Parsons Open Campus
Product Design Summer Intensive
Professor Will McHale
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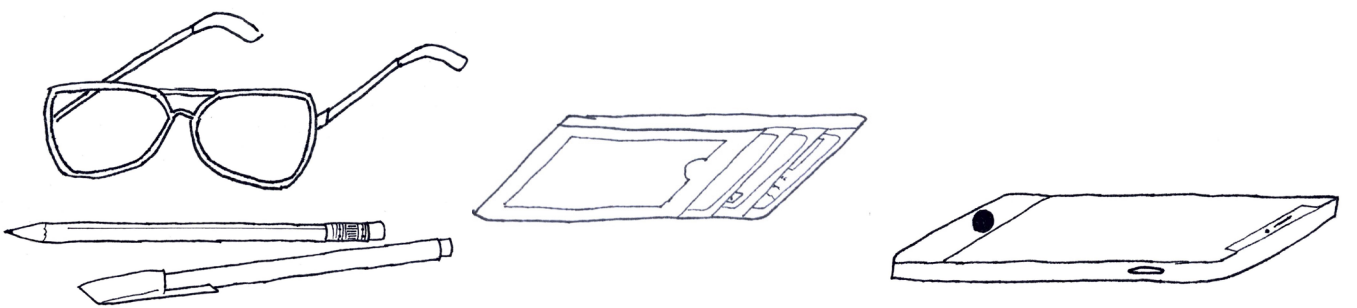
The Pocketbag

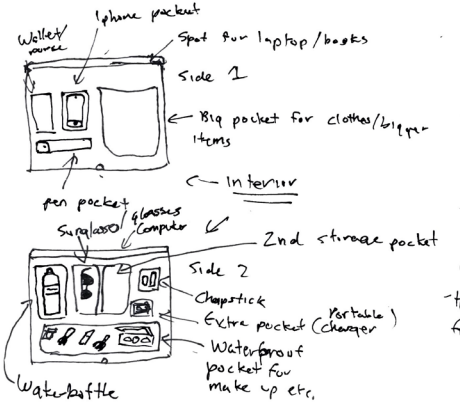
Evan Sievers

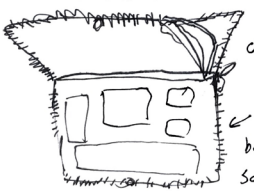


pock·et
/päkət/
A small bag sewn into or on clothing so as to form part of it, used for carrying small articles.

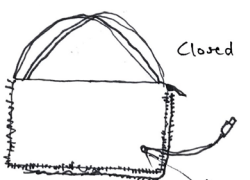
Problem: Totes / Handbags / purses are stylish but very unorganized so sometimes it's hard to find stuff / stuff goes missing
- Easy to steal from

Challenges:
- Creating something that looks good / people want to buy it for its look
- Needs to have pockets / places where people can organize stuff
- Hard for thieves to steal from





No pockets on outside make it difficult for thieves



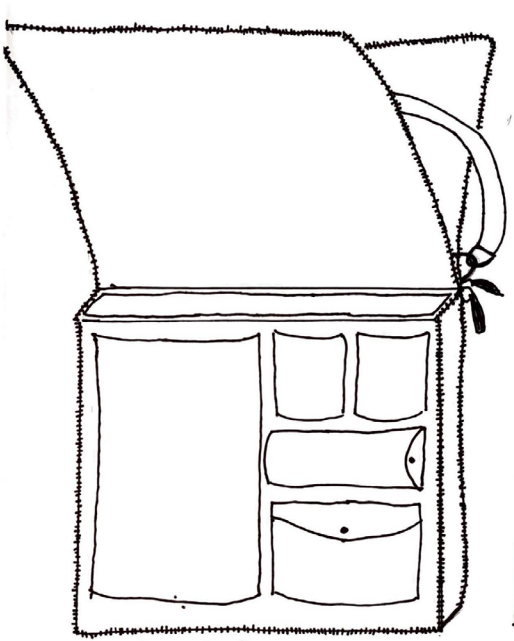
CHALLENGES

Organization. While the handbag is universally adored for its stylish design, many of the most popular models offer little more than style and a place to quickly throw articles. This leads to unorganized bags and wasted time searching bags for items.

Style. Although some brands offer handbags with more pockets for organization, the designs generally look boxy and similar to toolkits- asking users to question whether it's even worth sacrificing a fashionable bag for a more practical one.

