



**REDESIGNING FOR
TODAY'S TRAVELERS**
MIRANDA WIPPERFURTH



WHY TRAVEL?



“To my mind, the **greatest reward** and luxury of **travel** is to be able **to experience everyday** things as if for the first time, to be in a position in which almost **nothing is** familiar or **taken for granted.**”
– Bill Bryson



PROBLEM STATEMENT



Design a backpacking pack for the **traveling millennial** with functional storage space for electronics and other essentials for a long distance trip.



WHO ARE THESE GUYS?



mil·len·nial

mi'lenēəl/

noun

plural noun: **millennials**; plural noun: **Millennials**

- 1 a person reaching young adulthood around the year 2000; a Generation Year. "the industry brims with theories on what makes millennials tick".



THE TRAVELING MILLENNIAL

AGE: 18 - 30

The **Traveling Millennial** feels the need and urge to explore all the world has to offer. They look for a **deeper connection** with the world and people around them. Traveling and being exposed to **new experiences** is extremely important to them.

“While traveling, 97% of Millennials use social media, and 75% post to social networks at least once a day.”

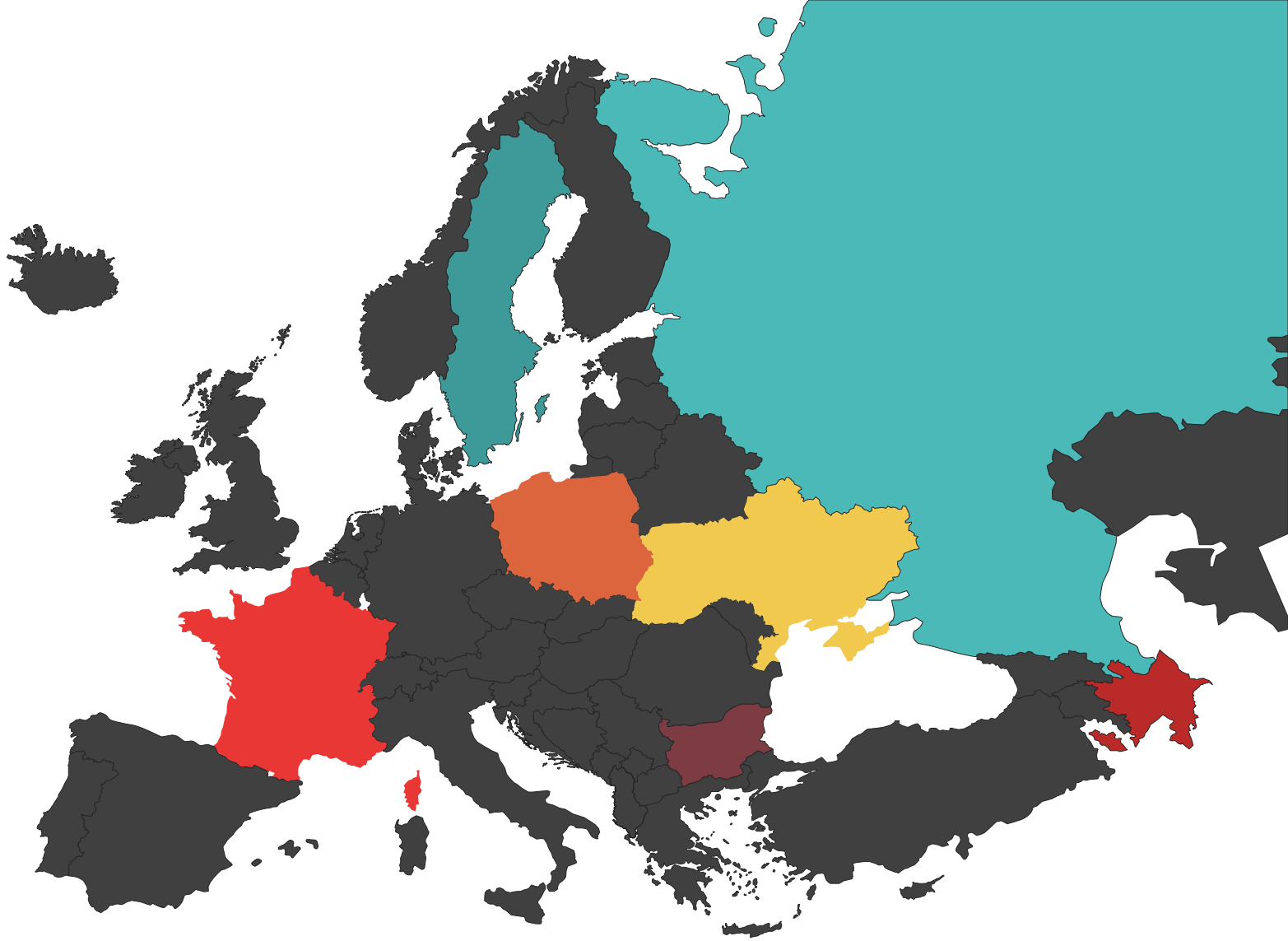
“78% said they prefer to **learn something new**, such as a language or skill when traveling. Millennials want to break from traditional tours to **explore and learn** from the communities they visit, from the **culture** to the food.”

GET OUT AND GO.



Forbes surveyed **31,000 people** from 134 different countries in the millennial age group, they found that **88%** of them traveled overseas one to three times a year

World Youth Student and Educational (WYSE) Travel Confederation states that younger travelers are “spending less time in “major gateway cities” and instead **exploring** more **remote destinations**, staying in hostels instead of hotels, and choosing **long-term backpacking** trips instead of two-week jaunts. The study showed an increase from 2007 in **young travelers** taking trips for longer than two months, with the average trip lasting 58 days.



