

pardalote by



THE PROJECT

Out and About 2007

“Large, busy public locations (e.g., airports, hospitals, museums, and stadiums) require individuals to locate important information while screening out a constant sensory barrage to vision, hearing, smell, and touch. This can be overwhelming for persons with cognitive, physical, or sensory limitations due to age, disability, stress, or environment. In addition, the mobile environment contributes to situational impairments preventing all users from interacting with a device. How can wireless technologies be used to mediate these problems and enhance the experience of people diverse in ages and abilities?”

-Wireless RERC Inclusive Wireless: Out and About 2007

THE PROJECT

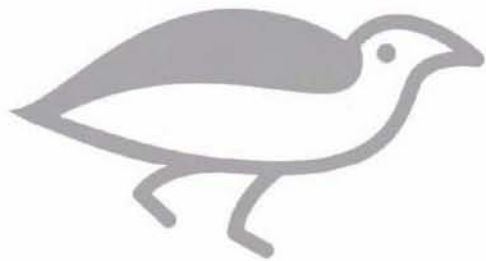
Visionary Blueprint

“Since the early days, when humans first figured out how to measure and determine time, we’ve relied and managed to use time efficiently in regards to accomplishing our daily tasks. From the early days, we’ve used time and telling devices to navigate, organize and maximize the use of daylight, coordinate an exact moment in our day to possibly meet or accomplish tasks, and other time based efforts that has moved and evolved us from the primitive world.

Because of this fact, the chosen type of brands for the visionary blueprint project will be based and inspired by a time telling device: watches. “

- Visionary Blueprint, Bryan Calo, design director

THE BRAND



IKEPOD

THE HISTORY



1986, Marc Newson completes his first prototype wristwatch: POD

1994, Swiss Businessman, Oliver Ike, joined Marc in a company building on the POD design in the watch industry

2005, Adam Lindemann with Marc Newson acquired the entire IKEPOD archive hoping to relaunch the brand

2006, Marc Newson redesigned and updated every IKEPOD classic model
The Horizon collection is launched

THE COLLECTION



Hemipode



Horizon



Megapode

THE DESIGNER



Australian born Marc Newson has designed furniture, luggage, clothing lines, footwear, tableware, interiors, a concept car for Ford and even an airplane. In the last two decades he has become an international cult figure.

HIS STYLE



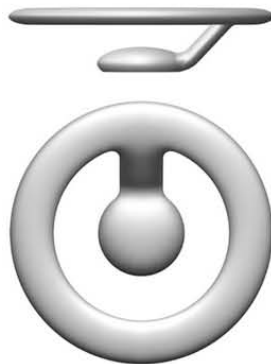
Minimal



Large radius curves



Contemporary



Frequent usage of pod shape



Natural





THE QUESTION

How might we design a better tourism experience for the blind and visually impaired?

THE FOCUS

Mass Transit Navigation

User Independence

Orientation

Locate Areas of Interest

design a product that:

- assists the user in navigating around local mass transit systems
- orientates the user
- alerts users to noteworthy locations
- creates an experience that is applicable to major cities worldwide
- provides space for traveling essentials; water, phone,...etc.
- offers 24/7 customer care
- does not call attention to a users disability

THE COMPETITION



THE BRAINSTORM

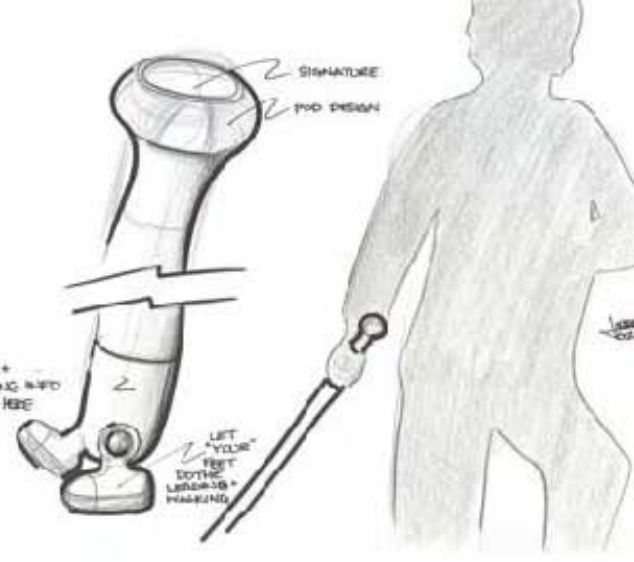
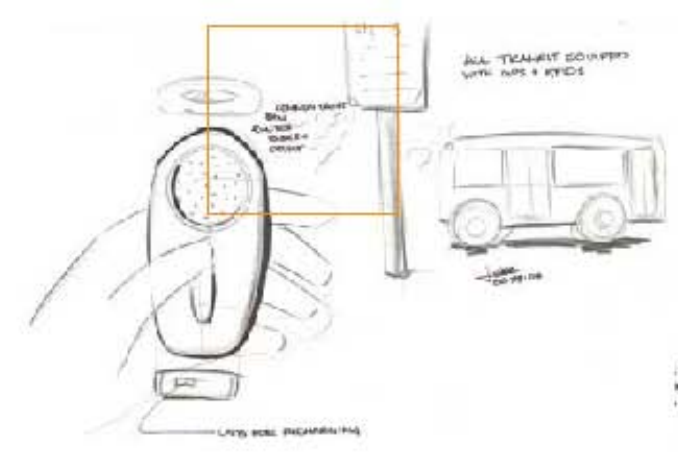
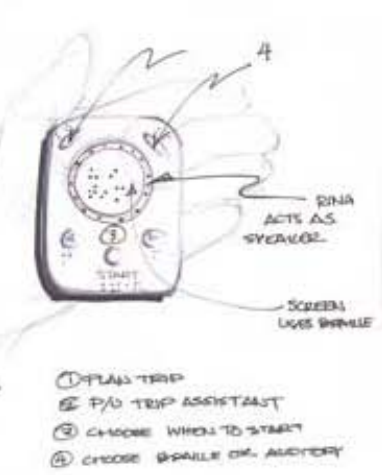
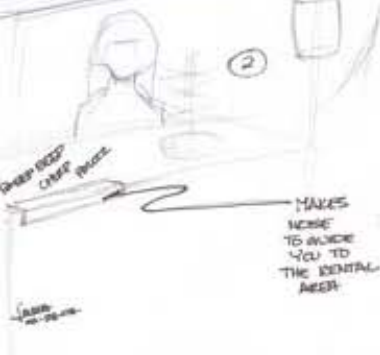


