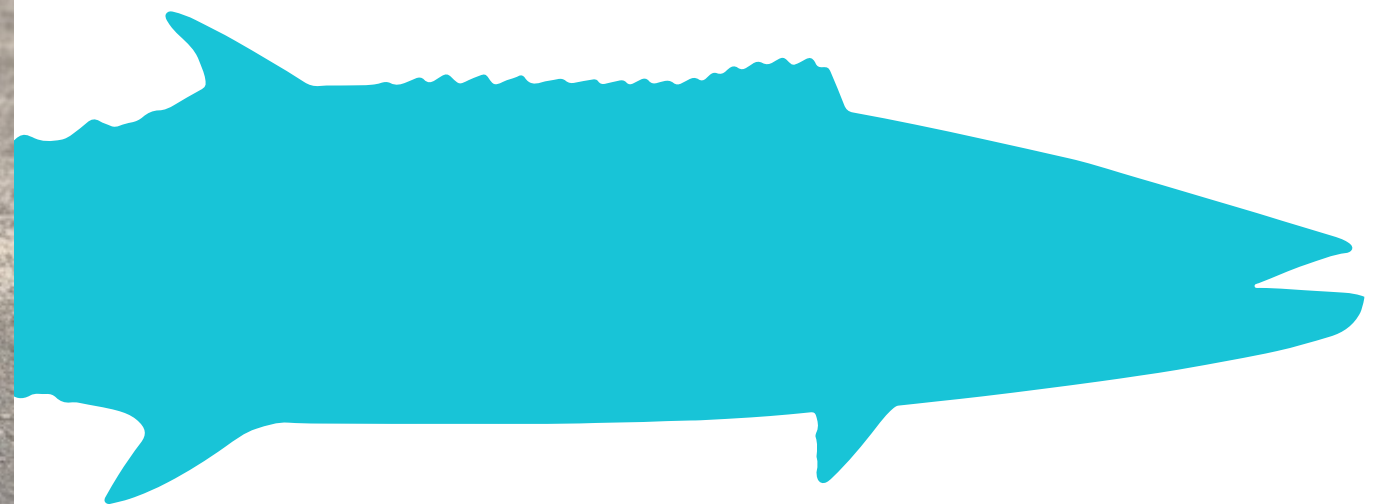
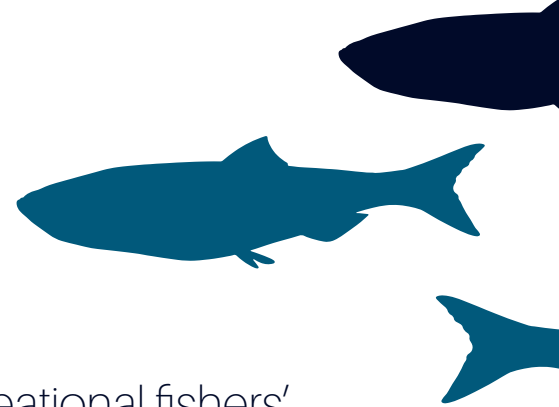