ONLINE SURVEY

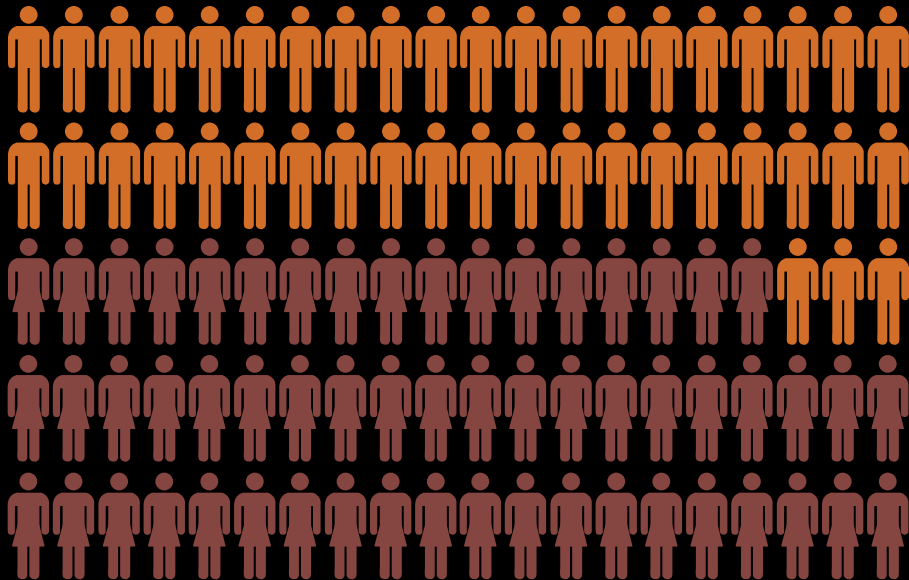
100 PEOPLE.

43

MEN

47

WOMEN



+68%

of people surveyed said they **travel** on average for **2 or more times a year.**

+87%

of people surveyed said they enjoy taking part in **adventurous activities** on trips such as **hiking**, **biking**, **swimming**, and **walking** tours.



MEET NEW
PEOPLE



LEARN ABOUT A
NEW PLACE



TRY NEW FOOD
AND CUSTOMS



LEARN A NEW
LANGUAGE



TO FEEL
CONNECTED



TO FIND
ADVENTURE



● HOSTEL

● HOTEL

● AIRBNB

● OTHER

46/100

Said they **prefer** to stay in **hostels**.

I THOUGHT THEY WANTED TO LIVE IN THE MOMENT?
WHY SO MUCH STUFF?

