



Umbrella
DESIGN



BRIEF

LOOKING INTO CREATING A DEVICE THAT
UTILIZES THE FUNCTIONALITY OF AN UMBRELLA
WHILE IMPROVING THE OVERALL EXPERIENCE
FOR THE USER.

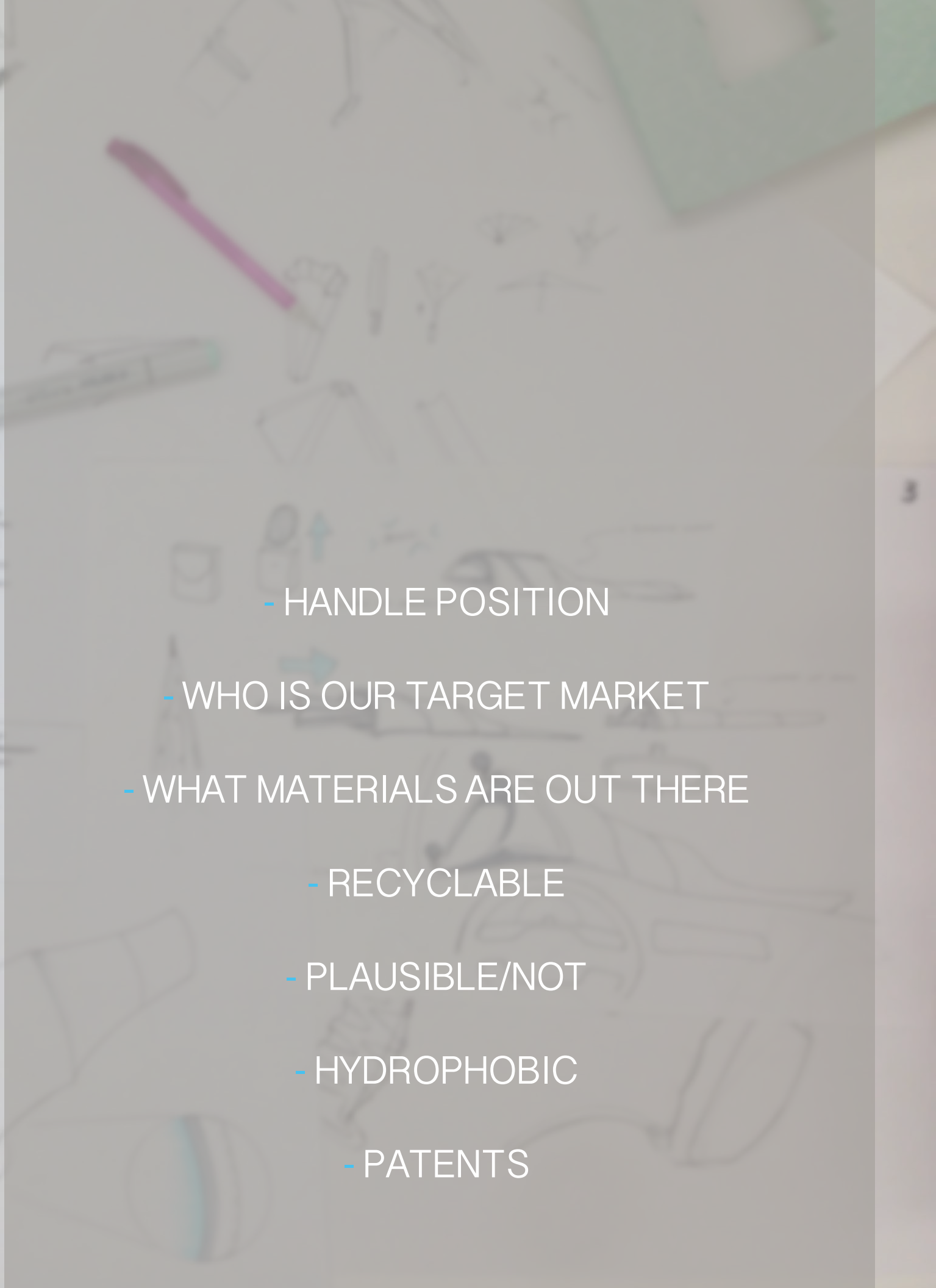


PRICE POINT

\$25-\$50

FITTING INTO THE CATEGORY OF “A NICE
UMBRELLA BUT INEXPENSIVE ENOUGH TO
REPLACE IF NEED BE”

BRAINSTORMING



- HANDLE POSITION

- WHO IS OUR TARGET MARKET

- WHAT MATERIALS ARE OUT THERE

- RECYCLABLE

- PLAUSIBLE/NOT

- HYDROPHOBIC

- PATENTS

IDEAL PRODUCT



MUST HAVE

- KEEP YOU DRY WHILE GETTING IN THE CAR
 - ERGONOMICS
 - SIMPLICITY
- FIT IN WITH OTHER UMBRELLAS
 - CONVENIENT
- REASONABLY PRICED