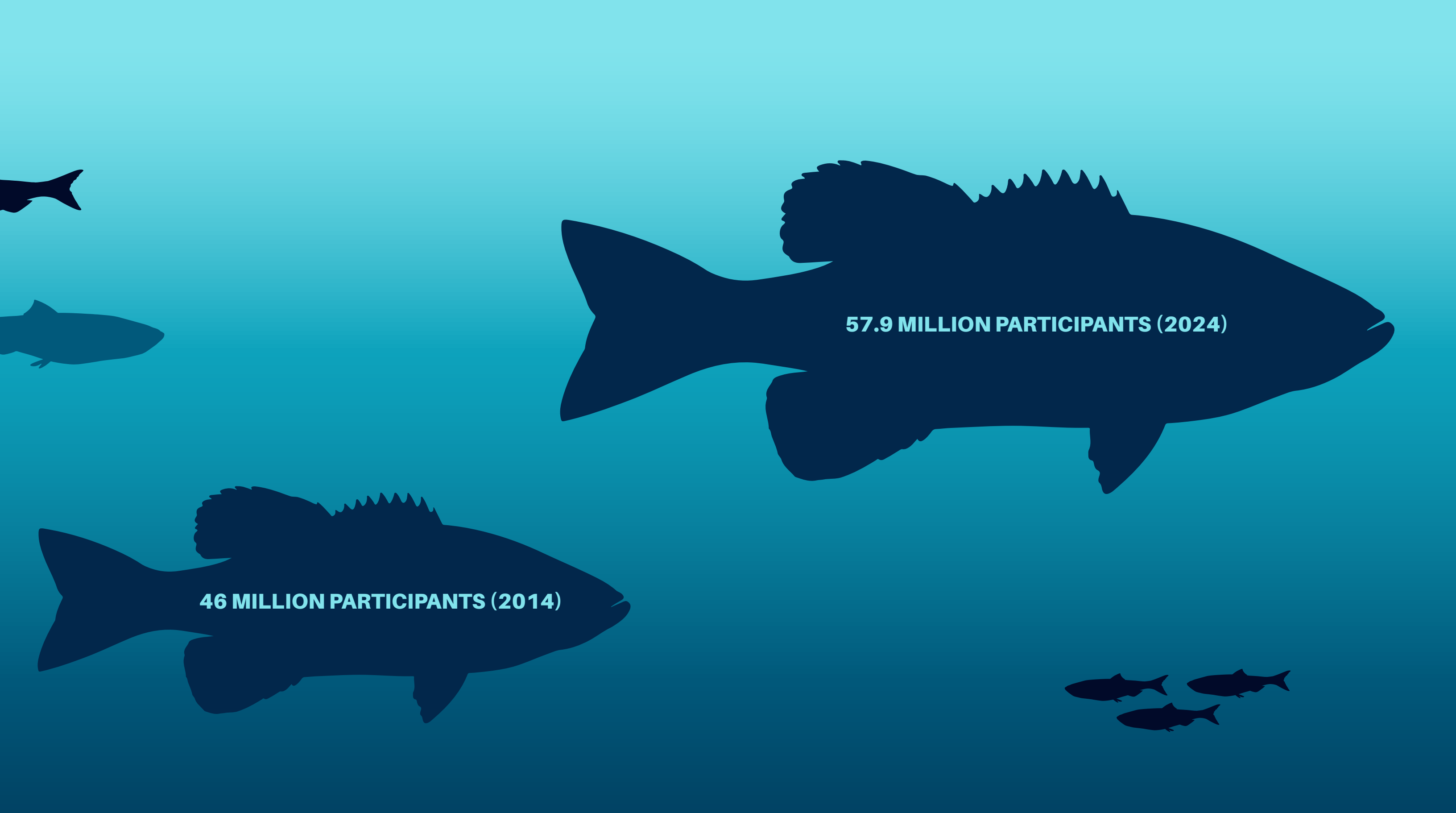




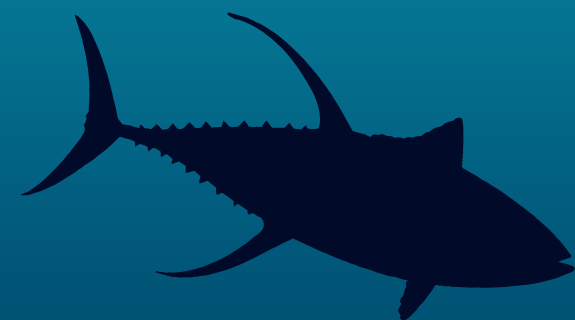
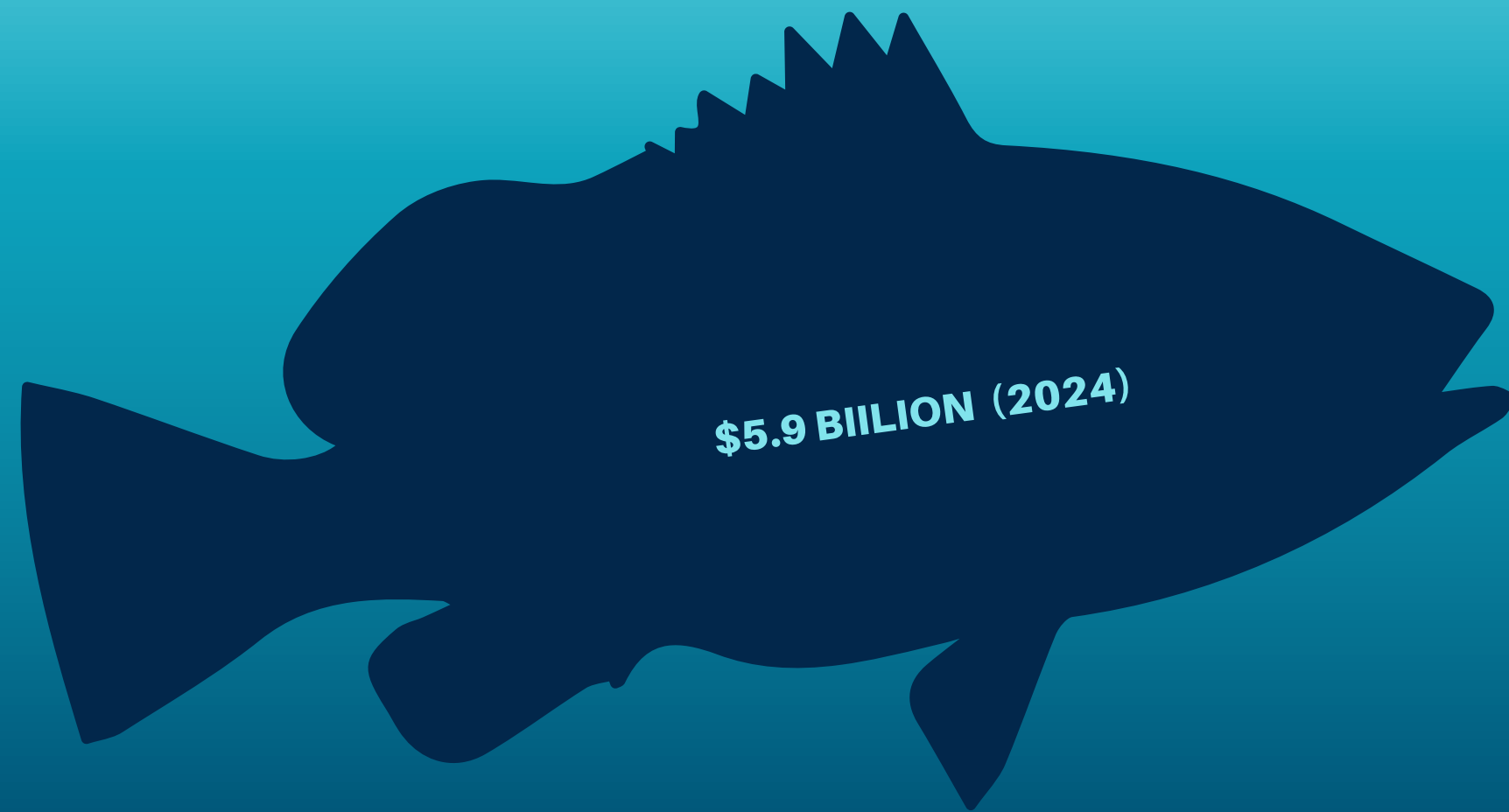
The project's mission encompasses recreational fishers' interactions and habits that improve their fishing experiences. By enabling the design to be adaptable to personal experiences and products, open to temporary interactions with space, compactable for storage and lightness, used for transporting various items and gears, and multi-functional for reducing carry load.



