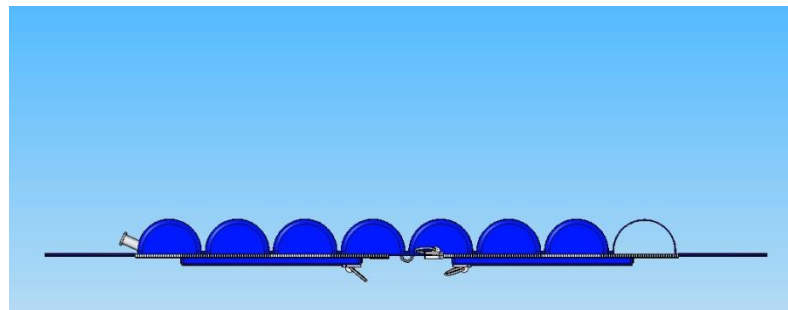


DESIGN DEL PRODOTTO 2

CORSO DI PROGETTAZIONE A.A. 2008-2009

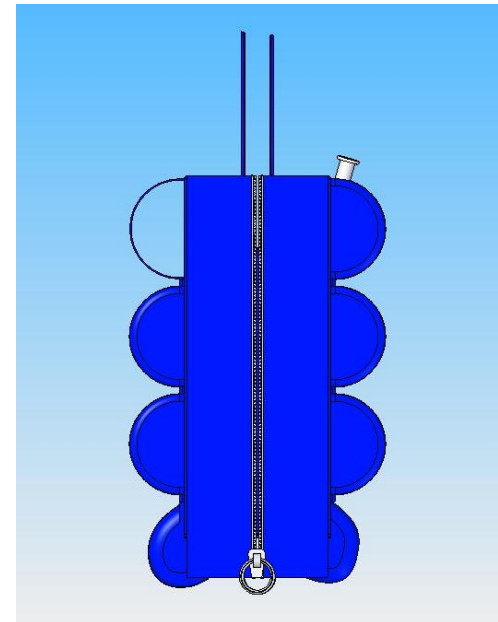


ANTONIO PAGANI

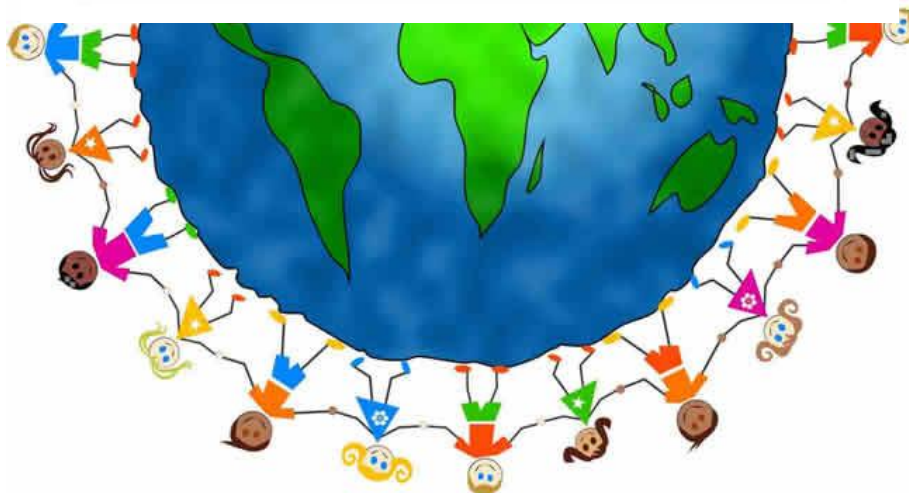
DOCENTE: ELIA MANGIA

BORSA PORTA PC

- **Scenario d' uso**
- **Target utente**
- **Posizionamento di mercato**
- **Concept**
- **Funzioni innovative**
- **Prodotto**
- **Disegno tecnico quotato**
- **Sezione**
- **Materiali e colori**



LOGO



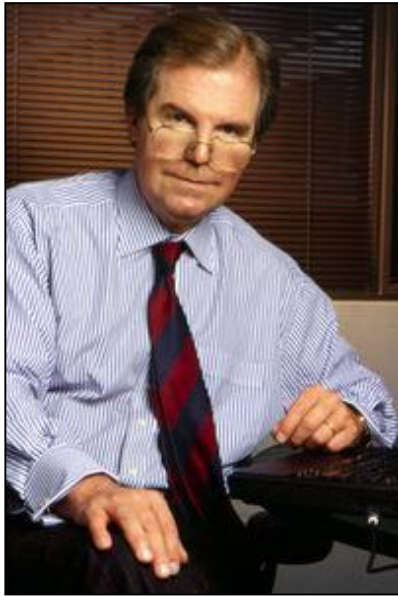
SCENARIO D'USO



TARGET UTENTE



POSIZIONAMENTO DI MERCATO



Nicholas Negroponte (New York, 1943) è un informatico statunitense celebre per i suoi studi innovativi nel campo delle interfacce tra l'uomo e il computer.



