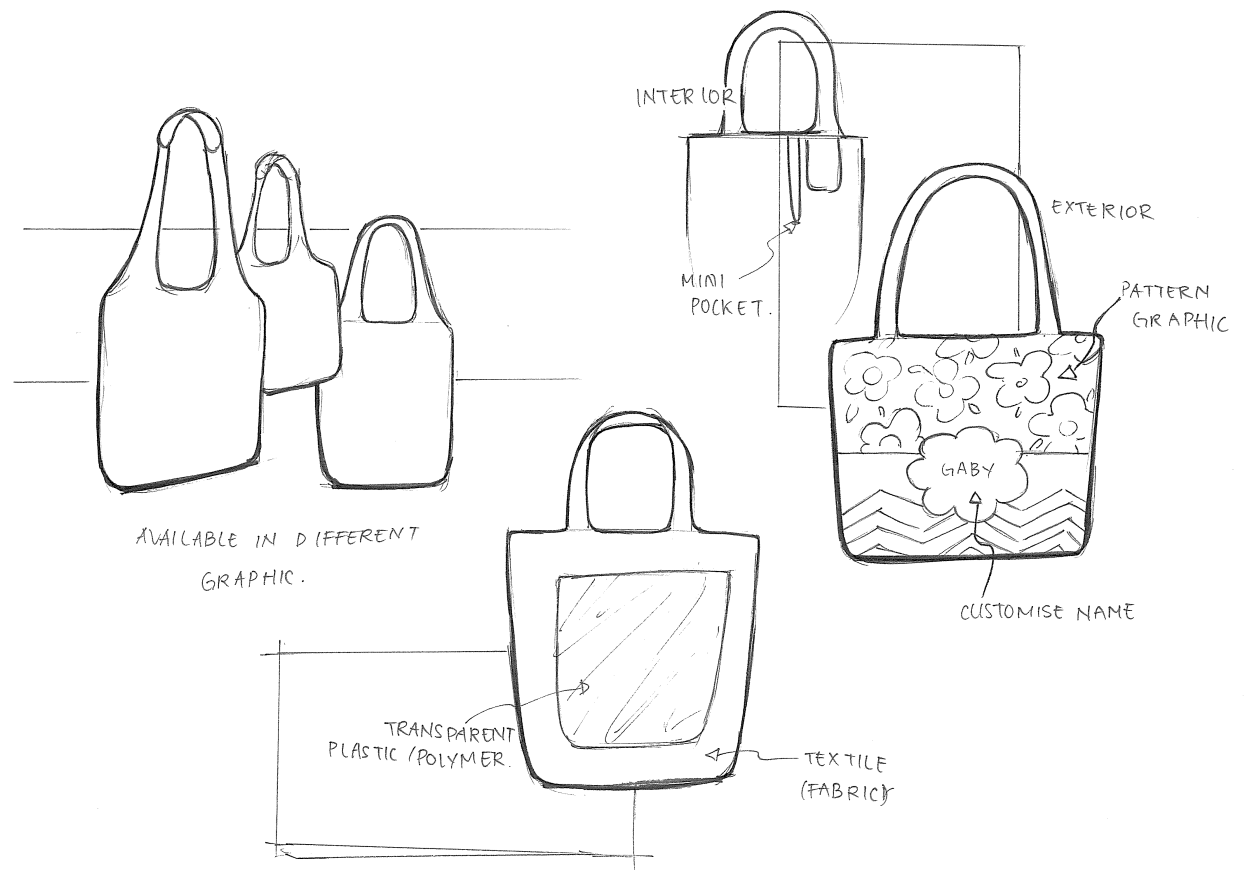
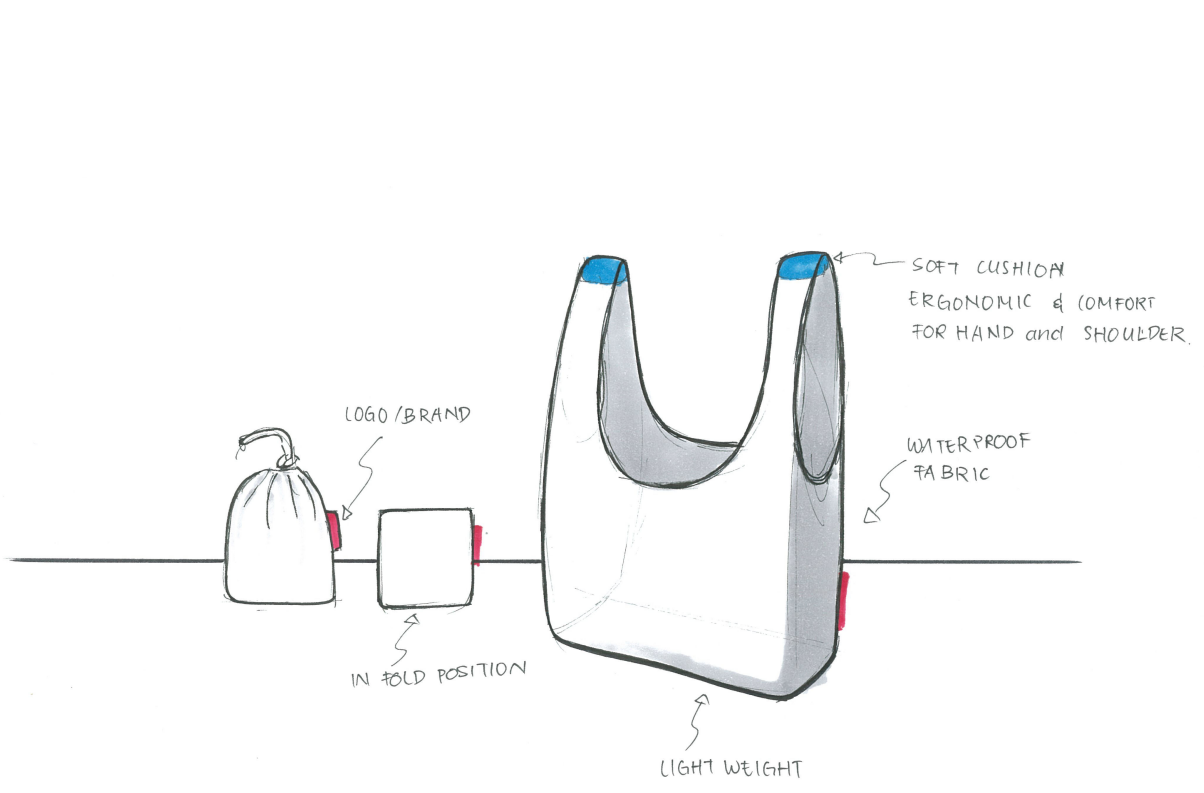
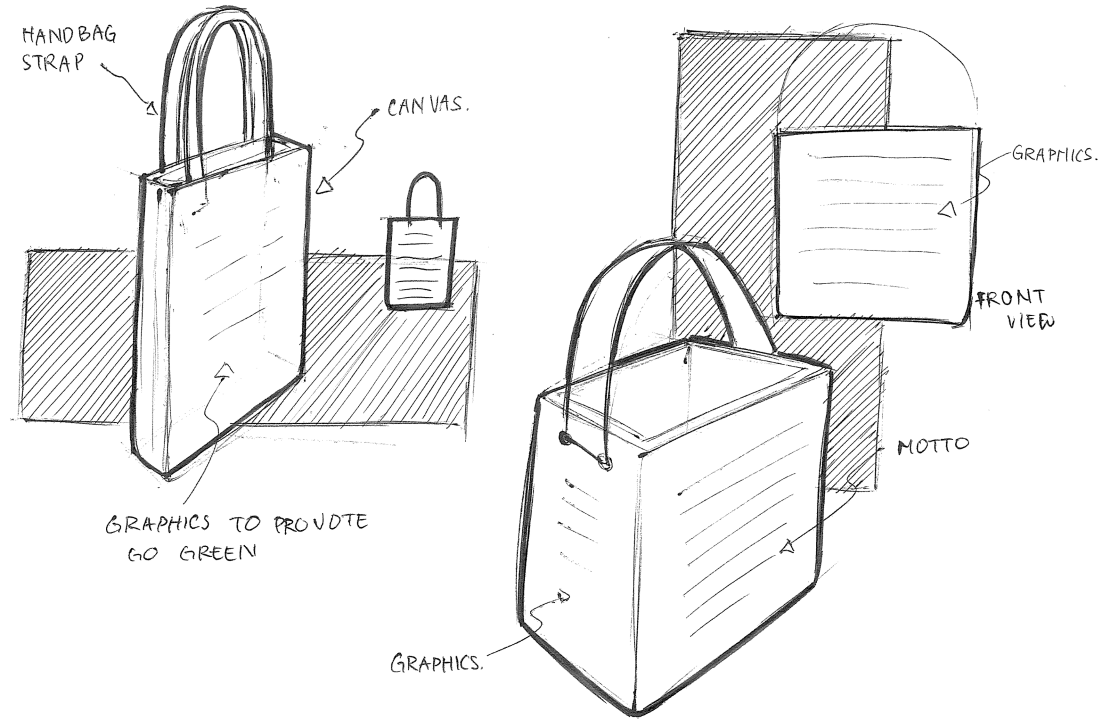
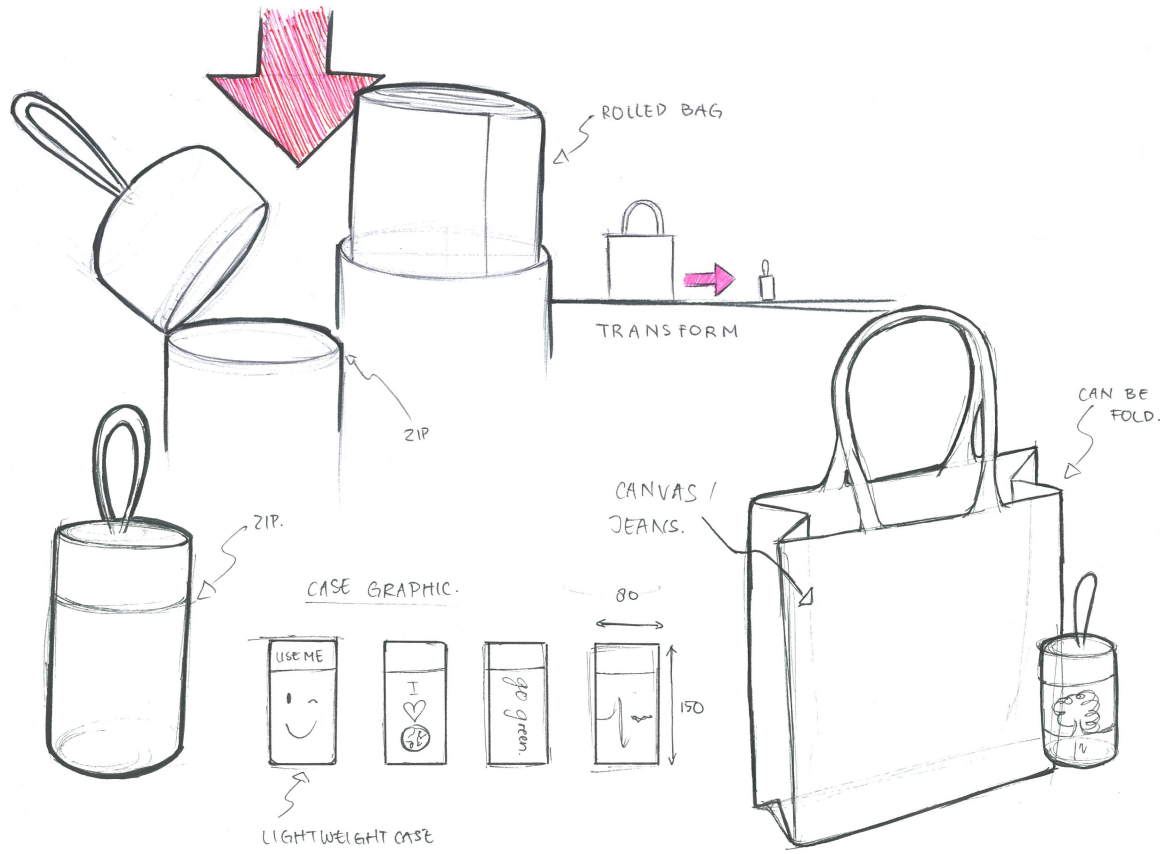


Ideation Sketches

Exploration of general grocery bags design and adding several features (multifunction to ease activity and comfort). The design idea also need to trigger people to use the designed bag.



COMFORT FEATURES AND VISUAL



SAVE SPACE

VISUALLY AND FUNCTIONALLY



PROTOTYPE

Realisation of ideation sketches

MOCKUP 1

ADD POCKET FEATURE



Canvas bag from red cross





Most of people that lives in Melbourne travel with public transport (PTV card). This design is to ease people who usually use public transport to go grocery shopping. Based on experience, people tend to bring as minimum as they could when they only go shopping even big wallet (for female). With this bag, it ease the user to grab their card, money, or phones.