COULD HAVE

- ROOM FOR TWO
 - QUICK DRAW
 - LIGHTS
- NANO TECHNOLOGY
 - HYDROPHOBIC
 - RECYCLABLE

AWESOME IF

- FULLY AUTOMATED

CONTINUED RESEARCH

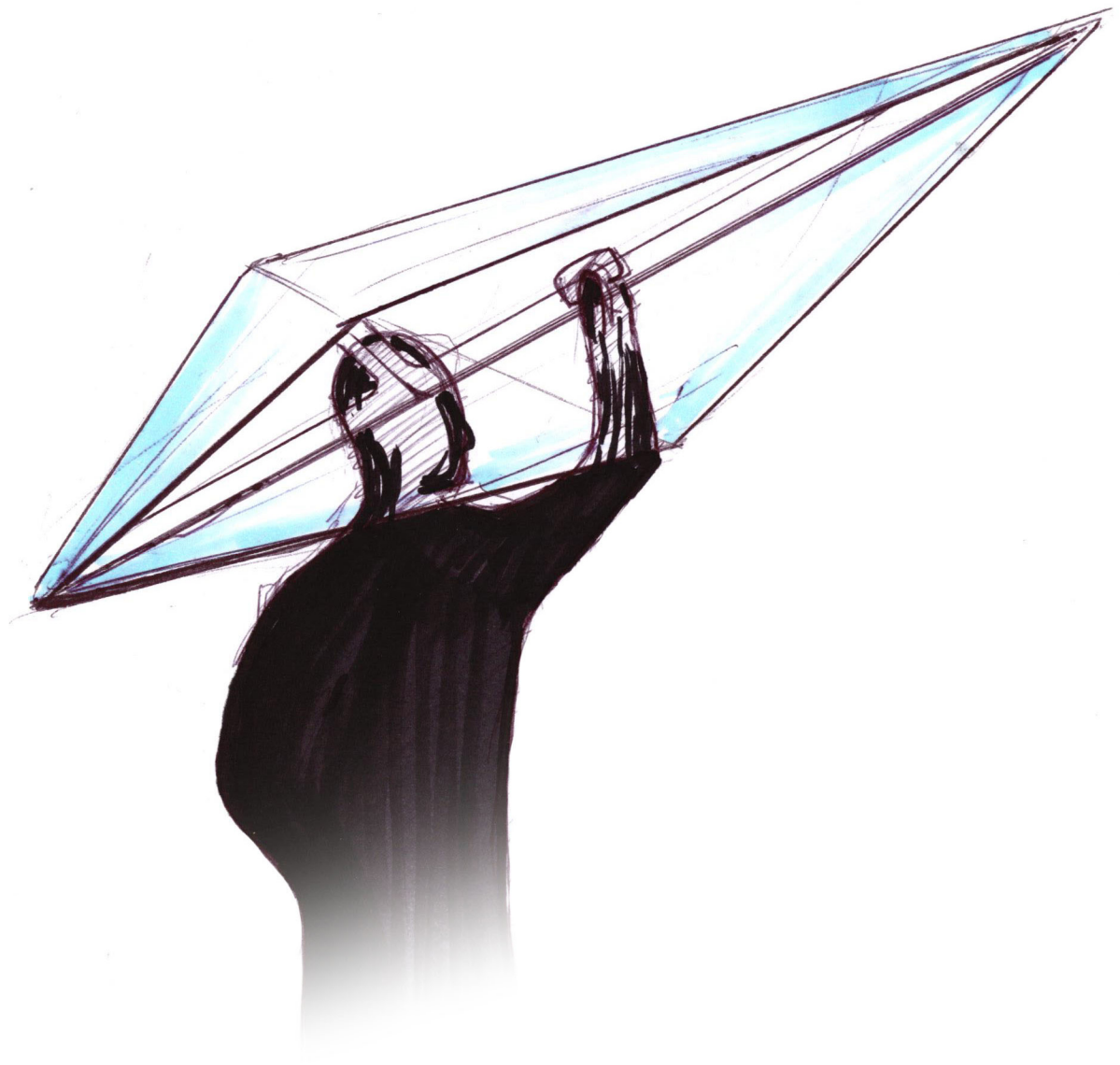
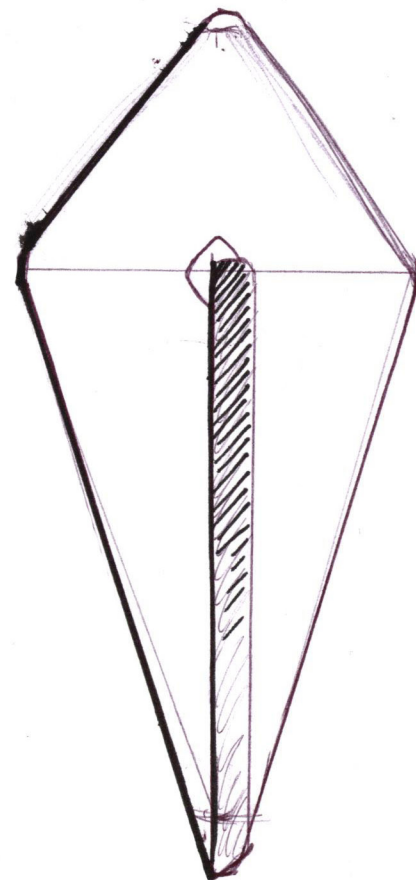
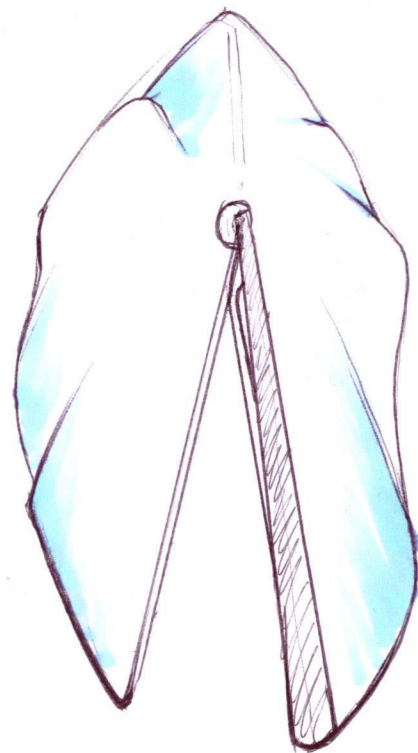
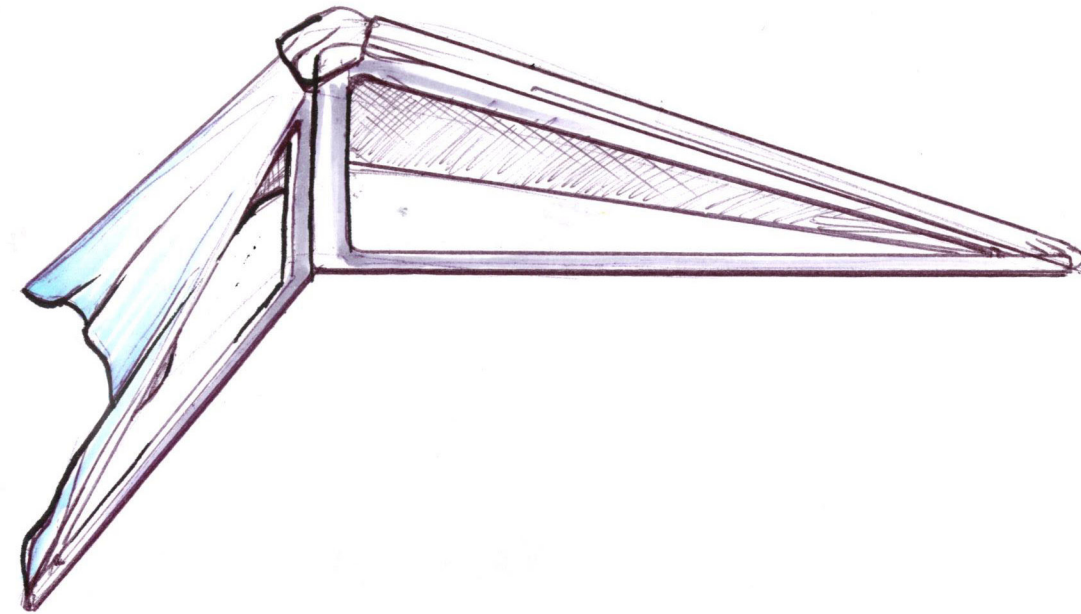
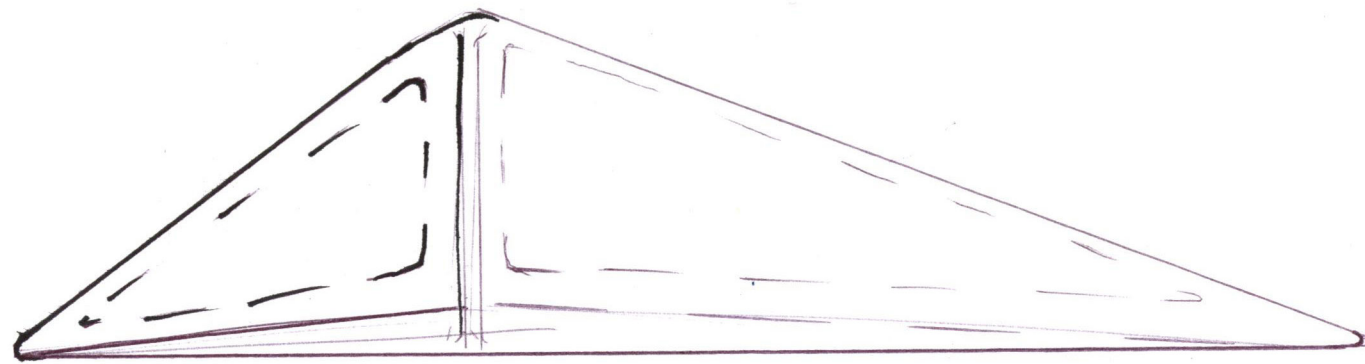
PATENTS

- GOING THROUGH THE NEW THOUGHTS
- WHAT IS ALREADY OUT THERE WHAT CAN BE USED
- WHEN WAS THE PATENT ISSUED
- WHAT PATENTS ARE
- FUNCTIONS OF MATERIALS