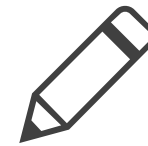




KEEP IN TOUCH



CAPTURE MEMORIES



WORK / STUDY



FEEL SAFE

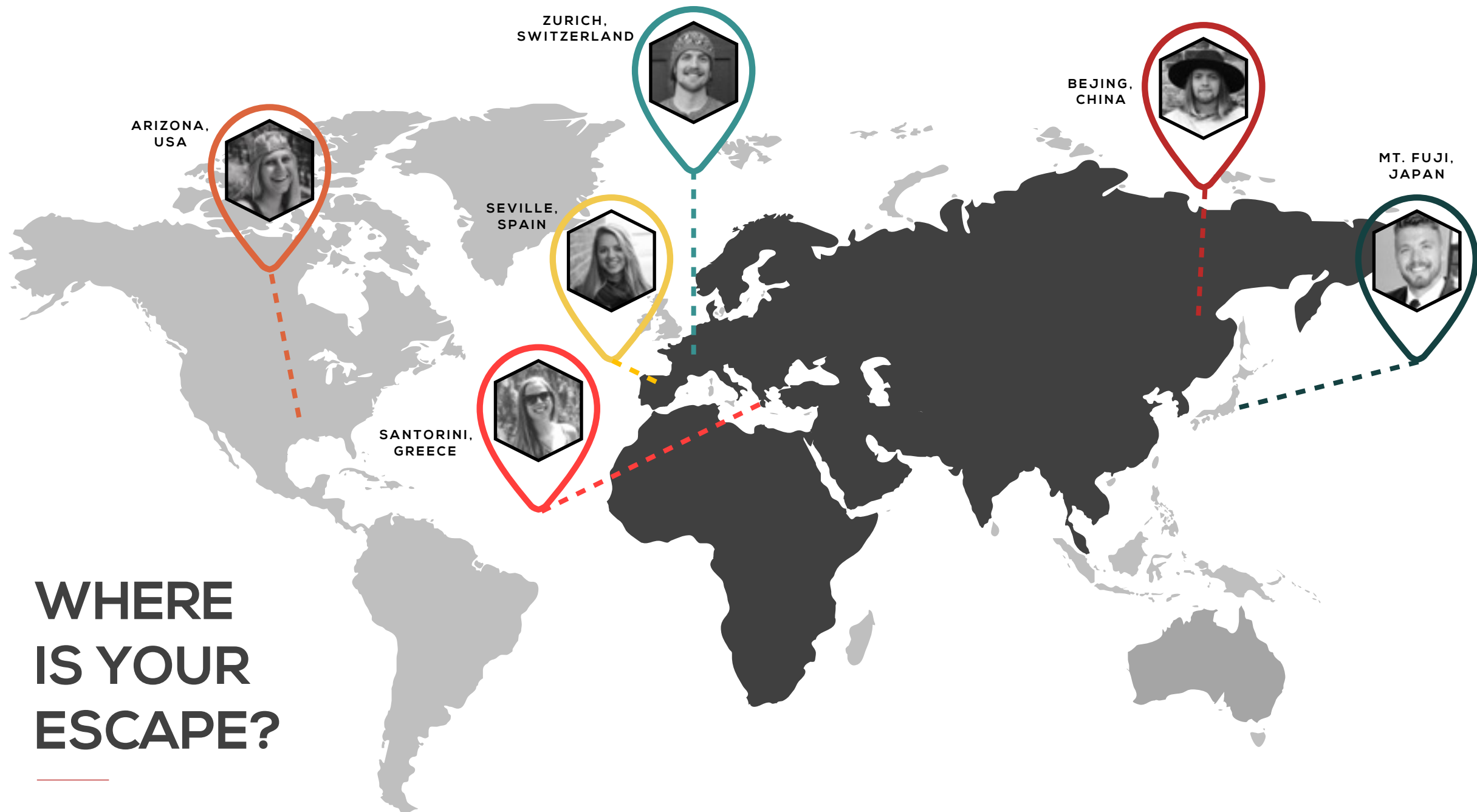


OUT OF THE 100 PEOPLE SURVEYED...

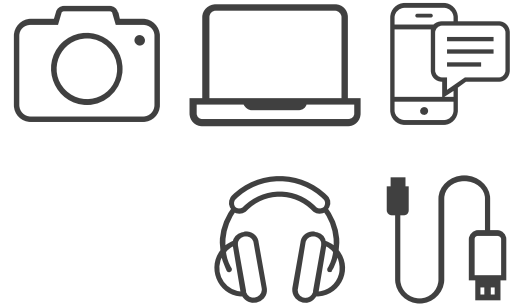


...I INTERVIEWED 7 FURTHER.

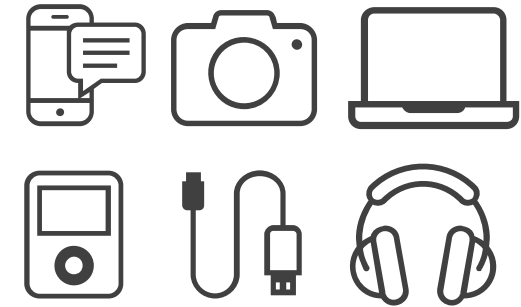
WHERE IS YOUR ESCAPE?



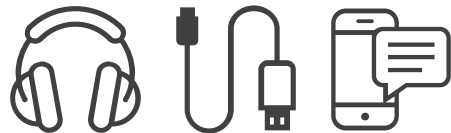
TYLER



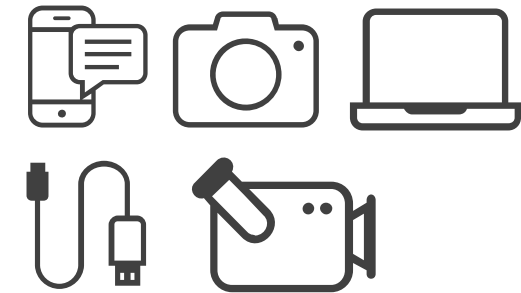
BRITTA



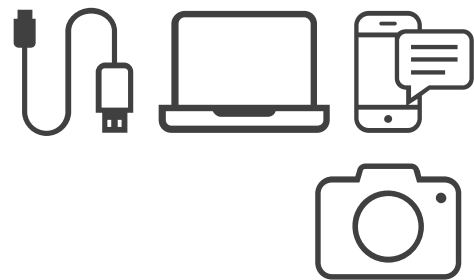
JOE



CARLIE



MICHAEL



KIMBERLY





US
ER
07

22
MENOMONIE, WI



VALERIE H.



OCCUPATION: Student / Social Applied Sciences
HOBBIES: Playing ukulele, biking, politics, reading
LIKES: Clean functional design, innovative storage space
DISLIKES: Dirty living space, being on a set schedule
HOW OFTEN DO YOU TRAVEL: 1-2 times a year
CURRENT PACK: Osprey 34 Liter Pack
PACK LIKES: Good back support, good side zipper
PACK DISLIKES: No padded laptop storage, no easy accessible pockets for phone, money, and passport.

COMMON GROUND



VALERIE'S CHOICE



FLY OVER DRIVE





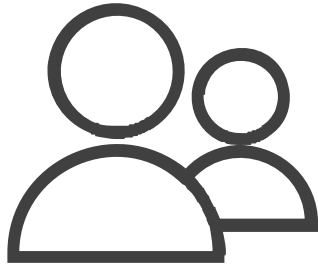
COMMON GROUND



VALERIE'S PACK

- No easy access to essentials (money, phone etc.)
- Hard to carry all day, too big for day trips
- No padded storage for laptop or camera
- Straps are hard to stow away for flights
- Color is hard to find at airport
- Not very easy to clean
- No water bottle space
- Large storage space
- Good back support
- Adjustable size





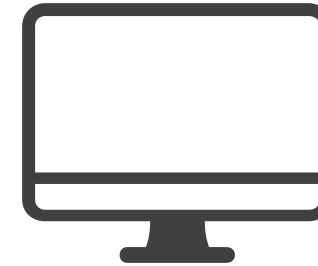
SOCIAL

Millennial's crave connection. They search for a deeper meaning for their social interactions. Traveling the world, meeting new people, and learning and experiencing new cultures, is a way they feel they can do just that.



ECONOMICAL

Millennial's want to make their spending worth while. Using smaller discount airlines, buses, and trains to save money and extending their trips for longer periods to get the best value out of a expensive overseas flight.