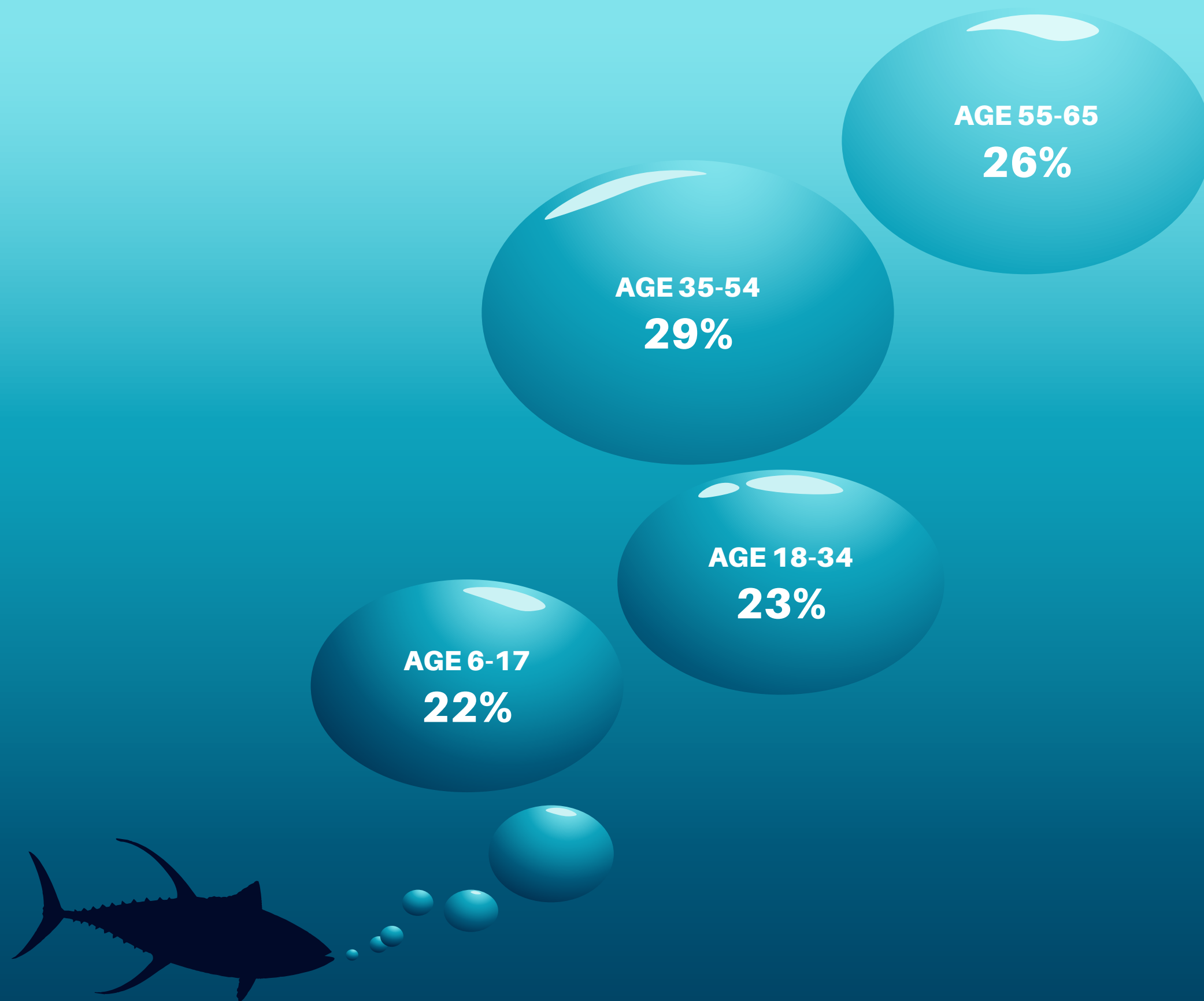
MISSION STATEMENT

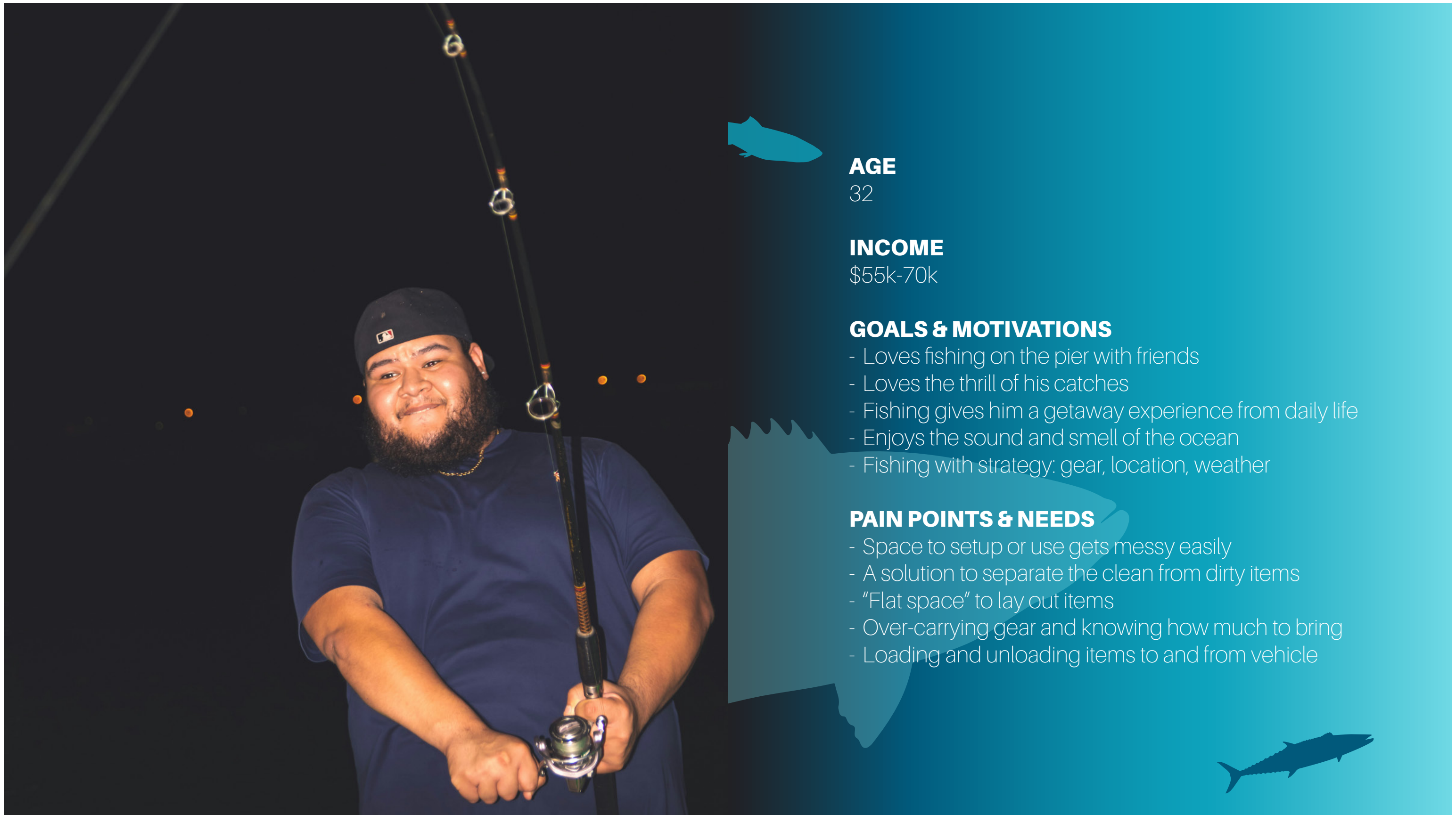


RECREATIONAL FISHING



MARKET SIZE





AGE

32

INCOME

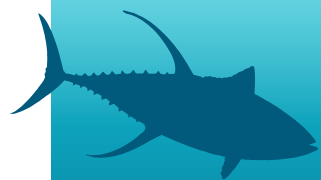
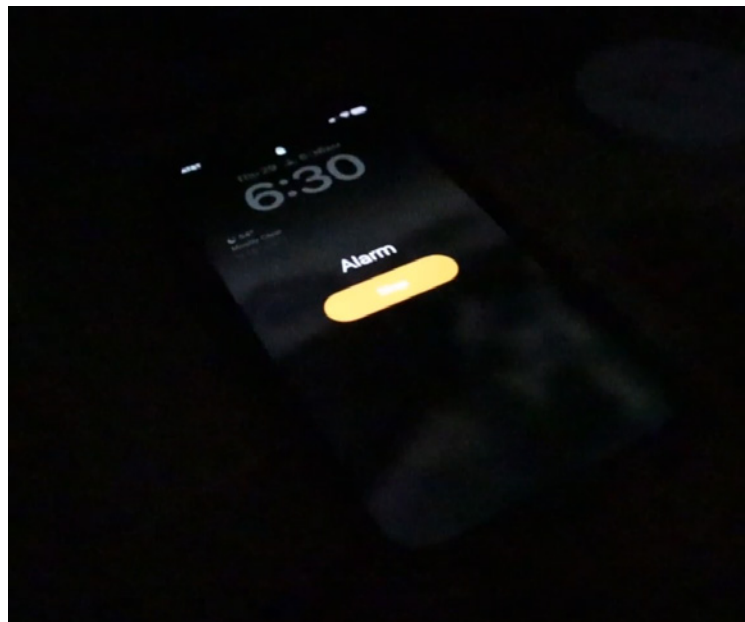
\$55k-70k

GOALS & MOTIVATIONS

- Loves fishing on the pier with friends
- Loves the thrill of his catches
- Fishing gives him a getaway experience from daily life
- Enjoys the sound and smell of the ocean
- Fishing with strategy: gear, location, weather

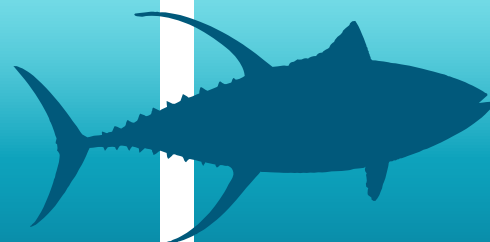
PAIN POINTS & NEEDS

- Space to setup or use gets messy easily
- A solution to separate the clean from dirty items
- "Flat space" to lay out items
- Over-carrying gear and knowing how much to bring
- Loading and unloading items to and from vehicle



PREPARATION

Preparation 1-2 days in advance, packing the necessary and carryable amount of gear.