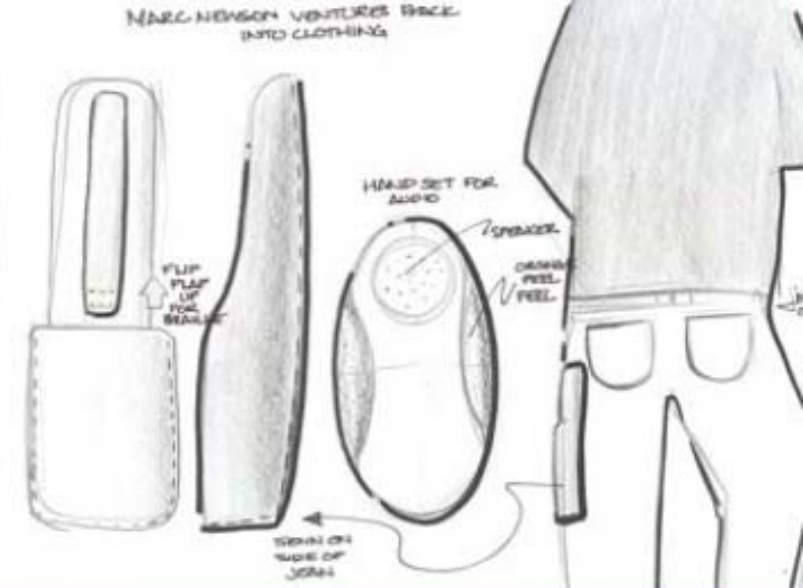
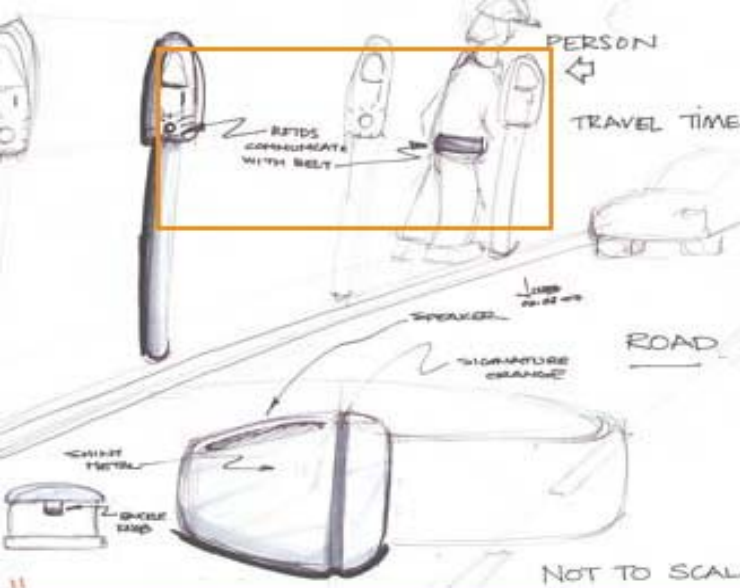
THE CONCEPTS

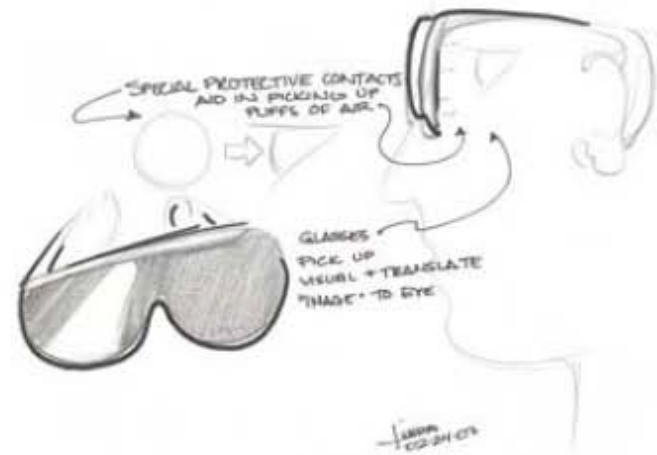
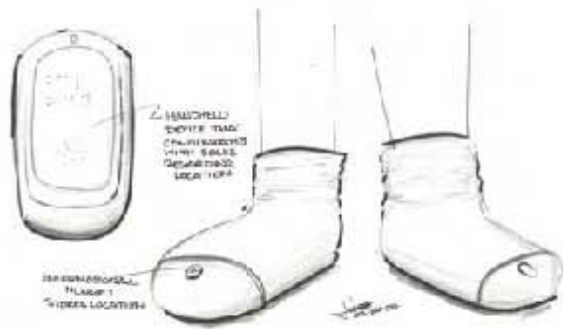
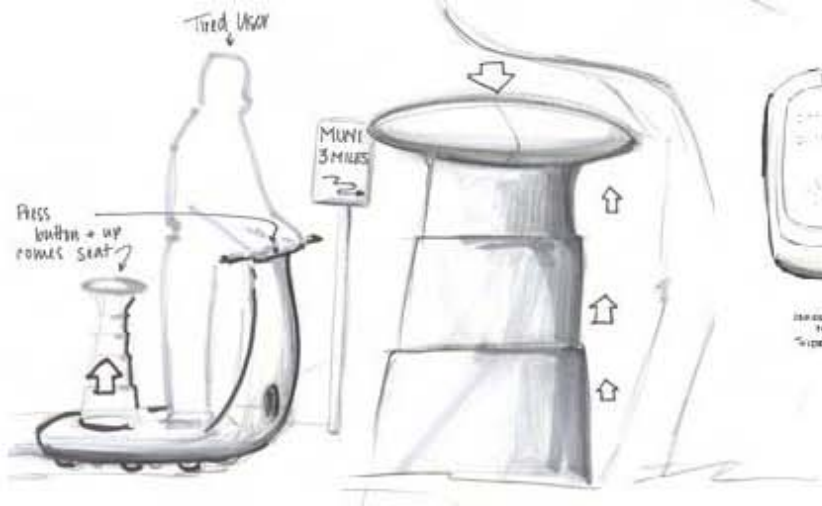


What is needed to get around? Information → how

MASS TRANSIT RENTALS







THE FOUR CORE DIRECTIONS

Idea 1
 Segway Scooter
 protective
 Scooter
 or semi

1. Segway scooter
2. Protective inspired
3. protective
4. long top seat
5. dual scooter
6. separating
7. wheels
8. ~~not trying~~ collapsible
9. Scooter to joy stick like holder
10. ~~control~~ inspired
11. ~~control~~ inspired
12. ~~what~~
13. ~~what~~

Removable control unit
 turns into "Toy Train"

6. Safety variable

4. Wheels:
 • Segway style
 • individual - 4

3. Felt carpeted bottom - Comfy
 Soft - Safe

2. • bring you destination - by stop, train for

5. Tip up seat for comfort
 long top
 • wanting for comfort?
 • military all terrain

• Removable control unit turns into "Toy Train"

