

Fjällräven

Kånken Buds

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Design Task & Brief

Criteria

- The product should be self-sustainable in terms of power.
- Recharging the product while outdoor should be easy, intuitive and passive, so it does not conflict with other potential activities.
- The product should be easy to use generally.
- The product should be comfortable to wear, especially for long durations.
- The design should express Nordic design and have branding aspects similar to Fjällräven.

Keywords

- Fjällräven
- Self-sustainable
- Robust
- Hiking
- Comfortable
- Aesthetic
- Simple

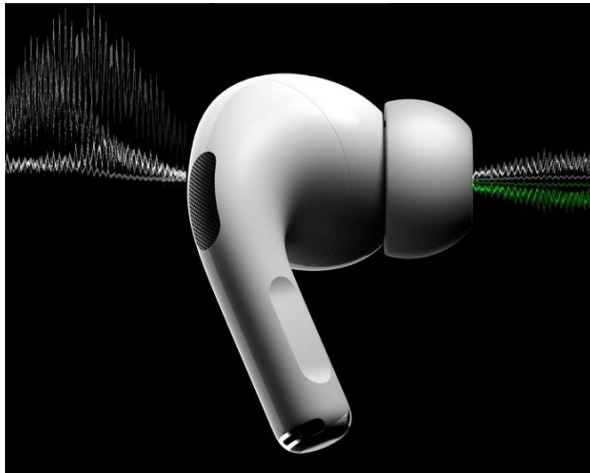