TECHNOLOGICAL

Millennial's spend more time on electronics then any other generation, meaning they need to have a means to transport it. They also are a innovative generation who cares about the earth and technology that can help conserve it (ex. solar panels)



POG

What **Product Opportunity Gap** is created due to these factors?

DESIGN IMPLICATIONS



SAFETY



ORGANIZATION



SUSTAINABILITY



SAFETY

- Strong material to resist against slashing
- Easy access to passport, ID, and money
- Padded, proper storage for electronics
- A TSA approved carry on size for reducing theft or lost bags at the airport/station



ORGANIZATION

- Customizable storage compartments
- Easy access to essentials



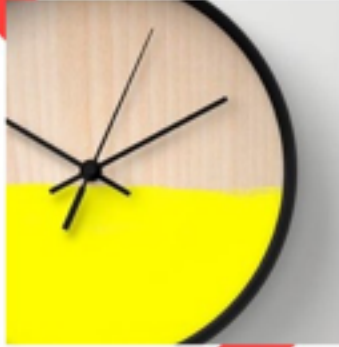
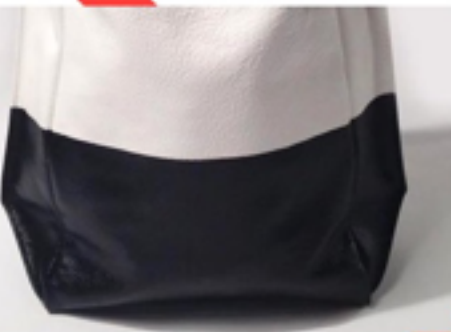
SUSTAINABILTY



- Long lasting materials and build
- Look to use more sustainable materials
- Multi-purpose