• Safety variable

• Felt carpeted bottom - Comfy
 Soft - Safe

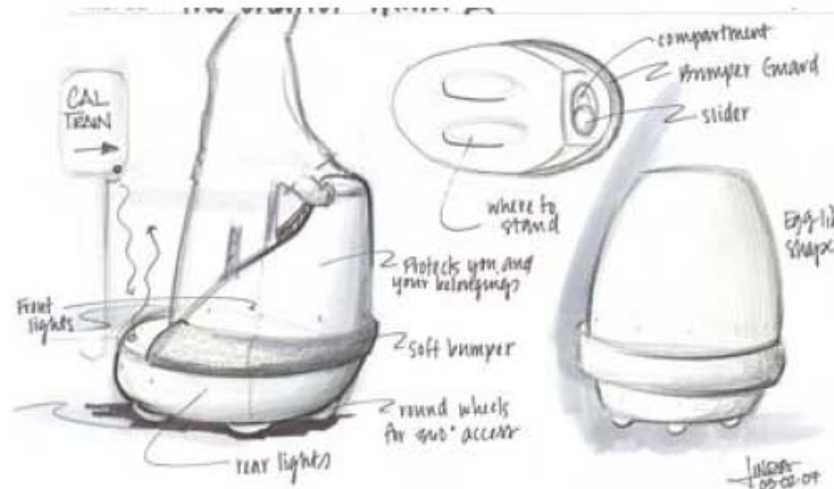
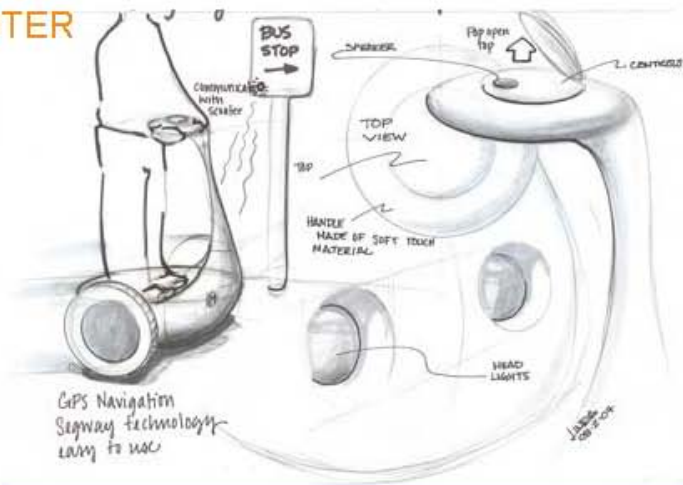
• Segway style
 • individual - 4

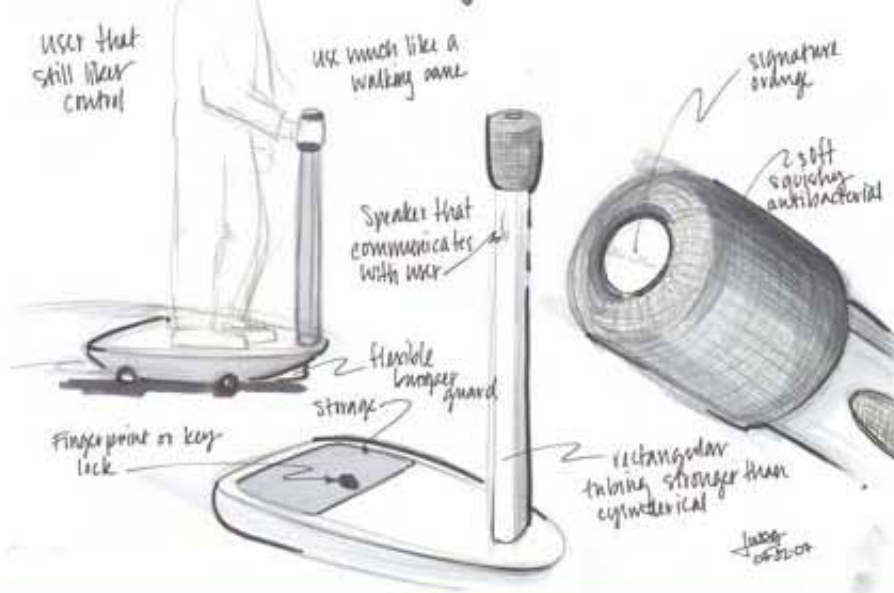
• Tip up seat for comfort
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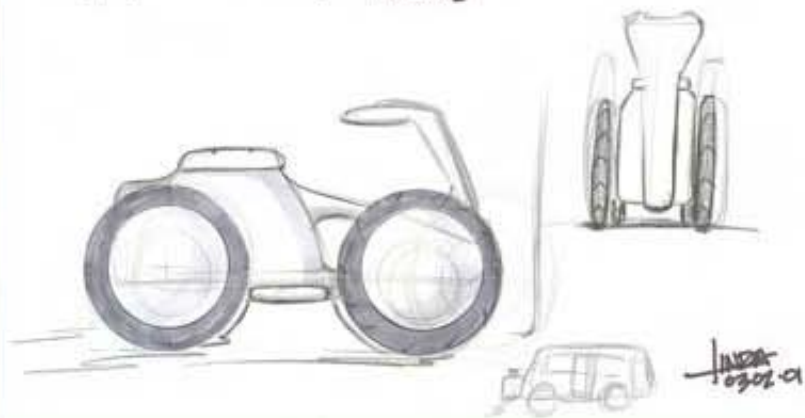
• Removable control unit turns into "Toy Train"

DIRECTION ONE - SCOOTER

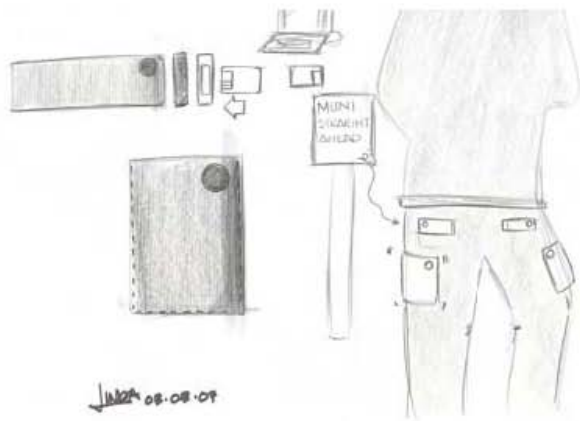




- get to transport station
- they store "bike"
- they = qualified happy mini-transit workers



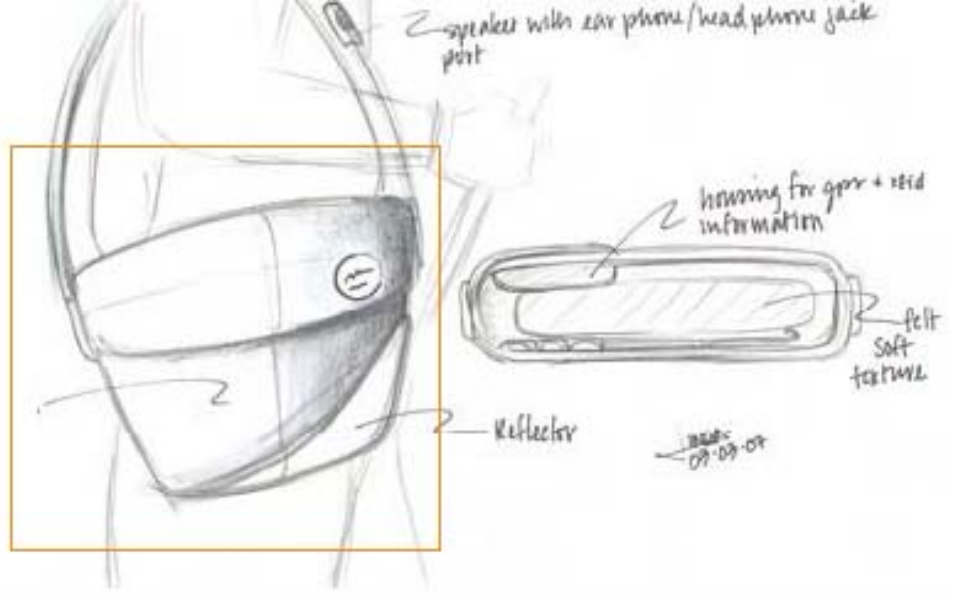
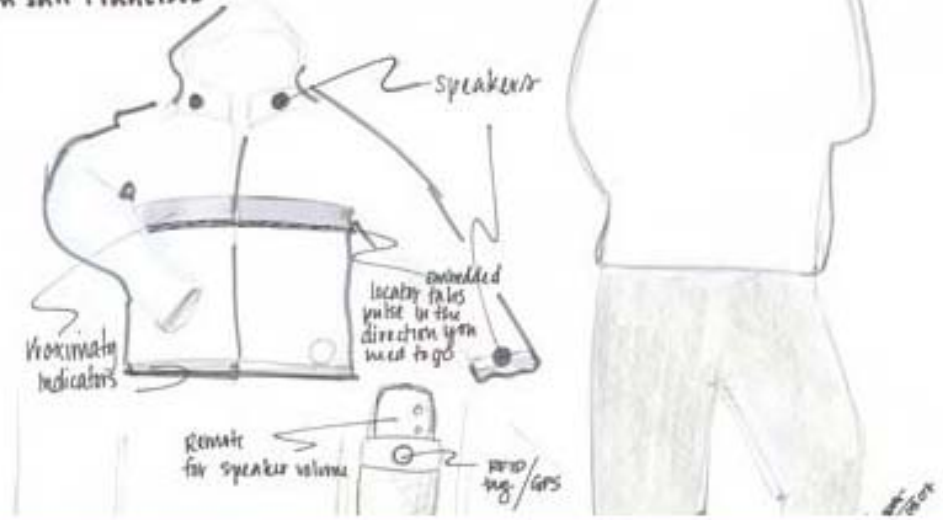
DIRECTION TWO - SOFT GOODS

