



The People's Bag

Guarding your gear, preserving the planet: Our bag keeps your belongings and the planet safe.

Grace Houle



Advocate, Designer, Analyst

I am very passionate about many subjects and I like to innovate creative solutions to address multifaceted issues.



Economics – Environmental Economics and Policy

I plan to major in economics with a focus on sustainable economic policy.



In the future...

I want to find new approaches to solving climate change. It's important to consider multiple angles when tackling such a large issue. I believe it is important that society implements policies that change the way we approach resource extraction and product manufacturing.



Problem Definition

Problem Page & Customer Page

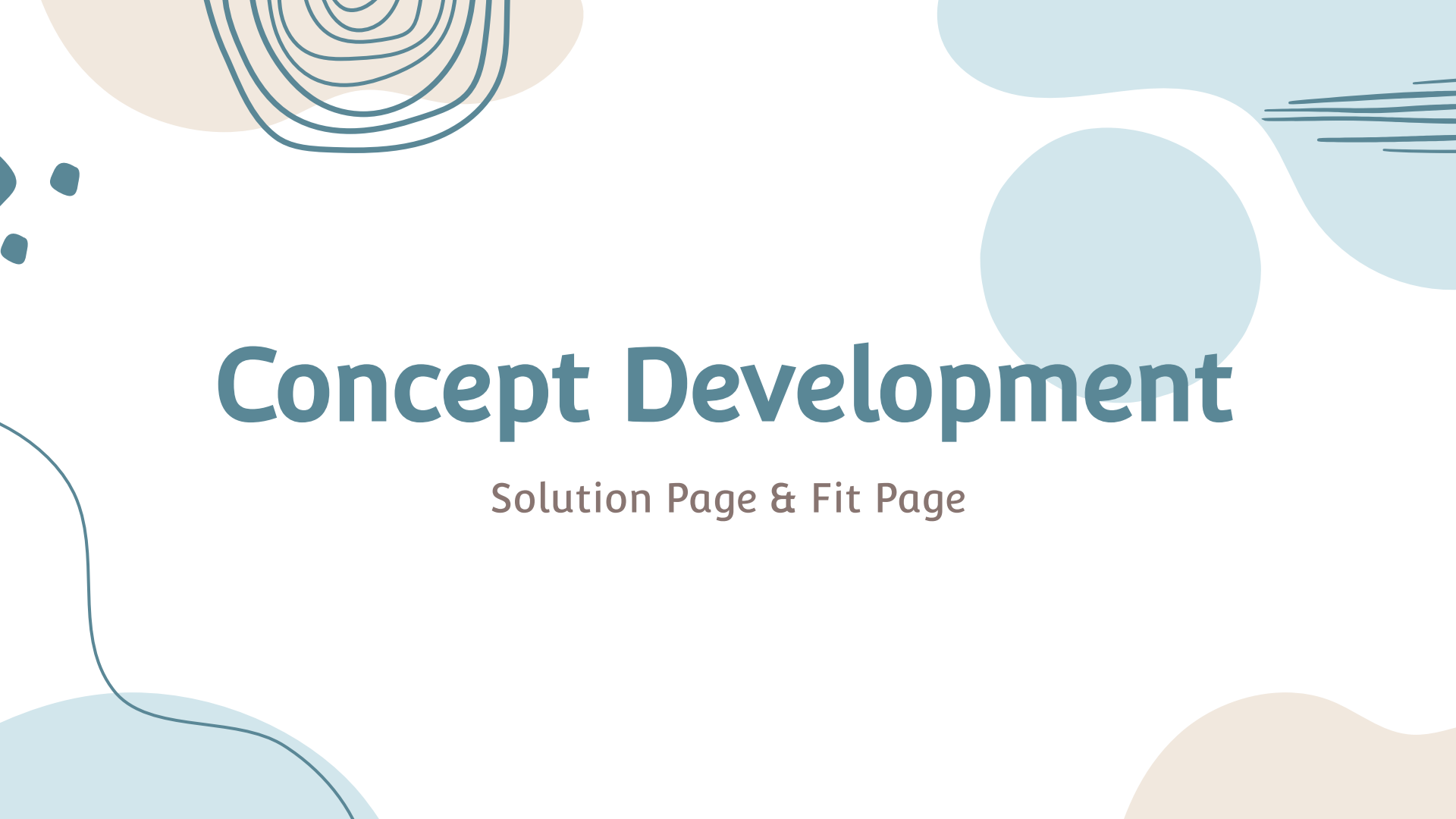
Problem Page

- I. We wanted to solve the issues people had surrounding travel and being on the go. Our goal was to create a single bag that can be used day-to-day or during travel. Parallel to companies such as Cotopaxi and Kavu, we are dedicated to creating sustainable and fashionable bags that cater to a variety of customer needs.
- II. The team recognized that people search for practical and fashionable design in a bag. No matter where someone goes, they want to have their essential items easily accessible. There is also the problem with creating more waste when trying to solve an existing problem. The production of new products, specifically fashion leads to more textile waste in landfills.
- III. The target audience is very broad, seeing as almost everyone uses some form of device to carry their items. However, this product would be especially useful to those who may want a concise version of their other bags.
- IV. The current market has many different products, most of which may only have a few critical elements. This results in people buying more items than they need. Companies know that they can make money off of producing new items that have exciting features. This just continues to add to the amount of waste produced by the fashion industry.

Customer Page

- I. Our customer is people who travel, those who are constantly on the go throughout the day, and users who want a single bag for different settings/environments.
- II. People have multiple bags for different purposes. In order to simplify the customer's search for a bag, we offer a product that reduces their need to buy more bags. Sometimes people buy things that they may not use for a long time or frequently.
- III. When talking with the team, getting outside opinions, and having personal experiences, we noticed a trend in people looking for a "one-size fits all" type of bag.
- IV. Bag users will typically resort to having multiple bags for different purposes. A fanny pack for hiking/moving, a tote for everyday use, a backpack for school, a small clutch for events/parties. They end up spending a lot of money trying to find the optimal style and practicality that satisfies their needs