USER TRENDS





IDEATION

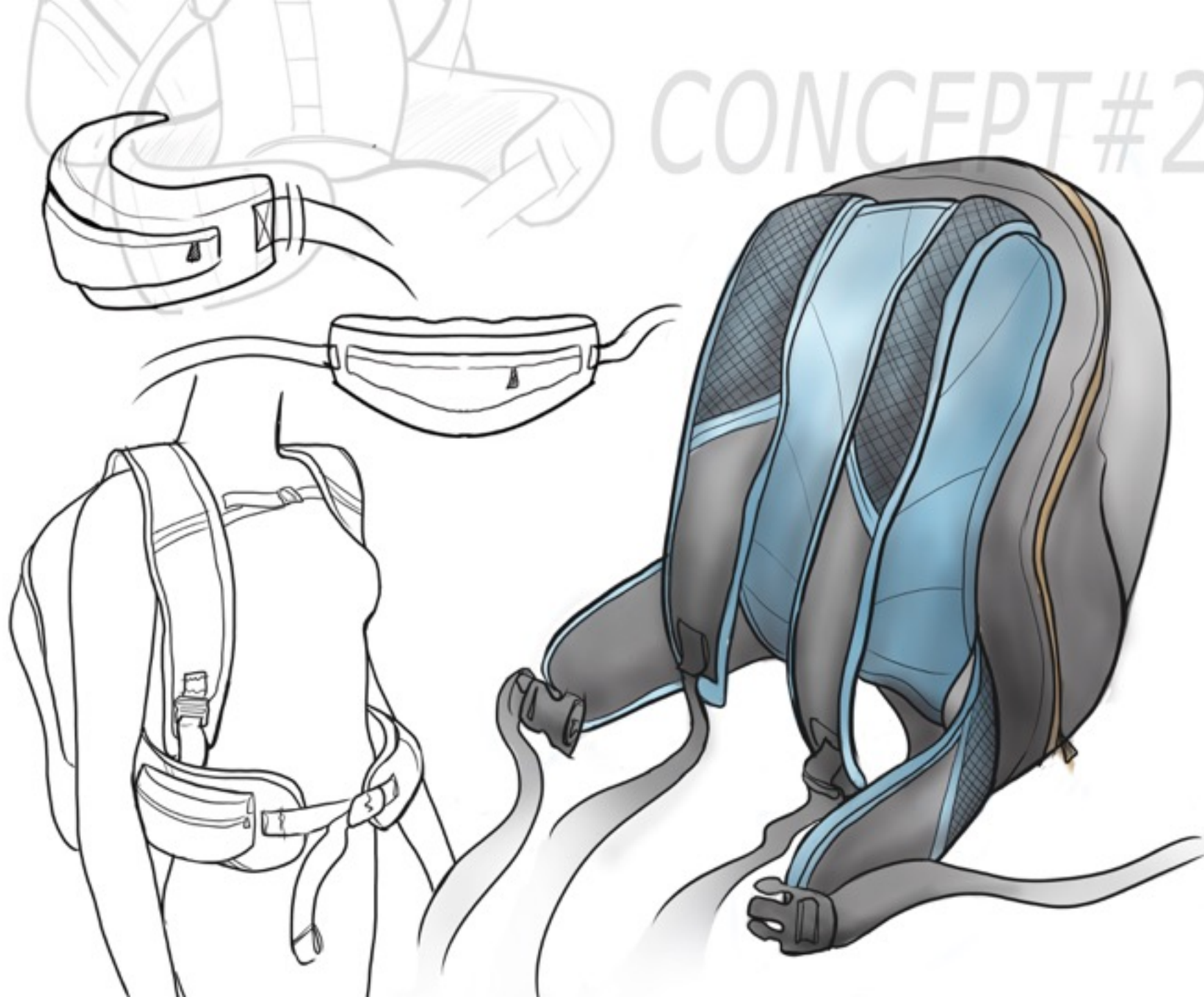


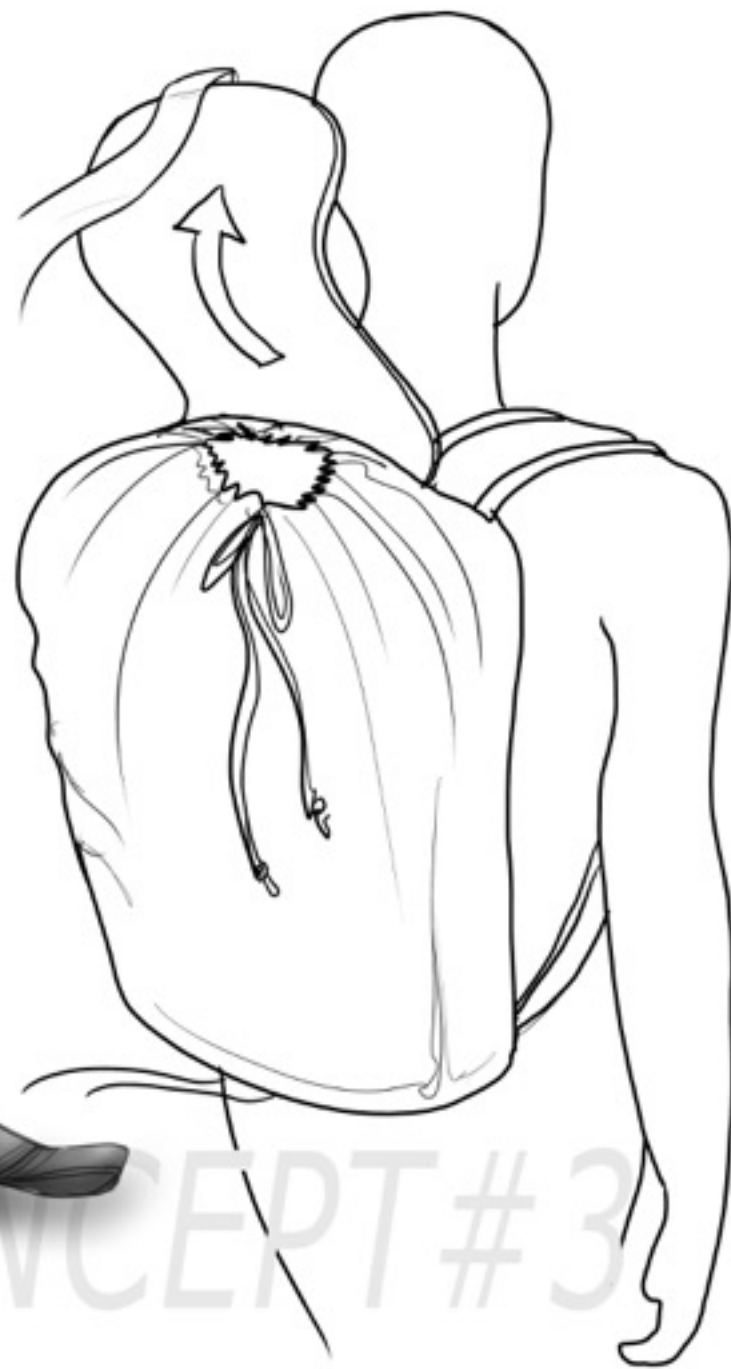


CONCEPT #1



CONCEPT#2





CONCEPT #3





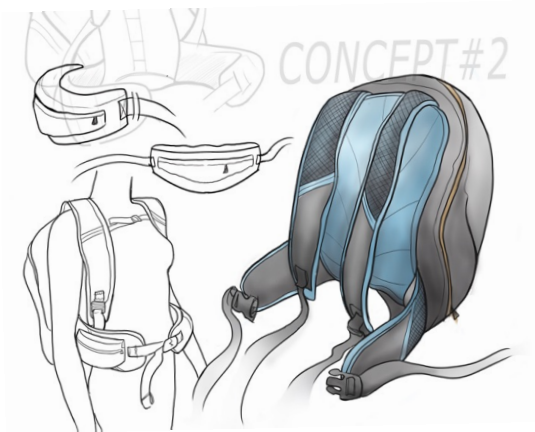
PROTOTYPING



CONCEPT #1



- 3 compartments for easy organizing and sorting
- Drawstring top for size customization.
- TSA Carry-On Size
- Mesh lined interior compartment for wet or stinky clothes.



CONCEPT #2

- Adjustable straps with side support straps
- Curved back panel for comfort and ergonomics
- TSA Carry-On Size
- "Open Wide" zipper compartment
- Removable day pack



CONCEPT #3

- Large drawstring space for clothes and essentials
- Removable laptop case
- TSA Carry-On Size
- Hidden compartment in back of pack to hide money, keys, wallet or passport.



SEMI FINAL



BRANDING



STRAYED OUTFITTERS



Stray [strey]

1. to deviate from the course, leave the a place, or go beyond the the limits, especially without a fixed course or purpose; ramble:
to stray from the main road.
- 2.to wander; roam.