TIMING

Set time to wake up and prepare for drive. Timing is dependant on ocean tide (high tide).

DRIVE

Drive to the beach

UNLOAD & LOAD

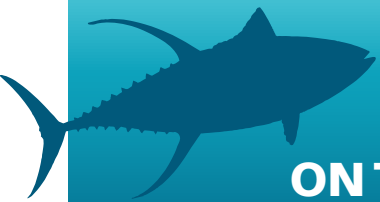
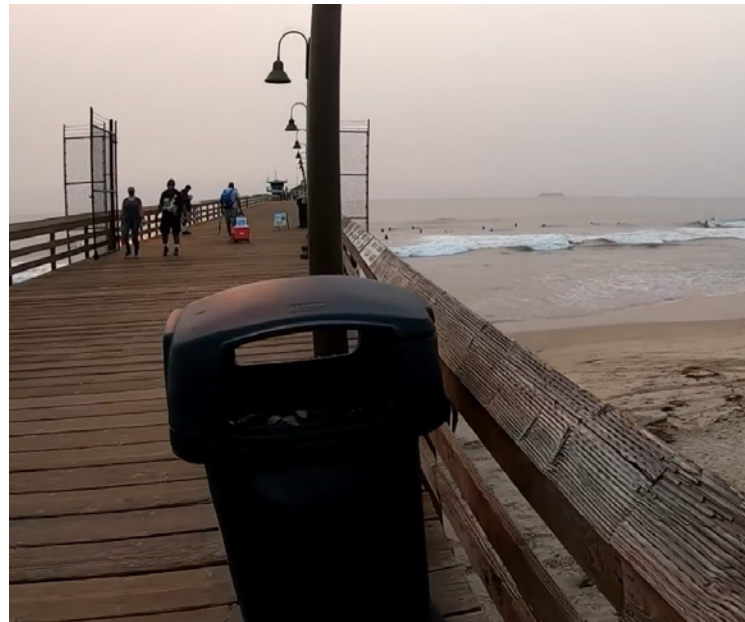
Unload and stack as much gear possible to carry in one go

<https://youtu.be/e21hsfMQvPU?si=UfSQaSqIS5eUUKFG>

<https://youtu.be/he21DHm7POc?si=E7MqKrKPy5wTT5lc>

https://youtu.be/INdYdIDZgLk?si=4WocqXRKijKzo_7U

FISHING TRIP LIFE



ON THE PIER

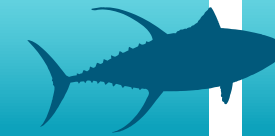
Preparation 1-2 days in advance, packing the necessary and carriable amount of gear.

<https://youtu.be/e21hsfMQvPU?si=UfSQaSqlS5eUUKFG>

SETUP

Set time to wake up and prepare for drive. Timing is dependant on ocean tide (high tide).

<https://youtu.be/he21DHm7POc?si=E7MqKrKPy5wTT5lc>



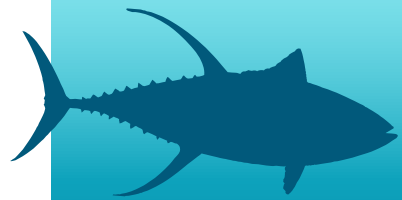
GET FISHING!

Drive to the beach

https://youtu.be/INdYdlDZgLk?si=4WocqXRKijKzo_7U

CATCH & UNHOOK

Unload and stack as much gear possible to carry in one go



+ 1 & REBAIT

Preparation 1-2 days in advance, packing the necessary and carriable amount of gear.

CLEANING CATCH

Set time to wake up and prepare for drive. Timing is dependant on ocean tide (high tide).

CLEANING ITEMS

Drive to the beach

PACK FOR HOME

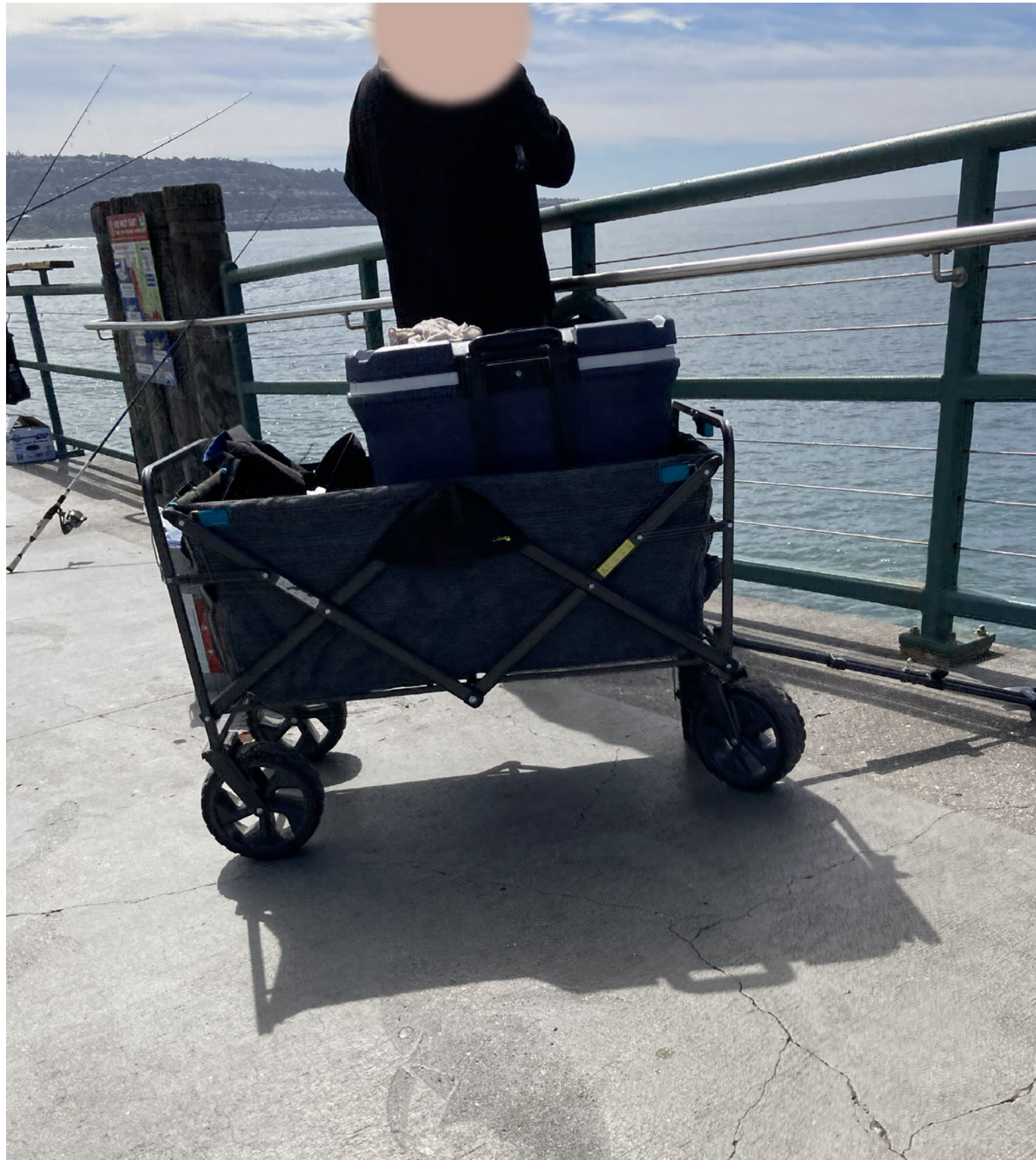
Unload and stack as much gear possible to carry in one go