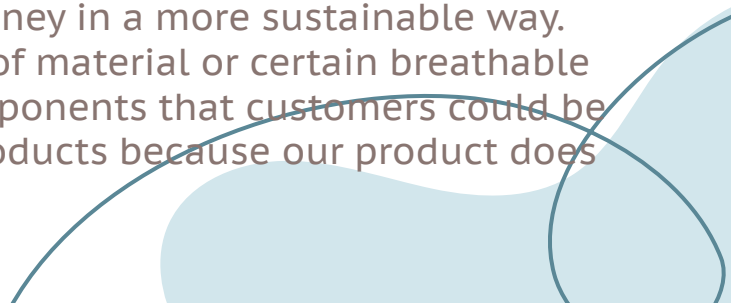


Concept Development

Solution Page & Fit Page



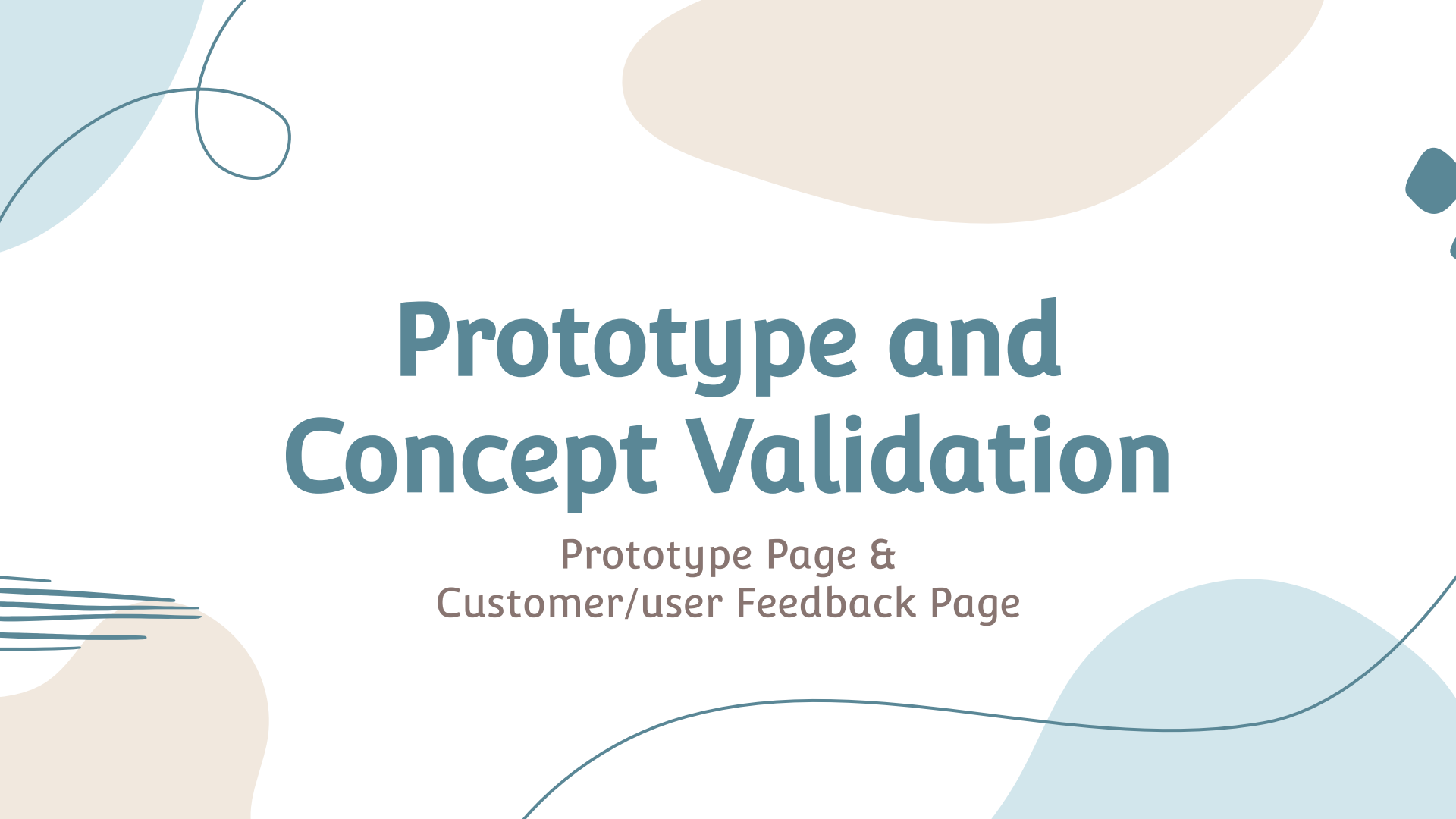
Solution Page

- I. The Peoples' Bag is a product designed to give users peace of mind wherever they are. The bag includes key components that customers are searching for, all while being stylish and compact. The bag is also made from upcycled fabrics that would eventually end up polluting a landfill elsewhere. Using sustainable methods of sourcing materials contributes to the added value our bag.
 - II. Our idea takes materials that would have otherwise contributed to environmental degradation and turns them into unique bags. The EPA estimated that in 2018 the total of textile waste amounted to 3.2 million tons. By using the upcycled materials to produce profiting items will help to relieve some of the pressures exerted by textile waste.
 - III. We had also considered not using recycled materials at all because it may not produce the desired shape and style of bag that we wanted. However, we followed through with the original idea because a huge part of our intent was to deviate from the typical business model to show that it is possible to make money in a more sustainable way.
 - IV. The alternative solutions such as using new, waterproof material or certain breathable fabrics would allow us to hyper-target the critical components that customers could be looking for in a bag. Users could be partial to other products because our product does not have the same level of guarantee.
- 



Fit Page

- I. We thought about how a lot of people are already partial to the bag or brand they currently use. We wanted to get an understanding of why people chose these companies. We also knew that based on the functionality of the bag, it would be more useful to a female audience. We also knew that people may have other bags that could look somewhat similar.
- II. When looking through other competitors in the market we noticed that many companies had made products that may have had one or two of the things we wanted to incorporate. These bags were also marketed to be worn either over the shoulder or across the back, but not both. Consumers are limited to choosing one style or the other, and even then the bag may not look the way they want.
- III. We assume that people would want a bag that has lots of storage, adjustable straps, and multiple ways to use it as well. Potential users would not have to decide what kind of bag they want to use for the day because The People's' Bag would cover all their bases.