MATERIALS

- WHATS NEW
- WHAT ARE NEW WAYS TO REPEL WATER
- NANO TECHNOLOGY
- HYDROPHOBIC
- SQUEEGEE

REFINED SKETCHES



CONCEPT FEATURES

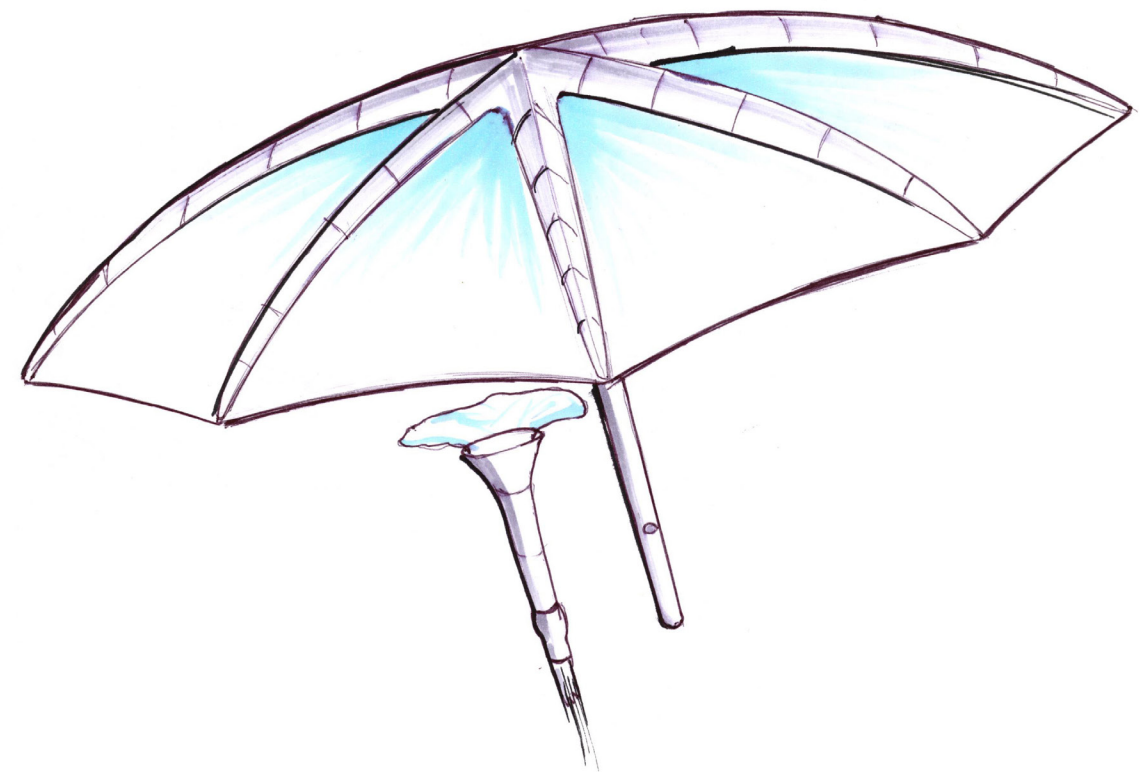
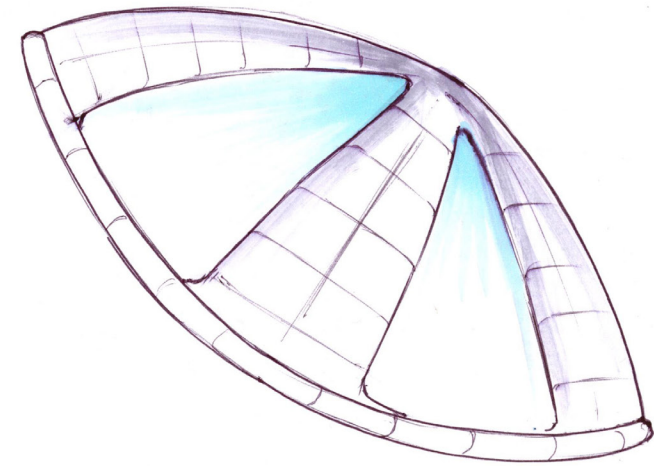
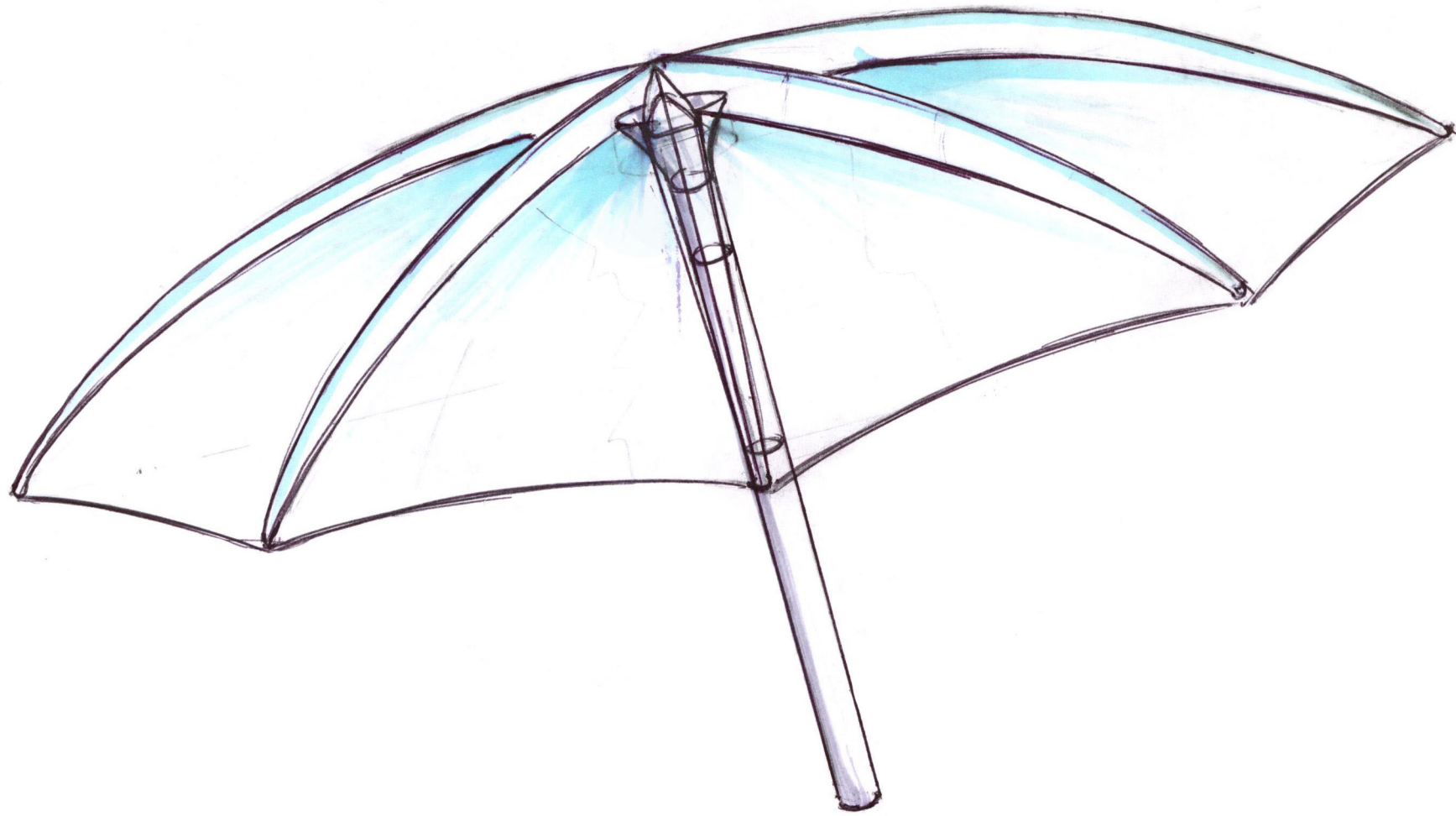
- WRAP AROUND OPEN/CLOSE
- WIND RESISTANT DESIGN
- ANTI-WATER SEAM COVER
- FRAME CREATES HANDLE