Mood



Style



Usage

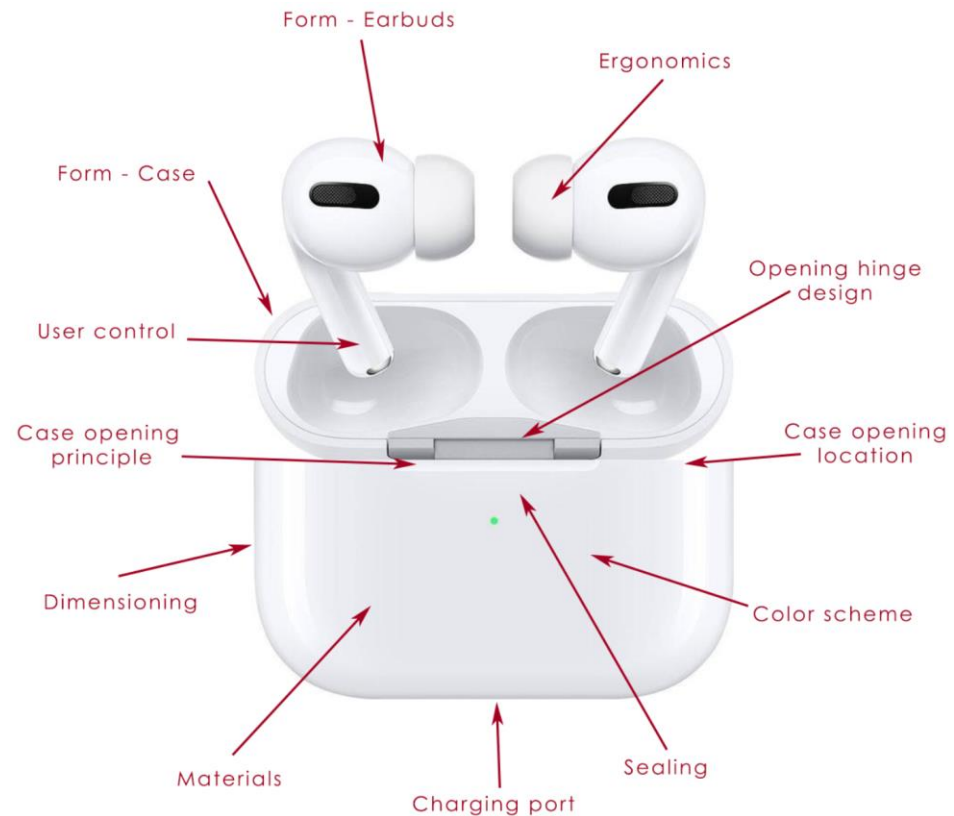


Lifestyle

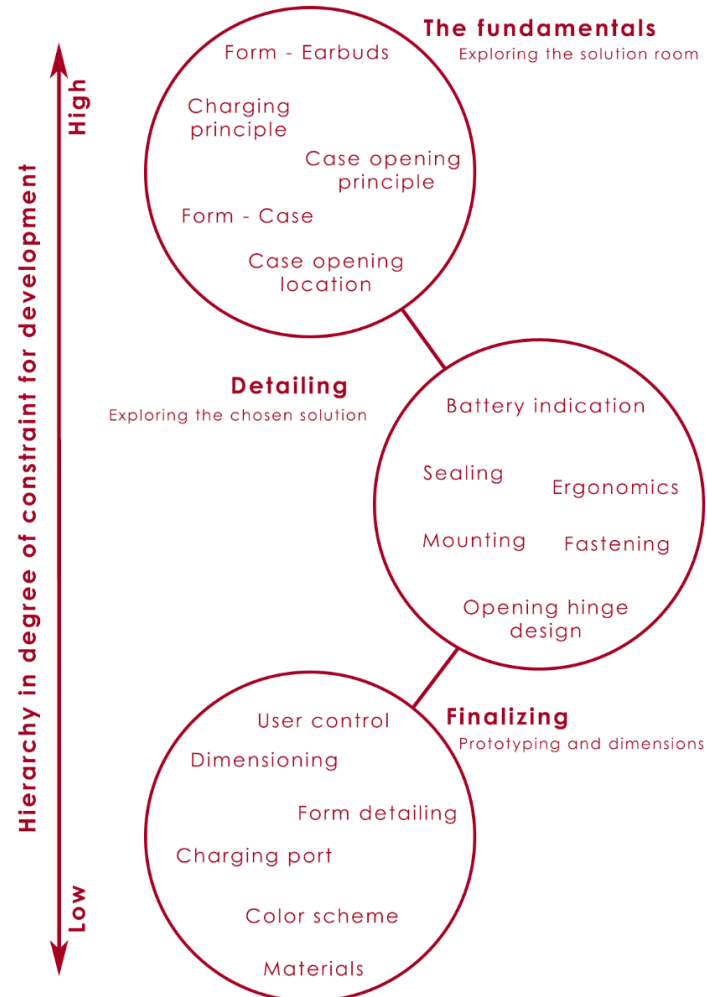


The Design Process

Analysed featured and functions

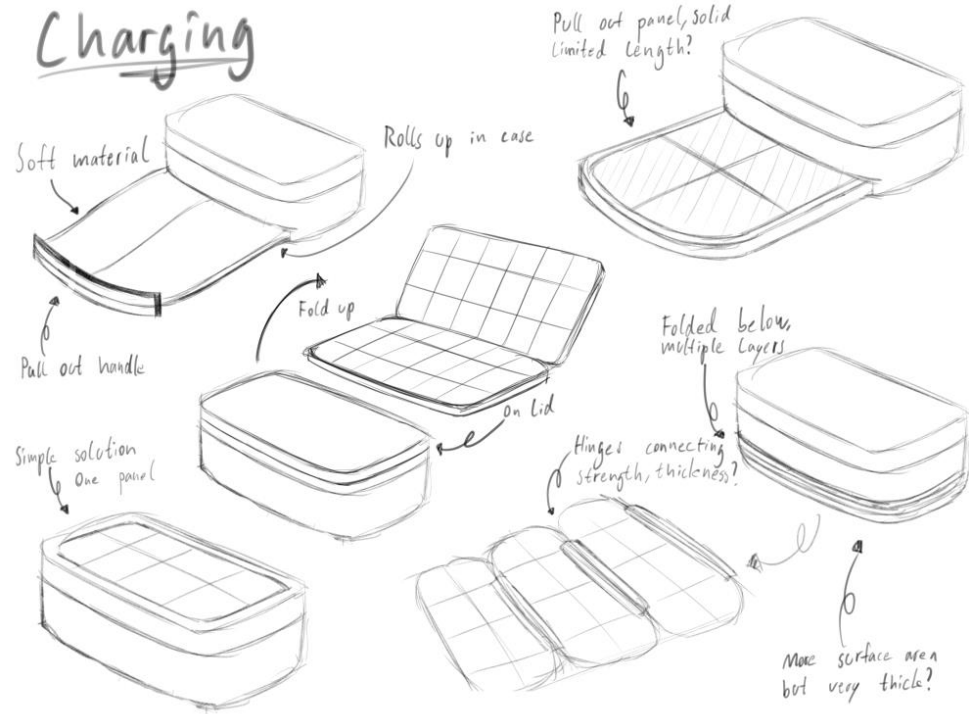


The Hierarchy of Functions

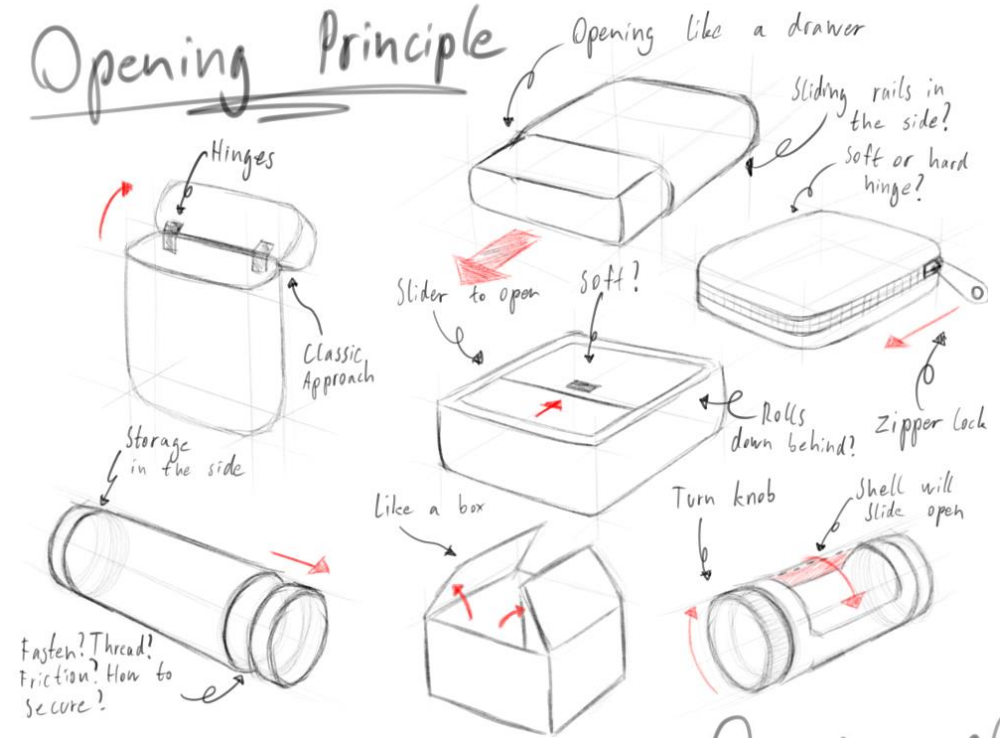


The fundamentals