CONCEPT



Leggerezza



Protezione

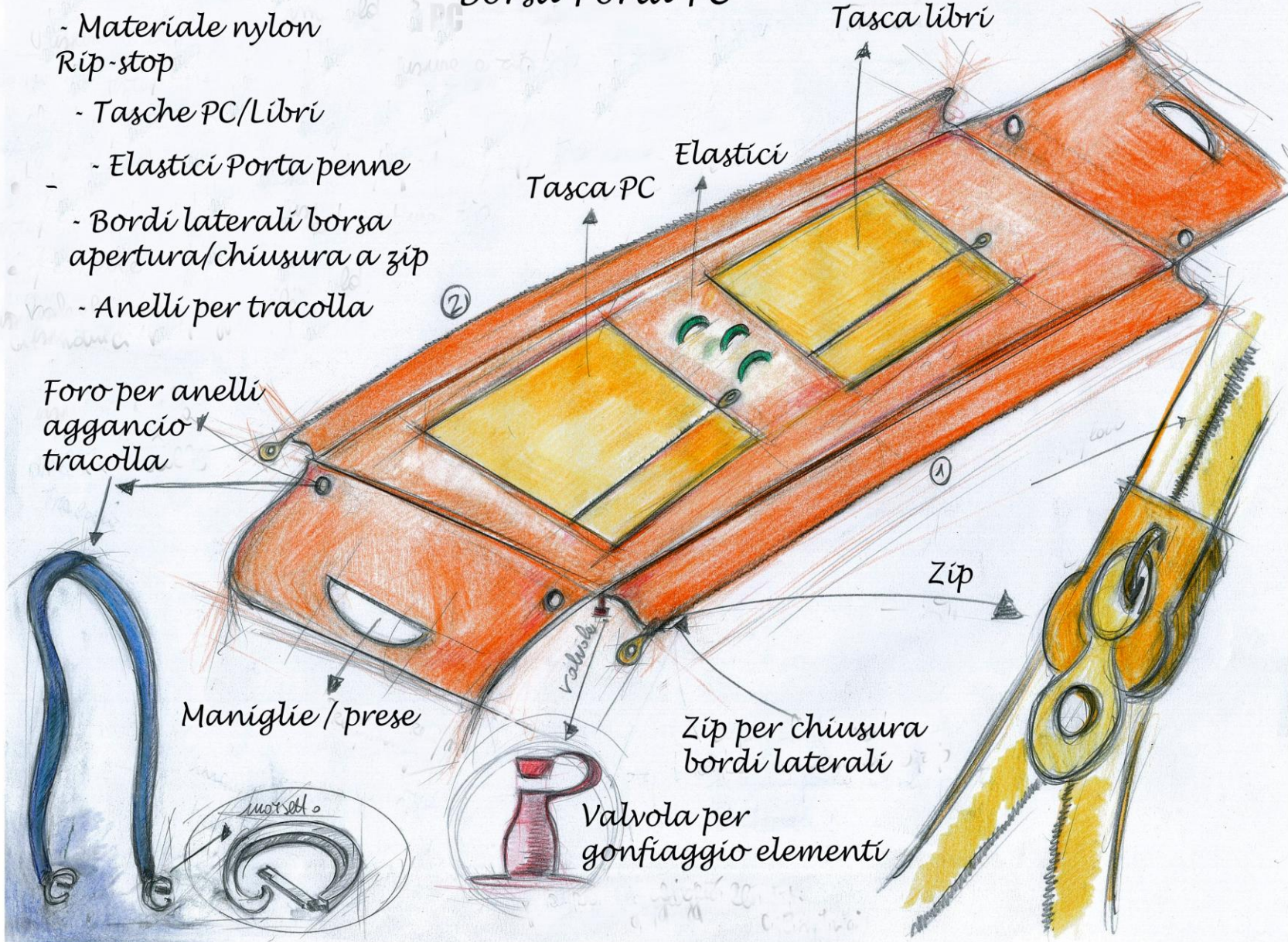


Resistenza

FUNZIONI INNOVATIVE

Borsa Porta PC

- Materiale nylon Rip-stop
- Tasche PC/Libri
- Elastici Porta penne
- Bordi laterali borsa apertura/chiusura a zip
- Anelli per tracolla