PROS

- QUICK
- EASILY STORED
- CAN BE USED IN HIGH WINDS
- TRAPS ALL OF THE WATER BEFORE GETTING IN THE CAR
- WILL NOT FLIP INSIDE OUT

CONS

- AWKWARD WAY OF HOLDING IT
- LENGTH



CONCEPT FEATURES

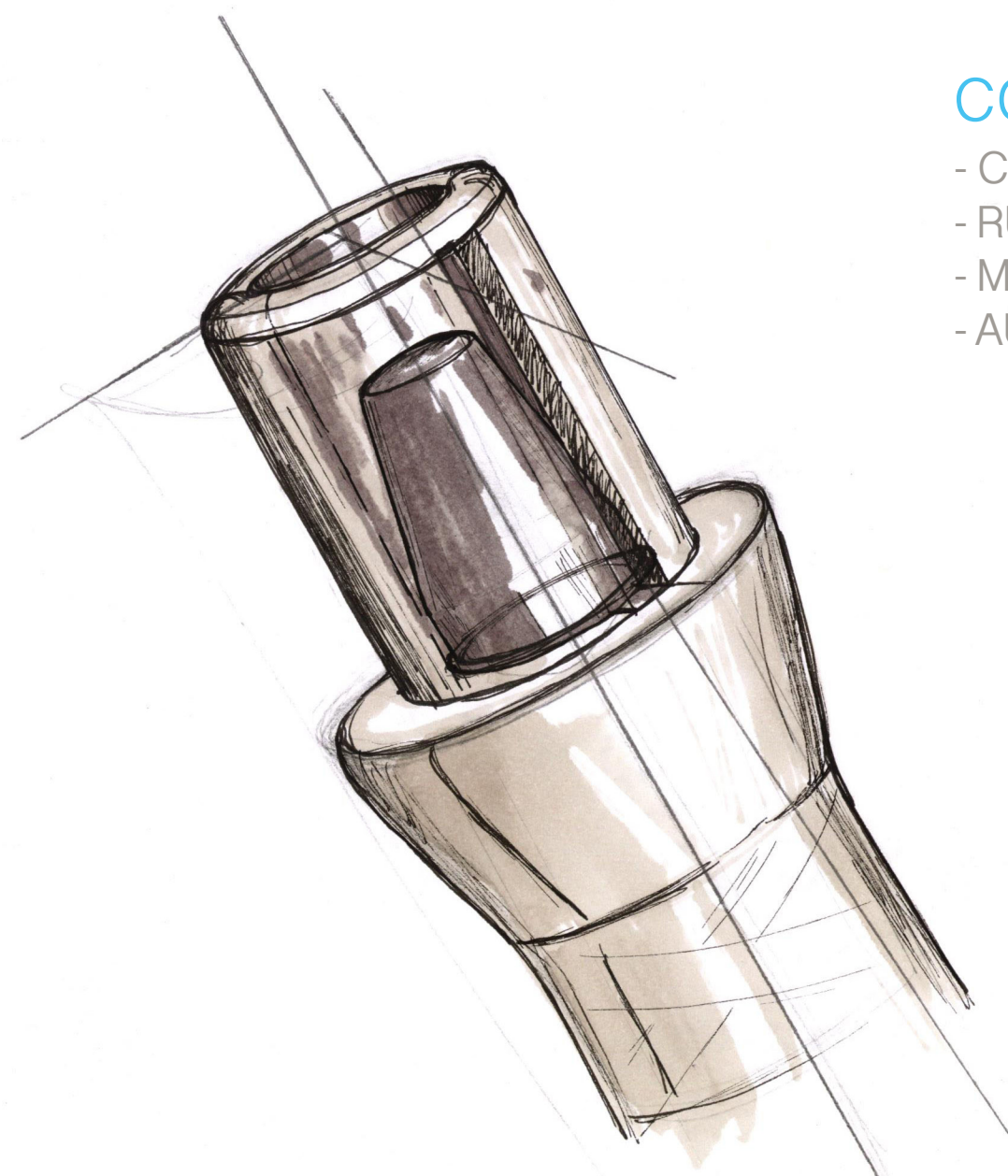
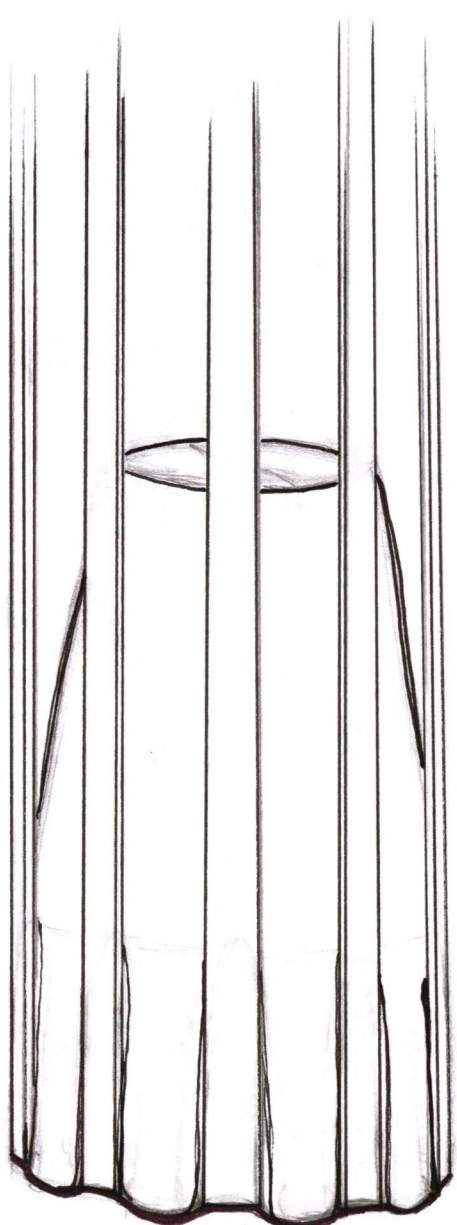
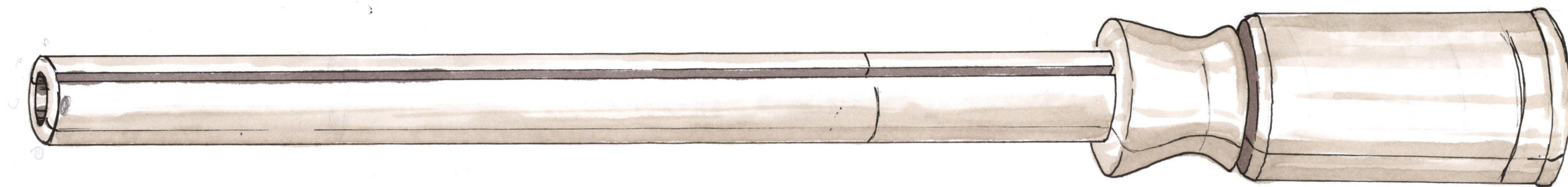
- INFLATABLE RIBS
- CANOPY COLLAPSES INTO SHAFT
- AUTOMATIC INFLATION
- PUSH-BUTTON ACTIVATION