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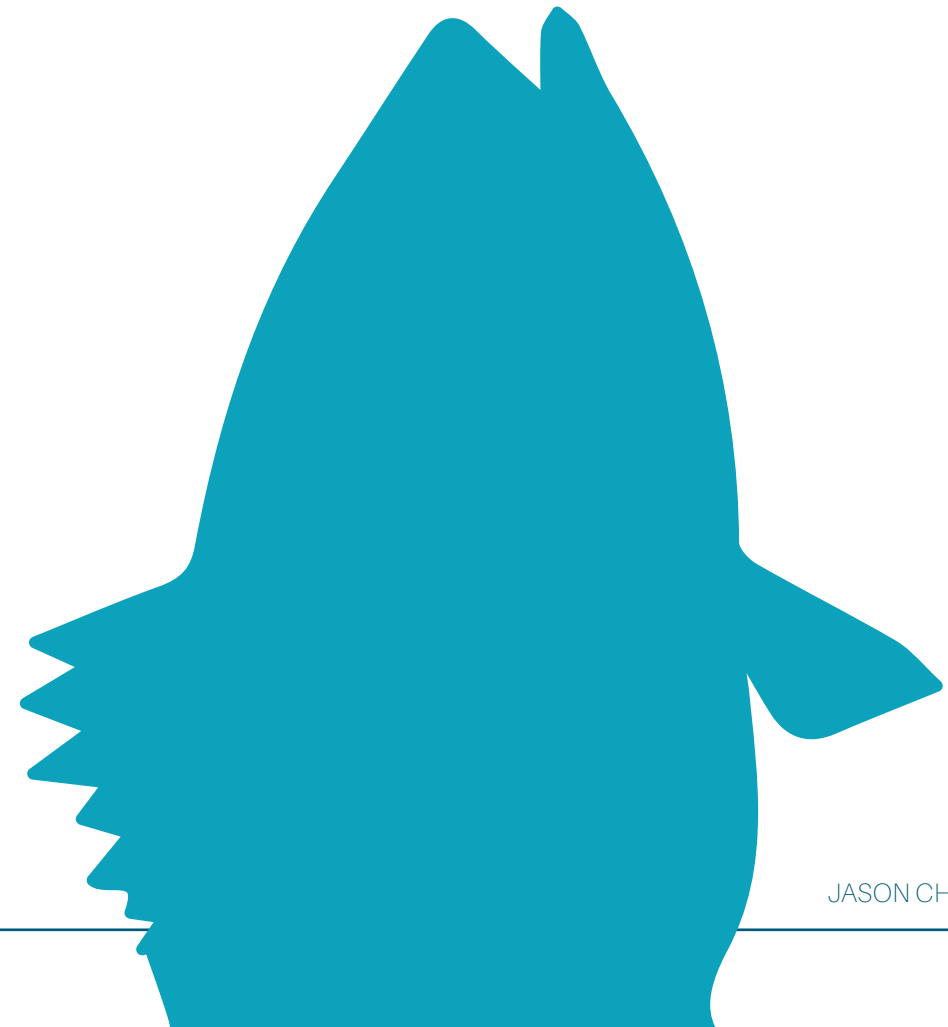
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https://youtu.be/INdYdIDZgLk?si=4WocqXRKijKzo_7U

FISHING TRIP LIFE



What **problems** are there to solve?