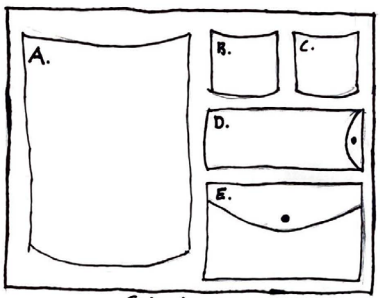
Security. Another challenge with handbags is that they are an easier target than backpacks for pick-pockets. The thief can easily reach into the top of the bag and grab something quickly without the owner of the bag noticing.

Reimagining The Handbag

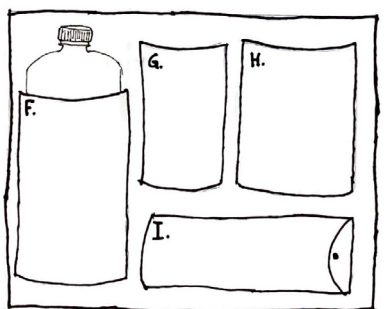


Bag with flaps open

Interior:



Side 1

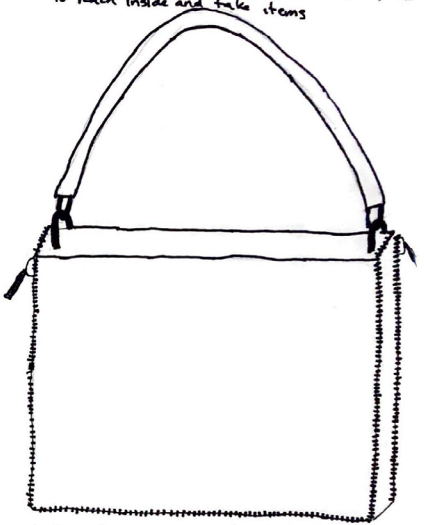


Side 2

Bird's eye view

Exterior:

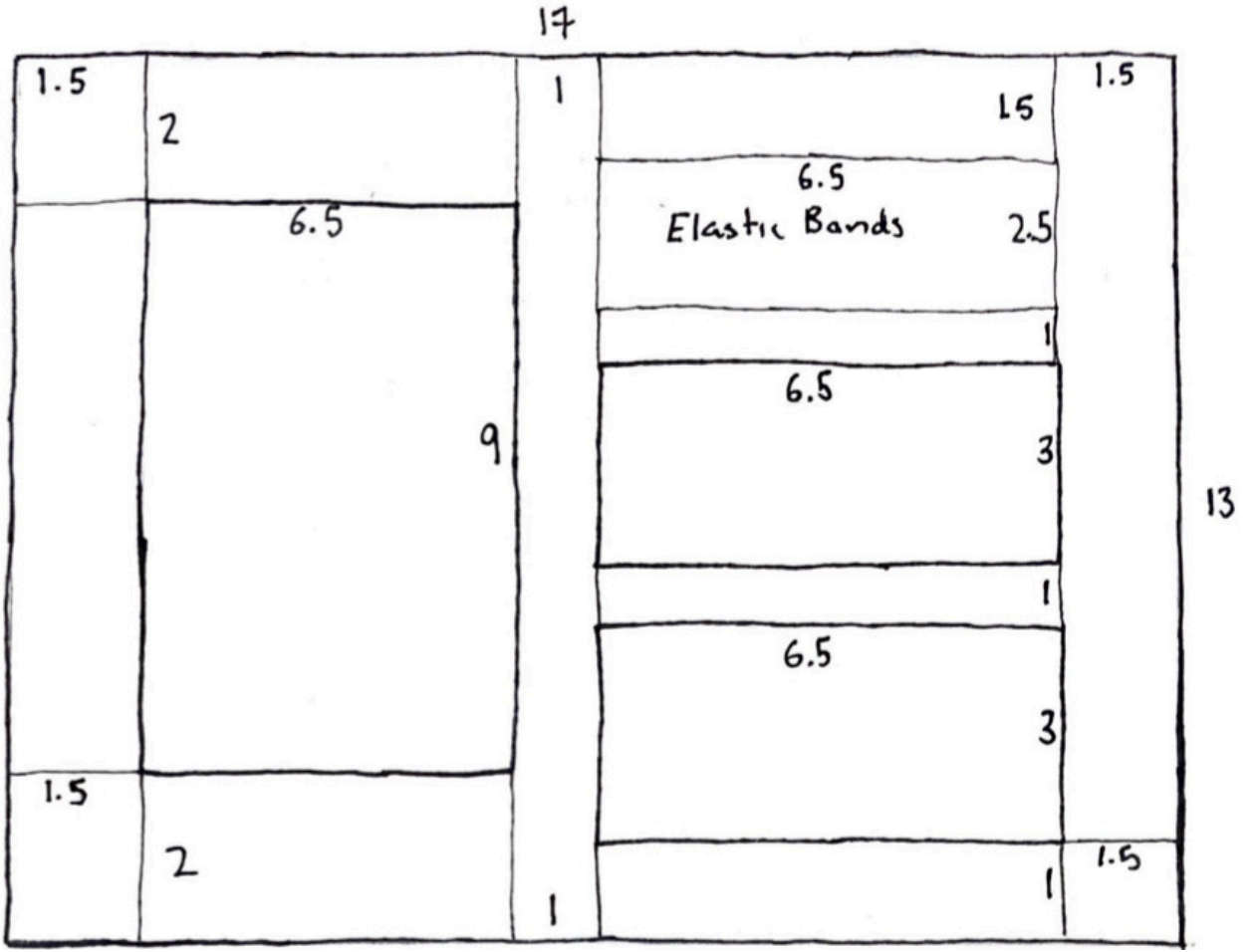
-No openings makes it difficult for pickpockets to reach inside and take items



