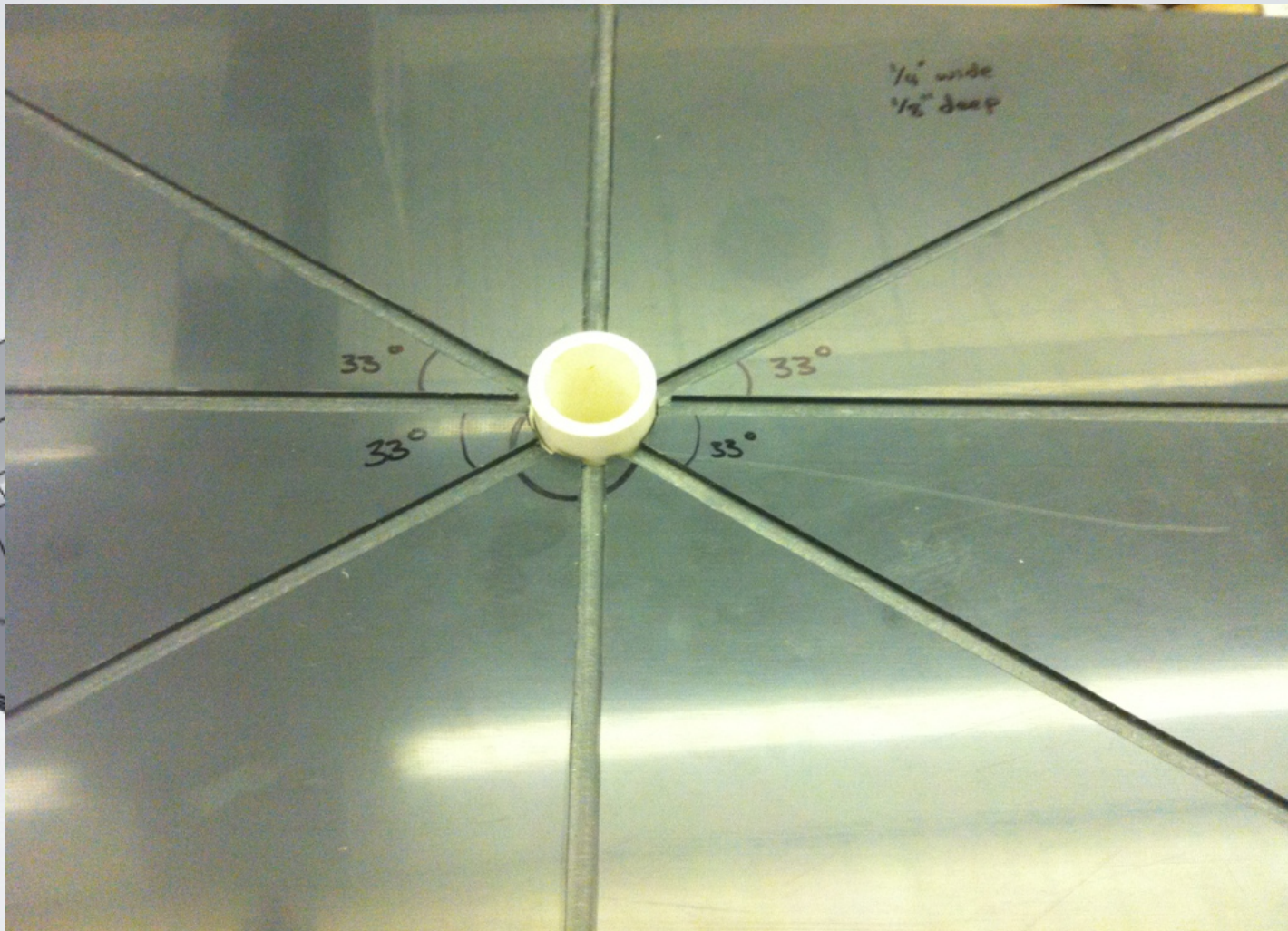


Durable



Pump Force

LARGE SHRINK RATIO



DURABLE

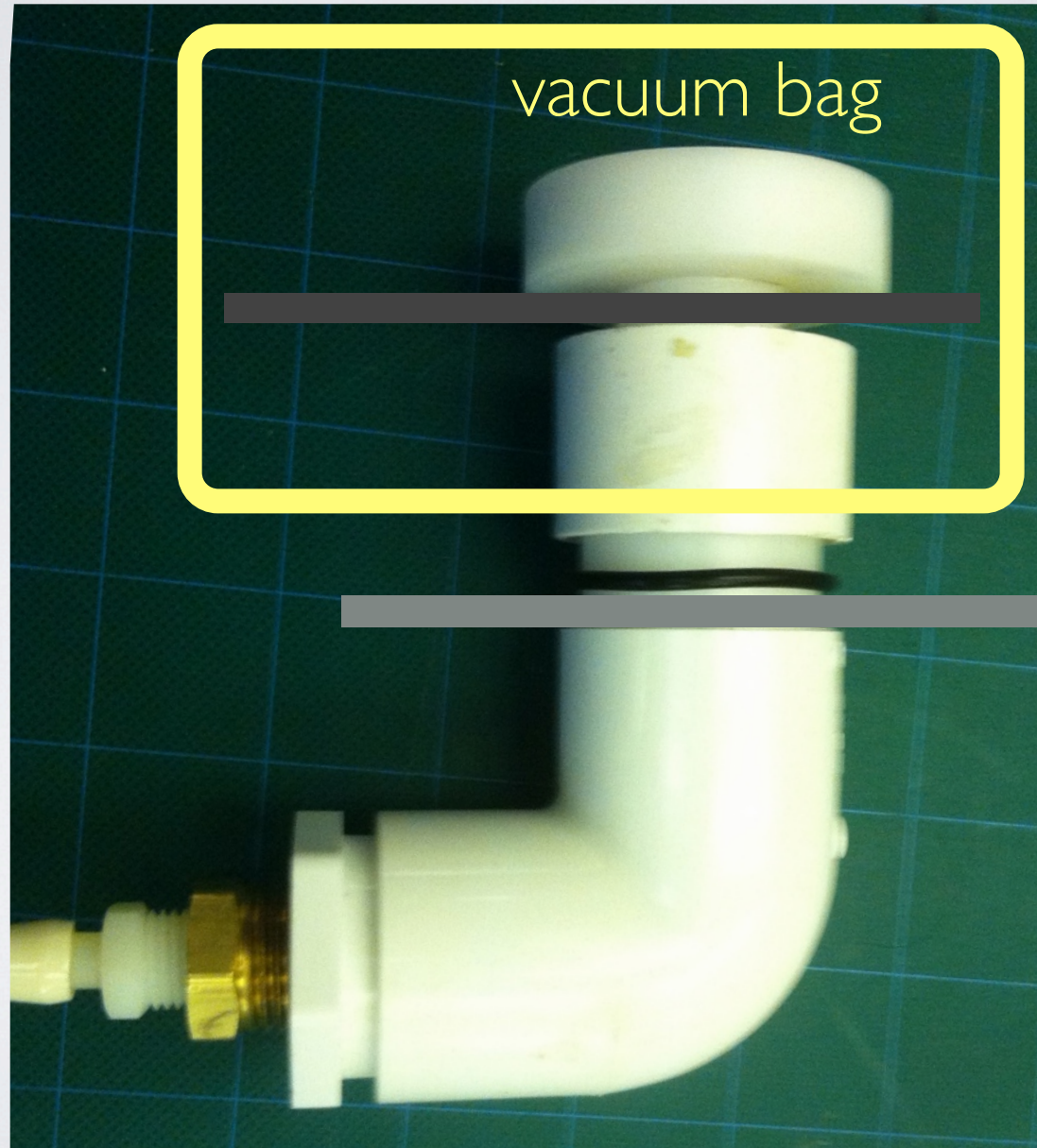


before

