



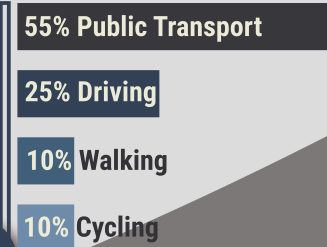
TOO-Carry

The Modular, Waterproof, Rolltop Backpack



10% Of students interviewed use cycling to commute to college on a daily basis, in comparison 25% who drive.

From our interviews we discovered that there are many students that want to cycle, due to lower costs and sustainability, but cannot do so due to various reasons. These include poor weather, lack of visibility and heavy bags.

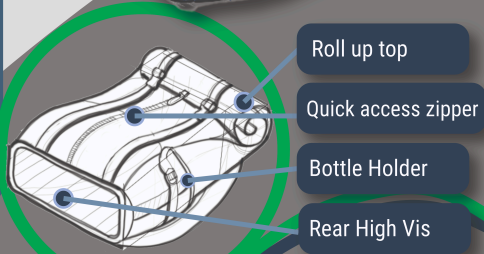


"It should be possible to design a product that allows students to safely transport college materials to and from college"

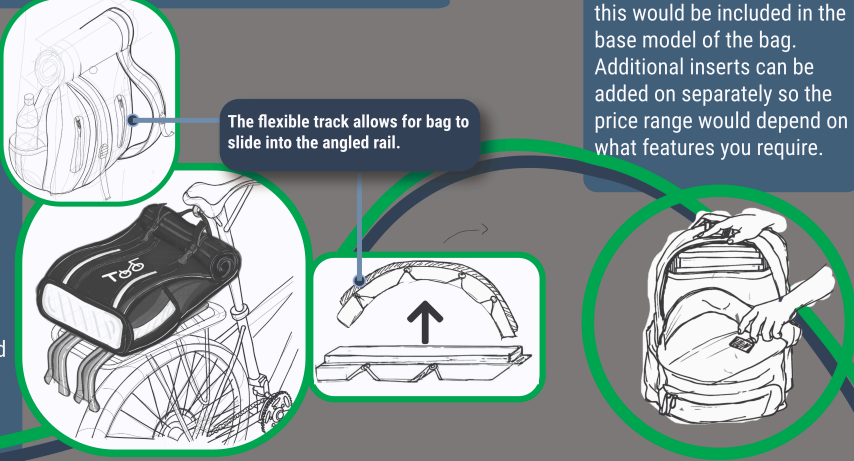
From 161 responses we also discovered that 96.5% of students from all years own a laptop, this would affect our design to include a laptop compartment as this is something that most students would have to bring to college.

The interior of the bag has a dedicated laptop pocket as it is essential for most courses, this would be included in the base model of the bag. Additional inserts can be added on separately so the price range would depend on what features you require.

Its' key features include a roll up top, weather resistant materials, modular inside compartments, high vis strips strategically placed to ensure heightened visibility.



When commuting this bag can be easily attached to the back of a bicycle through tracks that are mounted on rear racks of bikes. The image to the right shows how the bag can be easily attached to the rack with an additional clip placed behind the seat of the bike which would ensure the bag wouldn't fall off.



By: Thiago, Moya, Teslim, Gillian

Smarter Travel Student Awards