A. Miscellaneous pocket for clothes/larger items
B. Pocket for keys
C. Pocket for small items like chapstick
D. Pen pocket
E. Waterproof/Spillproof pocket for items like makeup
F. Water bottle pocket
G. Phone pocket
H. Wallet/purse pocket
I. Hard pocket for sunglasses
J. Place to store computer or papers

STATEMENT

The Pocketbag aims to provide the functionality, organization and security of a backpack while still maintaing the stylish look that makes handbags so attractive.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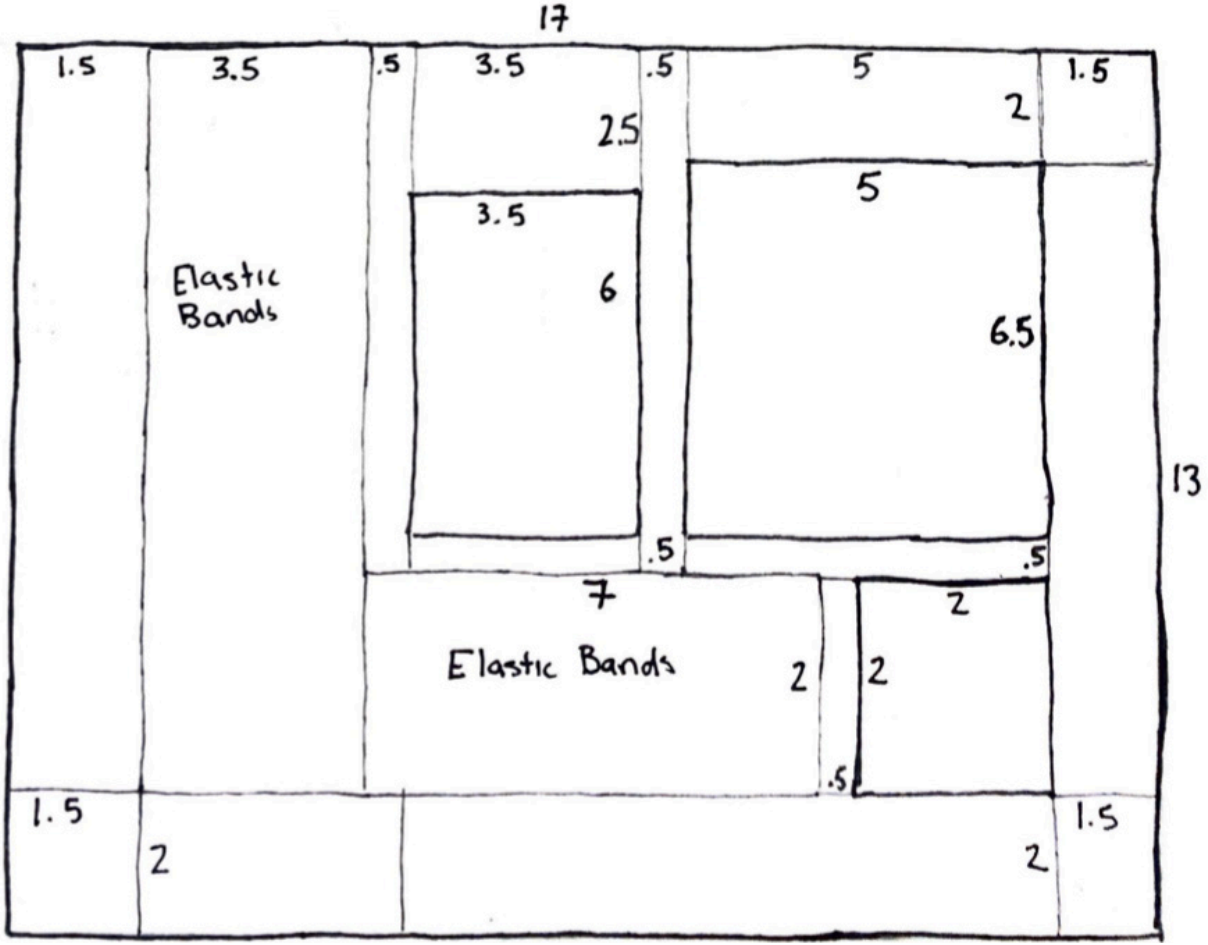
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FEATURES