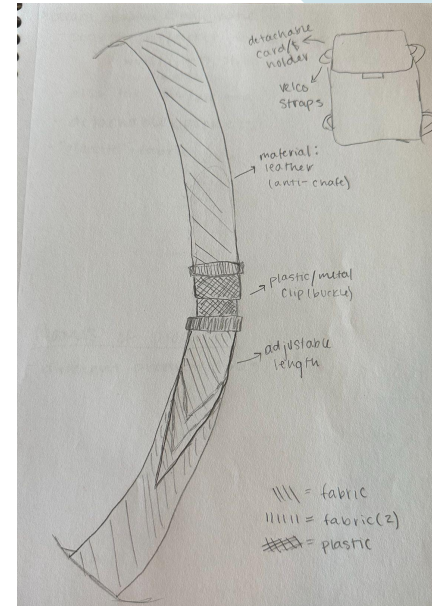
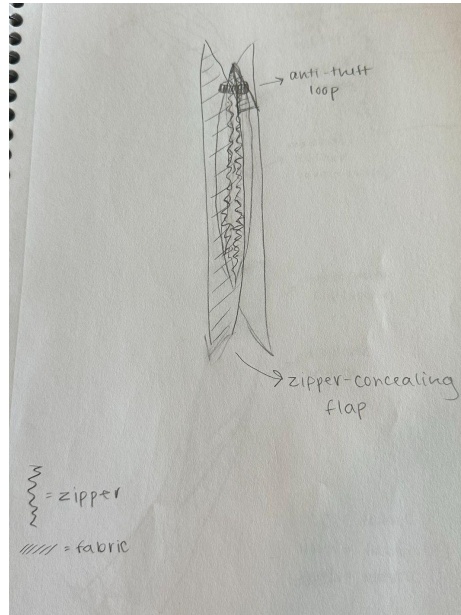
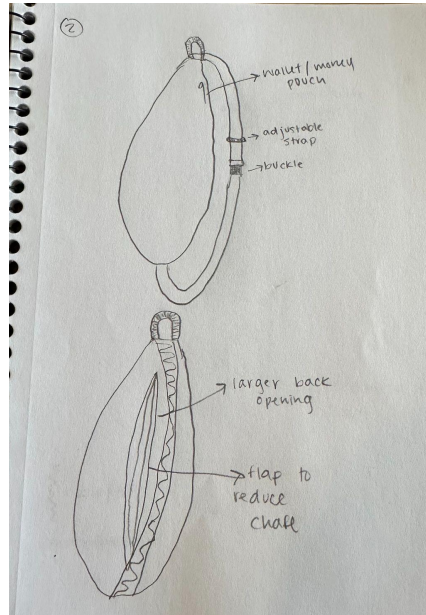
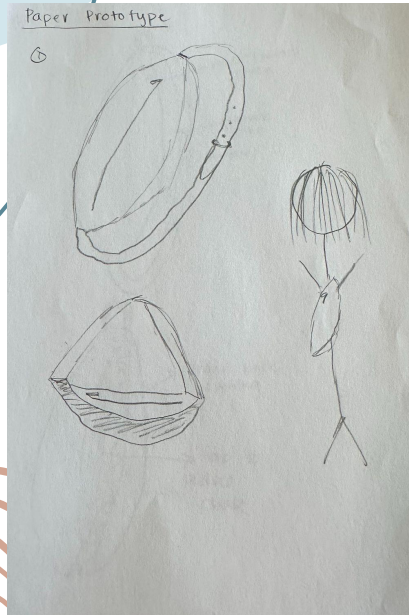
Prototype and Concept Validation

Prototype Page &
Customer/user Feedback Page

Prototype Page

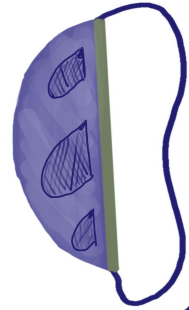
- I. During concept planning sessions we wanted to include a bunch of different elements, so that we could provide a lot of practical features. Most of these features were anti-theft and were intended for people who were traveling to places where a higher level of security was necessary.