LOGO + COLOR TRENDS

Mixed Fonts

Bold Lines

Bright Colors

Patch-like Layout

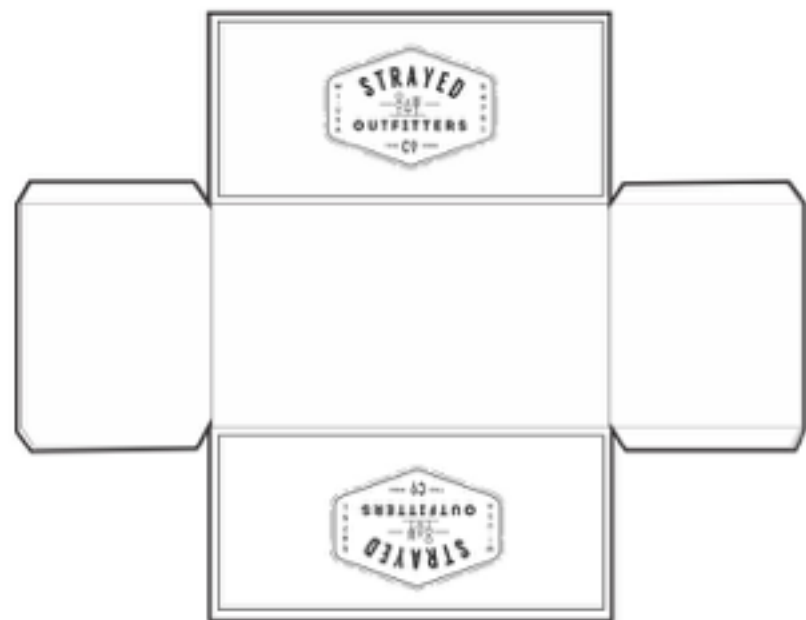
Incorporate WI or Menomonie

Have some sort of icon logo

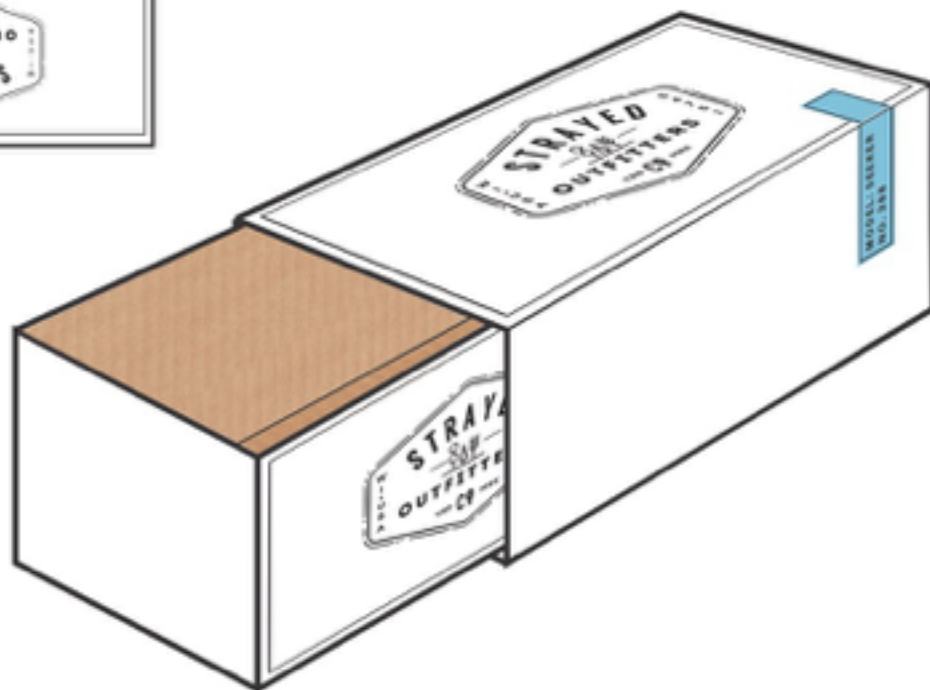


FINAL LOGOS

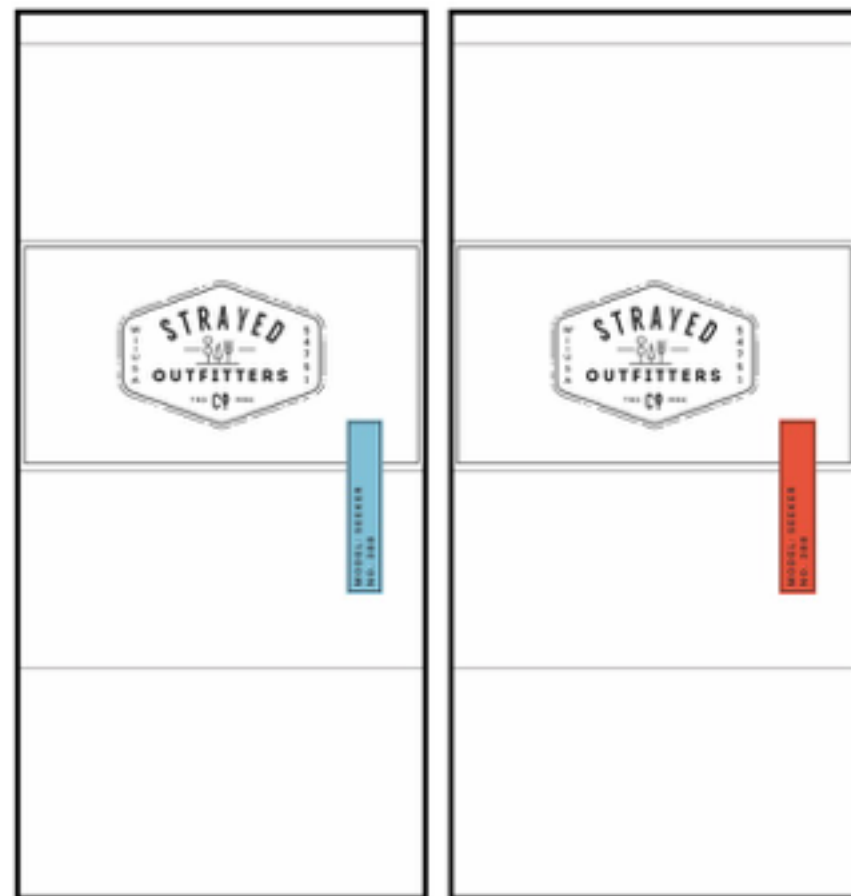


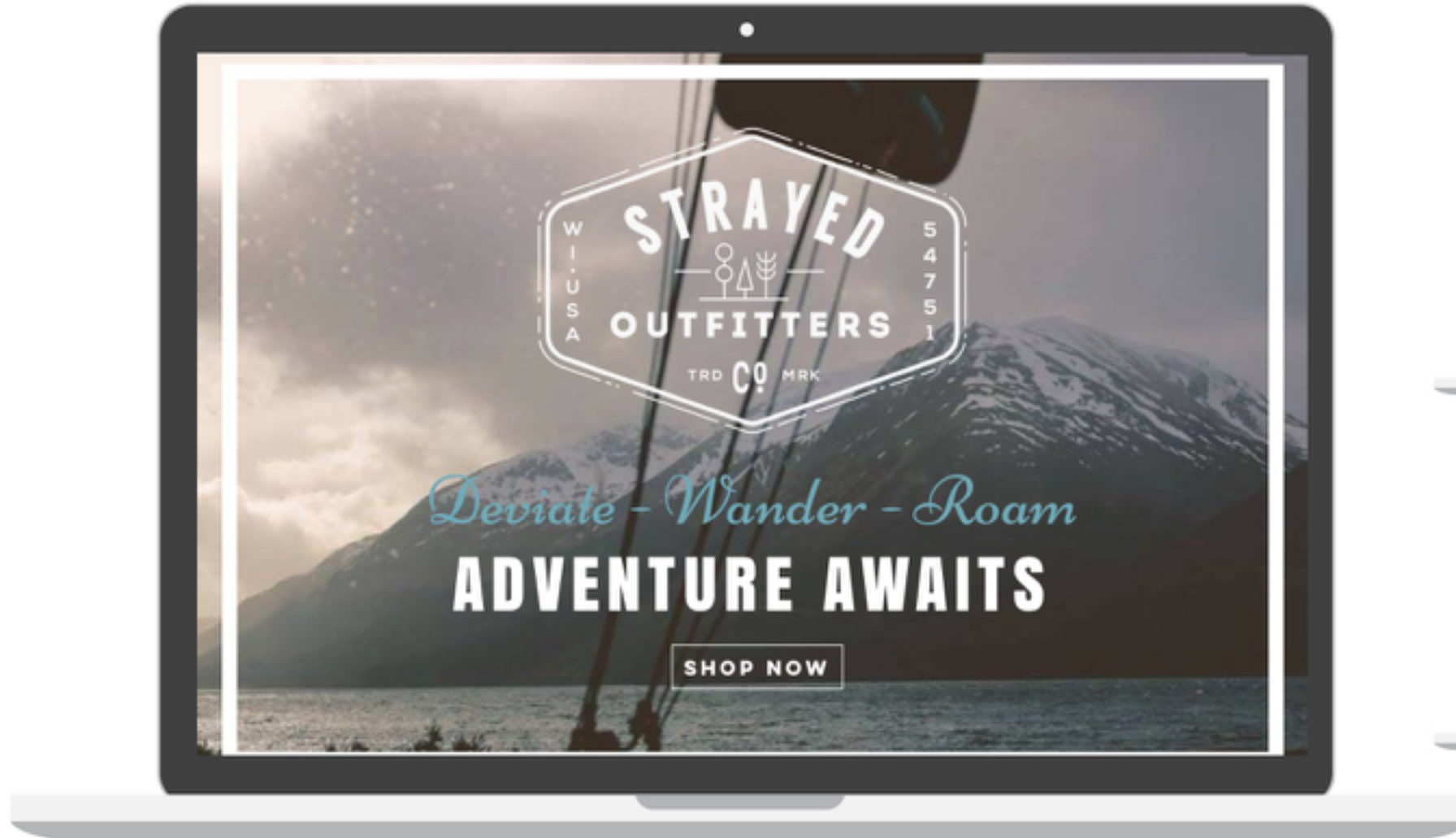


One sided white Kraft
C Flute Corrugate
One side printing

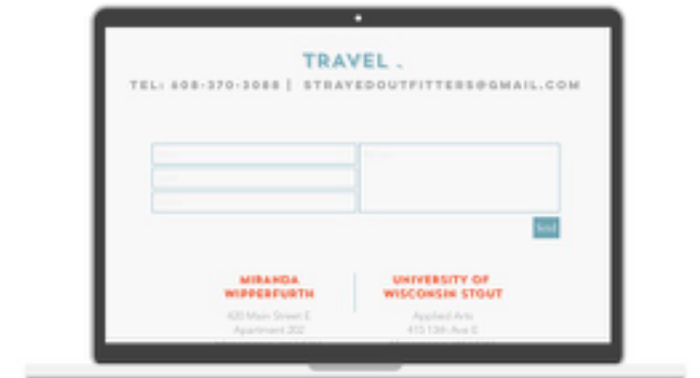


PACKAGING





STRAYEDOUTFITTERS.COM



WEBSITE



FINAL MODEL



MODEL FEATURES



- 
- Mix of neutral and bright colors
 - Adjustable in size
 - TSA Carry On approved size
 - Padded straps and back support

STORAGE



- Laptop / iPad Storage in back
- Built in clip to secure in place
- Top access only, for security and ease of use.