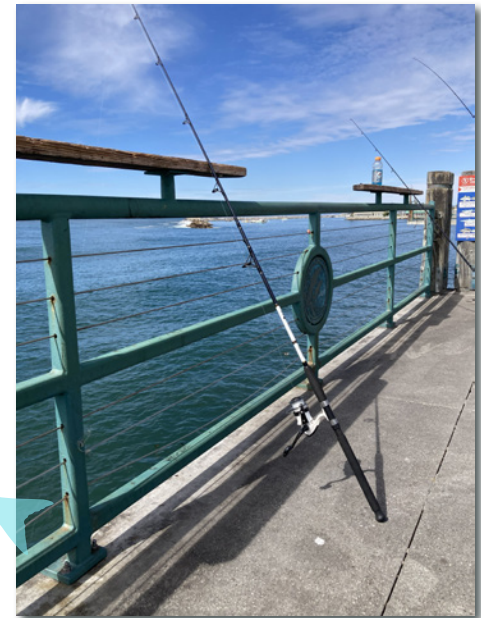
PROBLEM



ADAPTABILITY



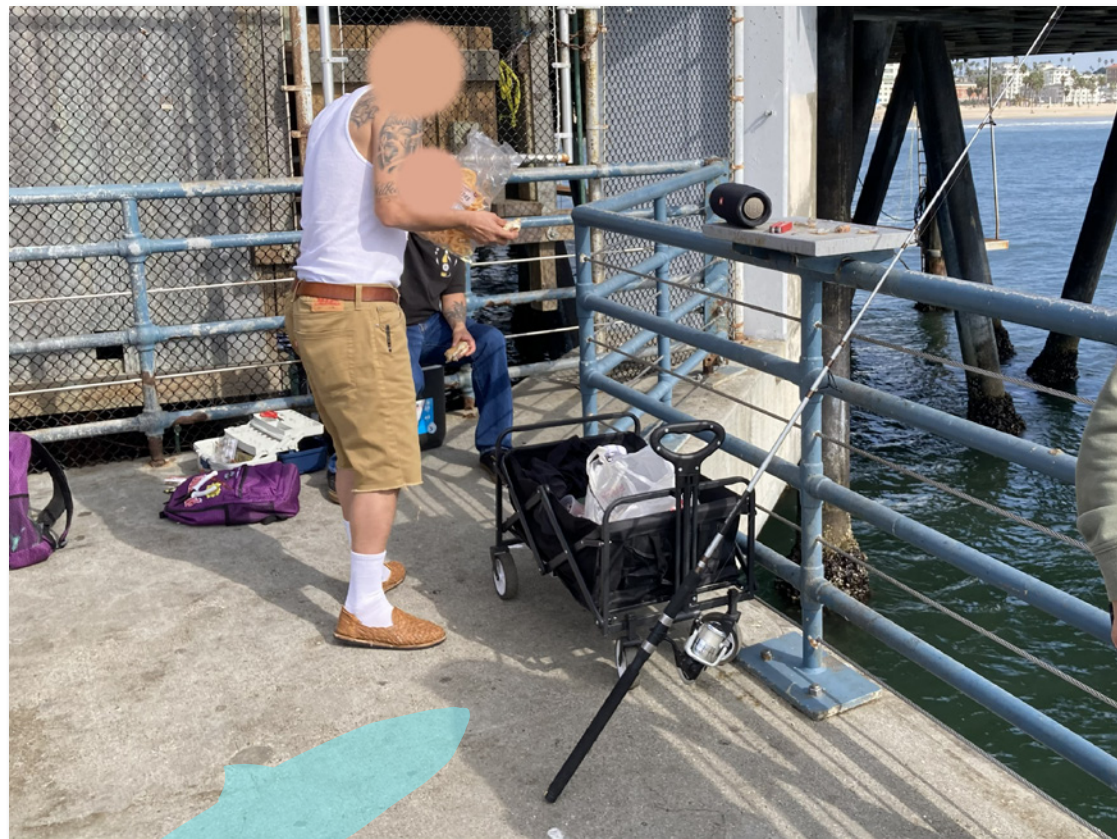
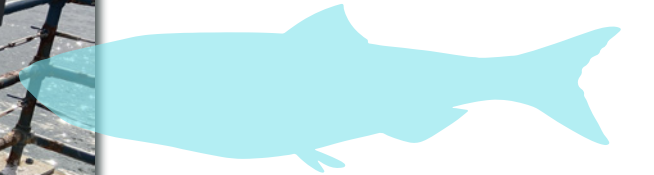
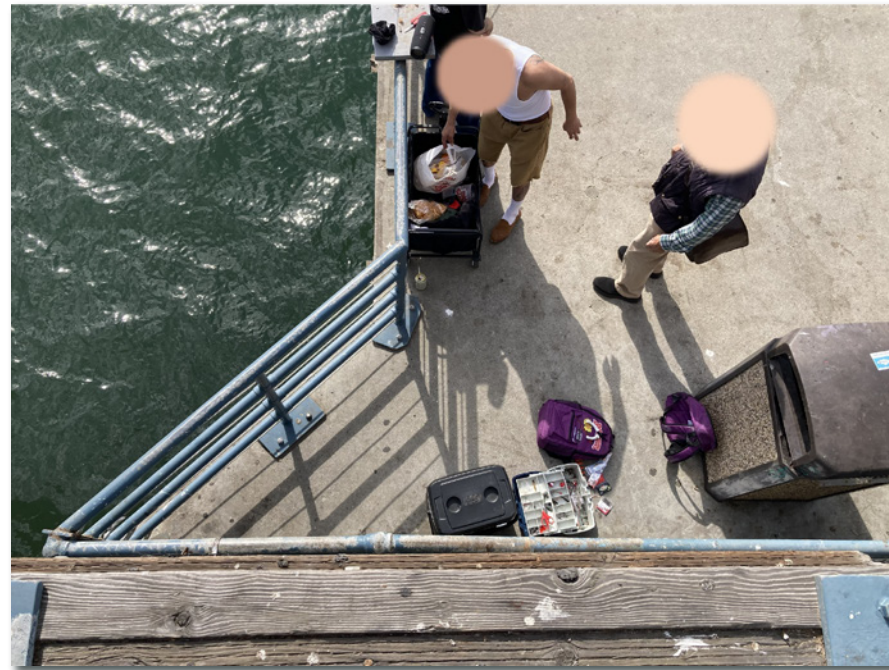
TEMPORAL SPACE



COMPACTABILITY



TRANSPORTABILITY



MULTI-FUNCTIONAL

ADAPTABILITY



Open the design to allow adaptation to fit users' products and activities.

ADAPTABILITY

TEMPORAL SPACE



Open the design to allow adaptation to fit users' products and activities.

Design space that builds around the user's habits and interactions.

ADAPTABILITY



Open the design to allow adaptation to fit users' products and activities.

TEMPORAL SPACE



Design space that builds around the user's habits and interactions.

COMPACTABILITY



Maximize or economize space that allows for easy storing, vehicle transport, or lessen weight.

ADAPTABILITY



Open the design to allow adaptation to fit users' products and activities.

TEMPORAL SPACE



Design space that builds around the user's habits and interactions.

COMPACTABILITY



Maximize or economize space that allows for easy storing, vehicle transport, or lessen weight.

TRANSPORTABILITY



Make movement easy to transport, load, and unload items.

ADAPTABILITY



Open the design to allow adaptation to fit users' products and activities.

TEMPORAL SPACE



Design space that builds around the user's habits and interactions.

COMPACTABILITY



Maximize or economize space that allows for easy storing, vehicle transport, or lessen weight.

TRANSPORTABILITY



Make movement easy to transport, load, and unload items.

MULTI-FUNCTIONAL



Design for multi-functional capabilities that reduce carry load.

HOW CAN THE DESIGN BE
LESS RESTRICTING?

- WHAT CAN BE STRIPPED AWAY?
- MIN LED



force affordances of a cooler

EXPANDING STORAGE



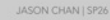
TEMPORAL SPACE

SAMPLE

MULTI-FUNCTIONAL

JASON CHAN | SP2

COOLEY TRACKED HIM IN THE



COMPACTABILITY



JASON CHAN | SP26

JASON CHAN | SP26

MULTI-SCALE SIM

MULTI-SCALE SIM

ALL TERRAIN FISH BOX

- ADJUSTMENT FOR NATURAL LANDSCAPE

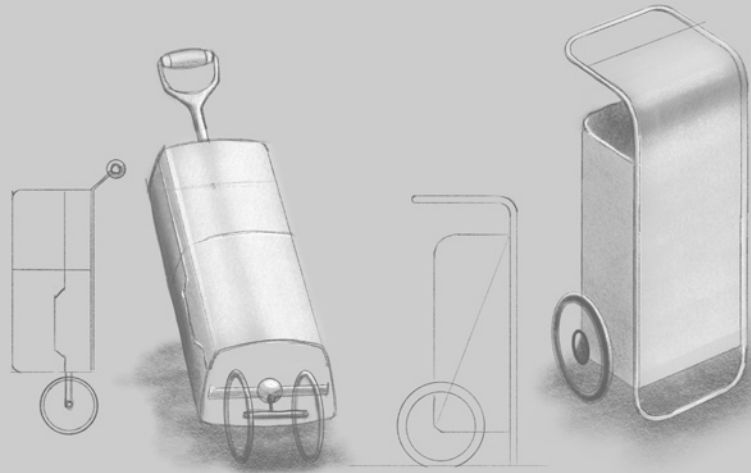
ALL TERRAIN FISH BOX

- ADJUSTMENT FOR NATURAL LANDSCAPE

CARRY ON CHAIR
• TURN LEGS INTO
HANDLE & SEAT AS STORAGE

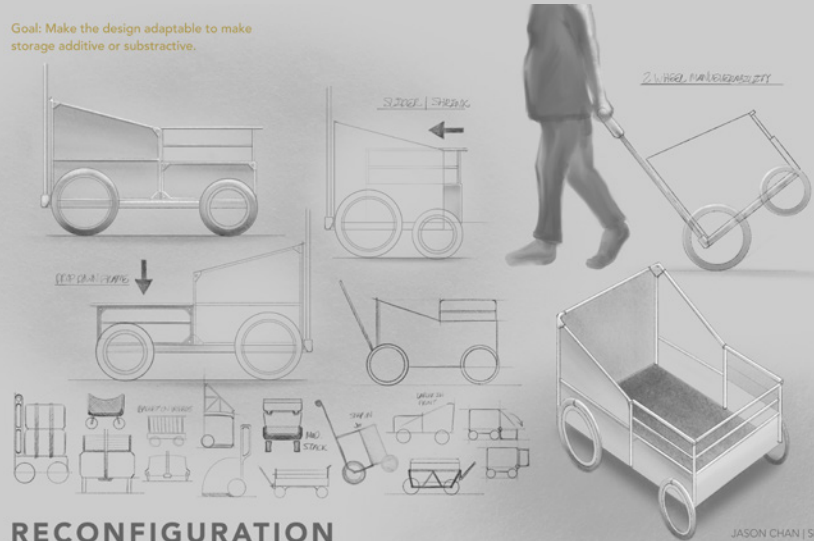
CARRY ON CHAIR
• TURN LEGS INTO
HANDLE & SEAT AS STORAGE