PROS

- AIR COMPRESSED
- CANOPY COMPRESSED IN THE TUBE
- PATCHED
- CO2

CONS

- LIGHT
- EASILY TAKEN AWAY BY THE WIND
- CAN BE RIPPED
- MANUAL TAKE DOWN
- TAKES A WHILE TO GET ALL OF THE AIR OUT OF THE BLADDER



CONCEPT FEATURES

- CANOPY COLLAPSES INTO SHAFT
- RUNNER PROVIDES EASY USE
- METAL RIBS
- AUTOMATIC UMBRELLA FORM

3D RENDER



3D RENDER

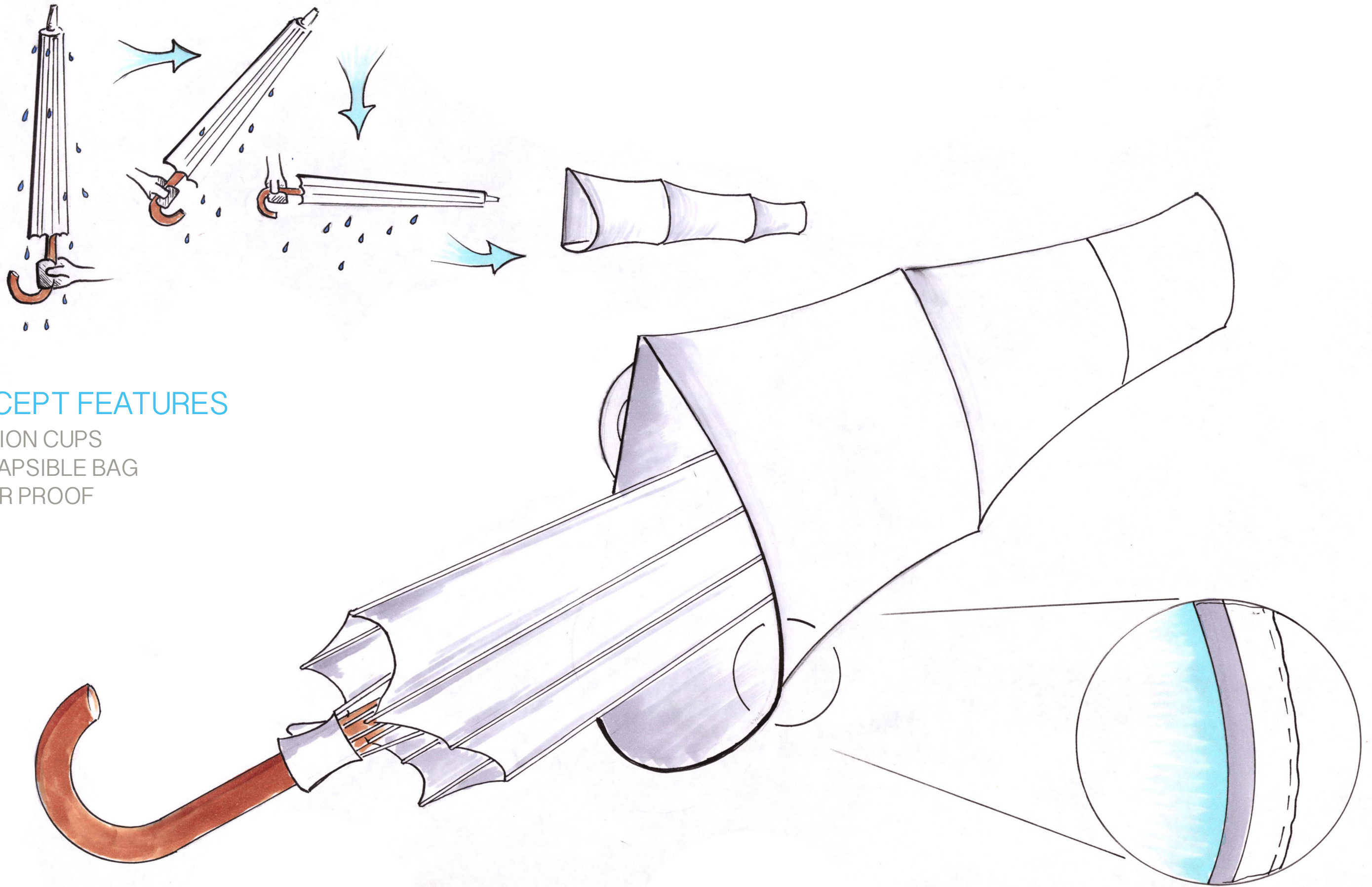


PROS

- QUICK
- EASILY STORED
- CONCEALS ALL OF THE WATER INSIDE OF THE TUBE, WHILE GETTING RID OF MOST OF THE WATER IN THE PROCESS
- EASILY DEPLOYED

CONS

- BIGGER SHAFT



CONCEPT FEATURES

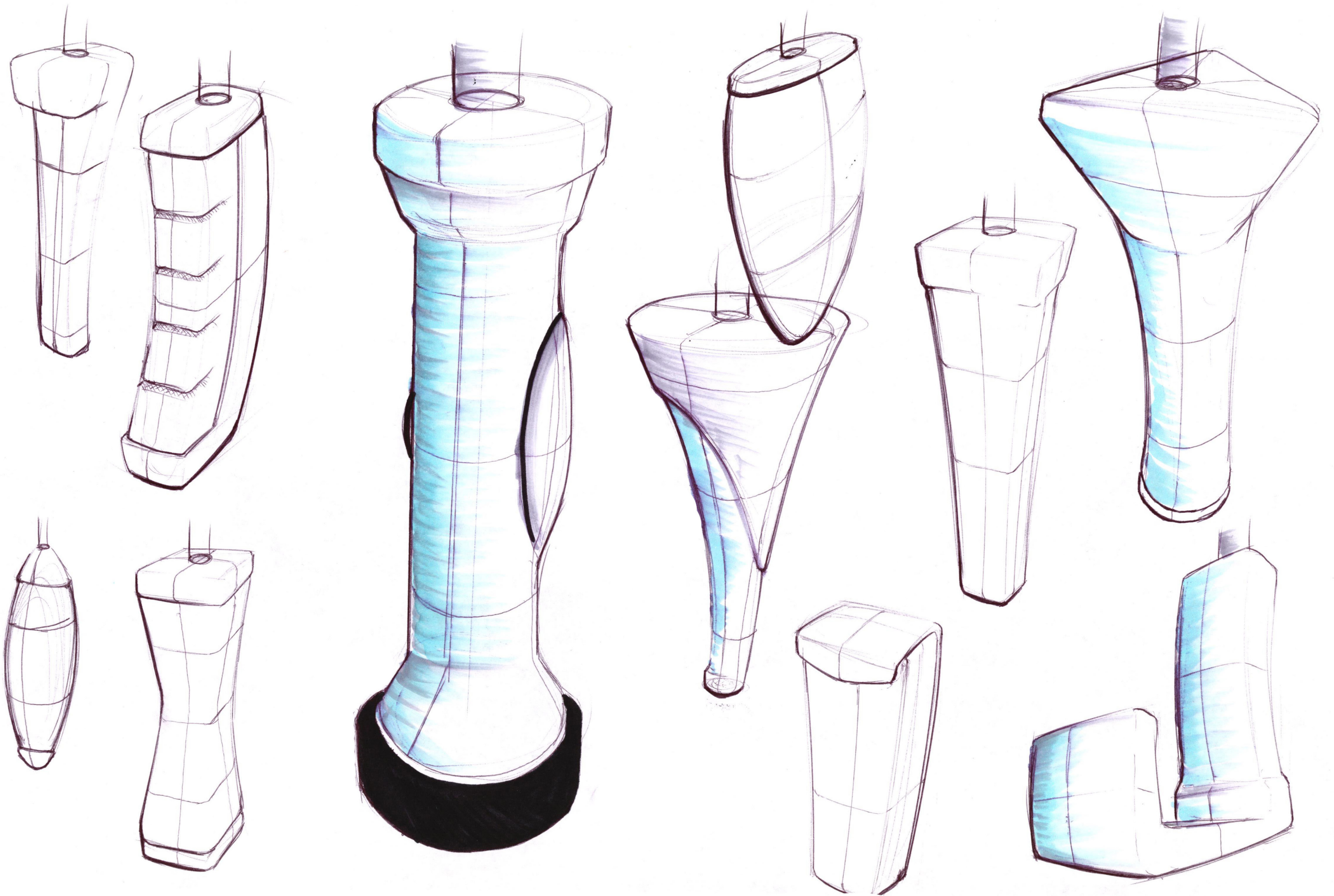
- SUCTION CUPS
- COLLAPSIBLE BAG
- WATER PROOF