FUNZIONI INNOVATIVE

Borsa porta PC Gonfiabile

Vista esterna
elementi gonfiabili

Valvola

Vista laterale
borsa chiusa

Valvola
rientrante

Elementi gonfiabili

entrata aria

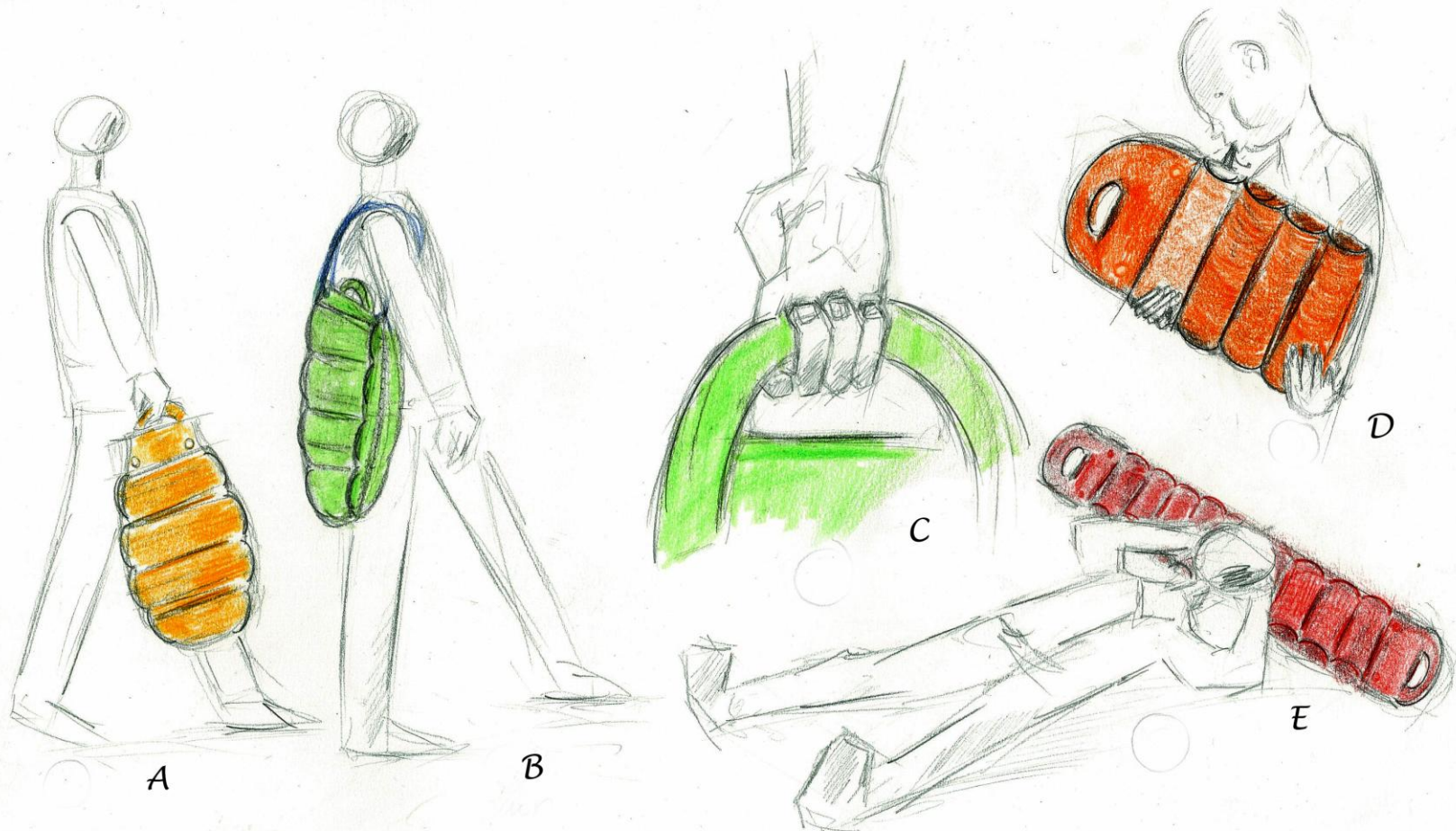
aria

saldatura

aria

aria

FUNZIONI INNOVATIVE



Alcuni esempi dell'uso quotidiano della borsa porta PC:

