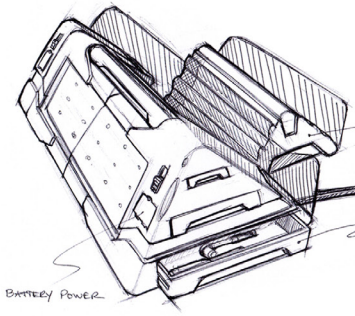
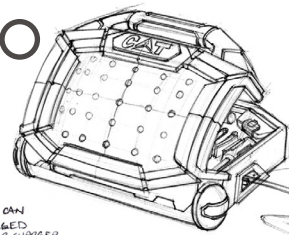


I CHOSE THIS CONCEPT BECAUSE I FELT THAT ITS RUGGED DESIGN AND FUNCTIONALITY FIT THE CAT BRAND.

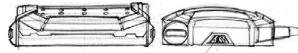


REMOVABLE TIRE WEDGE
LIGHT CAN BE PLUGGED INTO CAR CHARGER OR CAN RUN OFF BATTERY
DRAWERS ON SIDE OF LIGHT FOR TOOLS

BATTERY POWER



LID WRAPS UP INSIDE CHARGER AND THE BOTTOM PORTION OF LIGHTBOX

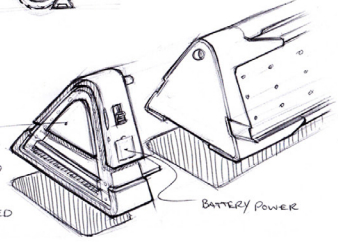


THIS BED LOCKS THESE ACCESS HOLE TO STAY IN PLACE



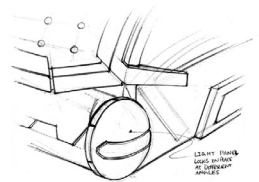
EACH TOOL CATCHES INTO ONE PLACEMENT TOOL FROM WHICH IT CAN BE REMOVED. (LARGE AND SMALL TOOL COMPARTMENTS)

TOOL HOLE TO HOLD MORE PRODUCTS IN

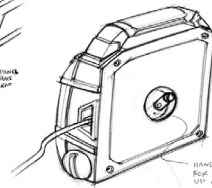


REMOVABLE CAUTION LIGHT TO SIGNAL TO ON COMING TRAFFIC THAT YOU HAVE A STOPPED VEHICLE AHEAD

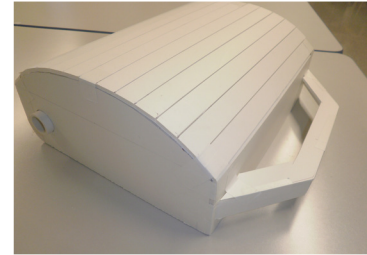
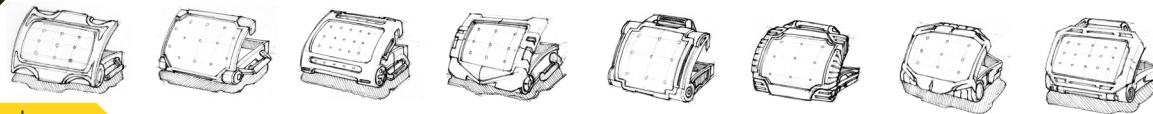
BATTERY POWER



LIGHT TURNS ON INSIDE OF CAR DOOR



BRAND DESIGN FOR HANDLING KIT CASE



ideation refinement

After a class discussion, I chose to redirect my project as I determined that the rechargeable pod and linked light systems were not strong enough ideas. The redirection utilized both lighting and tool storage to improve the user experience in the household work space. Along with sketches, I created

rough breadboard models to experience the ideas in 3D. The concept to the left fell into an environment outside the home, so I decided to develop the concept on the right further. After completing a variety of styling sketches, I chose the overall form which I felt fit the CAT design language.