



Solutions for team 31

- First aim: transport of the Chimarrão kit;
- Second aim: better cap for the cuia.

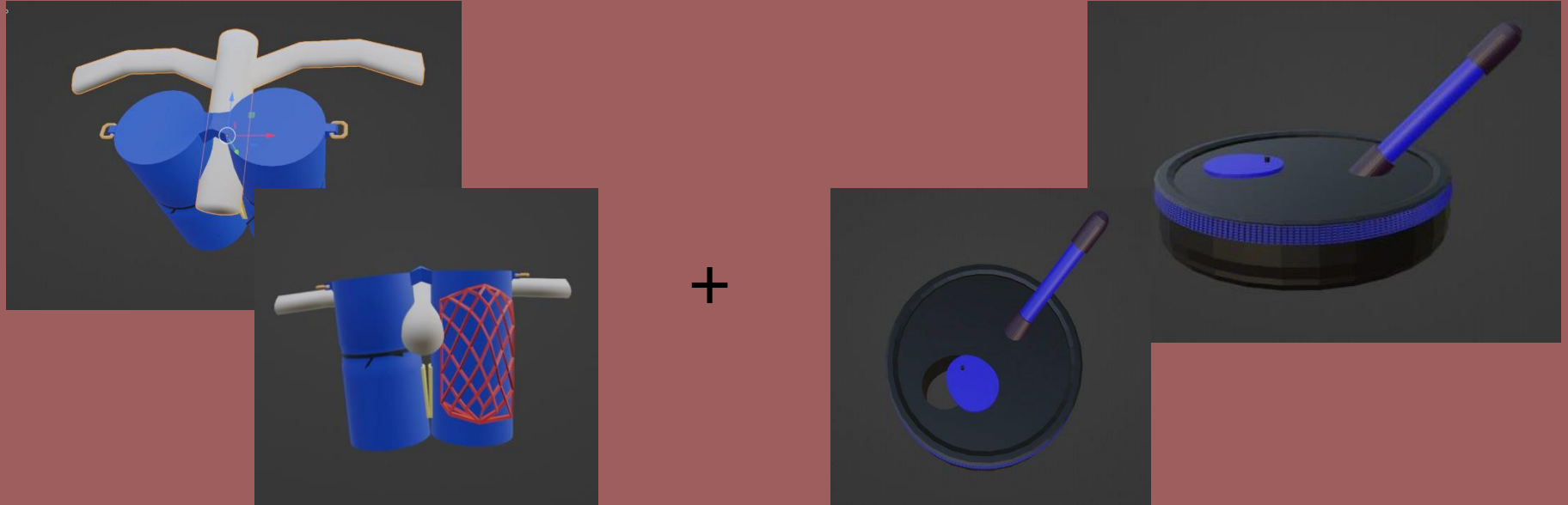
key feature: not bulky





Solutions for team 31

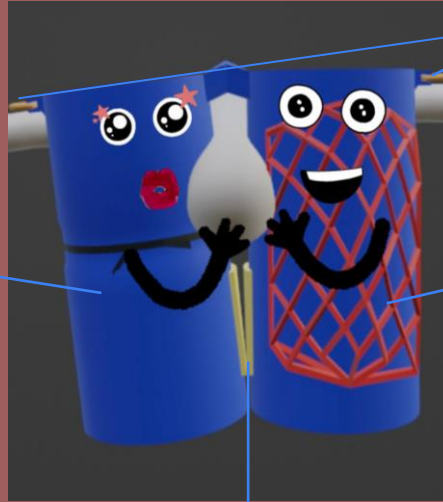
After discussing it, the team 31 chose the Lovers bag as a solution to their brief because it fully reflects the required needs. The designed product includes all changes and requests proposed by the team 31





LOVERS BAG

Two soft containers with a solid base linked by a bridge at the top and by straps at the bottom that attach them to the bike.



The container on the left is designed to contain the cuia, in fact it has a central lace that can be tightened to slow it down and prevent it from moving.

On the sides of the containers there are two hooks for the shoulder belt.

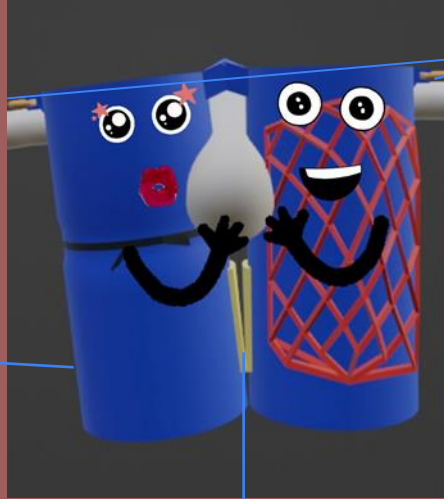
The right container is designed to hold your thermal water bottle and it has an external pocket to hold personal items such as your cell phone or keys.