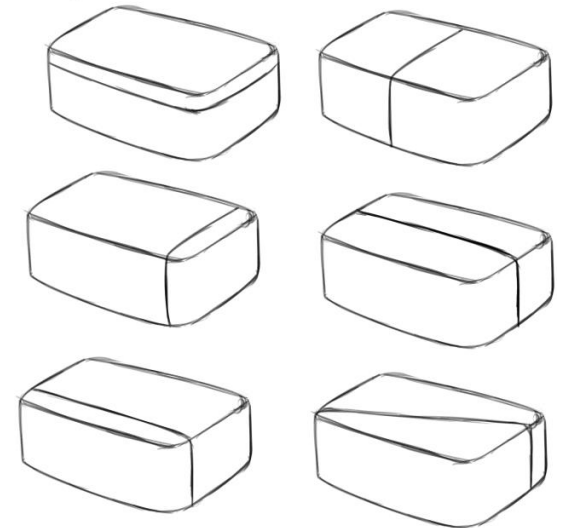
Charging



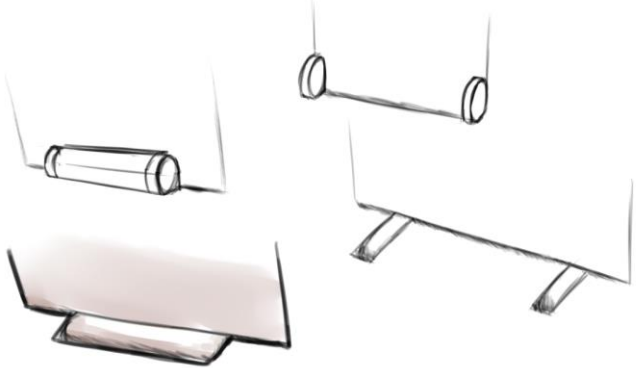
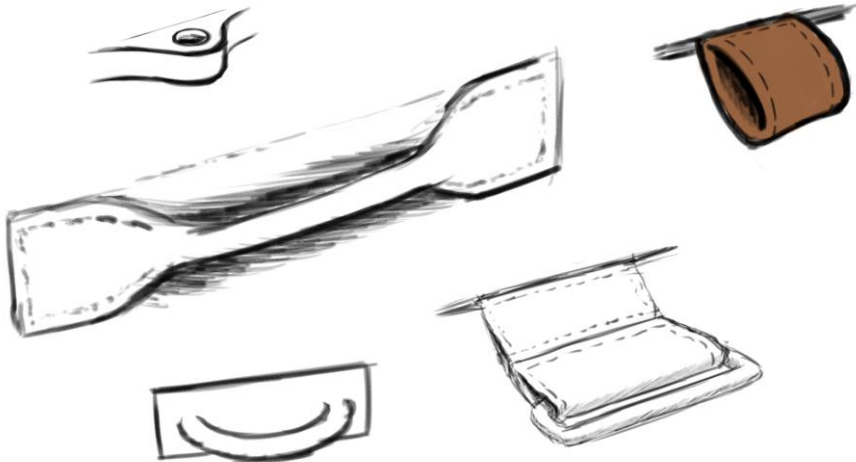
Opening Principle



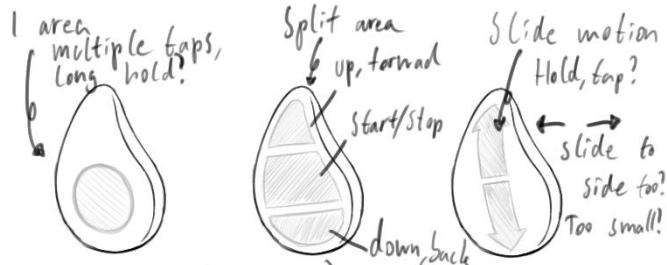
Opening placement



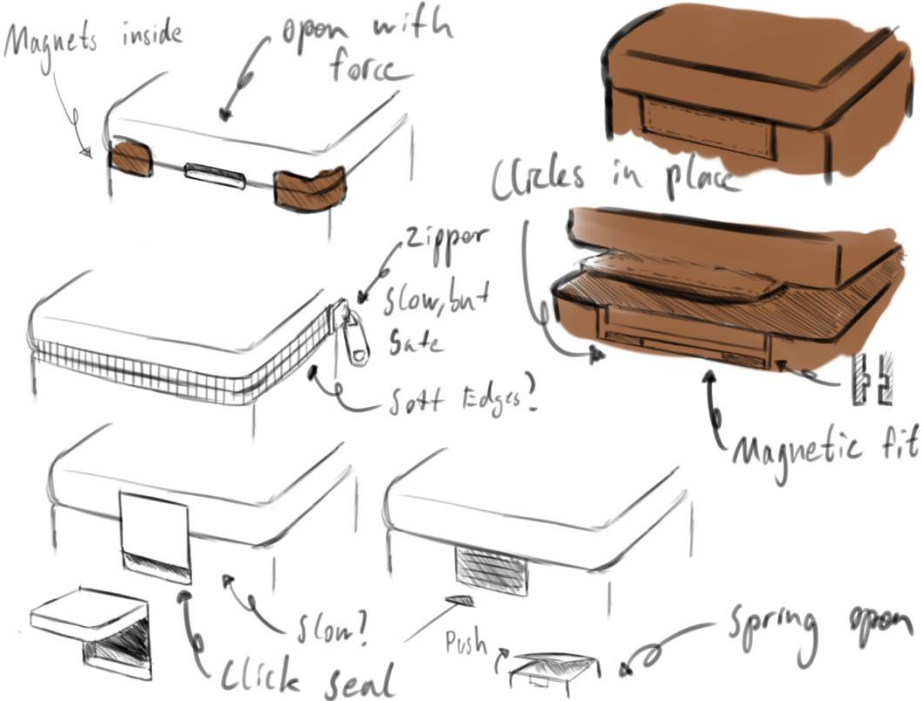
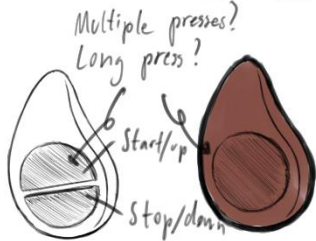
Detailing



