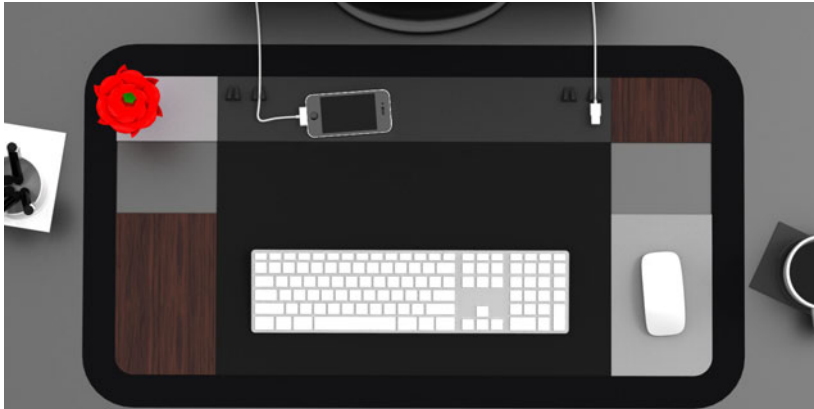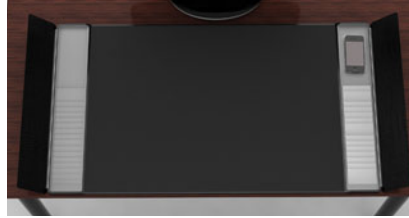# CREATE A MODERN DESK PAD FOR TODAY'S WORKSPACE.

WHAT SHOULD A MODERN DESKPAD DO? WHAT SHOULD IT LOOK LIKE?

Early on in the project we did focus group testing and for that we wanted to have a good range

THE POSSIBILITIES...

of concepts to put in front of potential users. From the basic grey to bright colors, modularity, and flower vases we were seeking to enlighten the group and be enlightened in return. Certain features like extra storage, USB hubs, and post-it note holders, and white board spaces were well recieved. Other concepts including modularity and portablility

were a bit of a stretch. It was clear, these business minded individuals were looking for simple, non-hideous, quality surfaces to organize their desks with. They were looking for a touch of personalization but not so much that it would set them too far apart from others.