PROS

- INEXPENSIVE TO PRODUCE
- NO NEED TO CARY WITH YOU
- UNIVERSAL (WORKS WITH ALL UMBRELLAS)
- SITS IN THE DASH OF THE CAR
- COLLAPSIBLE
- MINIMUM STORAGE

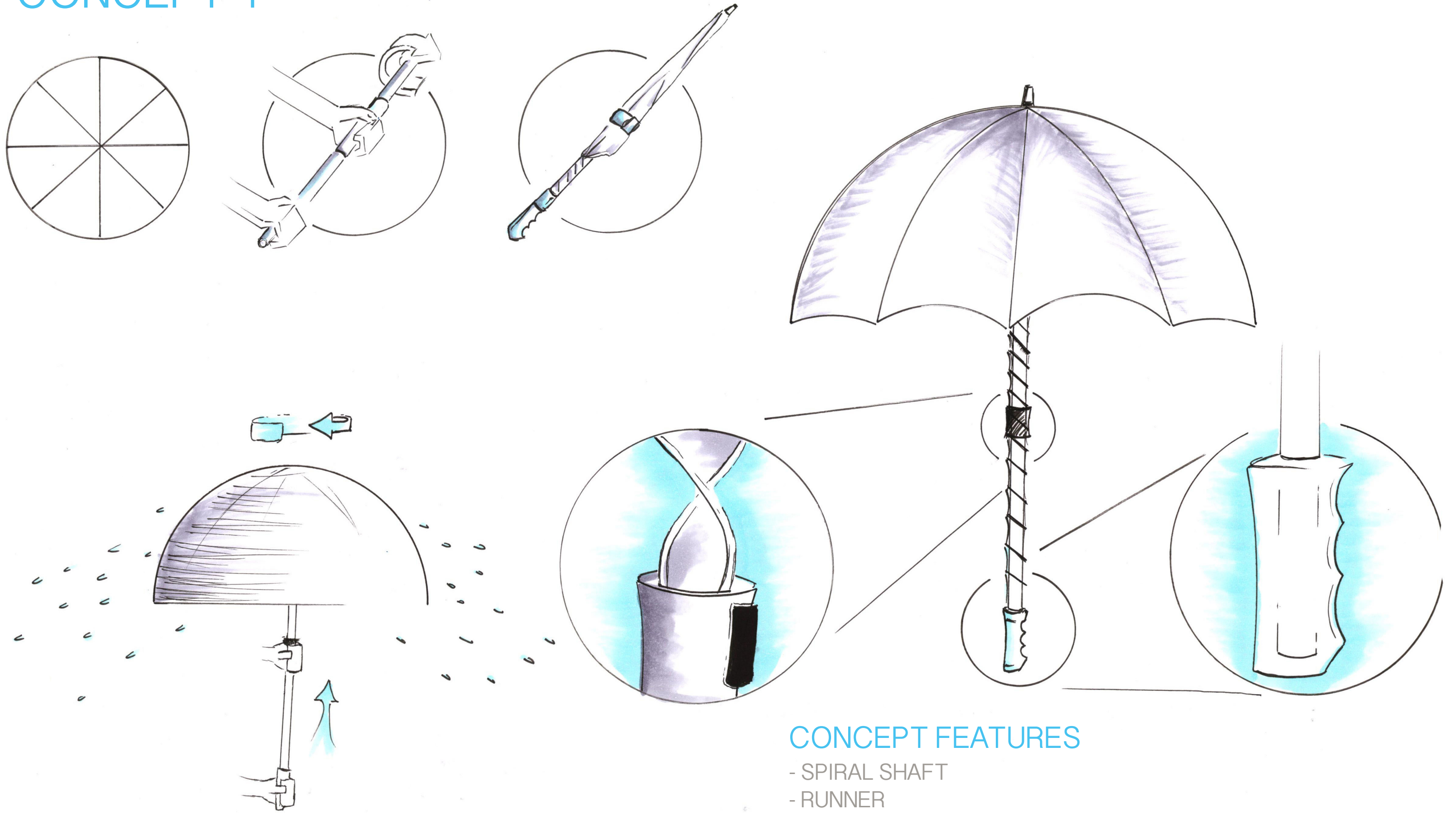
CONS

- SET UP TIME
- STAYS WET INSIDE THE BAG