STORAGE



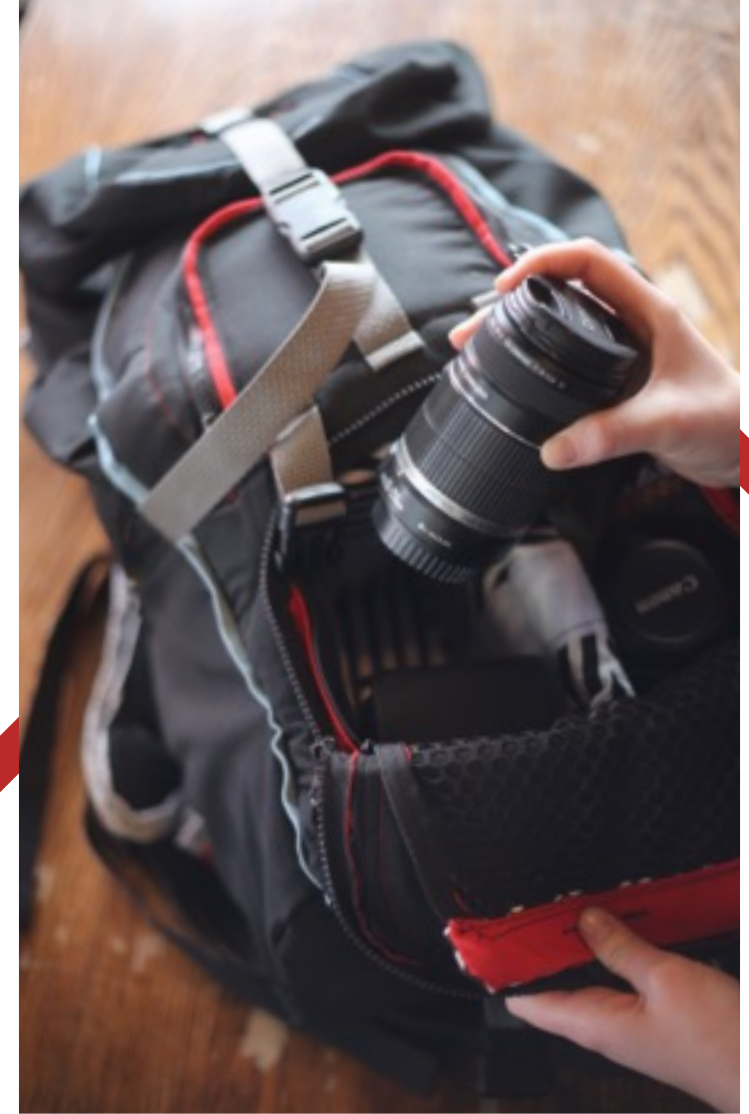
- Padded, slash proof pocket for money, passport, etc
- Easy, quick access point

STORAGE

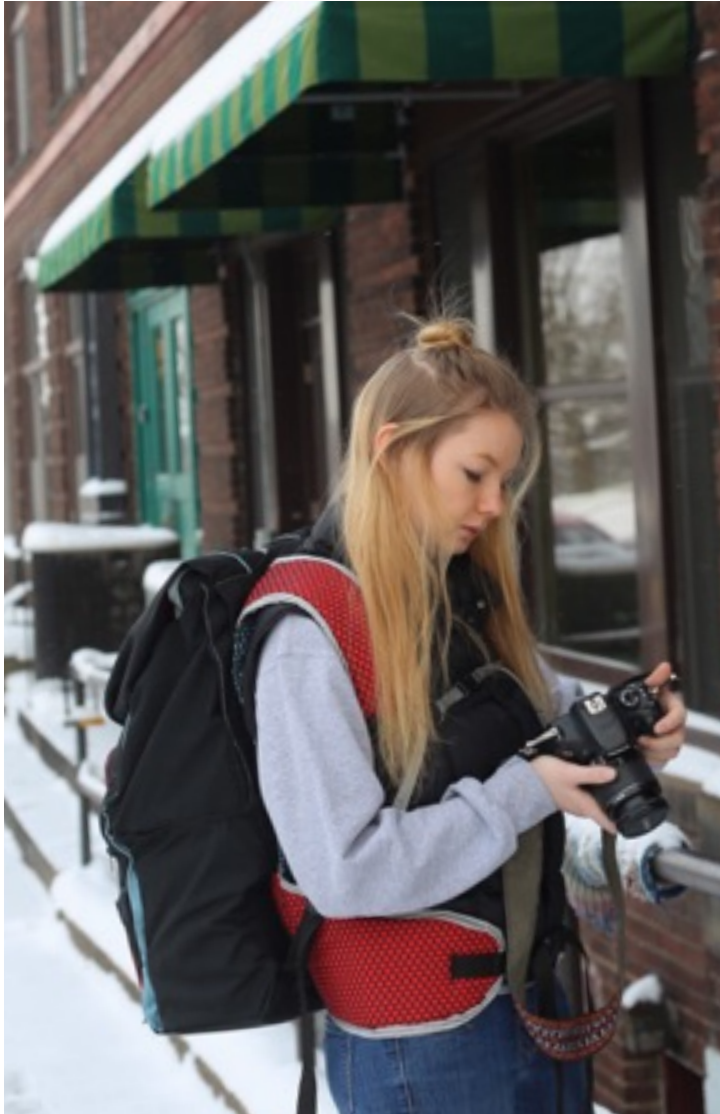


- Padded, adjustable, velcro dividers
- Padded, removable lower interior
- Ideal for cameras or equipment
- Can be removed to store clothes

STORAGE



USABILITY



- Supportive straps for all day wear
- Structural frame
- Adjustable shoulder/waist straps



THANK YOU.



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