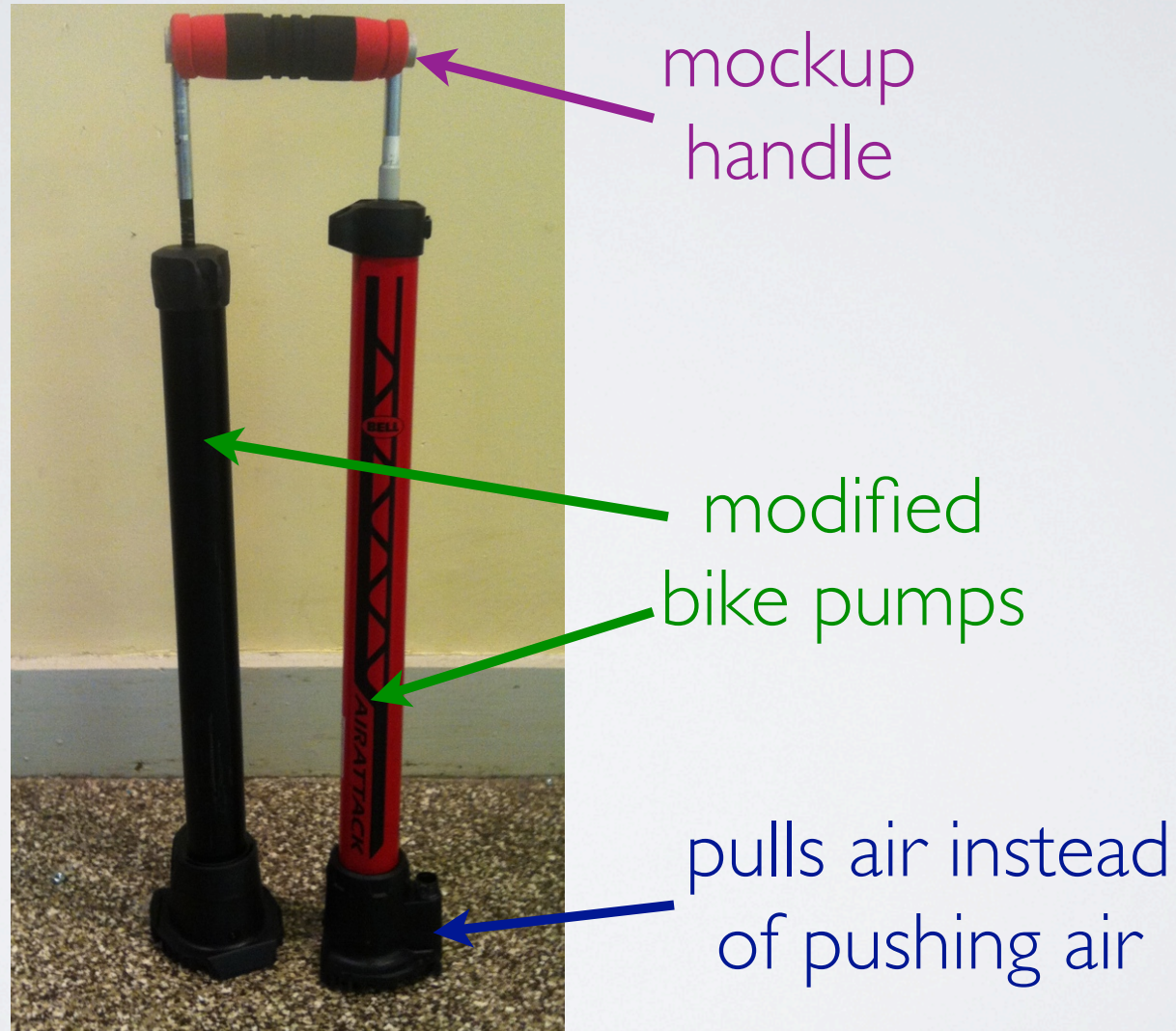


after

CHANGEABLE VACUUM SEAL



PUMP FORCE



NEXT STEPS

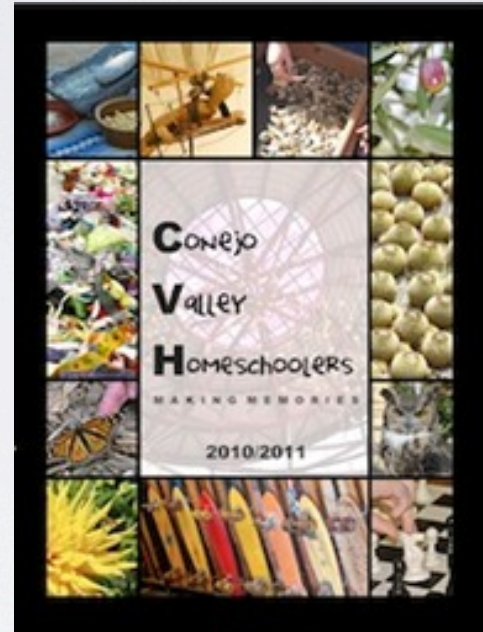
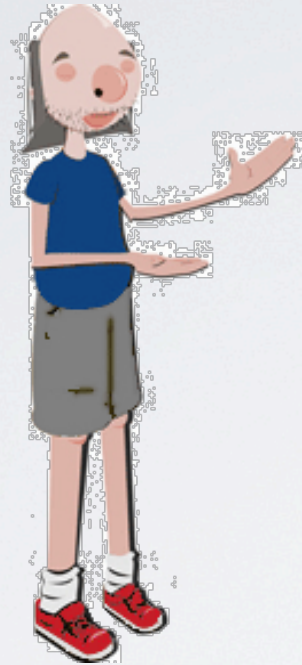
TSA regulations
on batteries and
pumps

Size and placement of
non-vacuum
compartment

Severity of wrinkling



ACKNOWLEDGEMENTS



Essential