- IN CAR STORAGE



FINAL DIRECTION

CONCEPT 1



CONCEPT FEATURES

- SPIRAL SHAFT
- RUNNER
- SPINS WATER OFF

3D RENDER

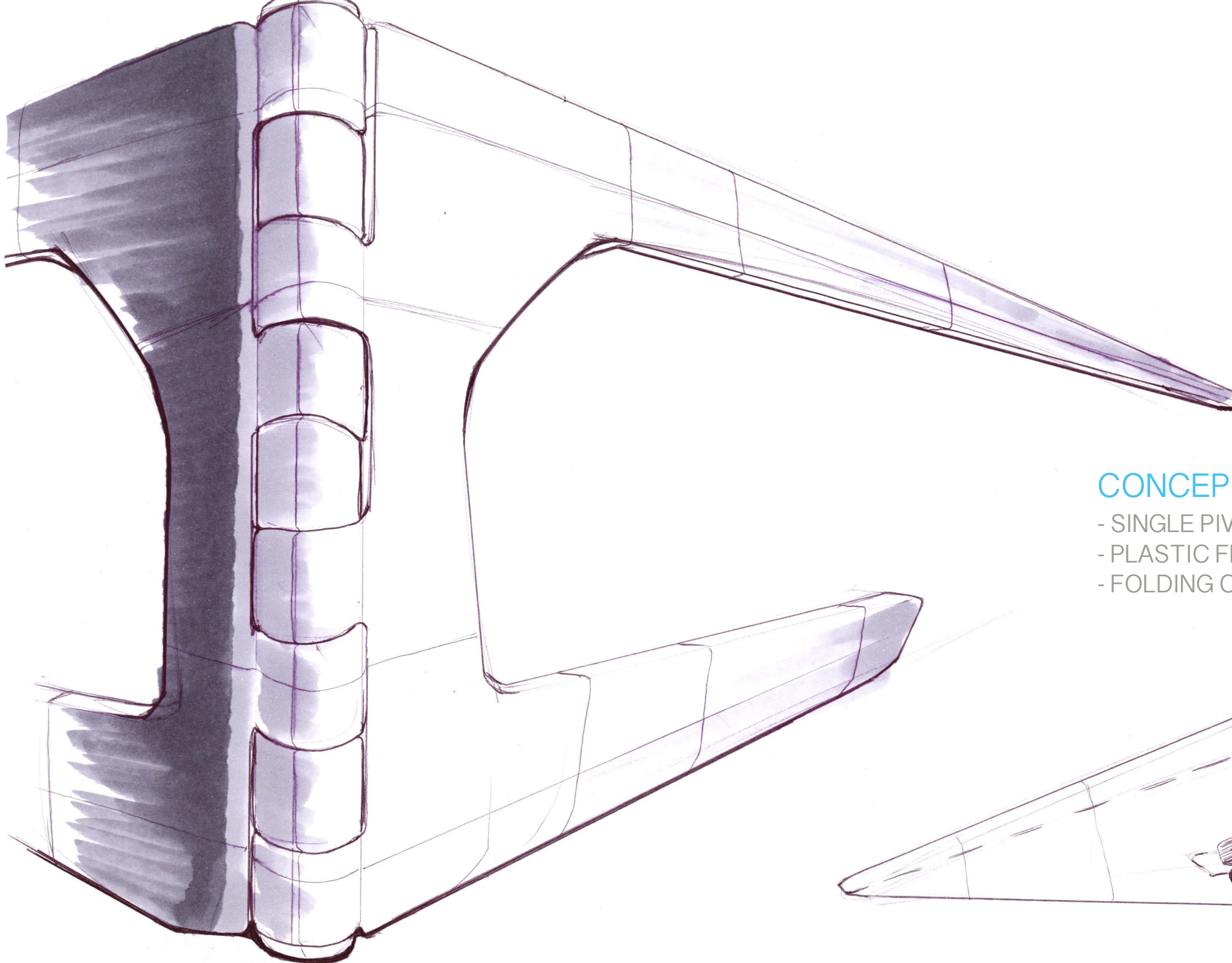


CONCEPT 2



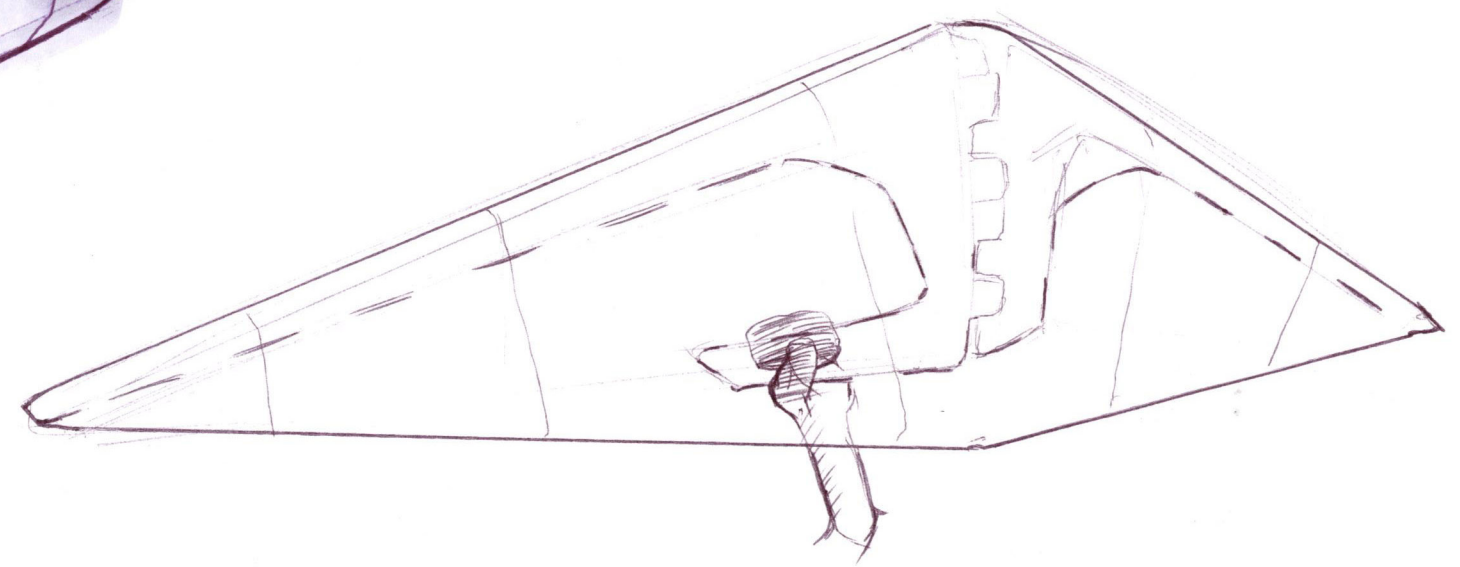
CONCEPT FEATURES

- WIND RESISTANT
- LIGHT FRAME