II.



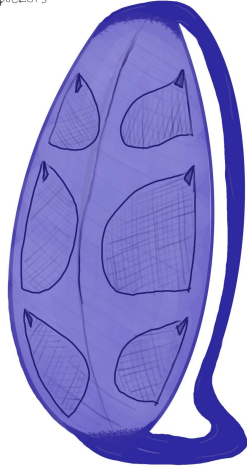
Prototype Page

Photos shown to people during interviews



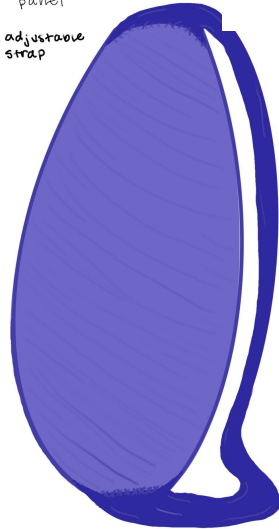
Take a look
inside!

— inside
pockets

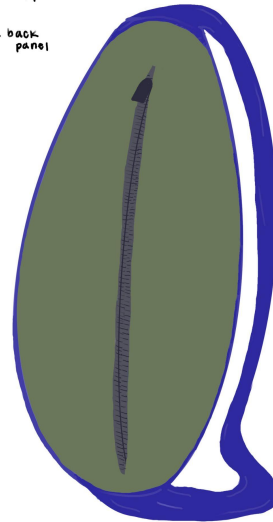


— outside
panel

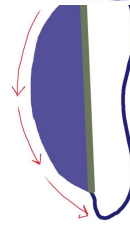
— adjustable
strap



— zipper
— back
panel

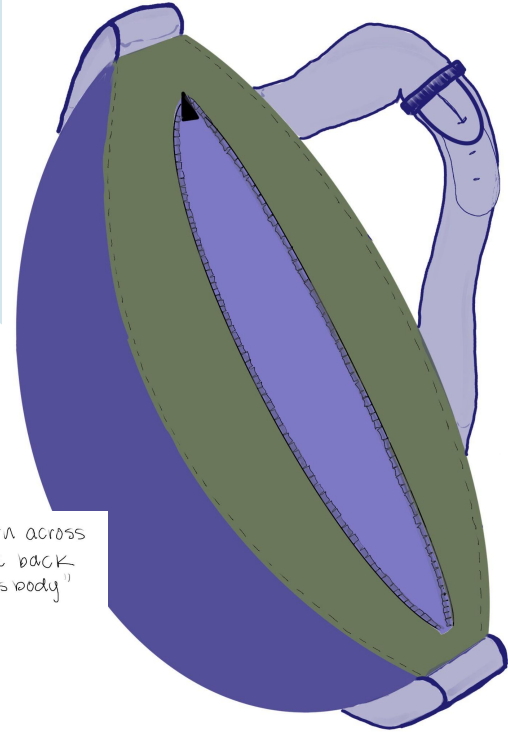


→ worn across
the back
"cross body"



