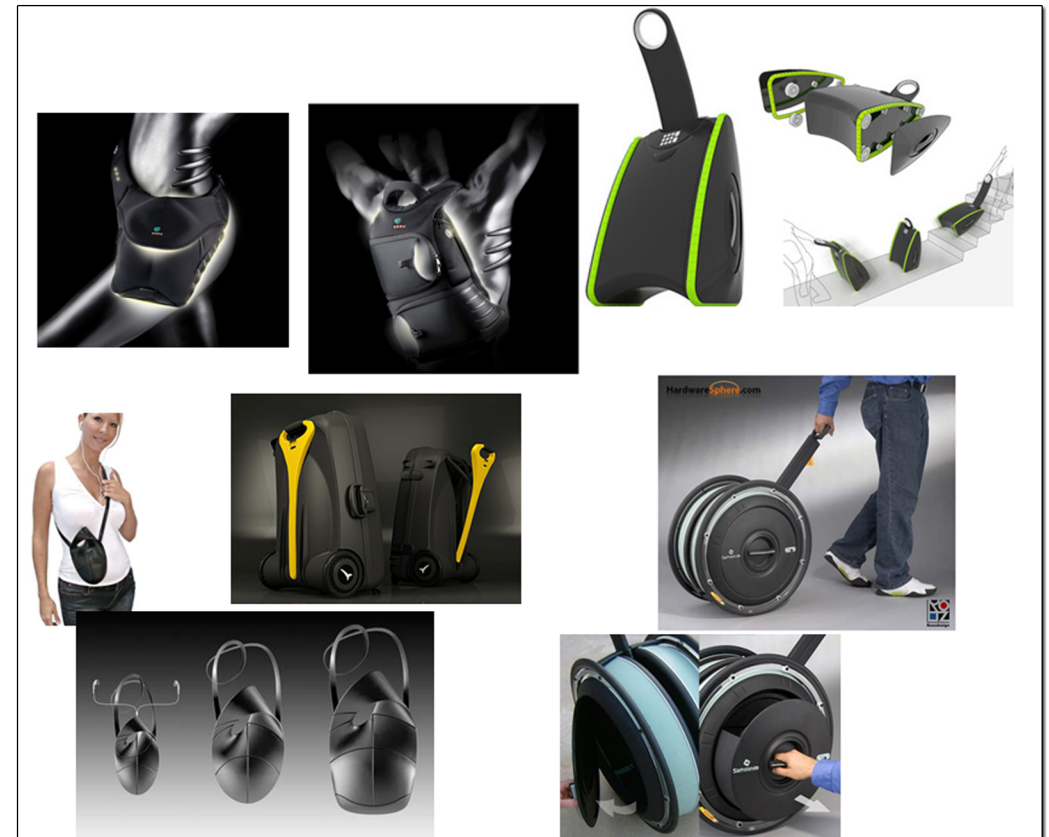


# TARGET MARKET + RESEARCH

I had chosen my target market by simply having a desire to create a bag for those whom I know: college age students. With many students taking over night trips, whether it's traveling back home or to a friend's, the majority of which I interviewed had one similarity; no bag specifically used for overnight travel.



Not only searching for bags already on the market, but looking for design concepts currently being developed had quickly shown existing problems that were attempting to be addressed.