- HANDLE

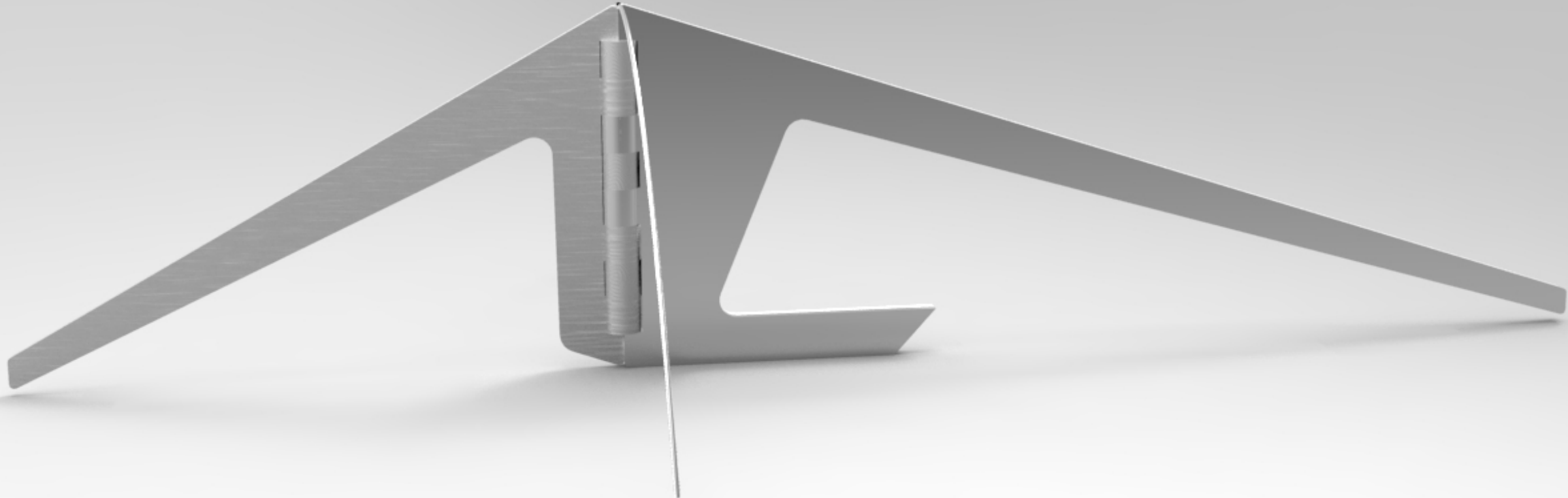


CONCEPT FEATURES

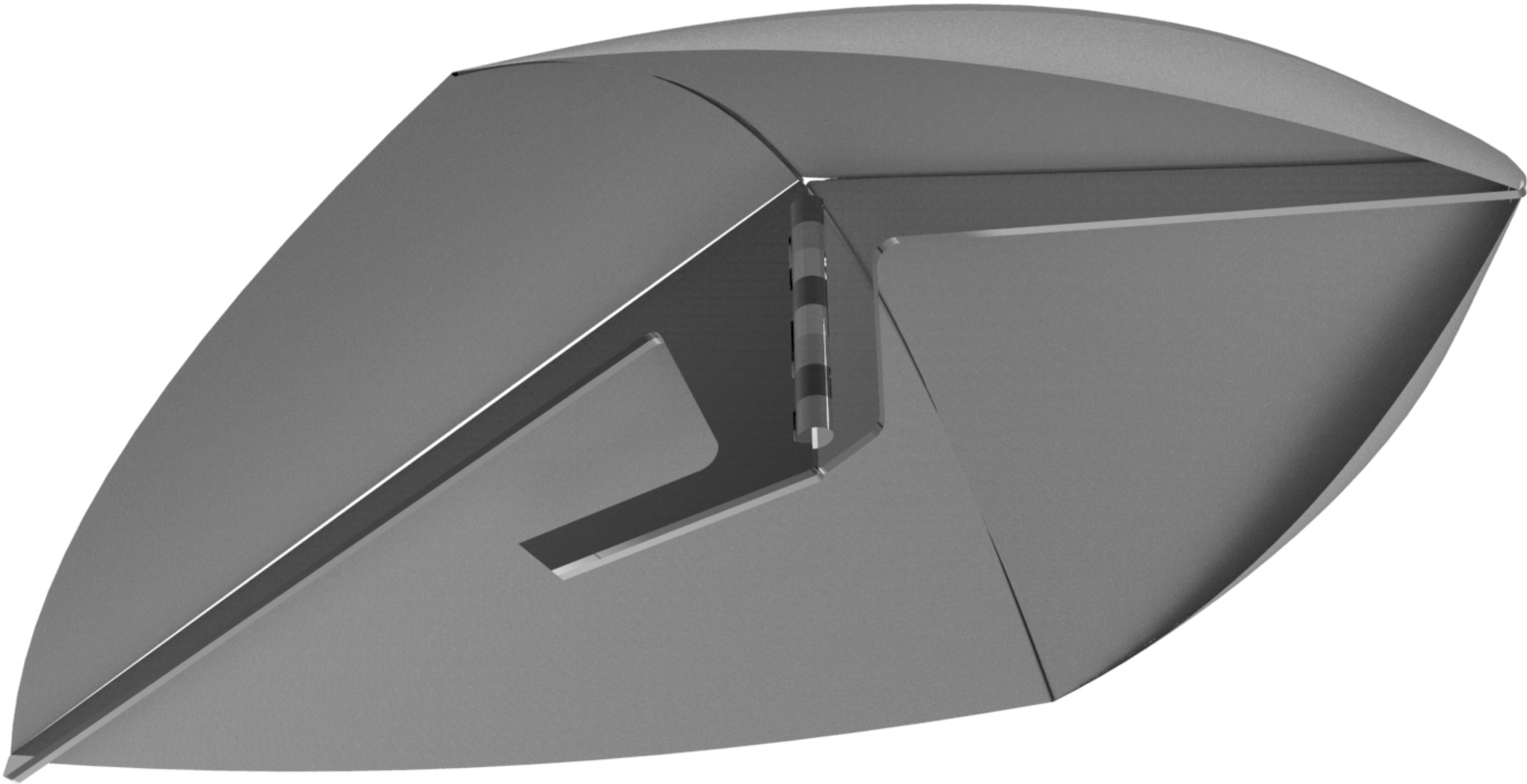
- SINGLE PIVOT JOINT
- PLASTIC FRAME
- FOLDING OPEN/CLOSE



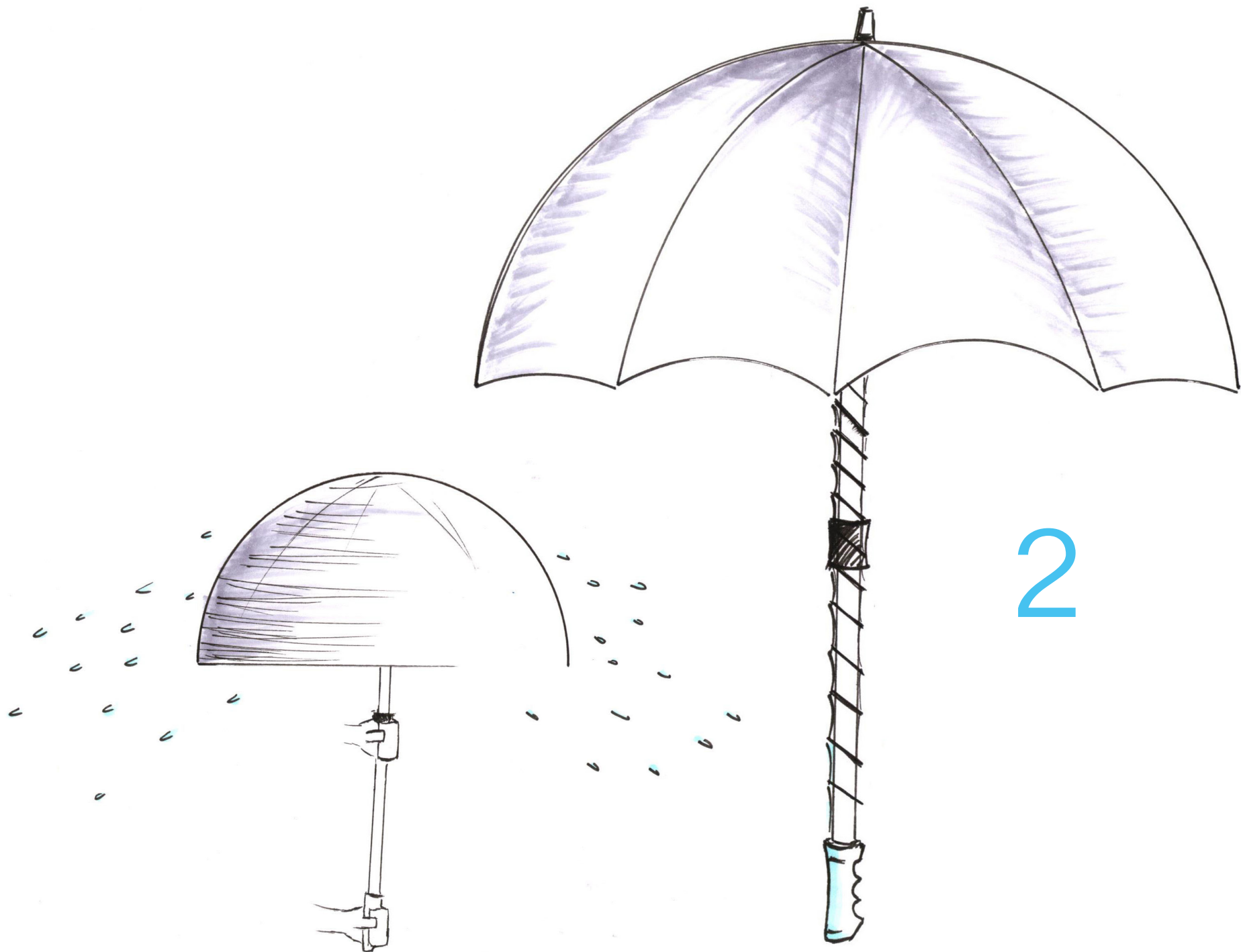
3D RENDER



3D RENDER



1



2

Thank You!