The felt is useful for keeping the two bags together with the bike



LOVERS BAG

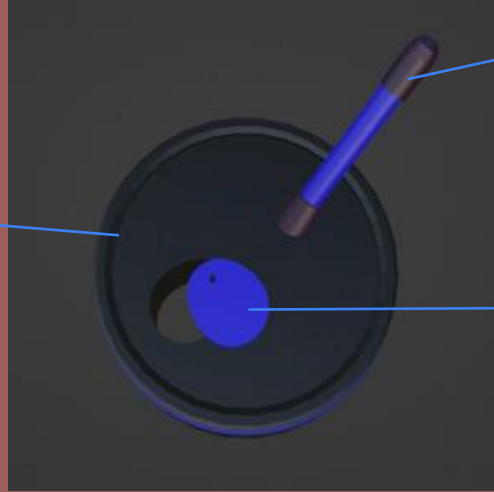
Inspiration





LOVERS BAG

The cap remains
attached to the
cuia.



This is the cap of the bomba.

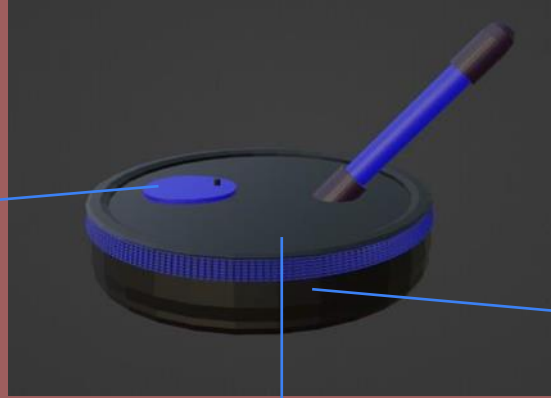
There will be only this slot that
you can open or you can close
everytime you have to add
water inside.

The slot's cap turns on itself.