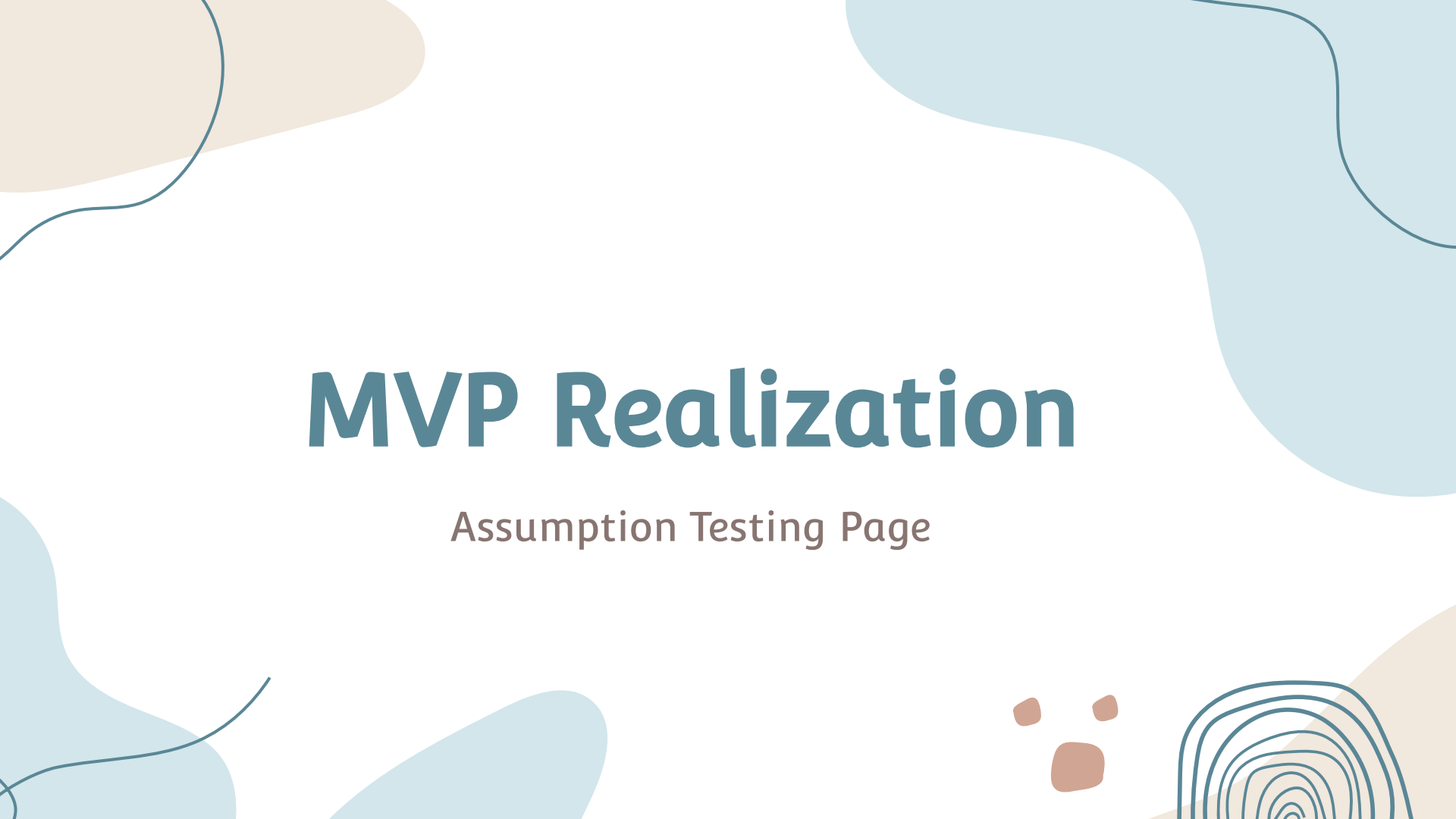
OR

Worn over
the shoulder
"bing bag"



Customer/User Feedback Page

- I. When conducting the testing phase of development we used in-person interviews that coincided with a survey that the team created. We walked around different areas of campus to gauge how people would feel about the mockup designs we created. We asked them what their current bag status was, what they typically look for, how long they use it, what their pains were, and more.
- II. What we eventually learned from the feedback was that our bag may have had too many elements. People were concerned with their stuff staying organized inside and how easy it would be to access your things while wearing the bag. Some interviewees were not sure that the bag would fit everything they typically carried as well. There were also some concern to the washability or the ability to waterproof recycled fabric.
- III. After hearing the responses from people, we decided that many of the anti-theft features such as the anti-theft loop on the zipper and also a velcro cover for the openings would actually deter people from buying the bag. These elements made it difficult for people to have easy access to their things while they are doing daily tasks. We stayed with the placement of the openings on the bag because that was what allowed the bag to be worn in several different ways. We also decided to keep the adjustable strap and multi-sized pockets.