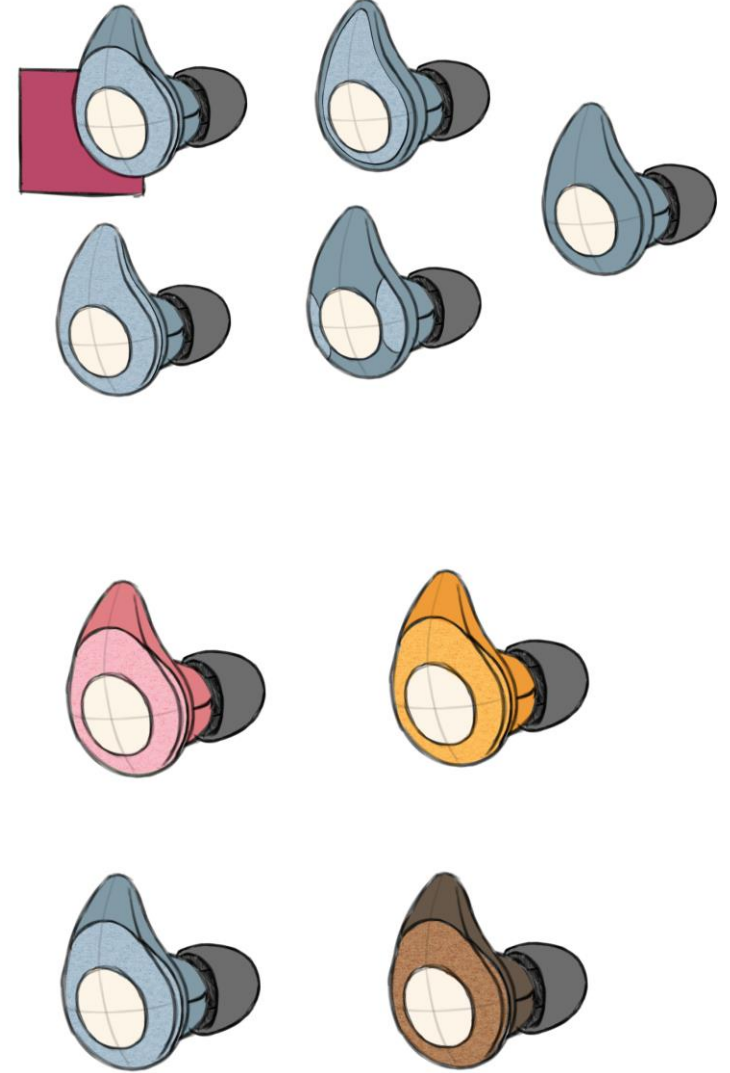
Touch



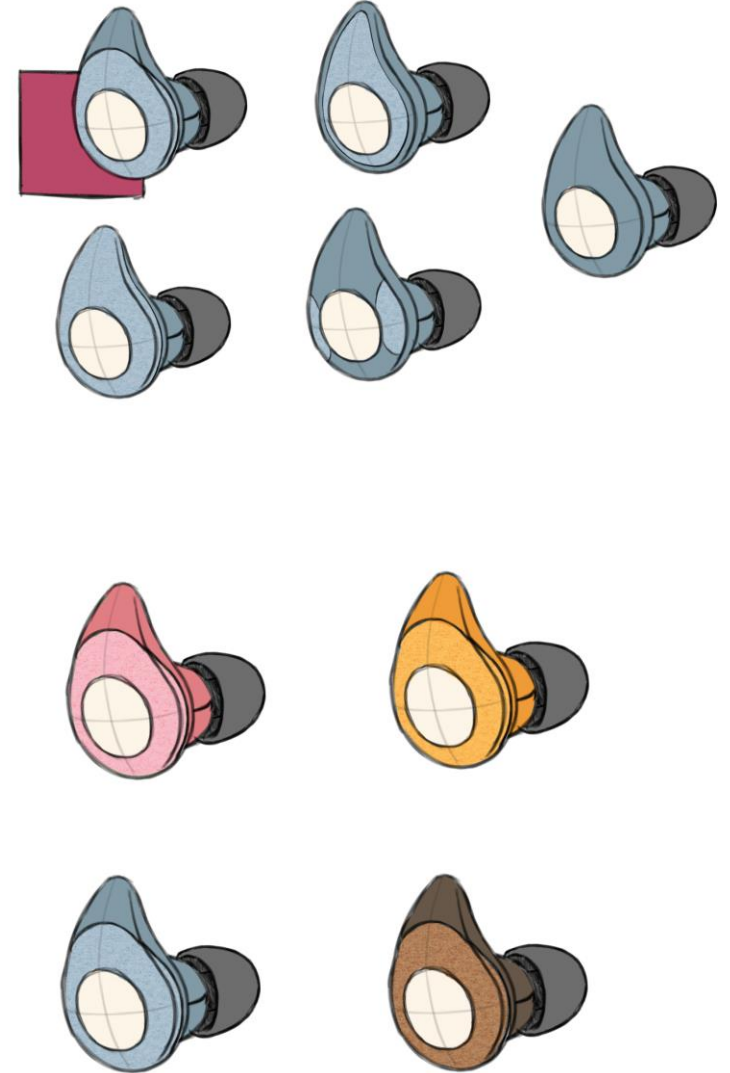
Physical



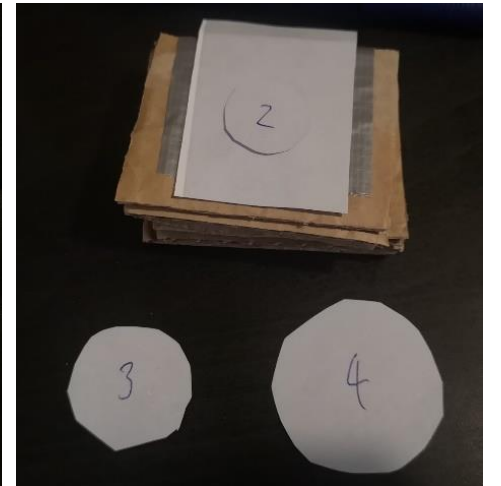
Finalizing

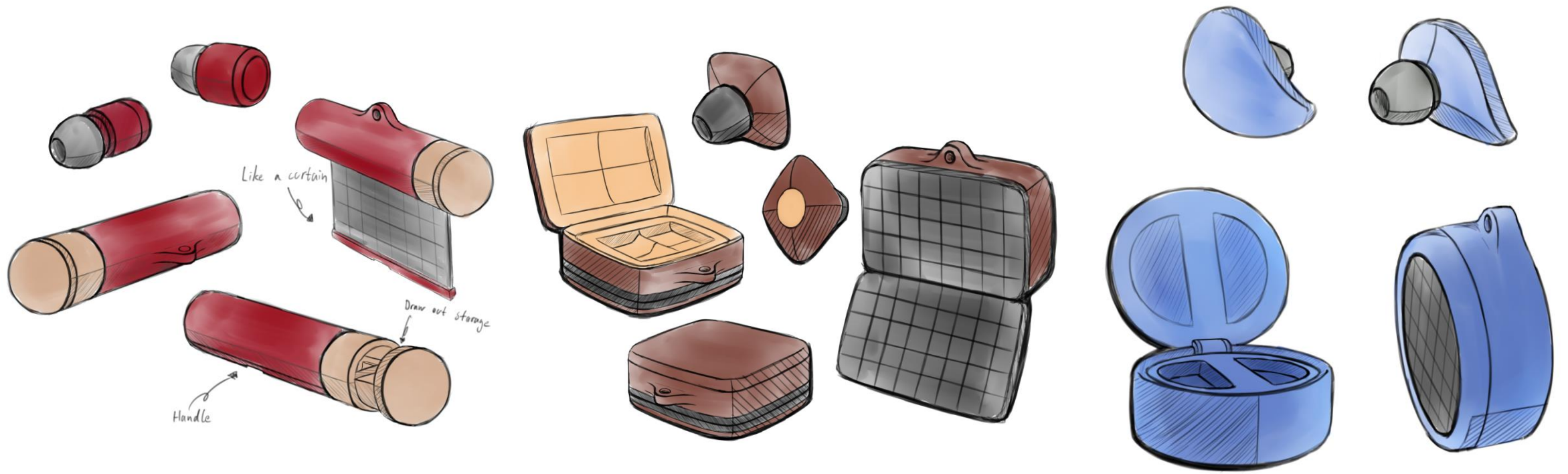


