

Skateboard



MEET YOUR NEW
FAN





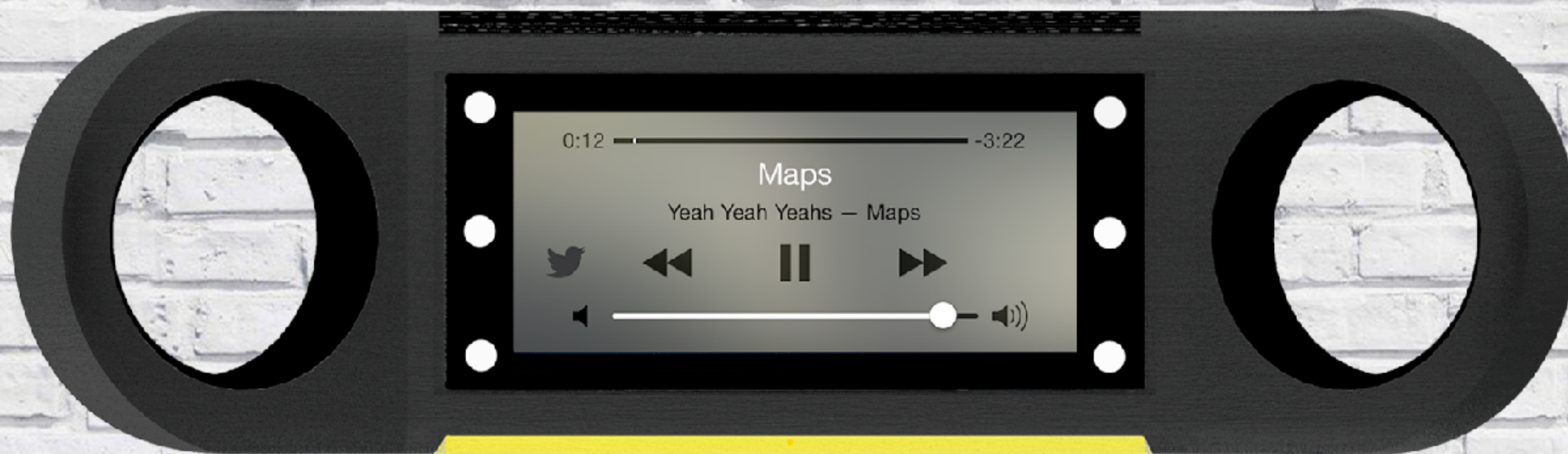
AND YOUR NEW
TABLE LAMP





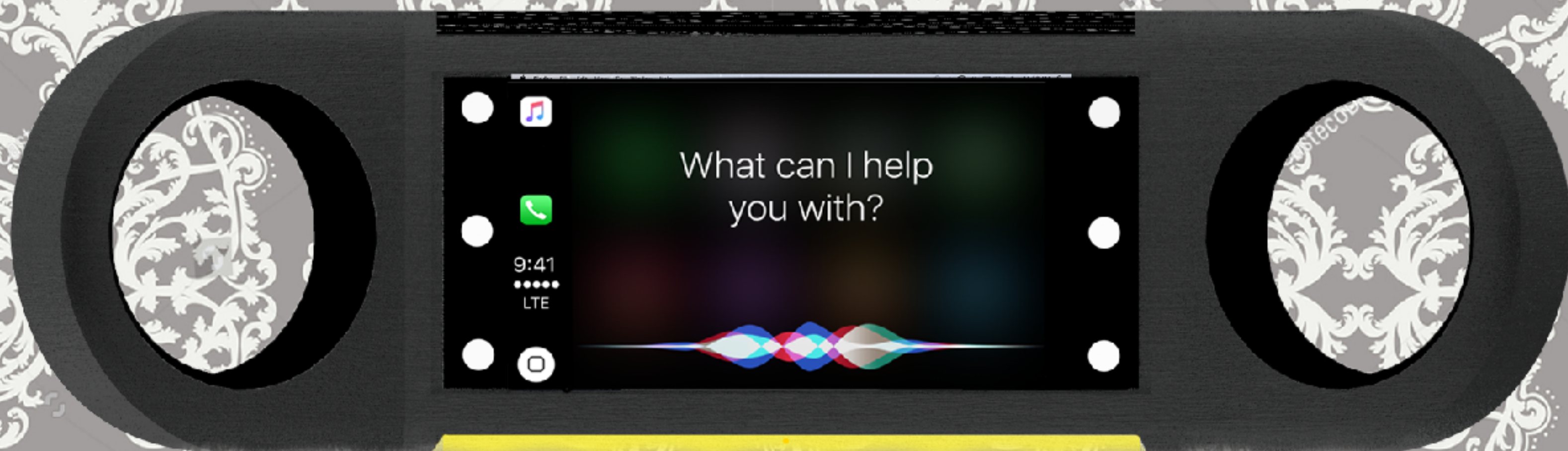
AND YOUR NEW
COMPUTER MONITOR





AND YOUR NEW
MUSIC PLAYER





AND YOUR NEW
PERSONAL ASSISTANT

TARGETED USER PROFILE

- Age - 15 - ∞
- Economic Status - Anyone who would be willing to spend over 40,000 INR for a phone.
- People who lack desk space
- People who dislike clutter
- People who need a fan, or a computer monitor, or a music player, or a table lamp, or a digital assistant

PERSONA 1

Sarthak Jolly

18 years old

College fresher

Son of a businessman