MVP Realization

Assumption Testing Page

Assumption Testing Page

- I. I would like to be able to go back and find out more about people's spending habits when it comes to a product being sustainably made. I feel we didn't focus on that aspect as much as we did the physical elements of the bag itself. It was hard to ask questions about sustainability that would yield helpful responses. I would've liked to ask more price specific questions so we could figure out more about how much people would pay for an item that had long-term use.
- II. If we were to develop a "real" MVP, I would consider sticking with the idea to create a bag. However, maybe changing the shape or style. I think if we were to carry it out for real the potential costs would be very low. Due to the fact that the materials of the bag are recycled, we can get them for a lower cost. There is also the possibility of just selling the pattern design and allowing local craftspersons to resell the final product. This product also has the advantage of being testable in a low-cost method. Social media advertising or in-person tests could be completed without requiring a lot of start up money. The most intensive cost would probably be sewing the fabric patterns together for the bag, as this would require someone with a specific skill set.
- III. The ideal consumer groups to test this on would be potentially students on college campuses, tourists in major cities, people who are running errands, etc. We would want to see if this bag could be useful to a variety of demographics.



Innovation Impact

Desirability – Feasibility – Viability Page

Desirability – Feasibility – Viability

Desirability: We have created a bag that adapts as customers move throughout their day. Consumers no longer have to worry about choosing the “right” bag for their daily activities because our product can take users from hikes in the morning to dinner plans in the evening.

Feasibility: The materials are cheap to source and they also prevent waste from entering landfills. Our company could also potentially take advantage of the gig economy and utilize small artisans to carry out designs.

Viability: I think there is a level of difficulty when it comes to viability because the market for bags and fashion is already so large. There are a lot of competitors who already have very loyal customers and products that people trust. Until there is a successful proof of concept it will be hard to generate positive, revenue-generating buzz.

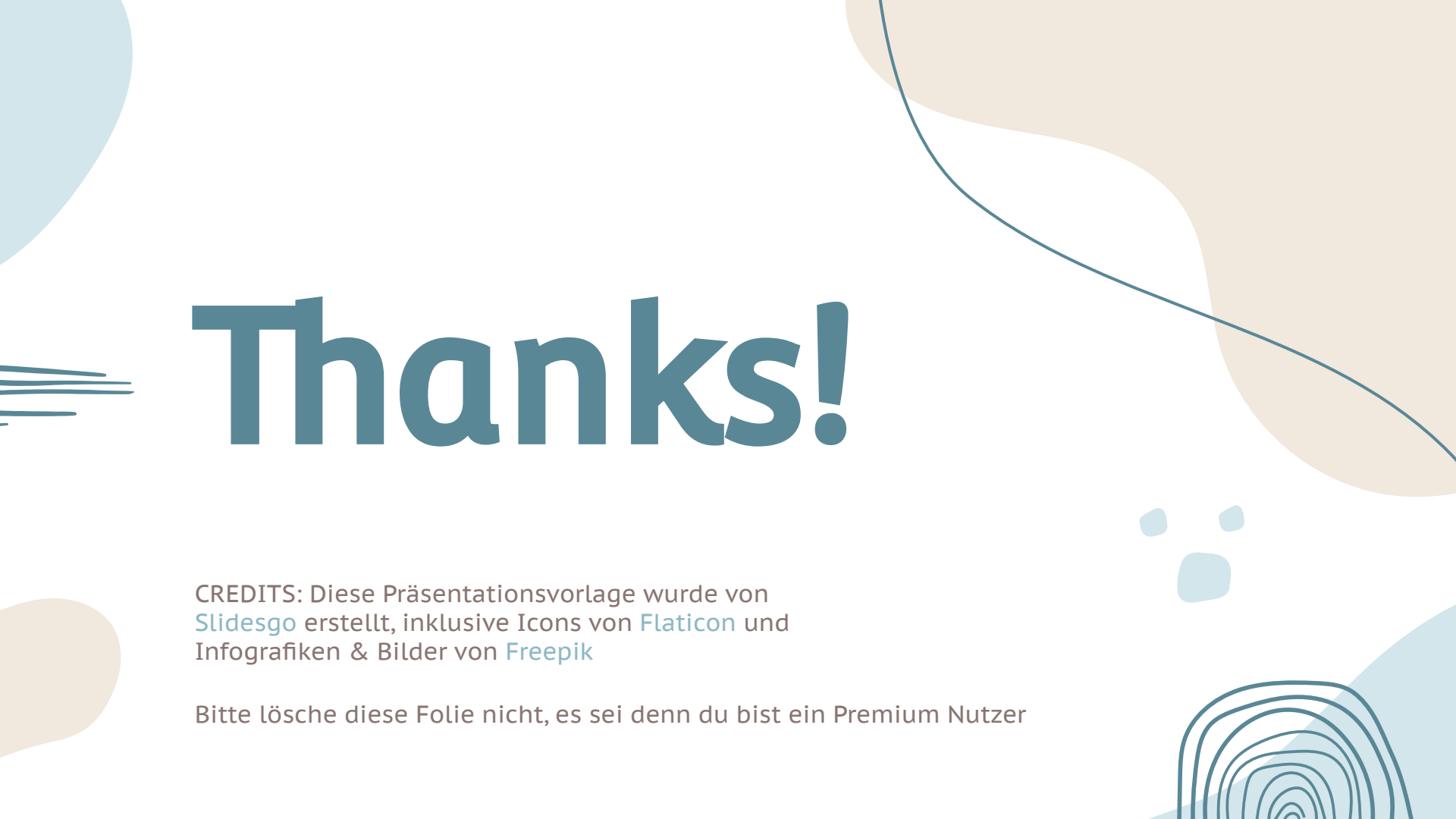
Reflections on Idea Development & Prototyping