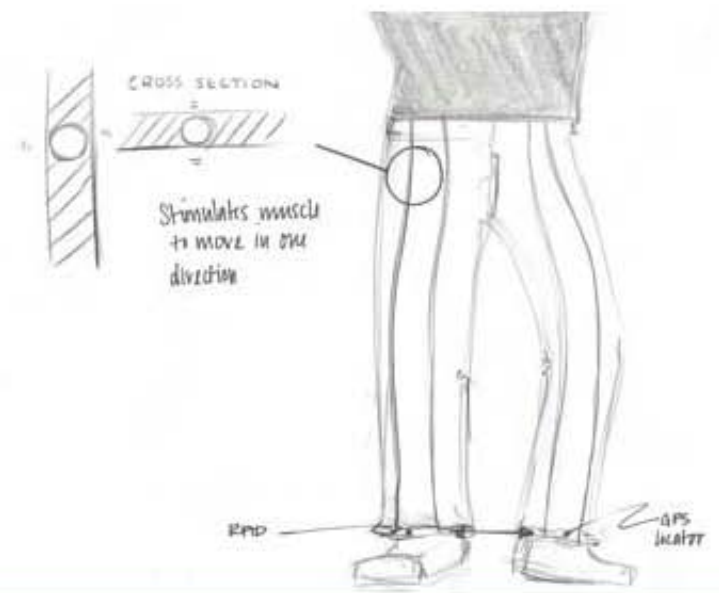
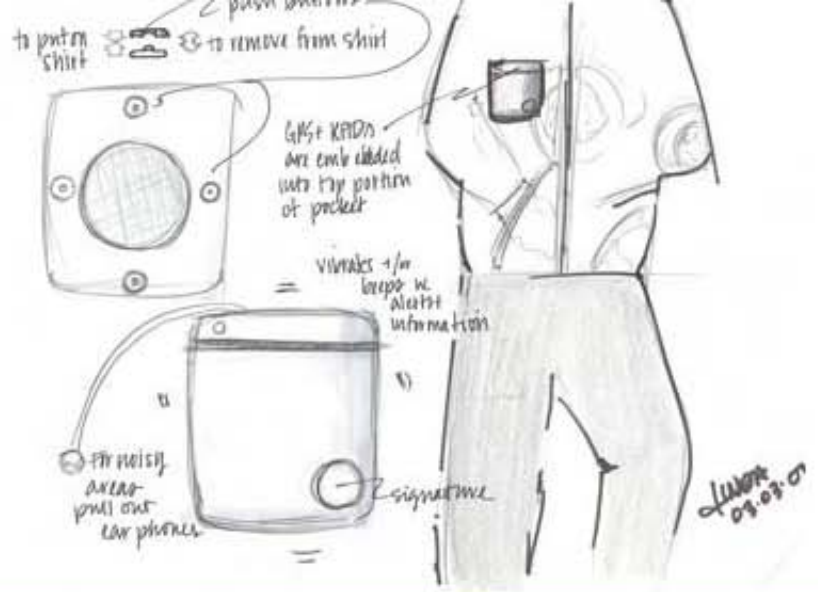


- Super micro thin
- Wireless body
- Wearer around the area you need to go



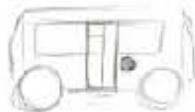
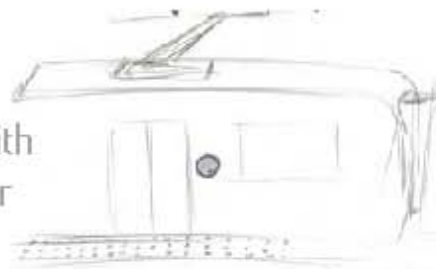
"Never had a colder winter than a summer in San Francisco"





DIRECTION THREE - EXPERIENCE

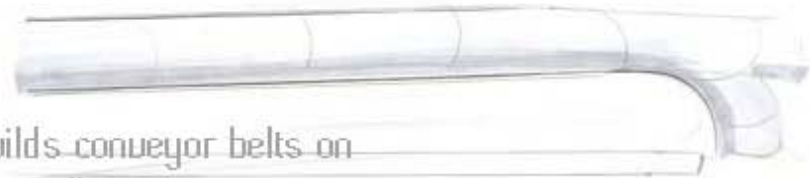
All transit is able to "talk" with individuals pda's and other electronic equipment



ALL TRANSIT

- Bu minidors for pad for information
- schedules
- locations... etc.

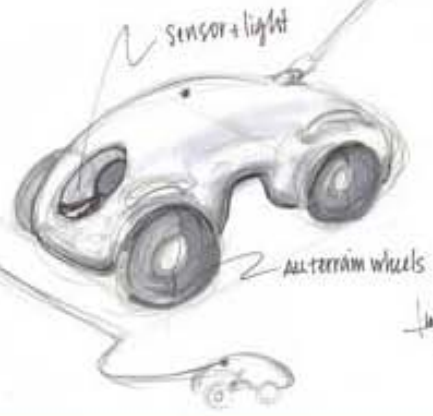
City builds conveyor belts on the sidewalks



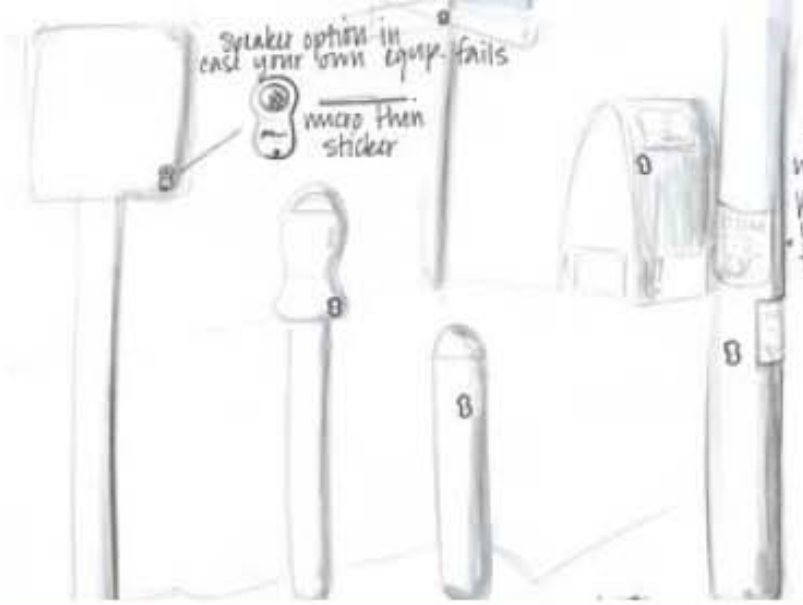
All vision
impaired are eligible
for use of a rock-a-doodle
at no cost to them