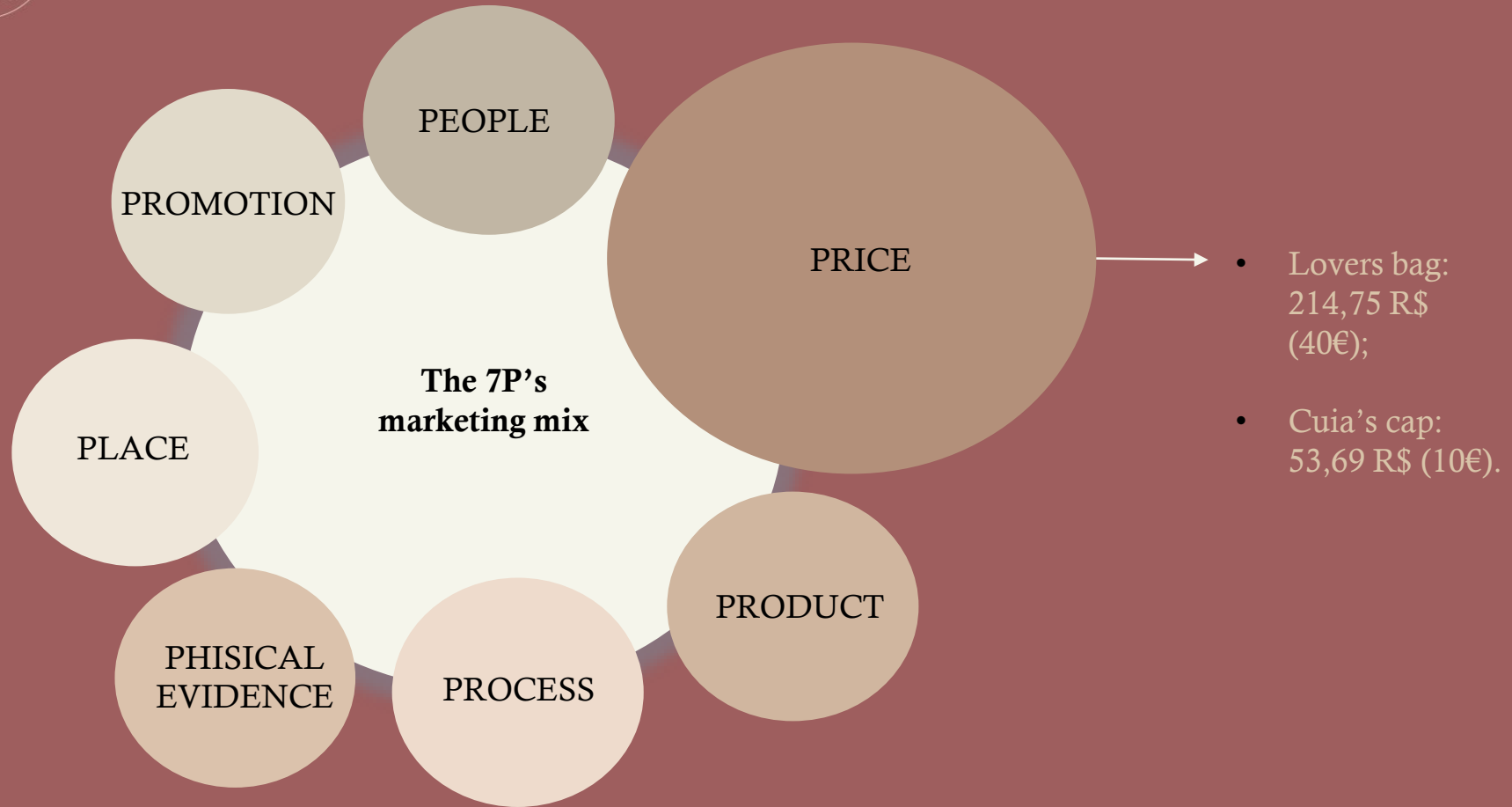
LOVERS BAG

Inspiration



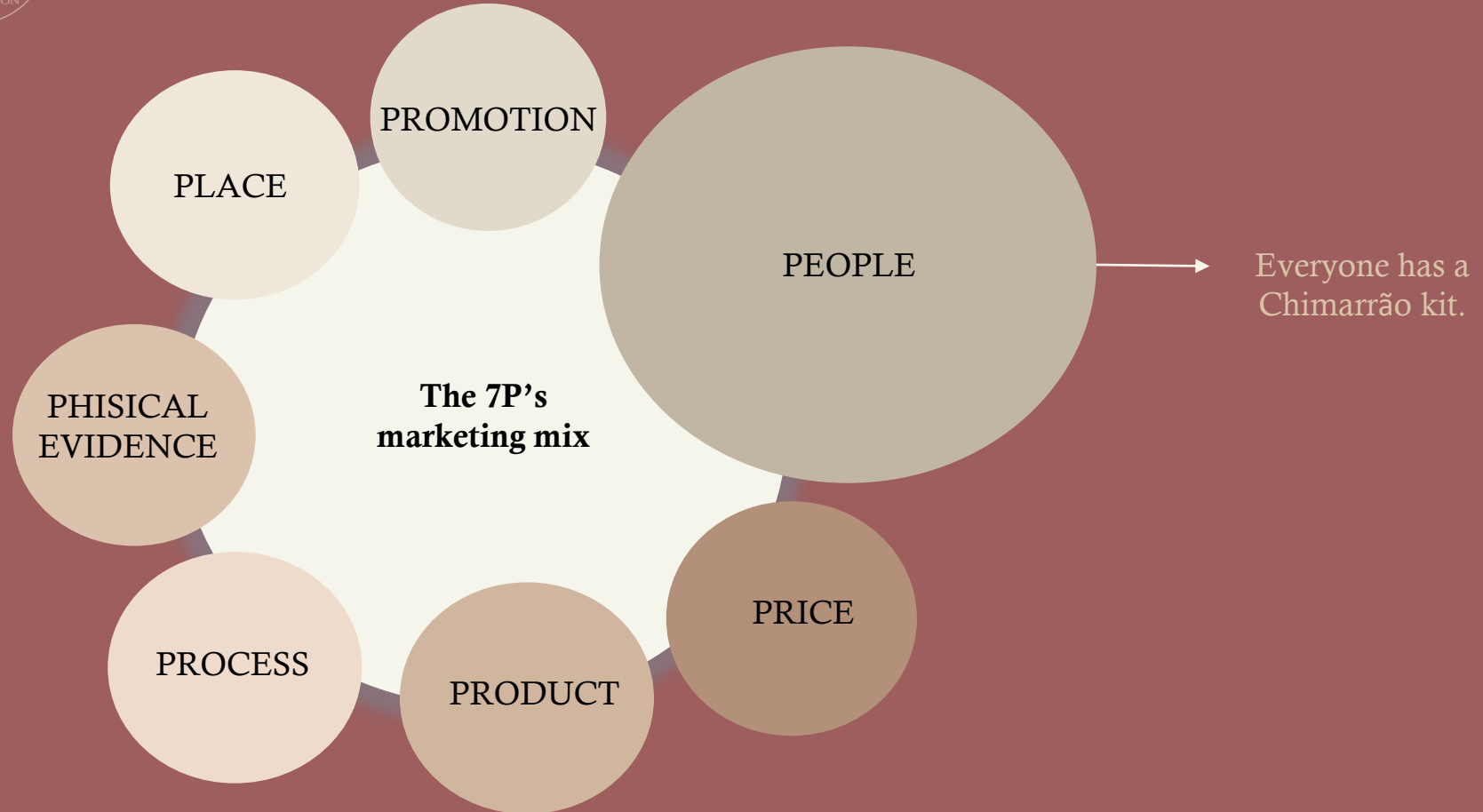


LOVERS BAG



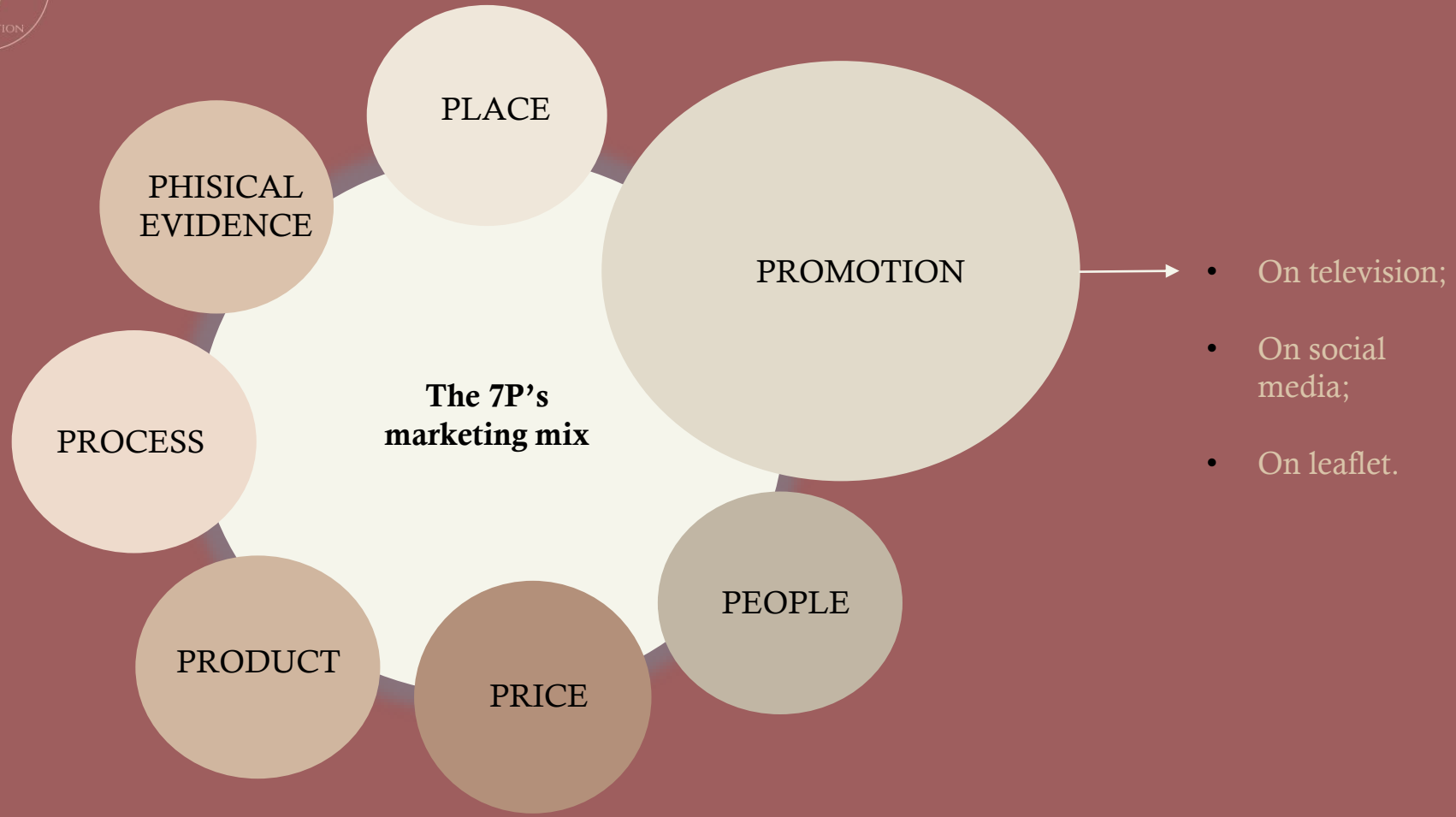


LOVERS BAG