Goal: Design around user activities which help reduce items needed to be carried for transport

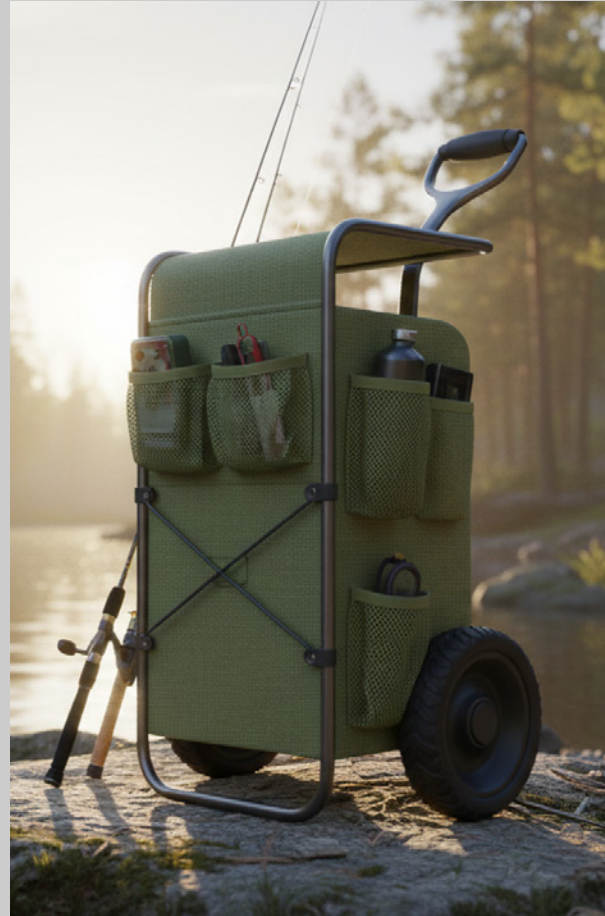


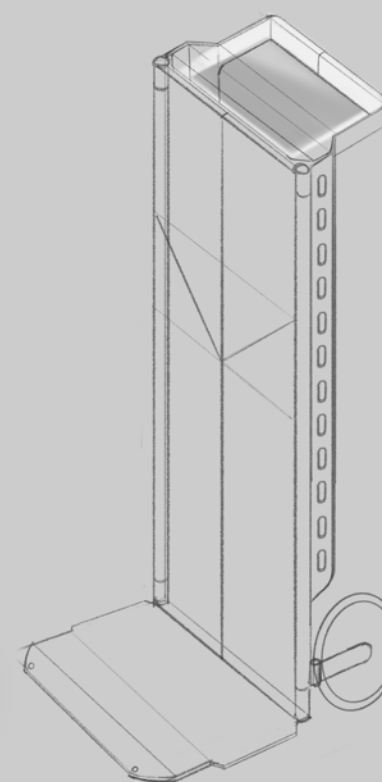
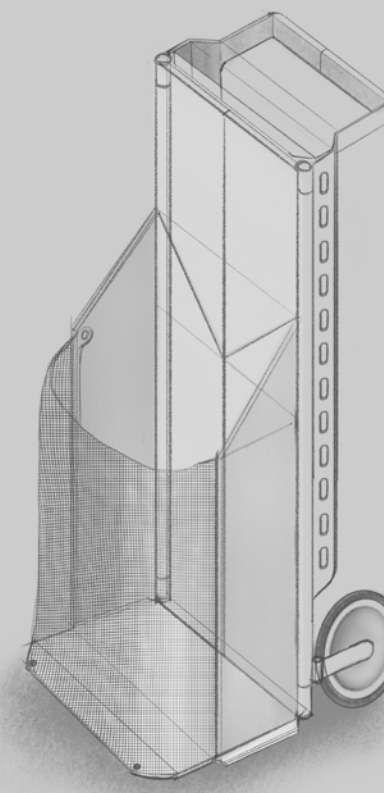
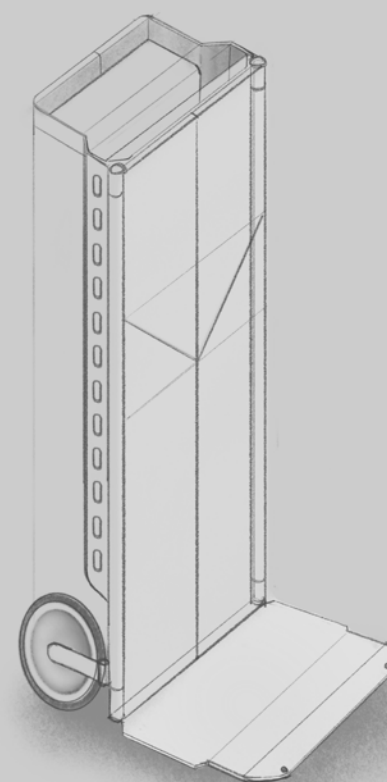
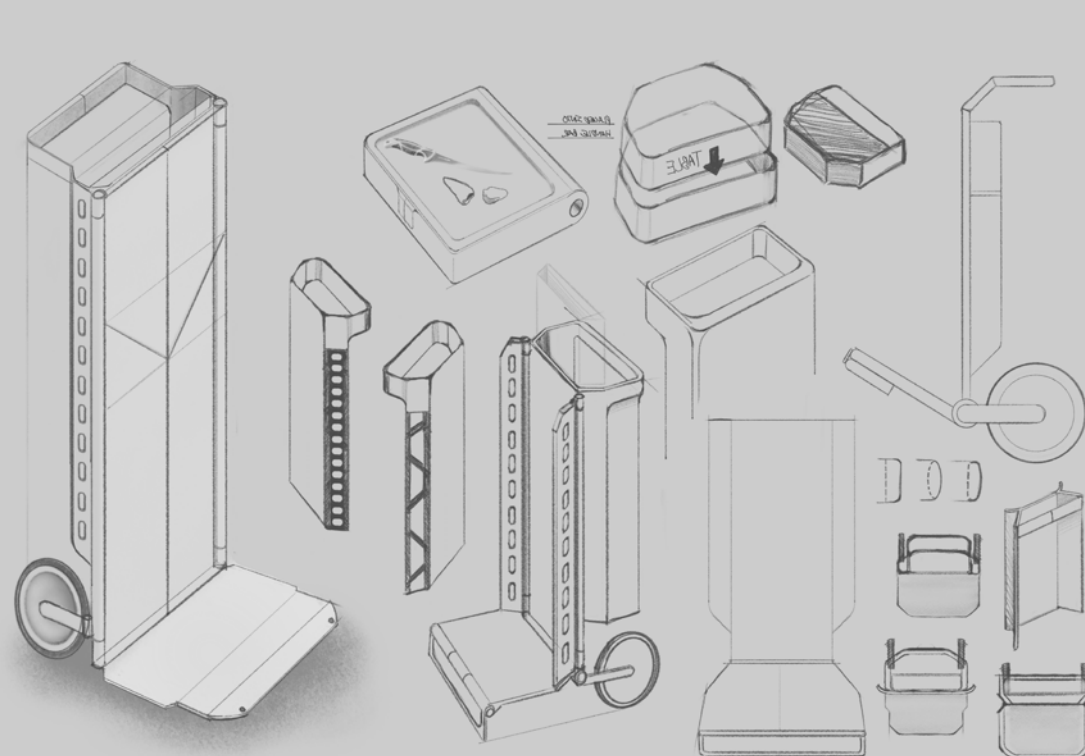