Final Expression



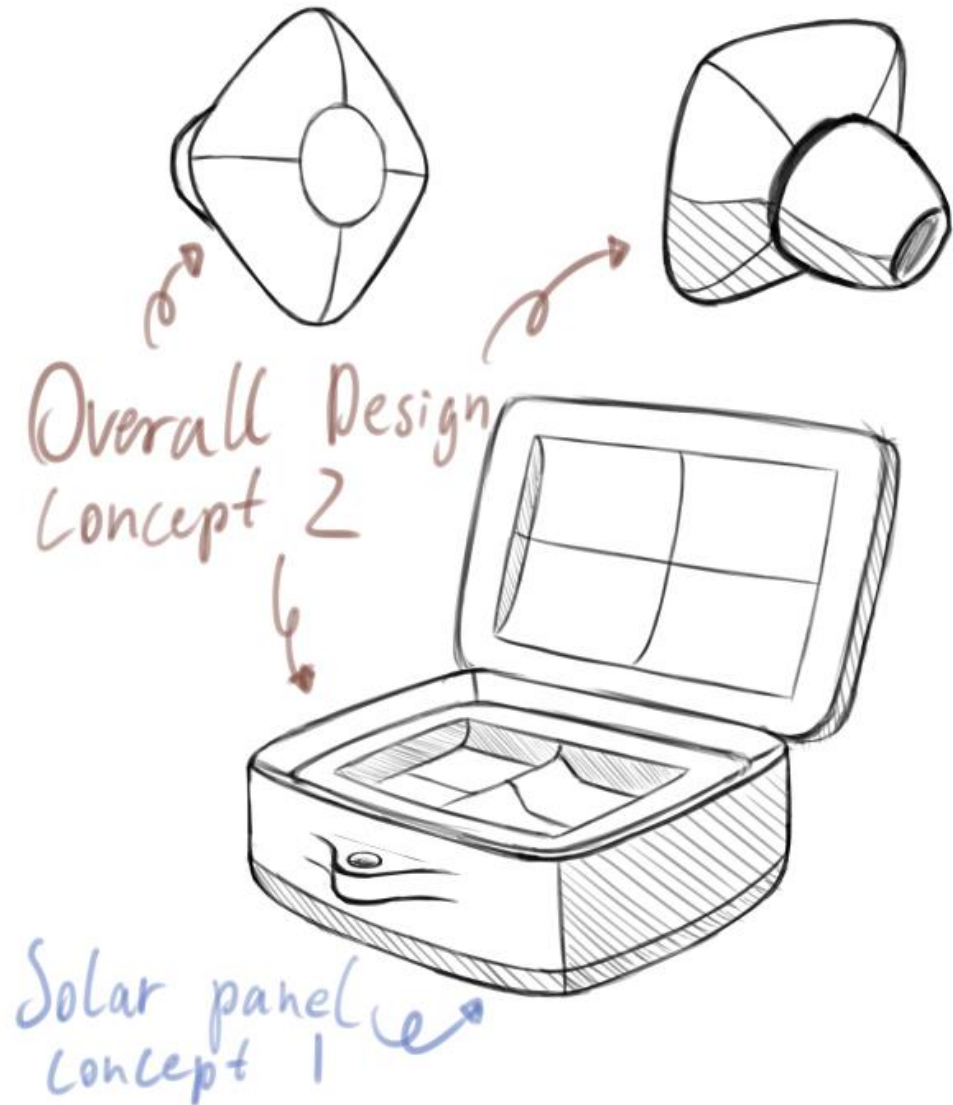
Finalizing



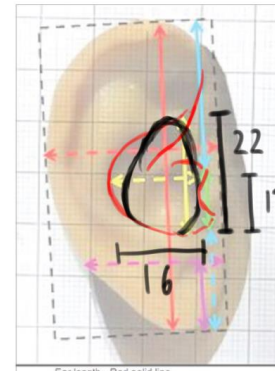
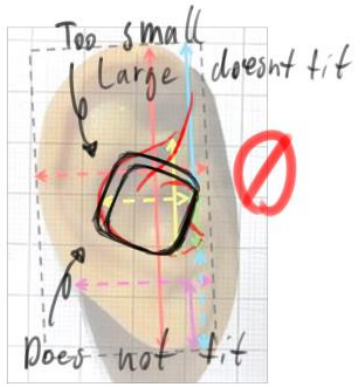
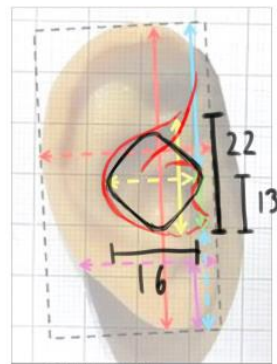