Throughout the course there were numerous occasions where we were asked to explore diverging pathways and adjacent possibilities. This was often difficult at times, but in many cases it was beneficial for brainstorming during the design process. It was one thing to come up with an innovative idea, but being able to branch off of that idea to create a more concrete concept was very gratifying. Whenever I was feeling stuck and unable to see past my present ideas, I tried to create visual mind maps that outlined my thought process. The action of drawing out physical elements or just words allowed me to level up and consider outside factors that I had not in the original brainstorming process. Ambiguity was also much easier to navigate with the help of outside opinions. It was tough to think outside the box and to be open to different possibilities when some of those pathways would have never occurred to you in the first place. When talking with groups I was able to get a feel for how someone other than myself would map and plan things out.

When it came to creating a prototype with a group, one of the biggest challenges was solving the issues we found during iteration. We were not sure how we should move on from our original idea and it was hard to see the weaknesses in the design that we thought was great. The group also had to figure out a way to present our prototype regardless of if any of us had the skills to carry out a physical product. We struggled to make the final piece, but we were able to reveal the same information in mockup drawings. I recognized that our own biases were impacting our ability to see adjacent possibilities, but it was helpful to do more research on different trends and how we could make our product better suited to fit in the market.

Strategies & Tactics For Thriving In Ambiguity

Time Management	Productivity & Speed	Collaboration	Motivation
To manage our time efficiently, the group took time outside of class to further our ideas. We split up tasks during assignments to make the workload a little easier and to gain multiple perspectives. Next time I would create specific roles for people on top of delegating tasks. We thought that assigning roles would be too limiting but it might bring more attention to detail instead.	A huge part of our planning and ideation process came from visuals that we either drew or asked AI to generate. We then based mind maps off of these images to narrow down our ideas so that our end goal and intention would be achieved. To establish fuzzy goals and outline our process it was important to highlight the existing pains that we recognized and the opportunities for our idea to actually work better for a different purpose.	There was a lot of delegating tasks to different members along the way because we knew it would help solve time management problems. During in-class sessions it was vital that every member had time to contribute their likes, dislikes, and potential future ideas about whatever stage we were working on. We emphasized constructive comments and never saying “no we can’t do that” but “how can we use that idea as a jumping off point?”.	I really enjoyed trying to figure out why consumers decide to buy certain products, and what strategies businesses use to determine these results. I was especially fascinated by some of the tactics used to derive potential demand curves and trends. In my own process I think I could learn from user testing. In the future I would like to ask better questions to ascertain market viability, or what public response is. This could translate to determining potential economic policies.



Thanks!

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