A - a mano

B - a tracolla

C - presa ergonomica

D - gonfiaggio elementi per utilizzo

E - come cuscino per momenti relax

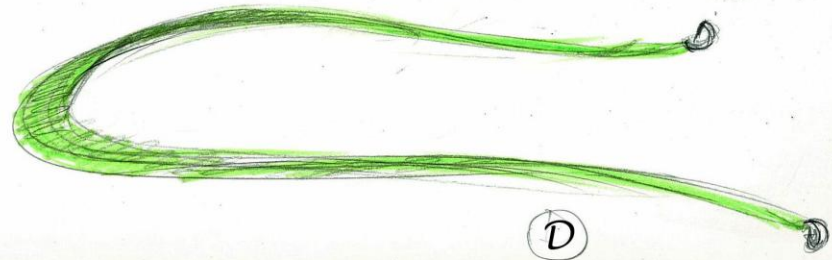
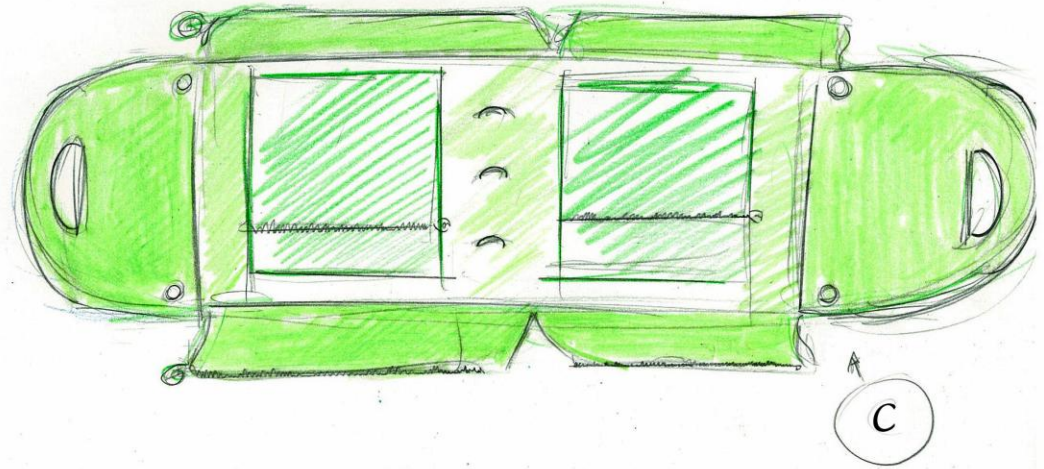
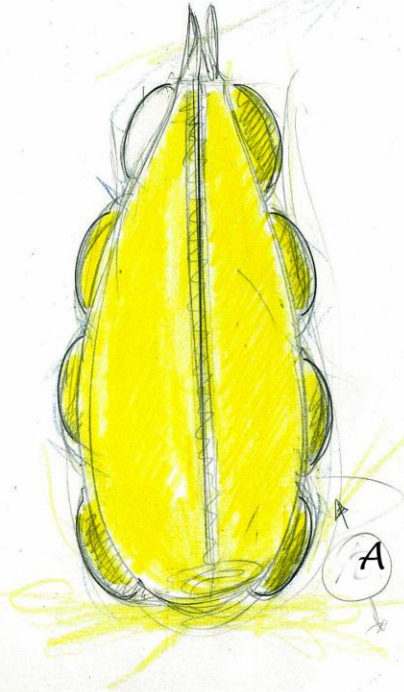
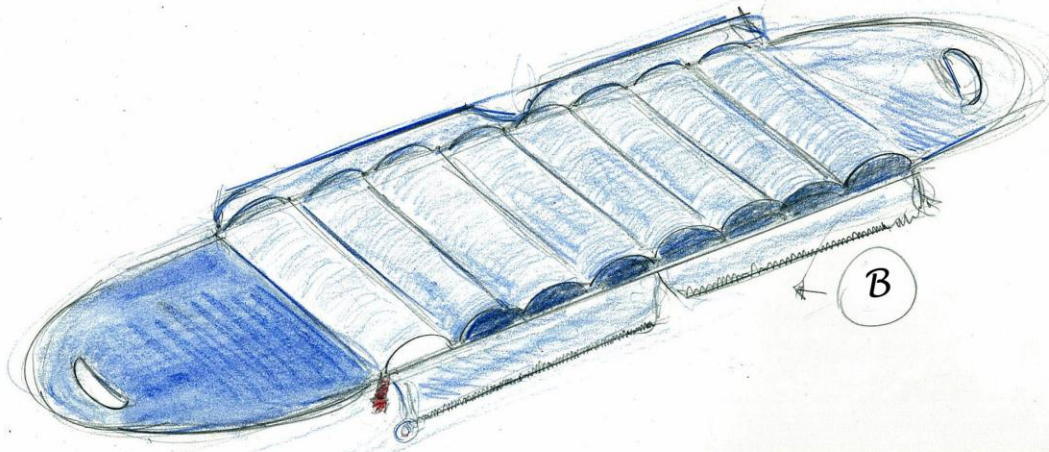
FUNZIONI INNOVATIVE