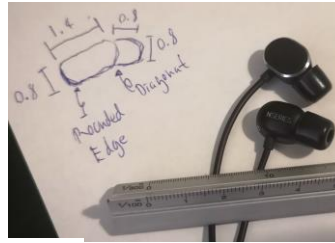


The 3 concepts

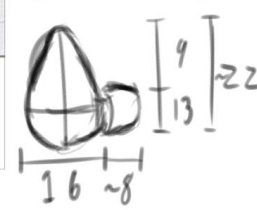
Selected concept



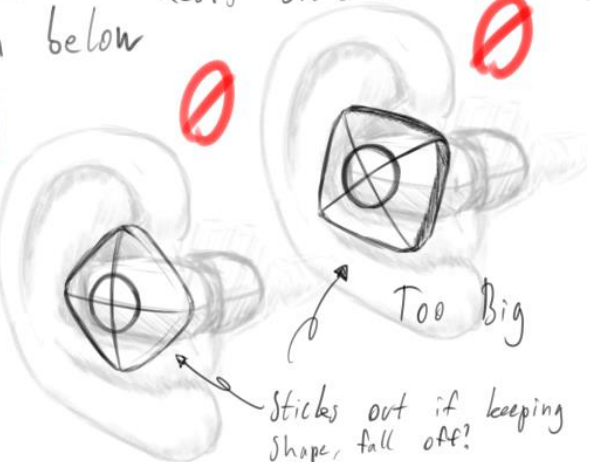
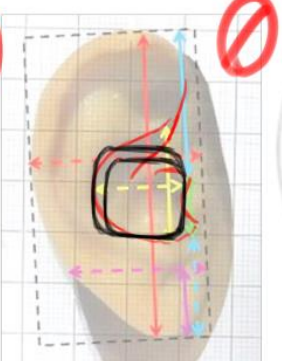