The Pocketbag features three external zippers that keep the contents of the bag from falling out as well as secure from pickpockets.

The Pocketbag also contains a laptop or tablet pouch down the center of the bag almost 13x17, leaving enough room for a notebook or a few files.

Along with the laptop or tablet pouch, there are various pockets down the sides of the bag specifically designed for everyday items like cell phones, wallets and keys, however these pockets can be used for any item that fits.

Three sets of elastic straps hold a water bottle, pens, and a glasses case securely without fear of the items spilling in the user's bag

PAPER PROTOTYPE

Creating a paper prototype of the Pocketbag made out of bristol paper and tape was essential for finding the right dimensions of the bag and all of the pockets.
I quickly learned that the dimesions of the pockets have to be slightly bigger than the place where they are supposed to go because you need enough space to be able to fit articles fully into the pockets so they don't move around.
Similarly, I experimented with lots of different kinds of pockets. Patch pockets and kangaroo pockets are the most basic- the user can simply throw stuff in them. The box pocket is great for phones because it is lifted through a box-like shape. On the smaller pockets, I included a flap for extra security.

SOUR
SWEEP

FABRIC PROTOTYPE

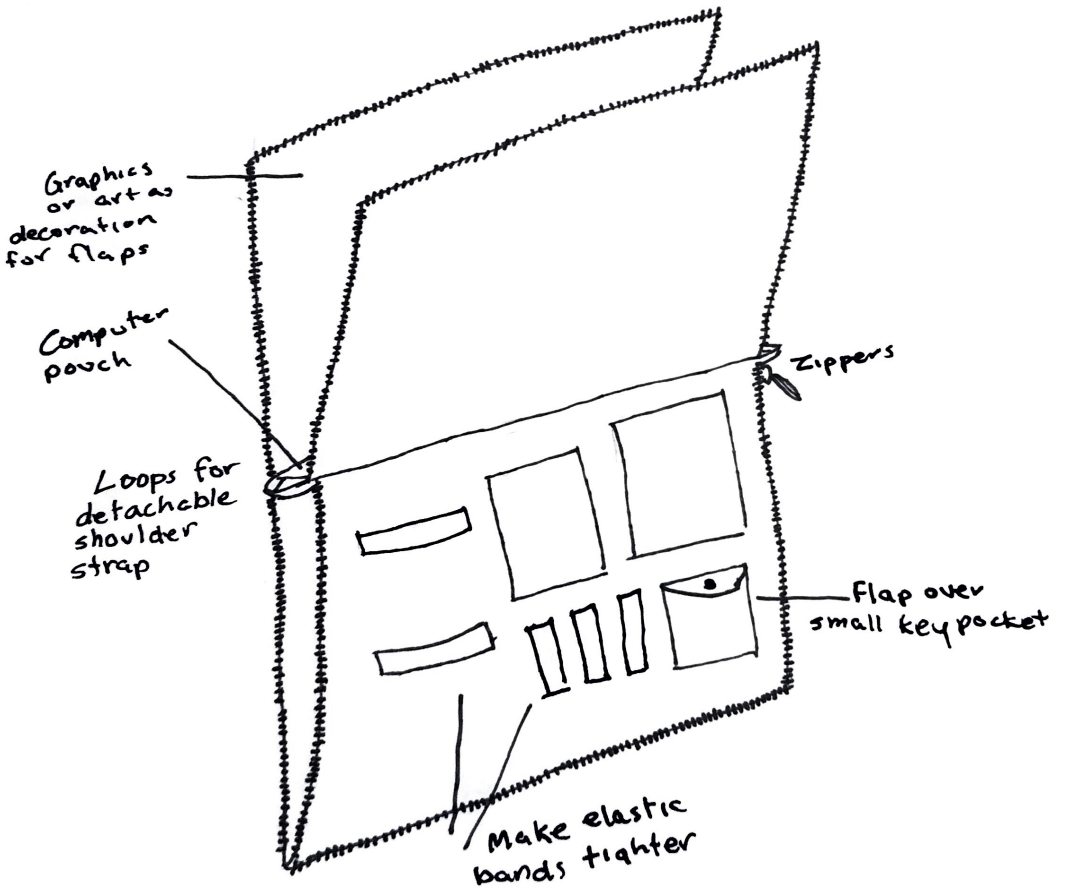
The fabric prototype was constructed with muslin, elastic bands, and strips of velcro. Since I had no sewing experience prior to the project, the fabric prototype turned out a little bit more simple than I would have liked, but it shows the features and properties that the real Pocketbag would have.