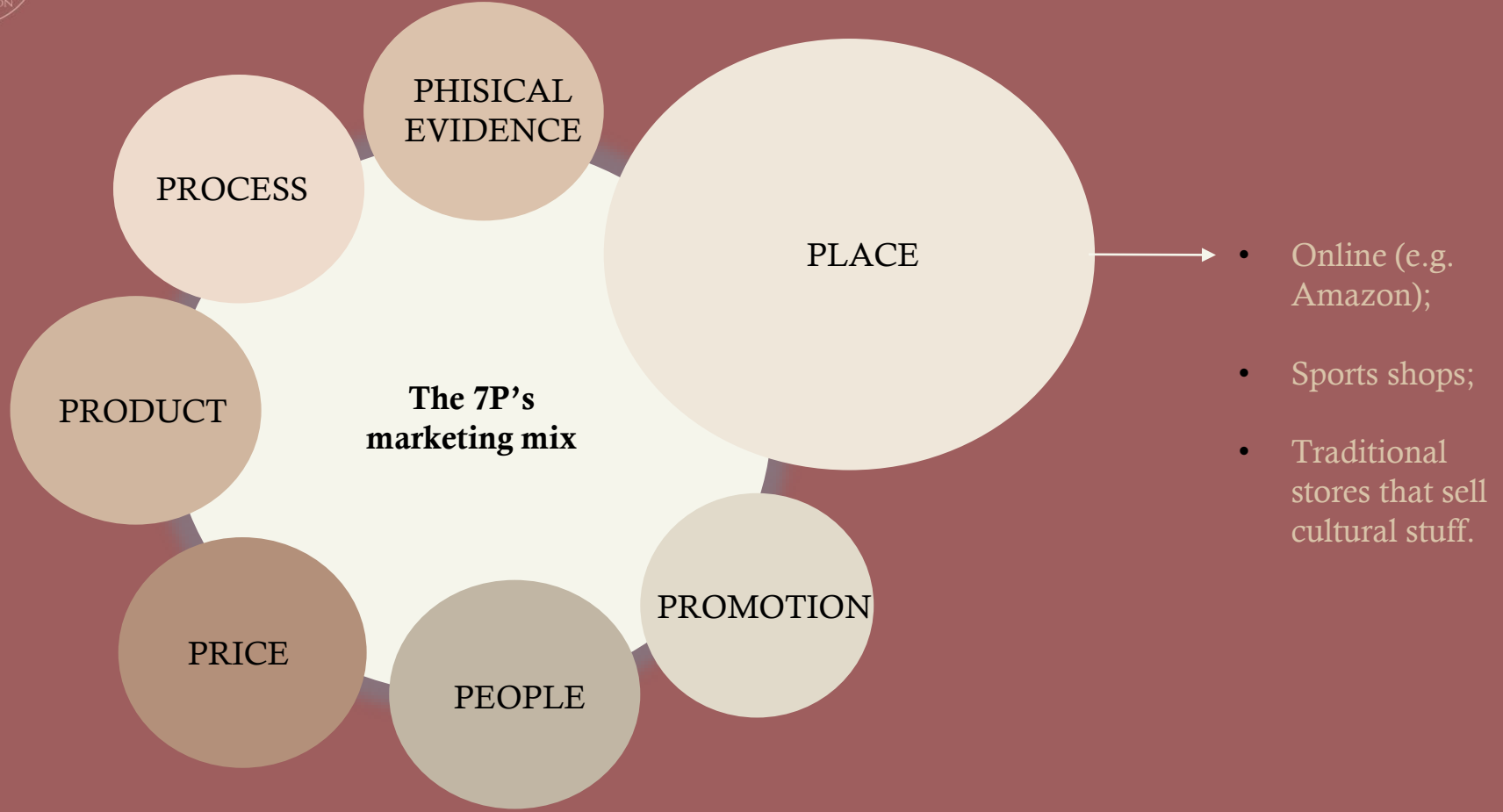


LOVERS BAG



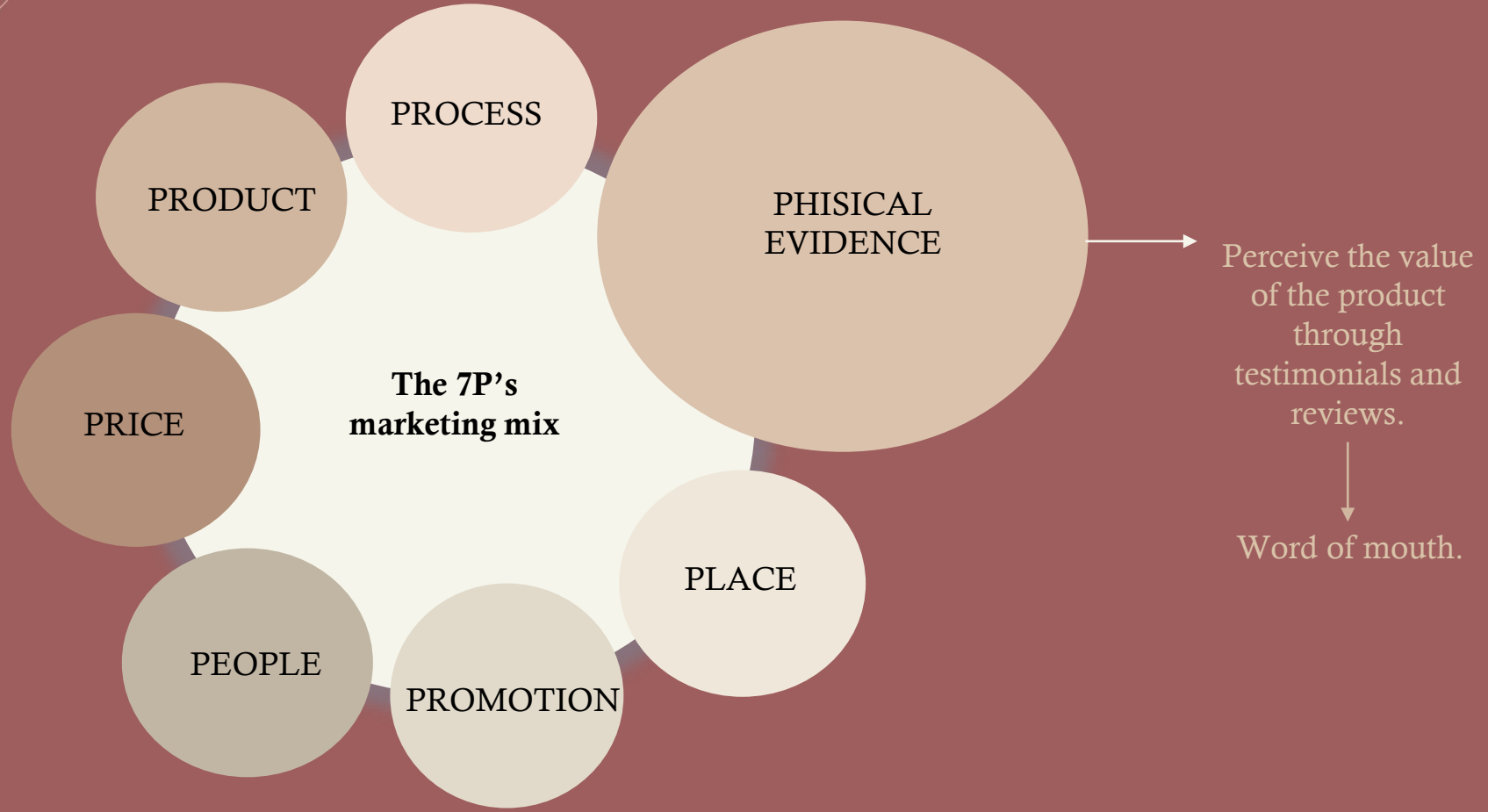


LOVERS BAG



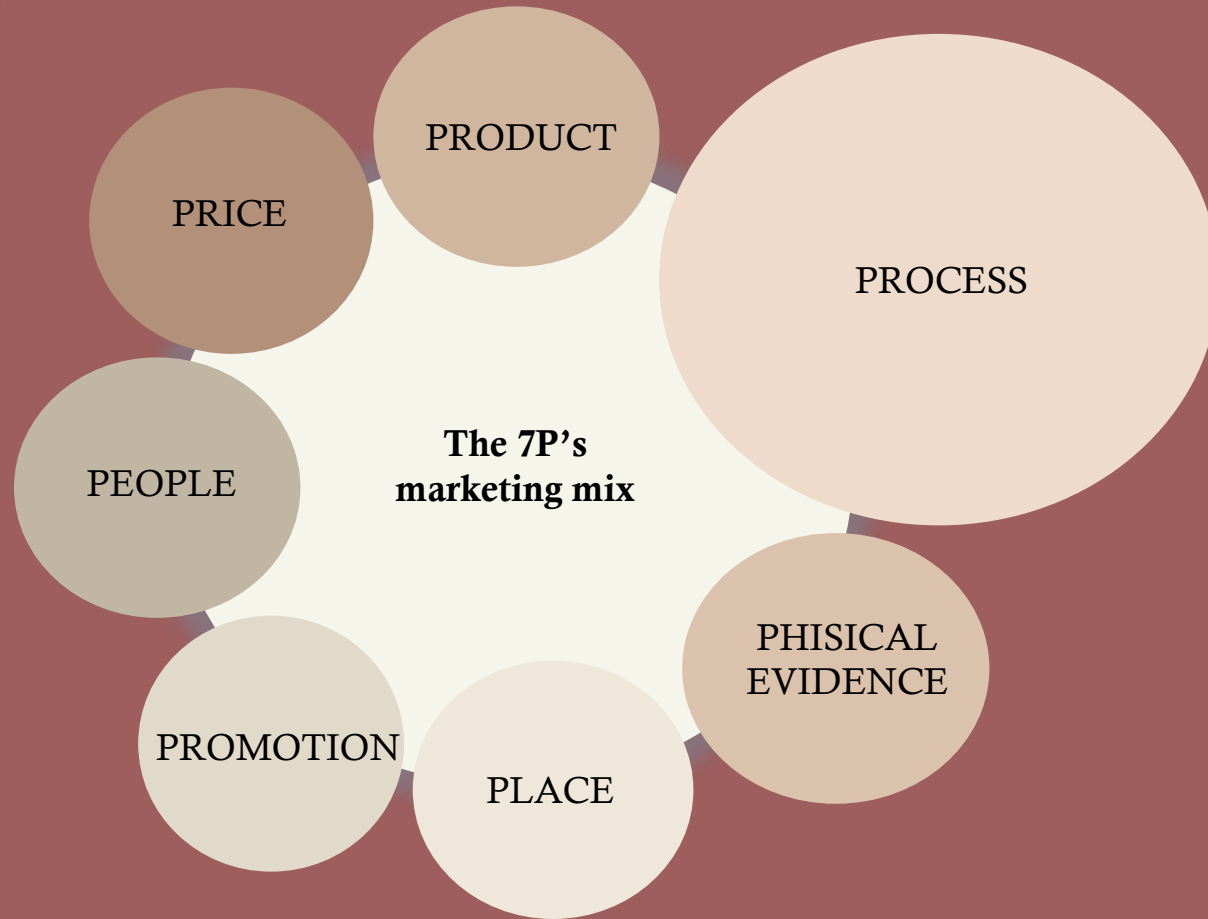


LOVERS BAG