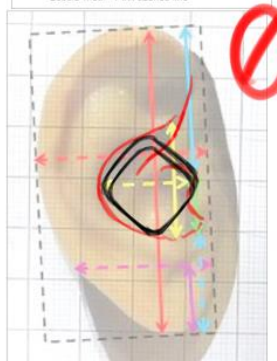
Ergonomics and redesign



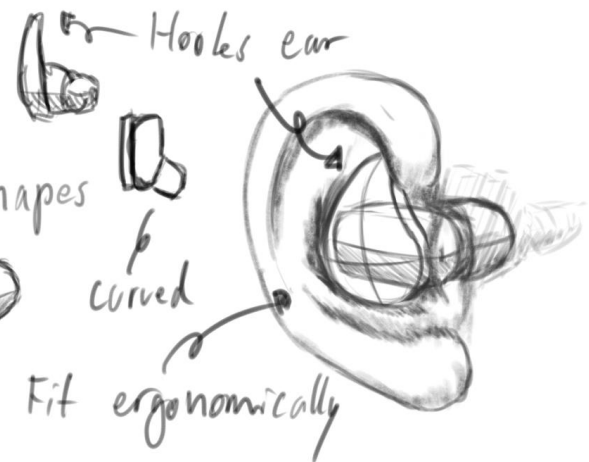
Dimensions



Redesign



The basic shapes



Logo and Dimensioning