A - Vista laterale

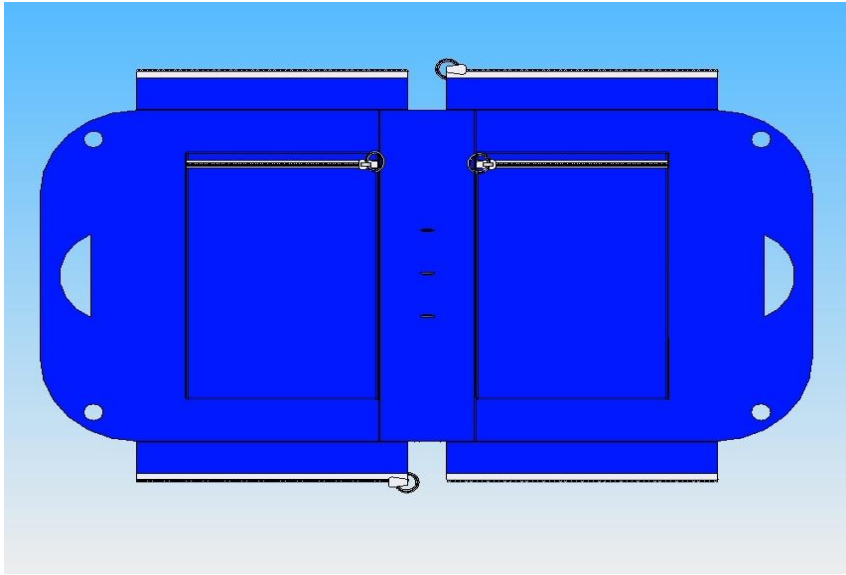
B - Vista esterna

C - Vista interna

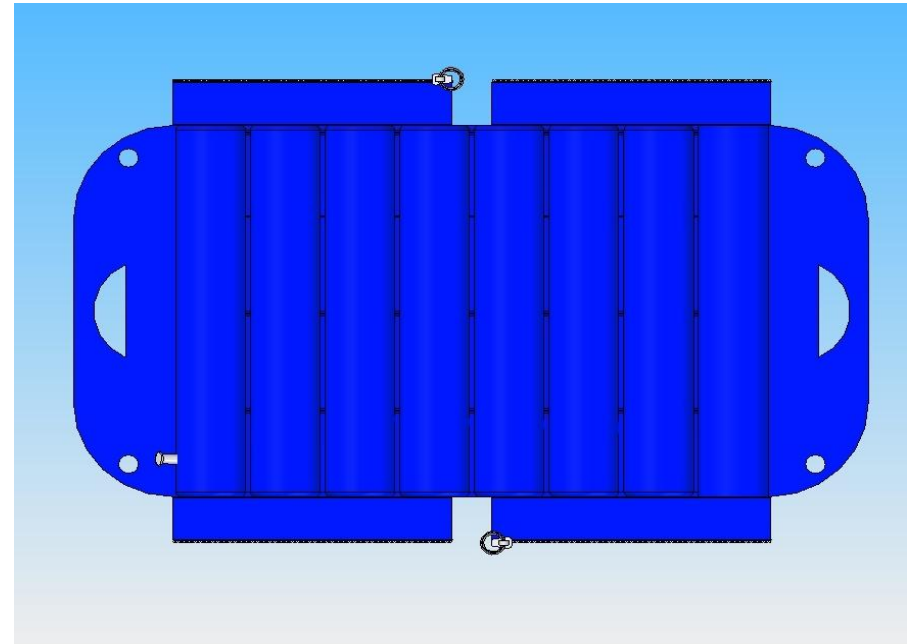
D - Tracolla



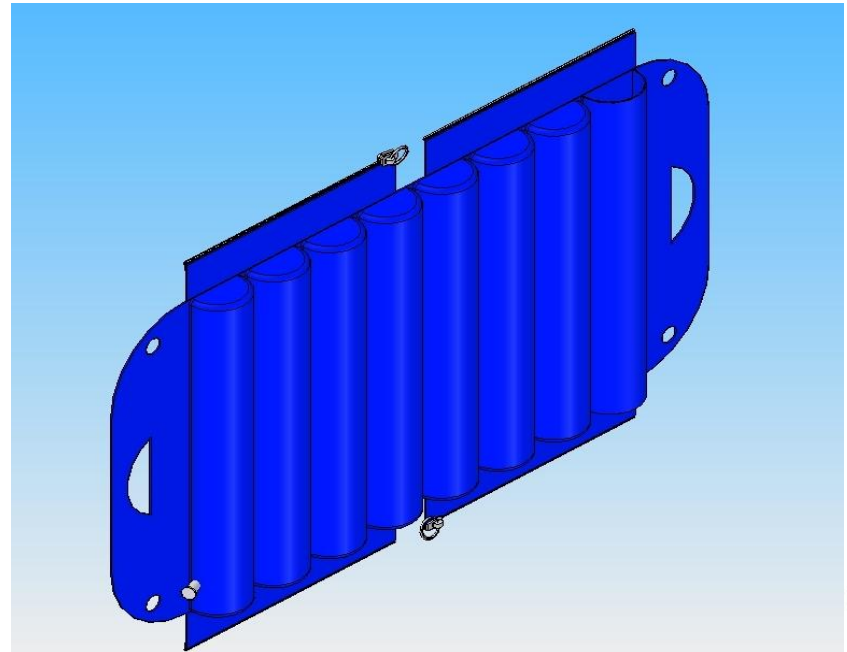