"Rock-a-doodle"

Part "Rock" part "poodle"
↳ intelligent



08-02-04

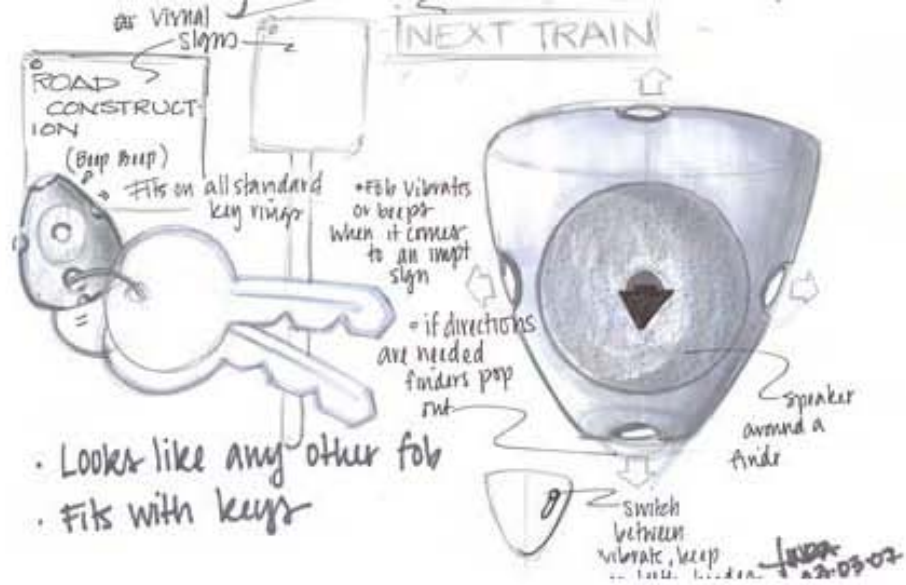


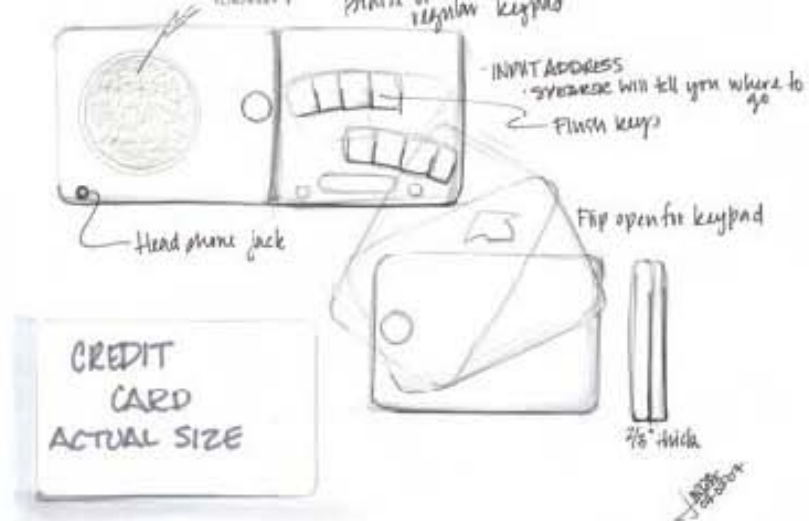
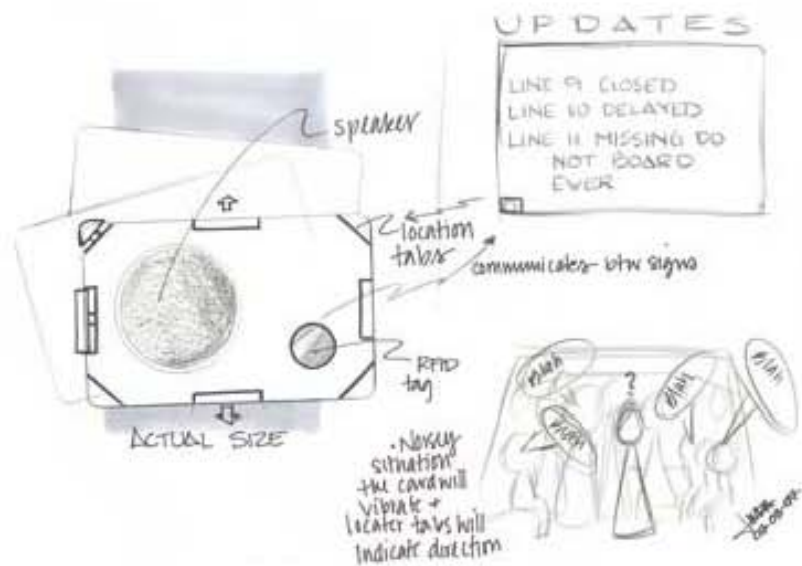
Speaker option in
case your own eqny. fails

micro then
sticker

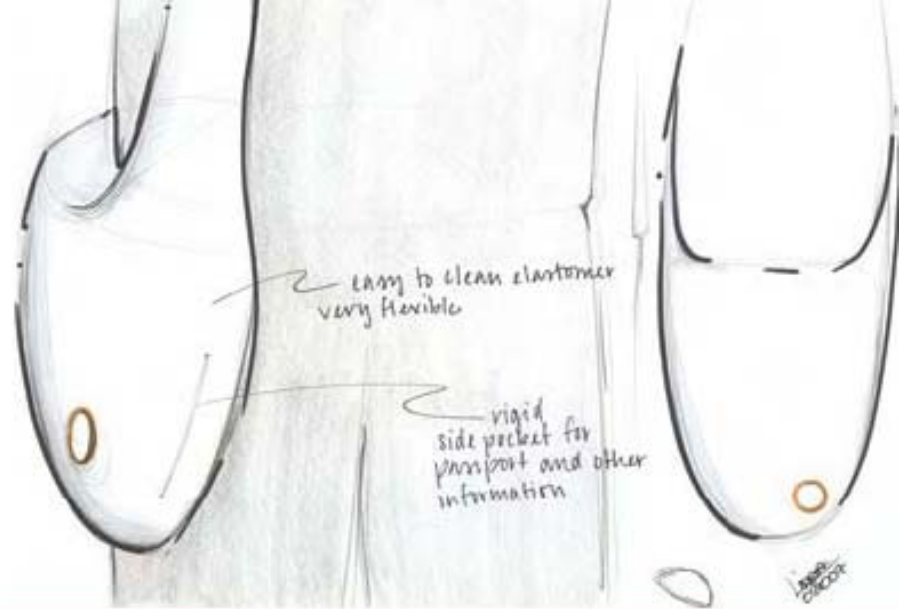
Each city
maintained
public obj.
will be
tagged