Interested in new gadgets, and technology in general.

Rents a flat in a new city, looking for a compact and complete desk setup which looks cool.



PERSONA 2

Suraj Dhawan

48 years old

Businessman

He is looking for a product which maximises free space on his office desk.

He prioritises lack of clutter, does not like the mess of wires.



PERSONA 3

Paramdeep Singh

65 years old

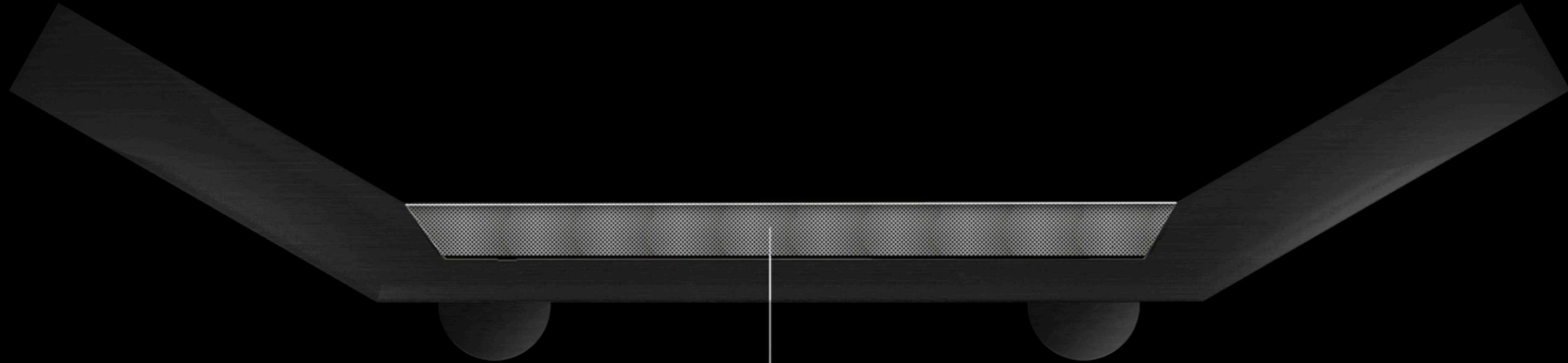
Retired

He likes to write memoirs and listen to music, but he doesn't have a lot of space on his desk.

He doesn't feel comfortable in air conditioning, prefers room temperature wind.