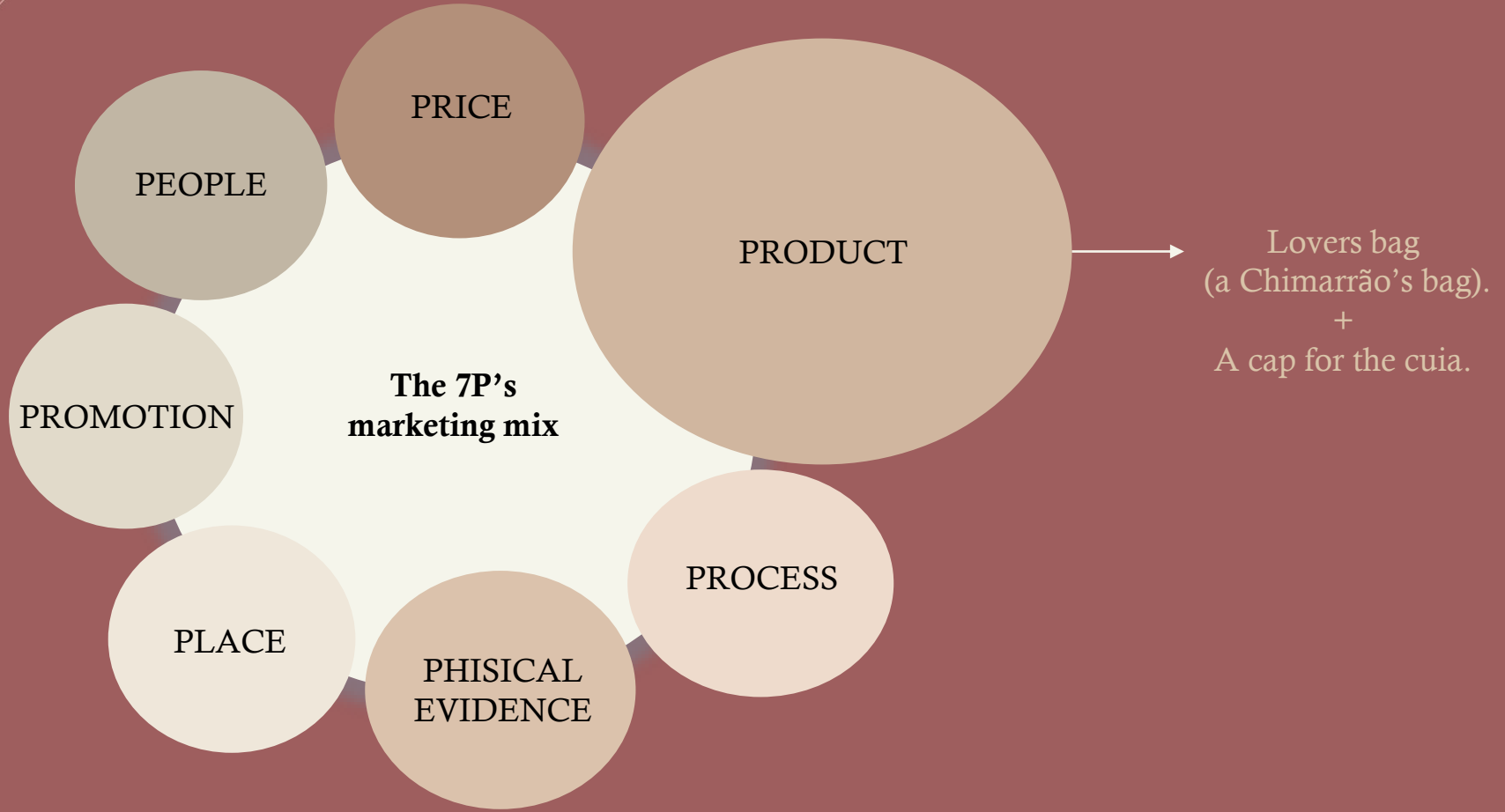
LOVERS BAG



→ The creation process is linked to satisfying the needs and requirements of an individual, attributing value to the final product. The value isn't linked only to the cost, but also to the emotion, in fact the name "Lovers bag" doesn't only refer to the physical structure of two adjacent bags as if they were a love couple, but also to the emotional bond that can arise with the created object.



LOVERS BAG





LOVERS BAG

Lovers bag is the best product ever to solve your problem...