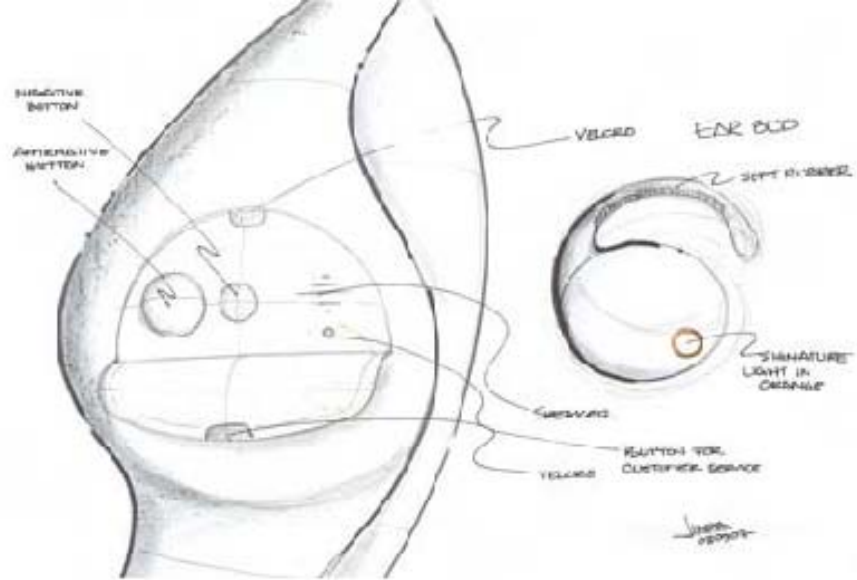
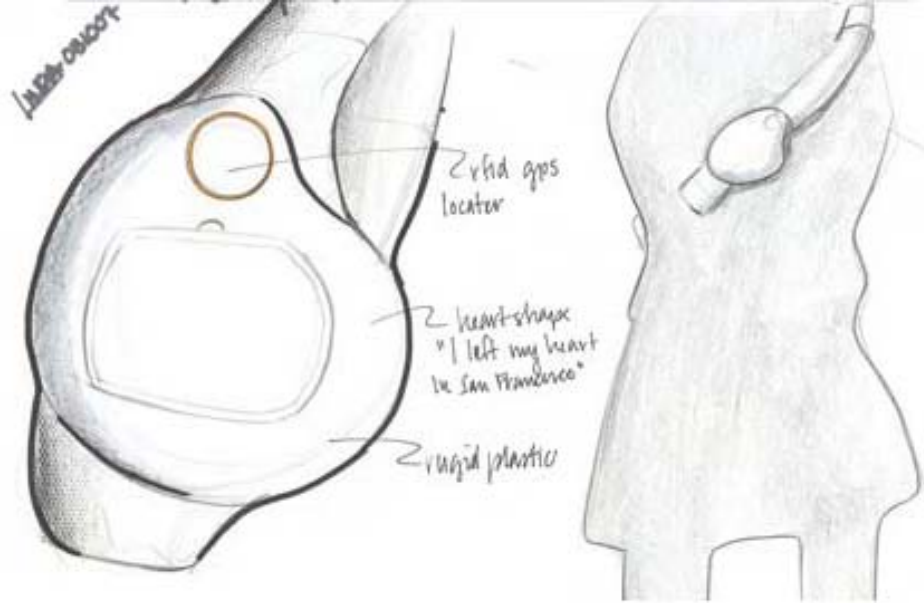
DIRECTION FOUR - HANDHELD PRODUCT