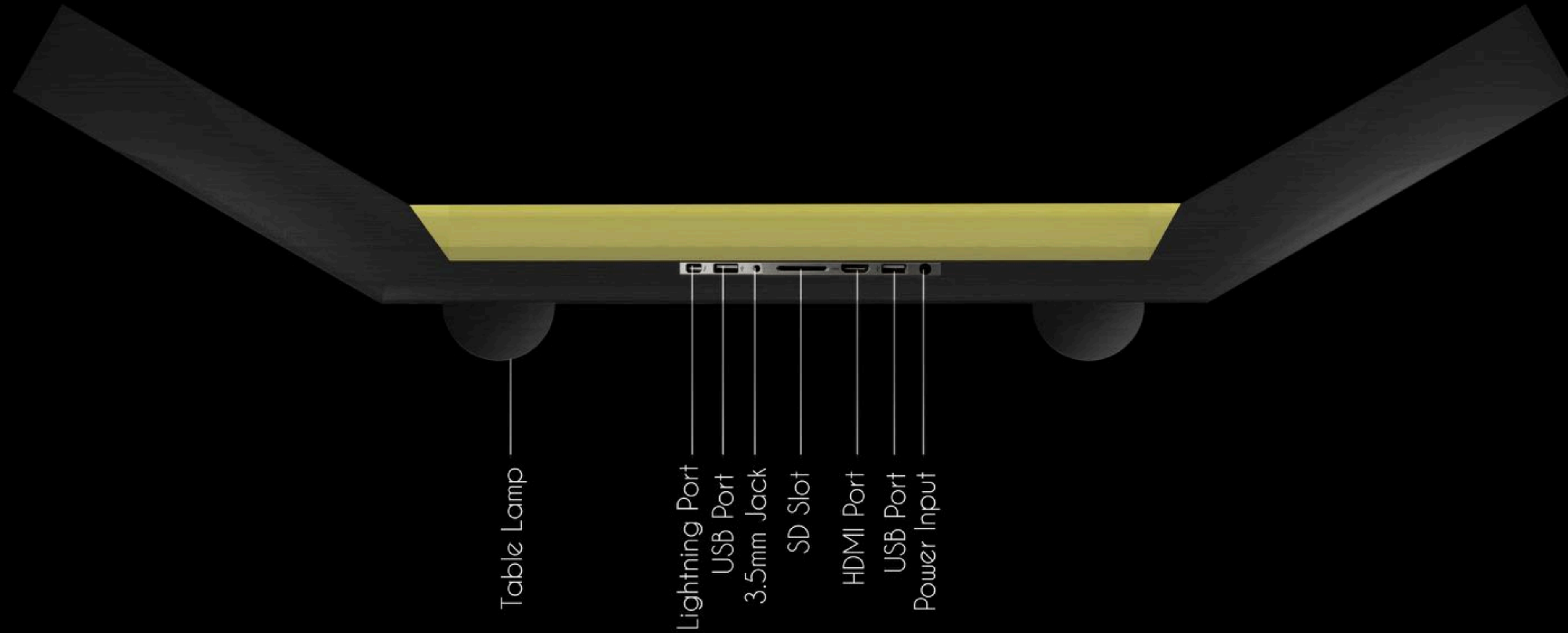


Top View

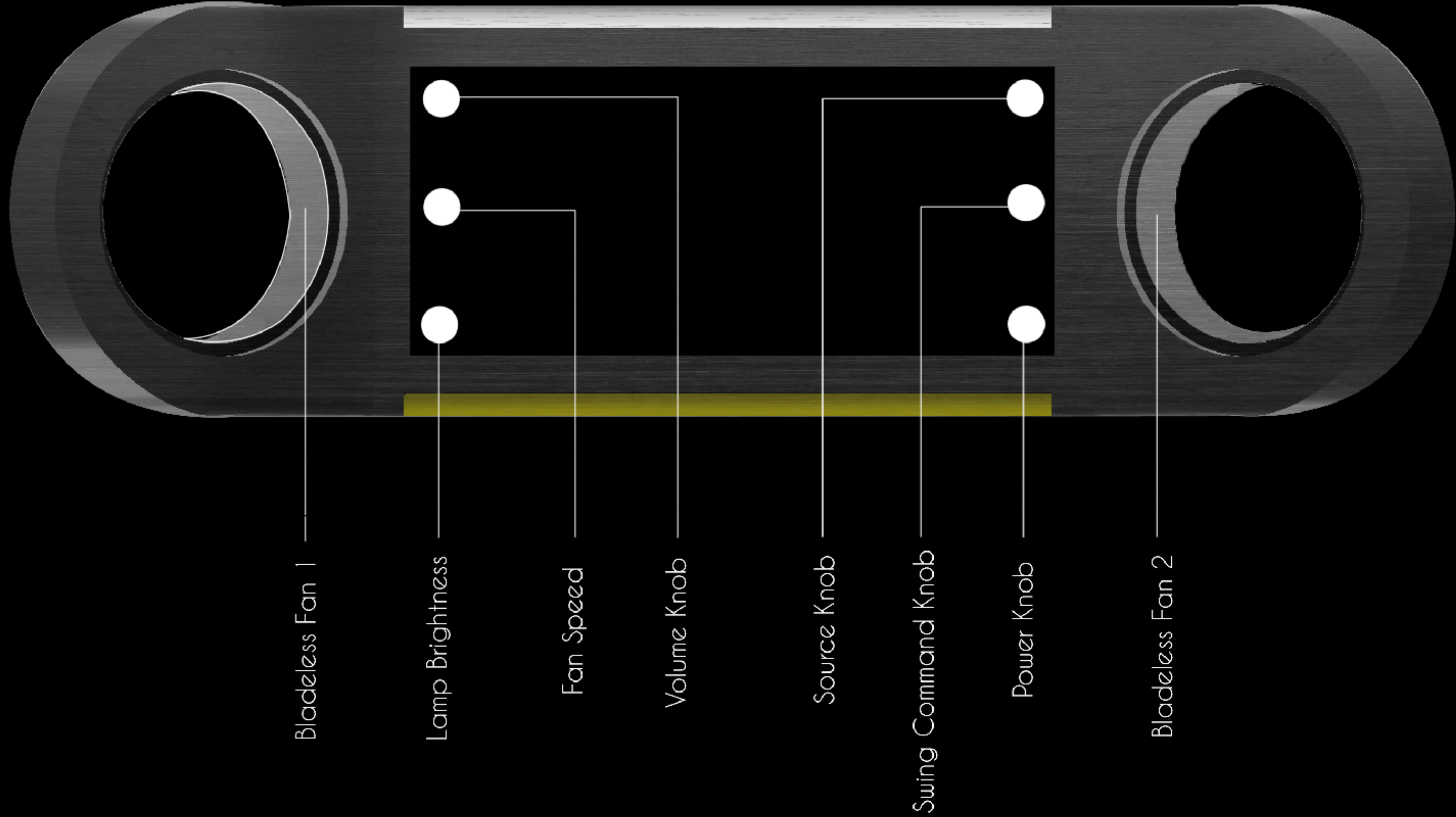


Speaker Grille

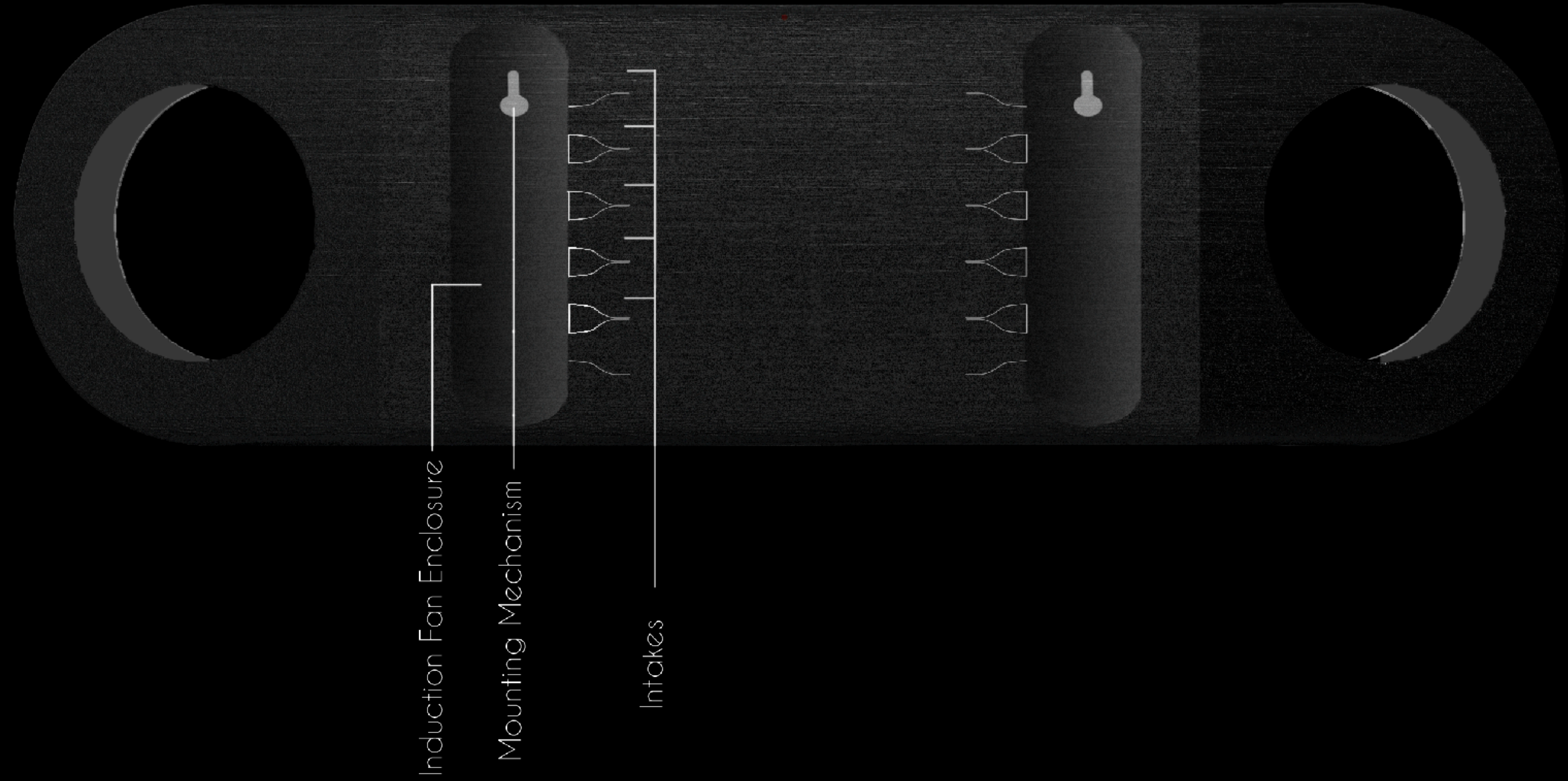
Bottom View