This product is perfect for you if you want to go out and take your Chimarrão with you. You will no longer need to think about where to put it because thanks to the minimalist design of the bag it will be easy to transport. In addition, if you are on a bike you can attach it to your bike and enjoy your walk in Redenção park.

Lovers bag is also perfect when you have others bags with you because it is light and takes up little space.

It fully satisfies the criteria you have provided us, which are:

- A physical product helpful to our problem;
- A visual poster: something to stimulate the Gaúchos's lifestyle.



THIS IS WHY YOU HAVE TO CHOOSE IT !



LOVERS BAG

Package

Box for Lovers bag



Box for cuia's cap



The packaging is sustainable

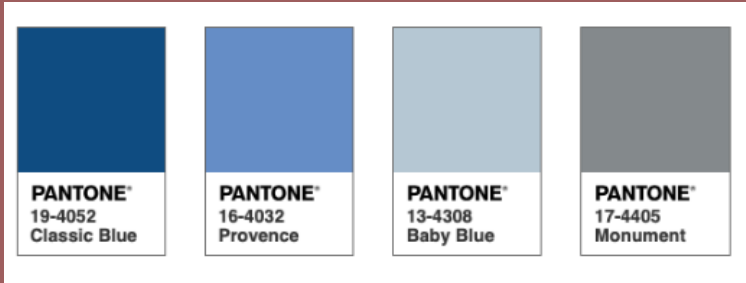
↓
recyclable paper, organic
cotton, bamboo...



LOVERS BAG

Brand Identity

Main colors:



Logo:



Materials:

- Lovers bag = waterproof Oxford fabric or an other sustainable fabric (container's base could be made by silicon eco-friendly).
- Cuia's cap = bioplastics, liquid wood...

Typography:

Calisto MT



LOVERS BAG

Technical measures

Container:

- base = 9 cm
- height = 24,5 cm
- depth = 9 cm

Pocket:

- height = 18 cm
- width = 7,5 cm

Felt:

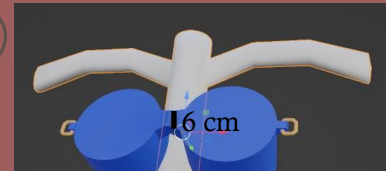
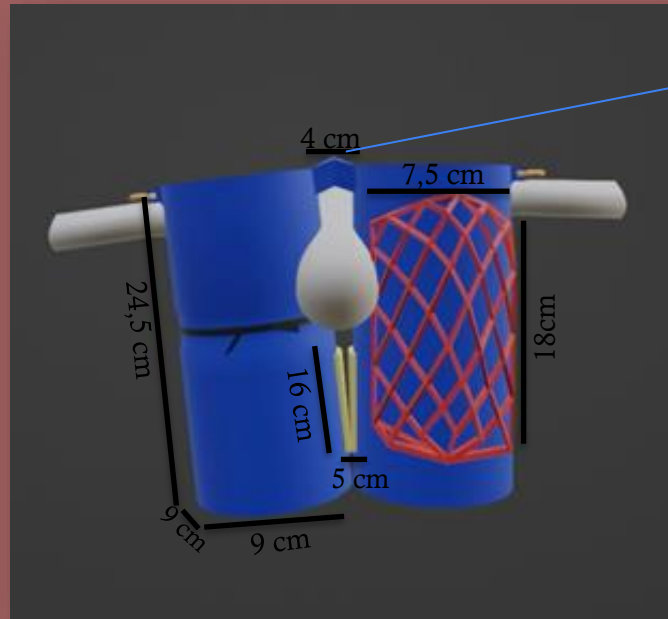
- height = 16 cm
- width = 5 cm

Bridge:

- length = 4 cm
- width = 6 cm

Shoulder belt:

- length = 80-140 cm
- width = 3,8 cm

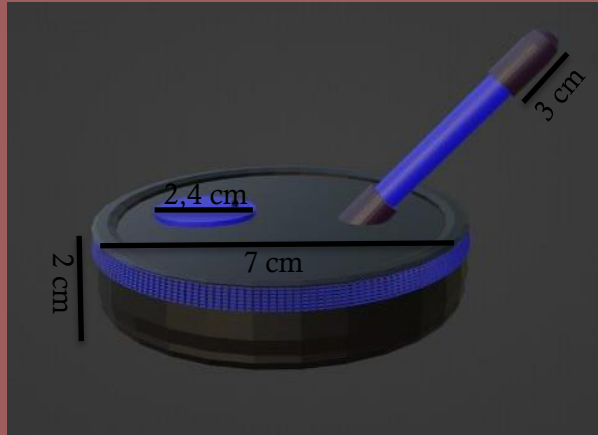




LOVERS BAG

Technical measures

- Cap diameter = 7 cm
- Slot diameter = 2,4 cm
- Cap bomba = 3 cm
- Cap height = 2 cm



The measurements were decided by referring to a standard size of cuia. Naturally these measures must be adapted to the different types of cuia.



HAVE A NICE WORKING DAY !

By team 24