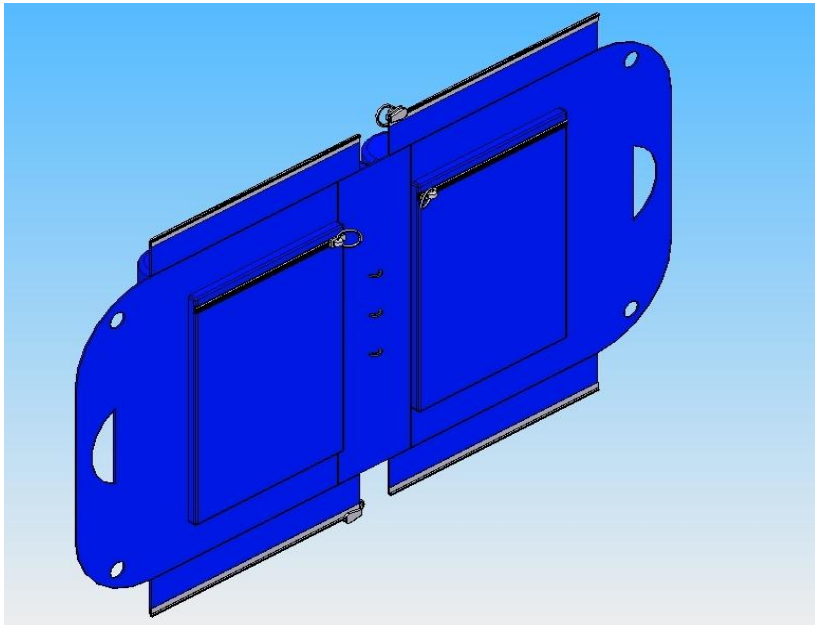
PRODOTTO



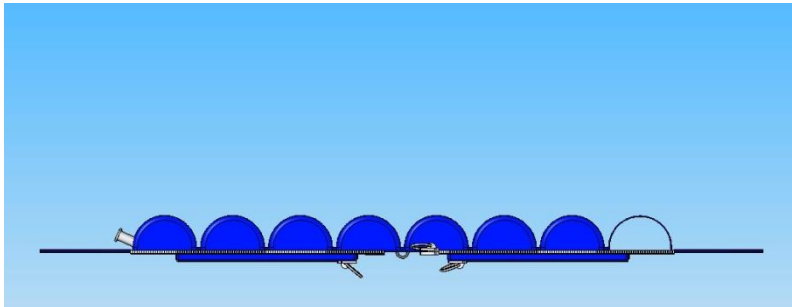
Vista frontale e diagonale interno borsa



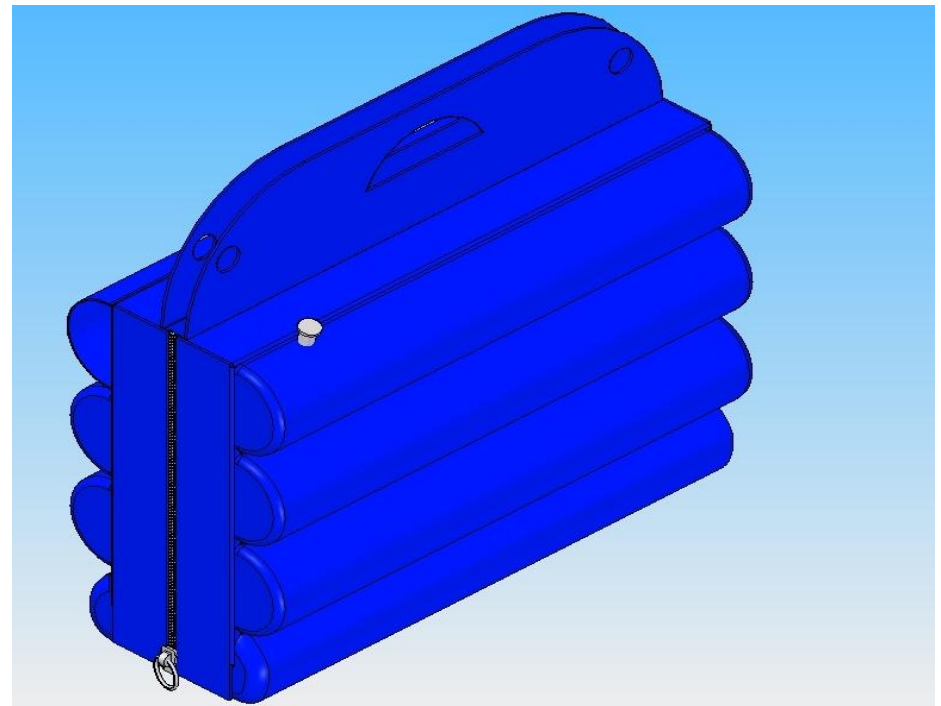
Vista frontale e diagonale esterno borsa