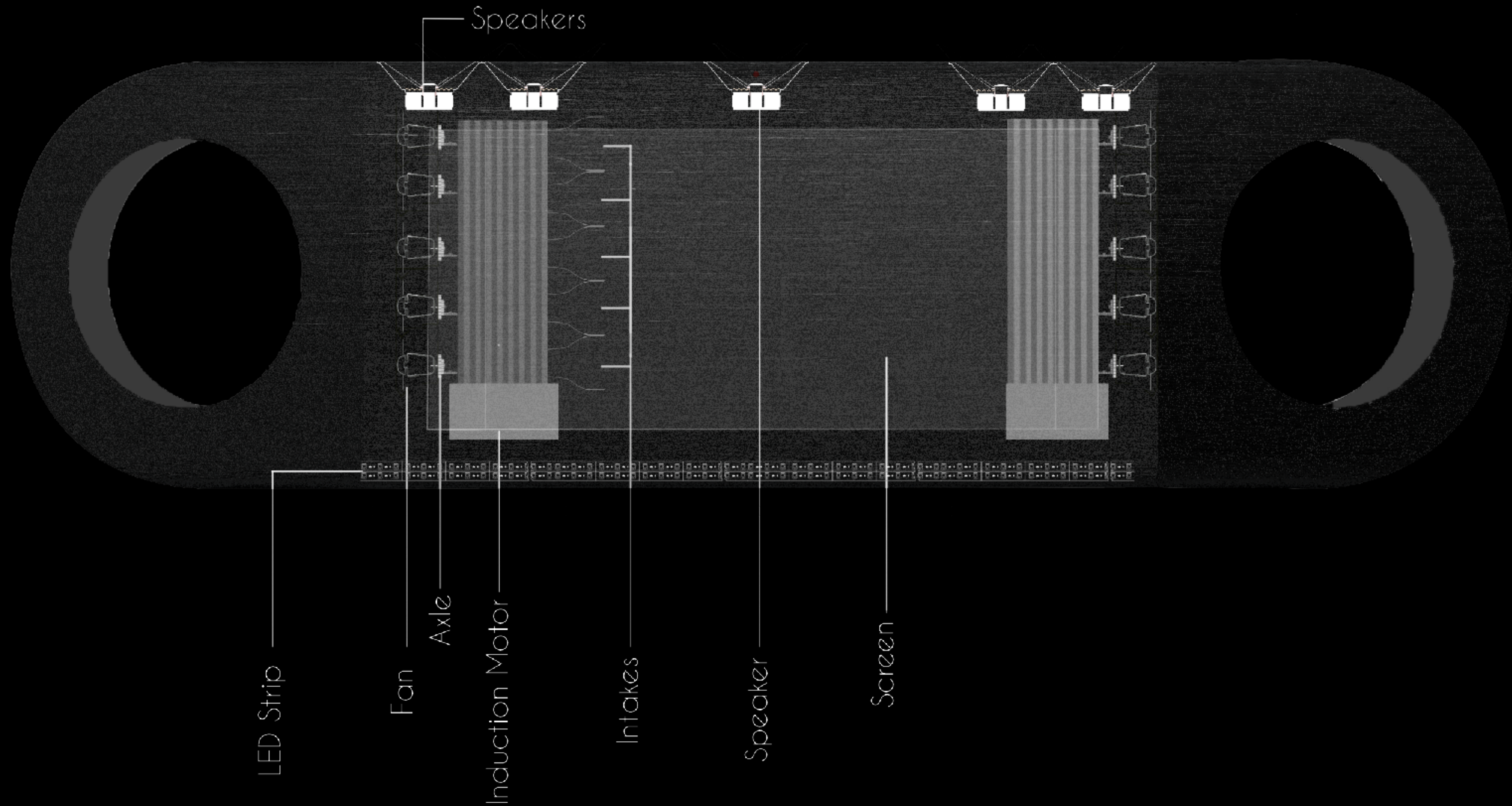
Front View



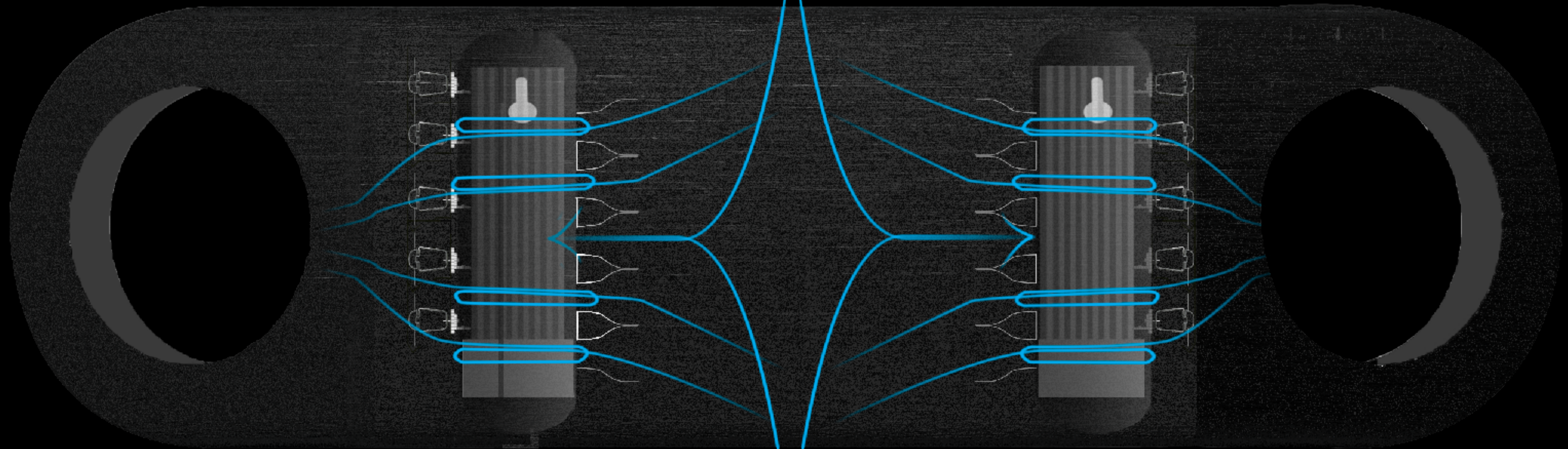
Back View



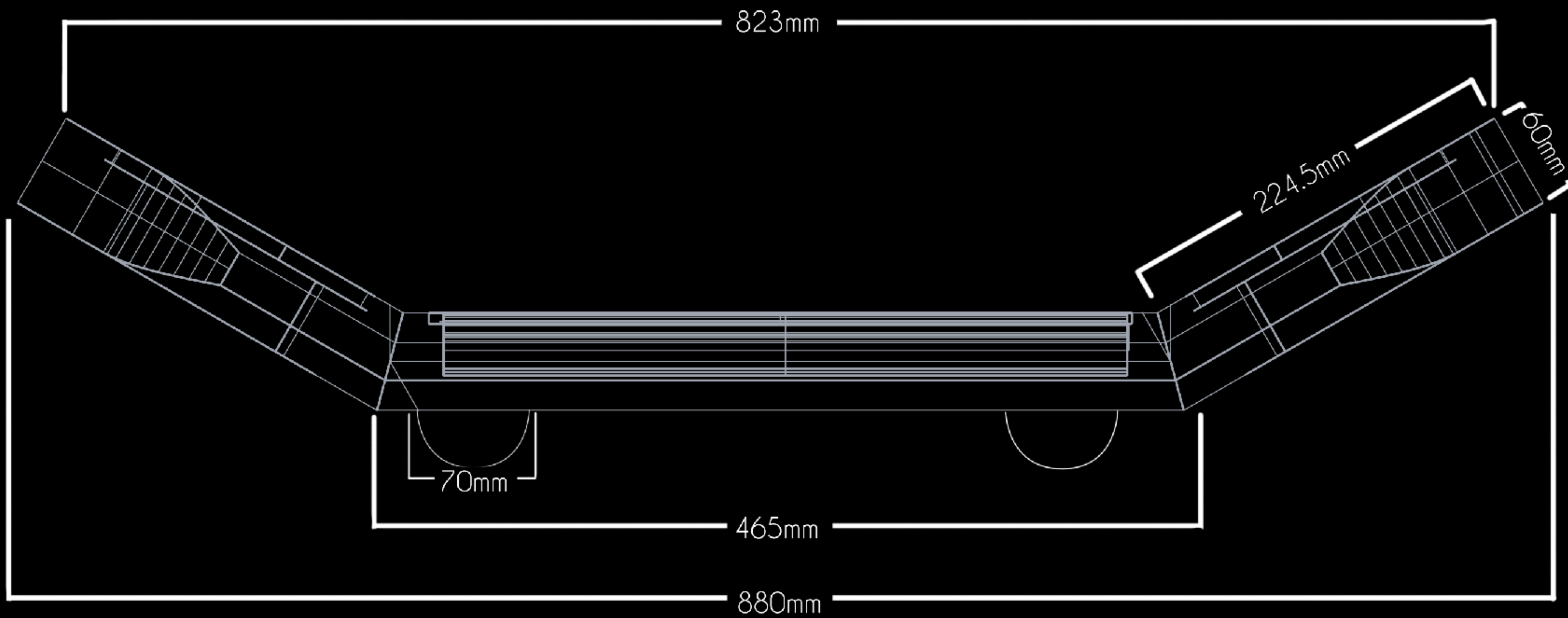
Proposed Component Placement