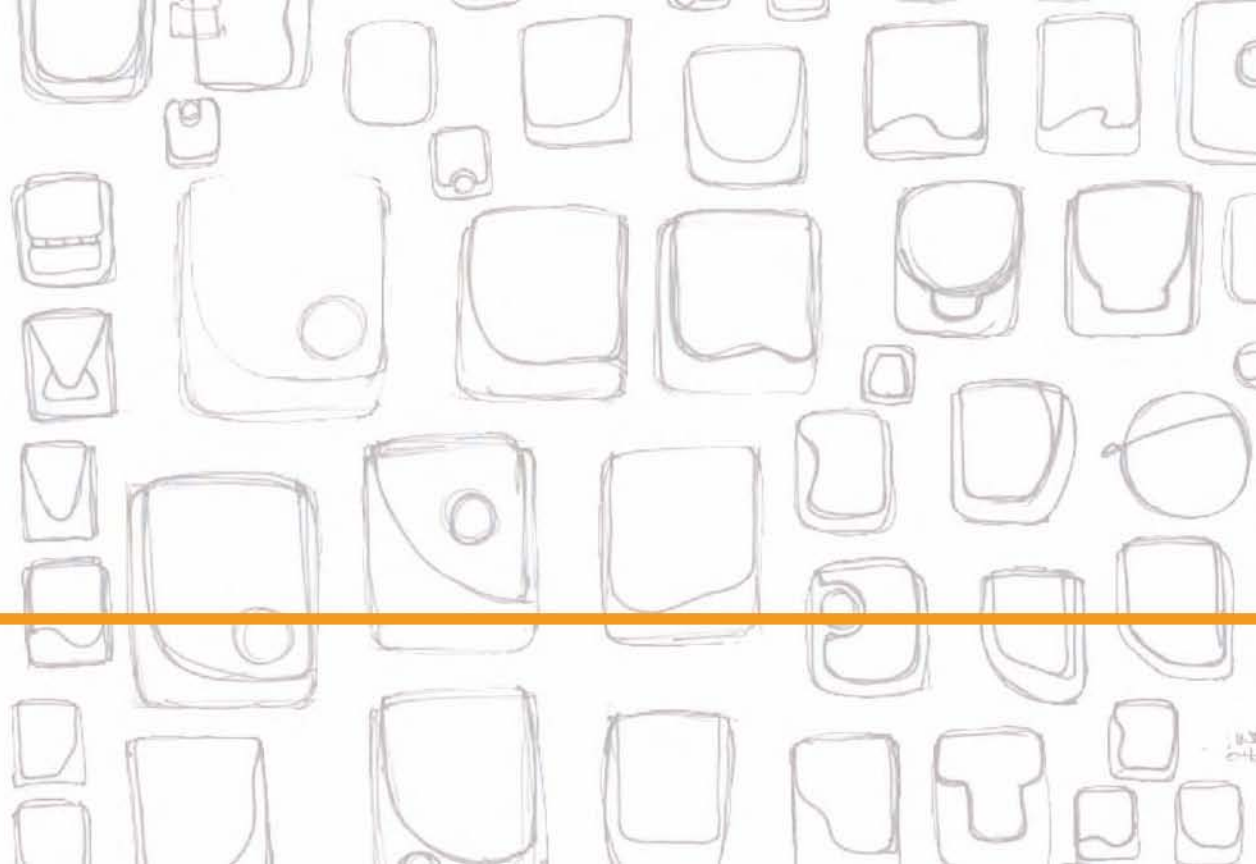


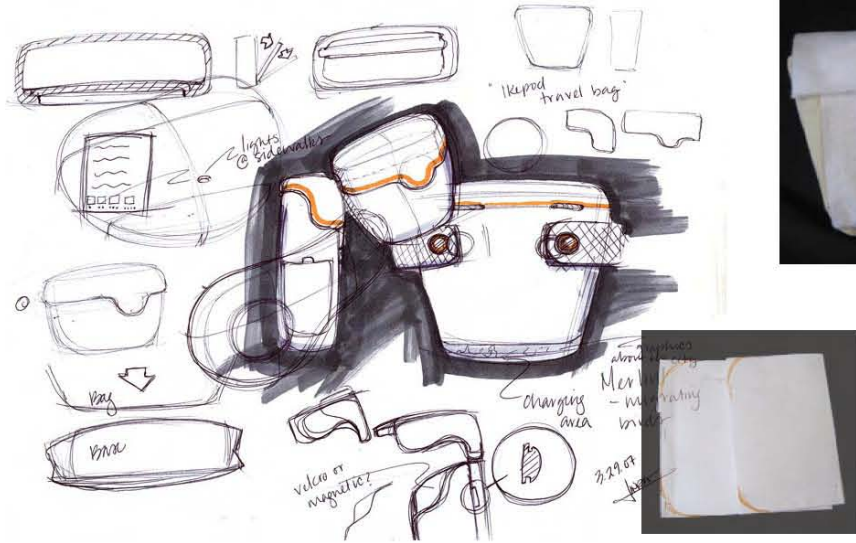
THE DIRECTION - SOFT GOODS

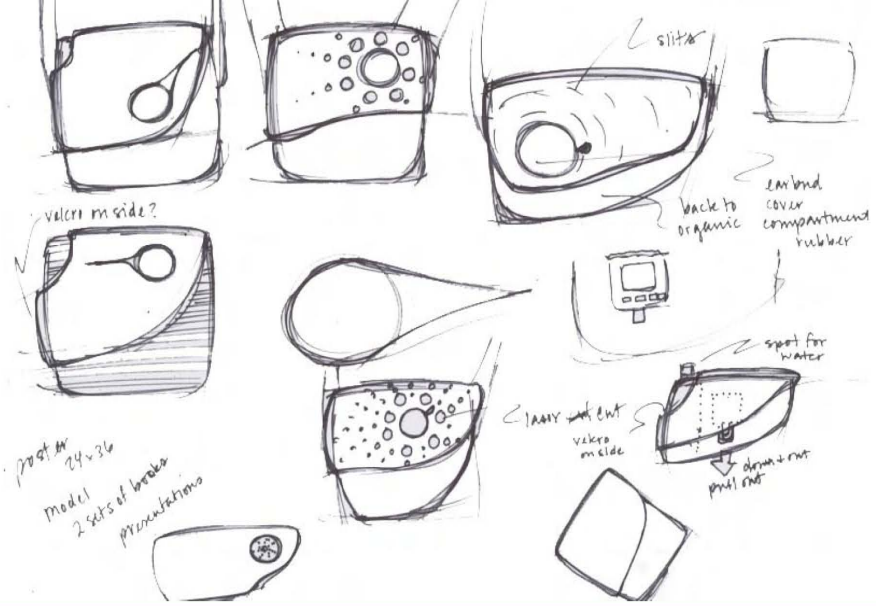




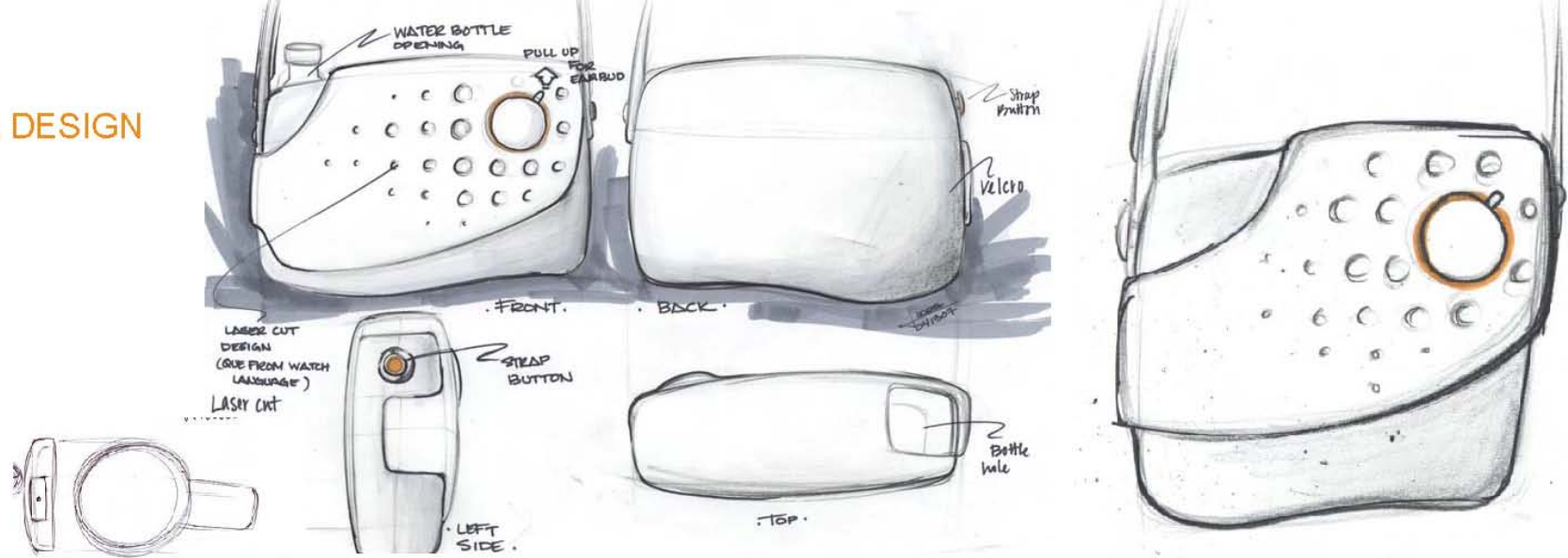
THE REFINEMENTS



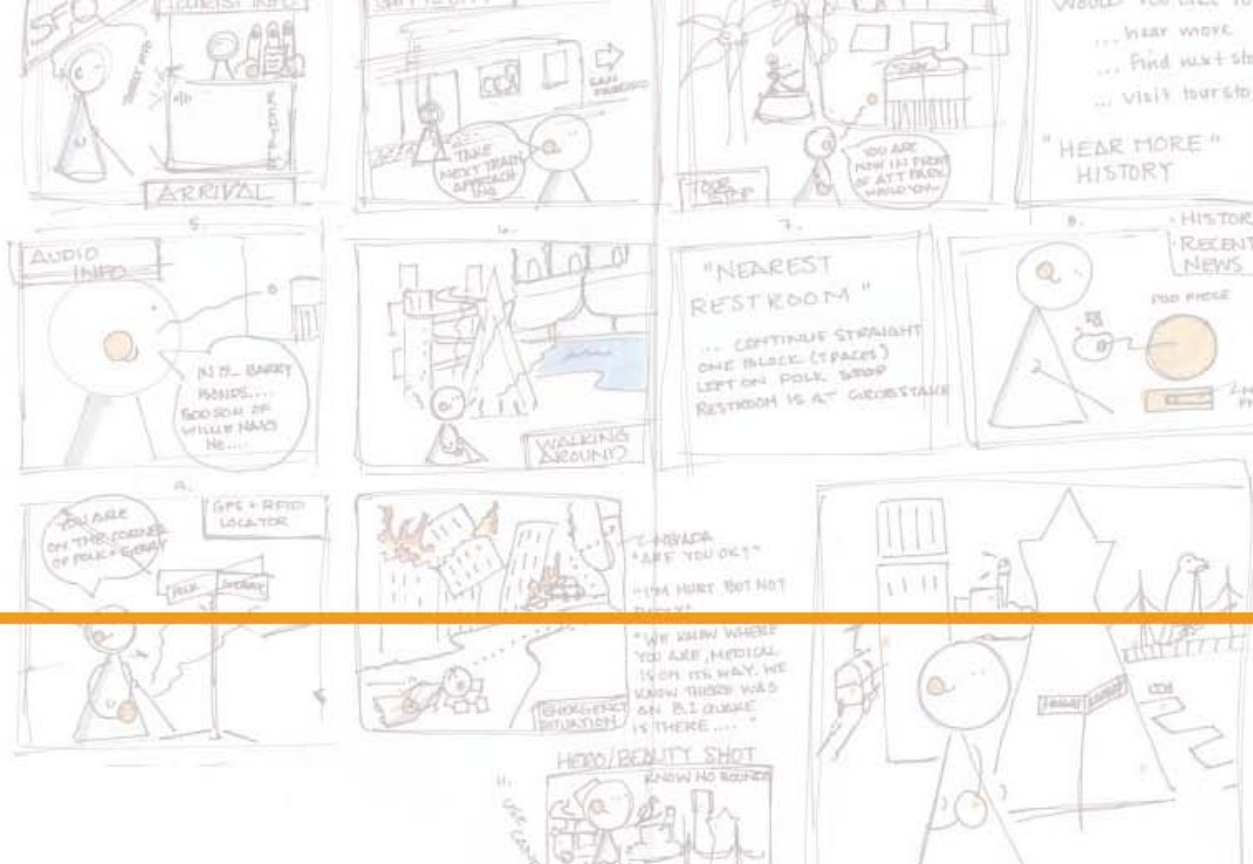


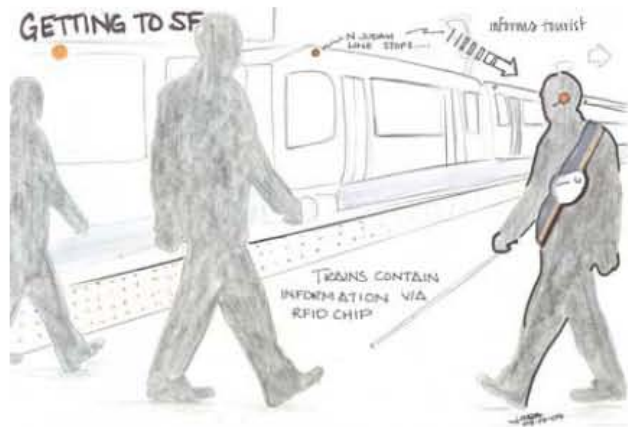
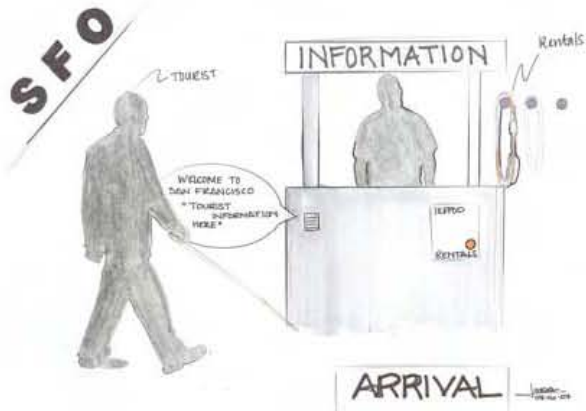


THE FINAL DESIGN

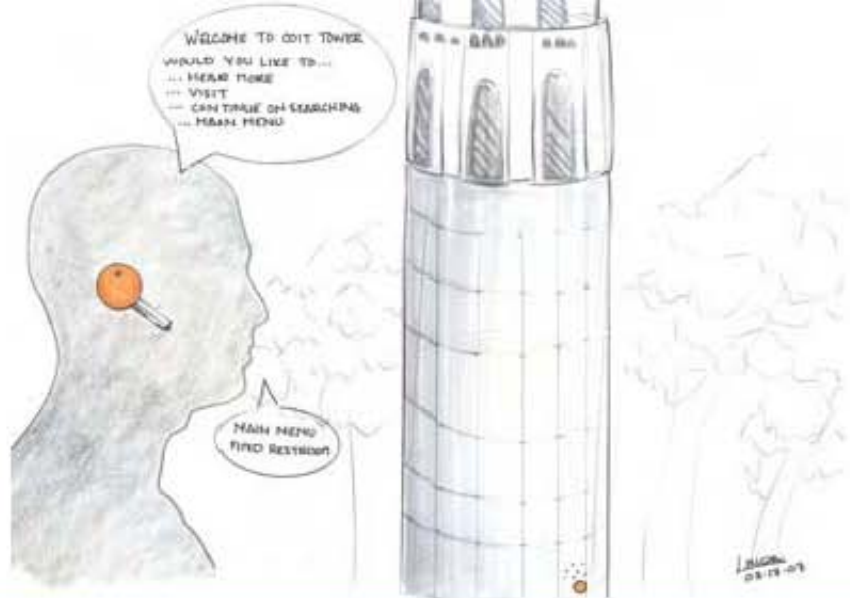


THE NEW EXPERIENCE

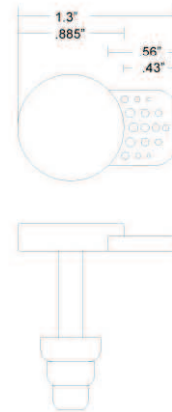
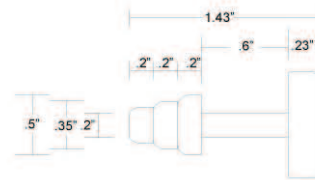




Rental service cities provide for tourists,
purchase and information given prior to flight.