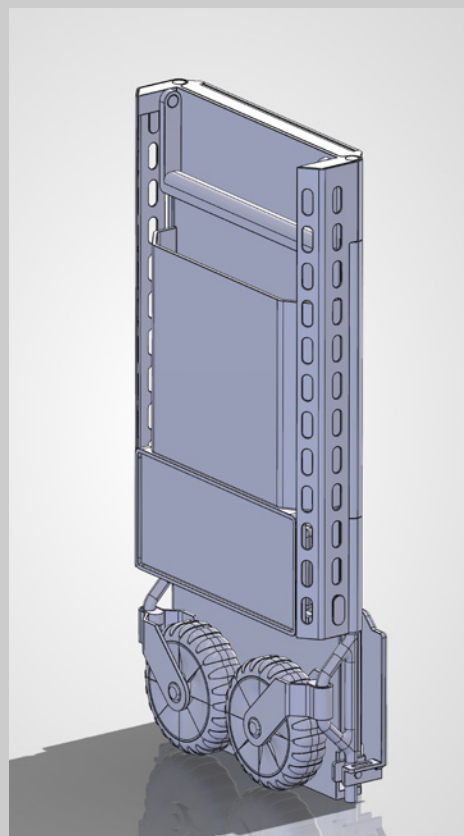
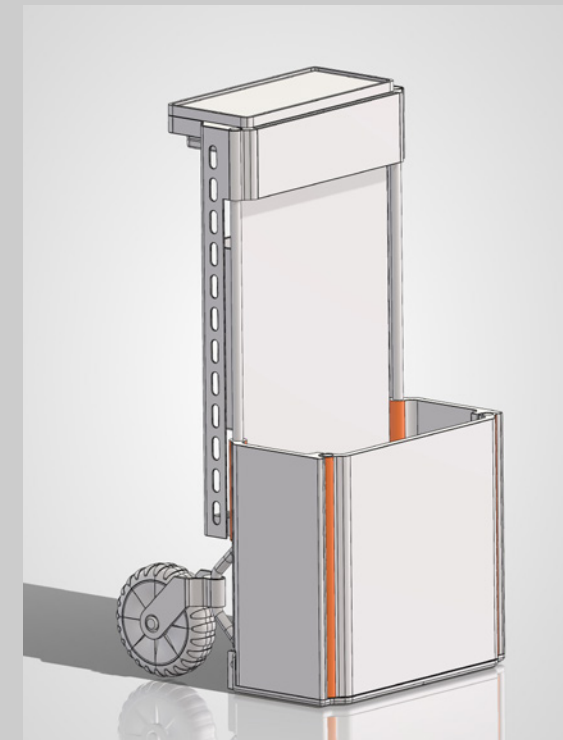
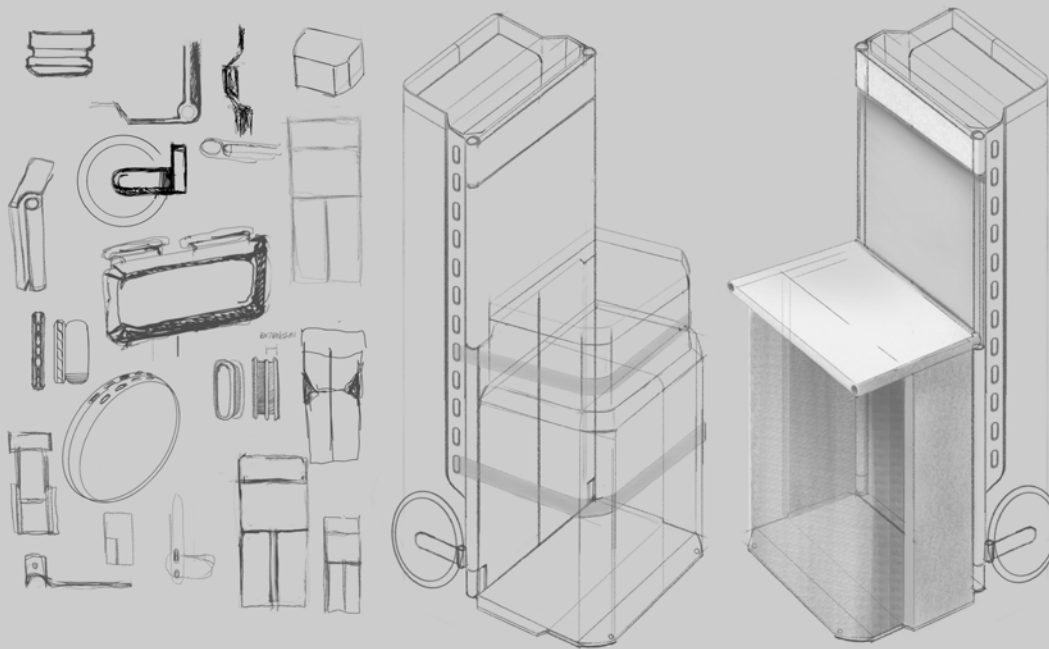
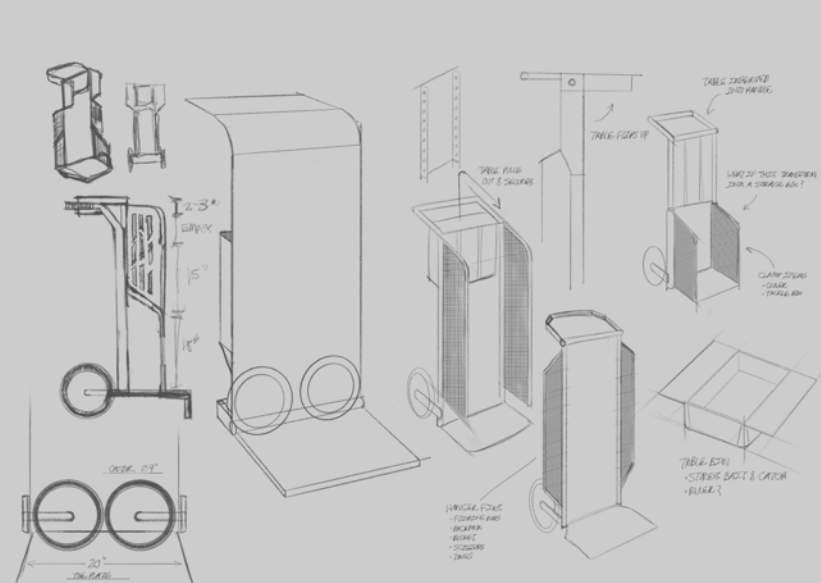
REDUCING CARRIAGE

JASON CHAN | SP26



RECONFIGURATION





THE SOLUTION



CONSTRUCTION TESTING



PLANO®















THANK YOU