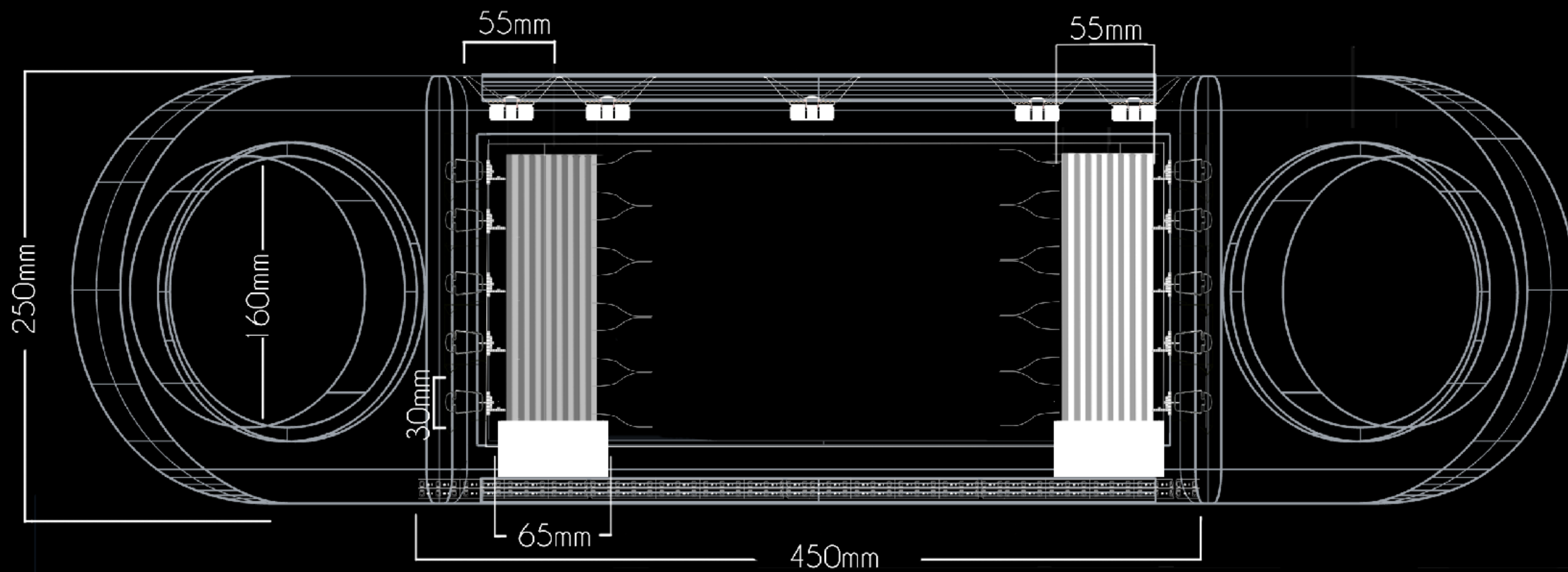


Airflow Mechanism



(Back View)



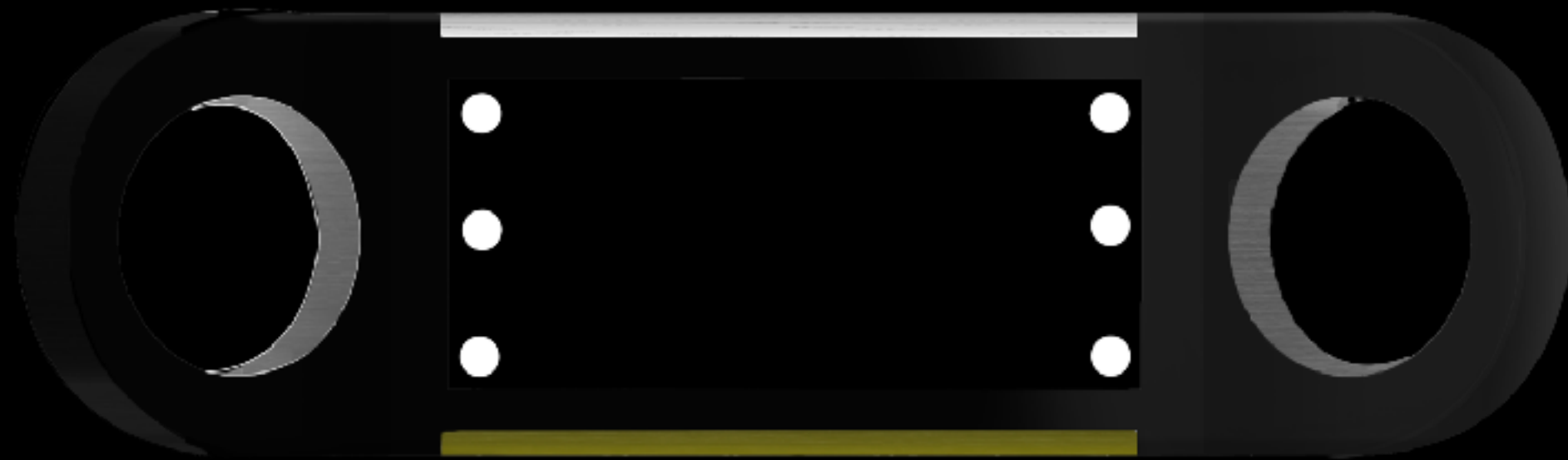




CONTEXTUAL REPRESENTATION



BRUSHED ALUMINIUM



PIANO BLACK



WHITE

Casing Material

Piano Black Plastic / Brushed Aluminium

ADVANTAGES

- Requires less space than if all the functions were to be separate products.
- Reduces Clutter.
- Adds desirability to an obsolete concept.



Looks as cool as a Skateboard!

Go Skate!

A minimalist line drawing of a skateboard deck and wheels. The deck is represented by two parallel horizontal lines, with the top line having short diagonal segments at each end to represent the grip tape. Two semi-circular lines below the deck represent the wheels.