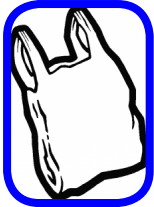
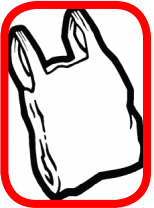




GROCERY STORE
Buy food



HOME
Work
Sleep
Make food
Eat
Wash dishes(The lunch box)



SCHOOL
Class
Project meeting
Eating
Washing the lunch box



Throw



Eat up



Lunch Box
▪ Got it at August 2011
▪ Put salad in it
▪ It leaks



Cup
▪ Christmas gift
▪ Put soup in it
▪ It leaks



Food
▪ Mostly Salad
▪ She likes vegetable
▪ Easy to make
▪ Easy to bring



Plastic Bag
▪ Bring food to school in plastic bag everyday.
▪ Throw away everyday
▪ Carries in hand, in case it leaks
▪ Limited space in backpack

“I want a lunch bag badly”



Size and shape does not really fits her lunch box and



Pattern overly complex



- It leaks
- Not easy to carry
- Non recyclable

“But I can throw every thing in, not worry about if it fits.”

- Easily accessible
- Fits everything in
- Not worry about bring it back
- Not worry about cleaning



Size 7" x 5" x 2"

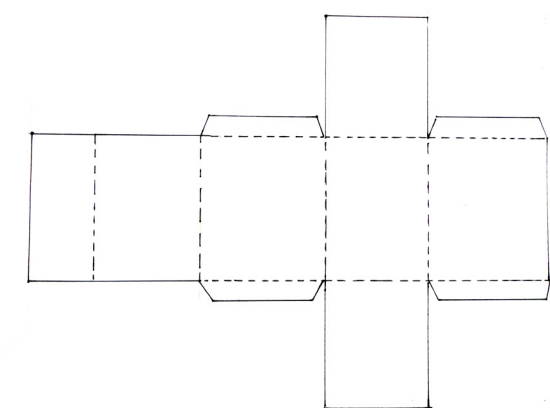
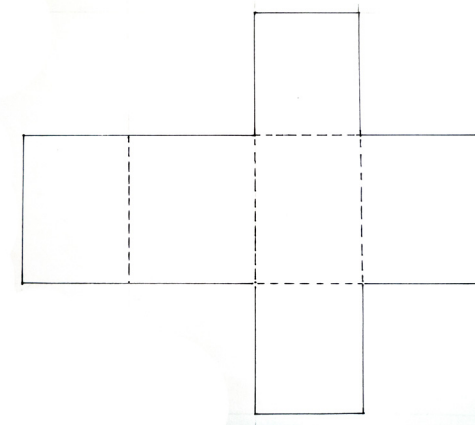


Size 5" x 5" x 4"

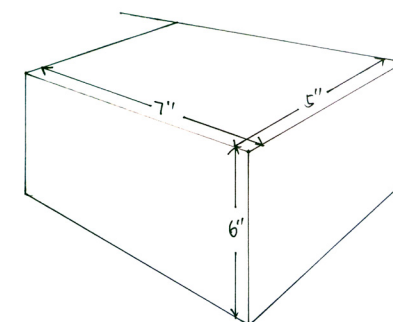


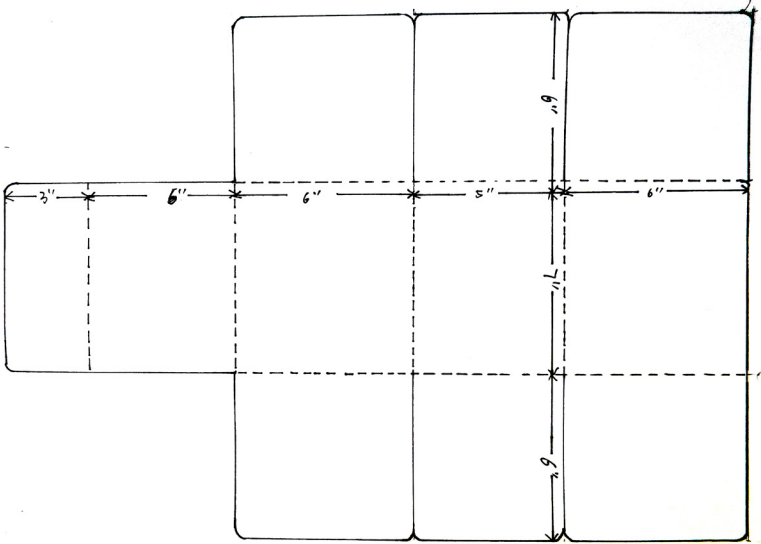
Size 7" x 5" x 6"

Take the measurement from her objects



Simplify the pattern





Feed Back

Color	✓
Material	✓
Size	✓
Comfort	✓
Pattern	✓
Water Proof	✗

“The strip is comfortable and it is convenient that I can put other things in it as well.”

Improvement

- Attach water proof material inside
- Use material that easier to wash