Arranged via phone, internet, or fax



THE PATTERN



THE PARDALOTE



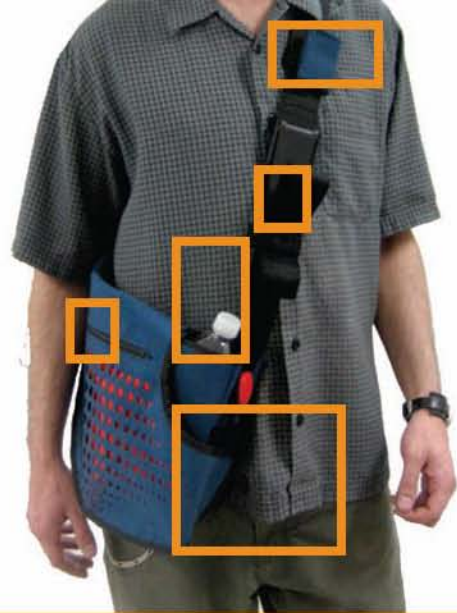
THE INSPIRATION



- RFID and GPS technology embedded into bag
 - Small unnoticeable earbud
 - Large holding capacity
 - Comfortable nylon strap
 - 24/7 customer service available
-

THE DETAILS

- Ear bud holder
- Cambuckle
- Easy access to water bottle and bag
- Front Pocket
- Pull handle for bag front flap
- Waterproof



THE MATERIAL

Cordura®



Nylon

THE DESIGNER



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cell: 650.861.0542

Palo Alto, CA

linda.angela@gmail.com