Although I experimented with different types of pockets in the paper prototype, all of the pockets in the fabric prototype are just basic kangaroo or pouch pockets.

Similarly, the fabric prototype uses velcro as a closing mechanism since it was faster and simpler to work with. The real Pocketbag would ideally have zippers since they are slightly more secure and look more sleek.

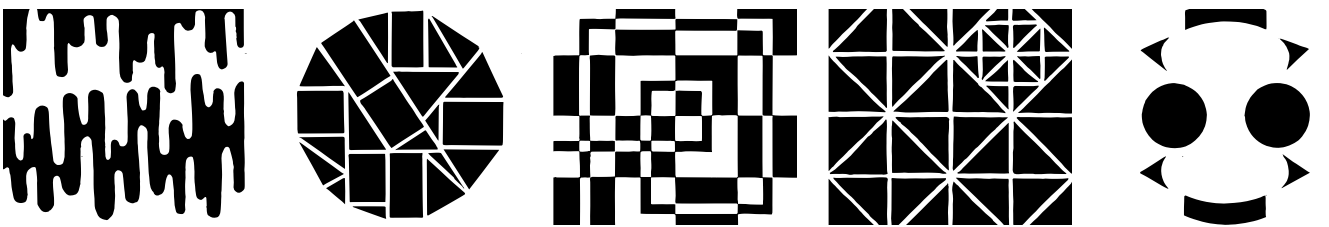
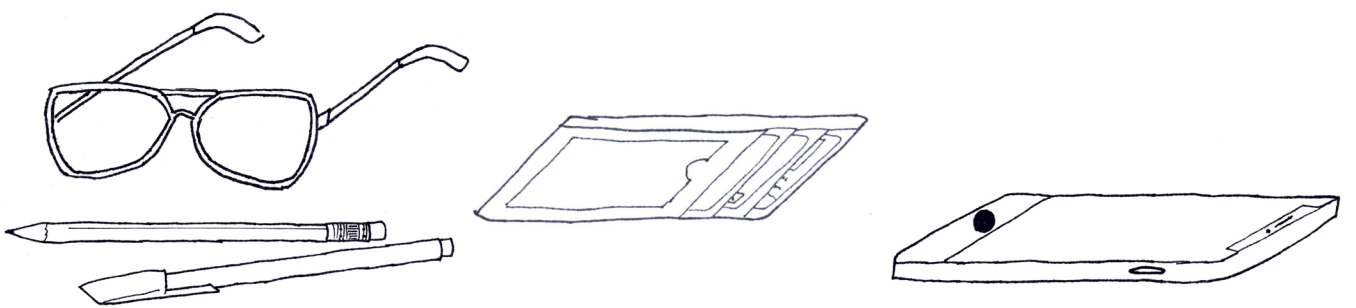
WARBY PARKER

PRODUCT ANALYSIS



FUTURE STEPS

The finalized version of the Pocketbag would use zippers instead of velcro since they are a little bit more secure and easier to open and close.

While the prototype was made with muslin, the Pocketbag would ideally be made of fabric with more structure like canvas, ballistic nylon or synthetic fabric like polyester.

Lastly, on the prototype, the side flaps were left blank, but with the finished product, there would be graphics on them similar to the ones below.