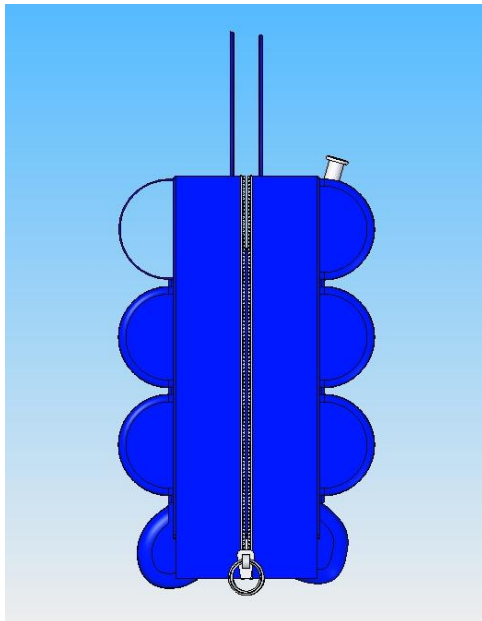
PRODOTTO



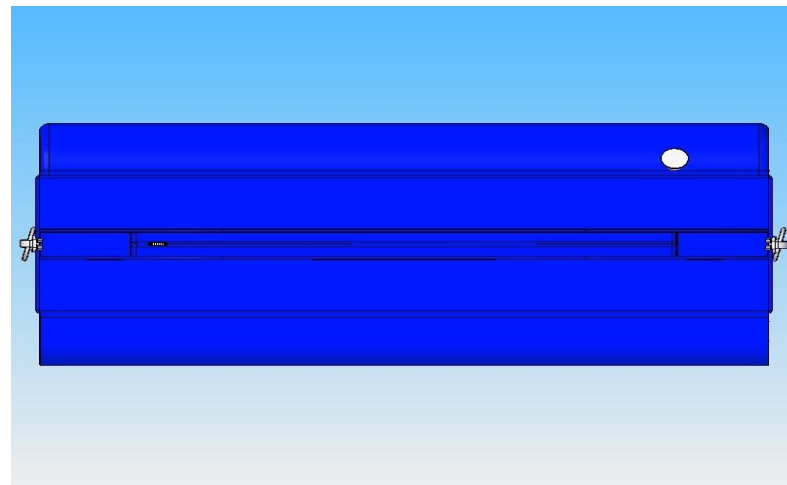
Vista sezione elementi



Posizionamento in diagonale

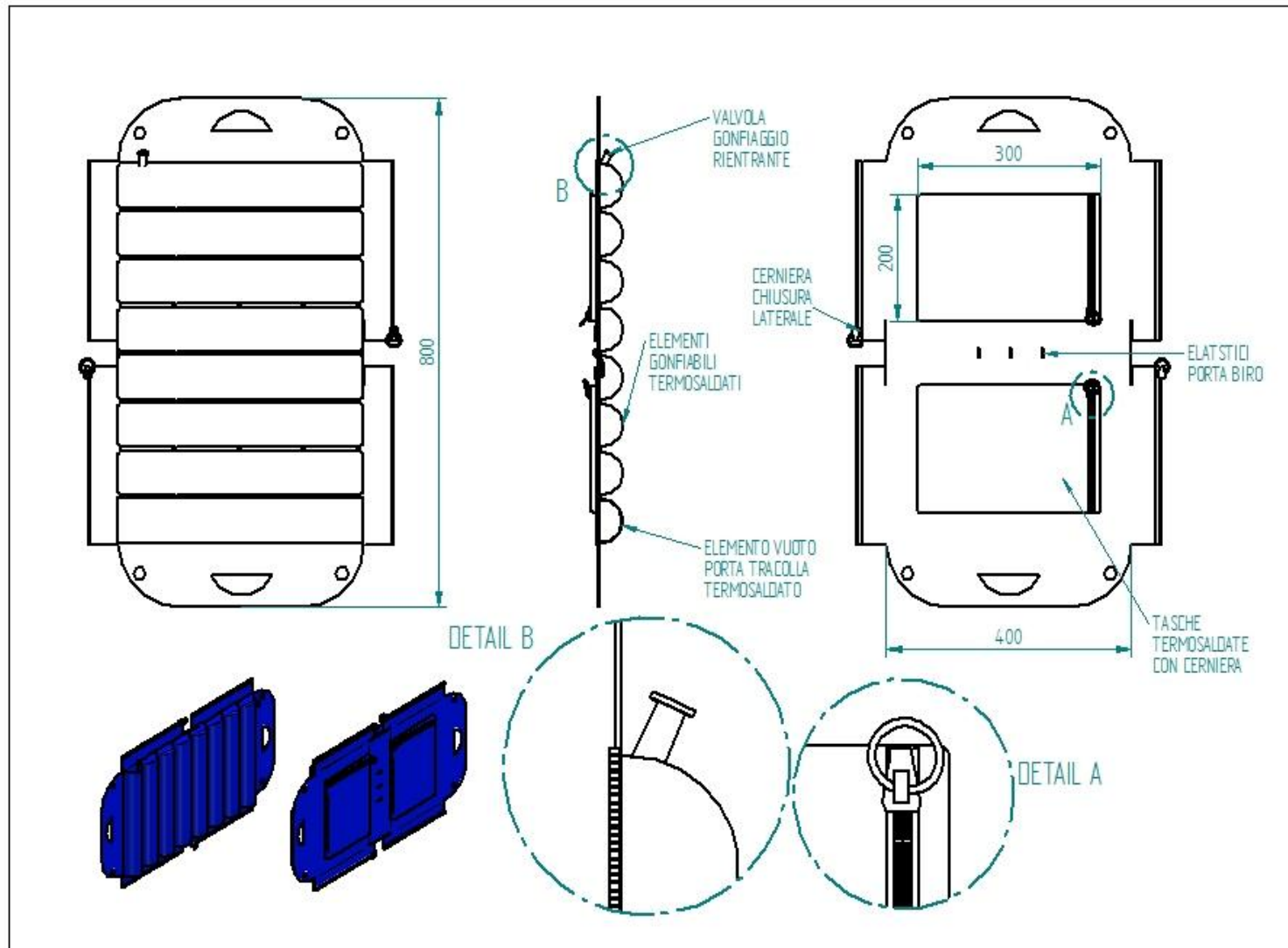


Vista laterale



Vista dall'alto

DISEGNO TECNICO QUOTATO



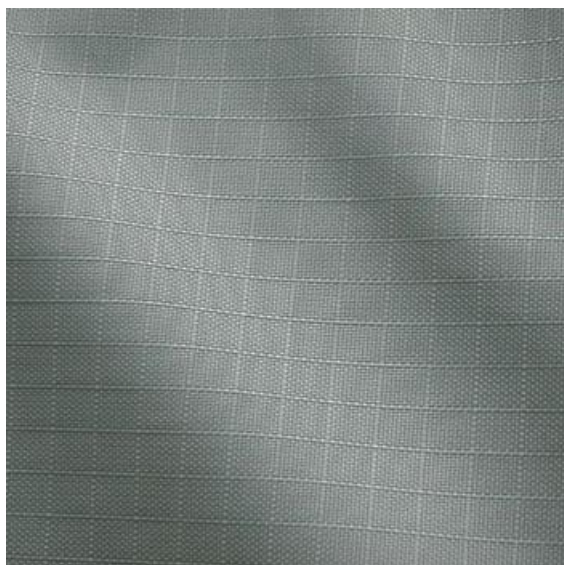
MATERIALI e COLORI



Nylon



BLACK - [BLK]	CHARCOAL - [GRY]	SILVER - [SIL]	WHITE - [WHI]	CHOCOLATE - [BRN]
CREAM - [CRM]	YELLOW - [YEL]	MANGO - [MGO]	GOLD - [GLD]	ORANGE - [ORG]
RED - [RED]	RUBIN - [RUB]	ROSE - [ROS]	WINE - [WIN]	PURPLE - [PUR]
BERRY - [BER]	GRAPE - [GRP]	PLUM - [PLM]	SKY BLUE - [SKY]	CARRIBEAN - [CAR]
ROYAL BLUE - [ROY]	MIDNIGHT - [MID]	TEAL - [TEA]	CEDAR - [CDR]	FOREST - [GRN]
FL. YELLOW - [PYEL]	FL. GREEN - [FGRN]	FL. PINK - [PNK]	FL. ORANGE - [FORG]	FLAME - [FLM]
SLATE - [SLI]				



Il termine Ripstop (“ferma strappo”) viene utilizzato per classificare tutti i materiali che vengono tessuti con un particolare procedimento atto ad evitare gli strappi e le lacerazioni.



Una volta deciso che la cosa può e deve essere fatta, bisogna solo trovare il modo.

Abraham Lincoln