

wants...

Dividing needs and wants combining features required by a travelling professional responding to the needs and wants of a professional:
A laptop kit, inclusive of a charger mouse and pen drives files accessories

needs...

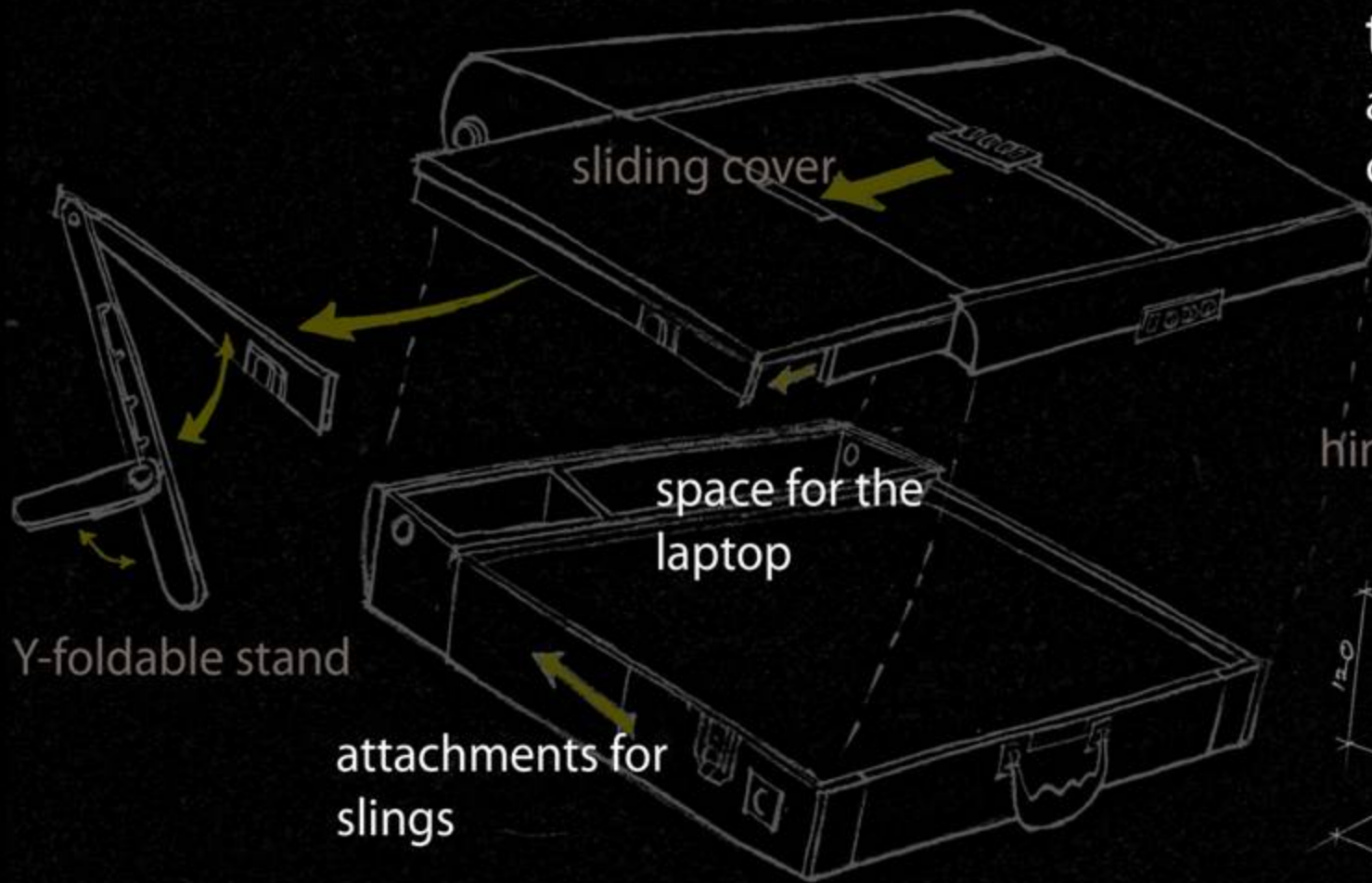


space to put my coffee mug ,my mouse a hard bound case should be water proof (90%)

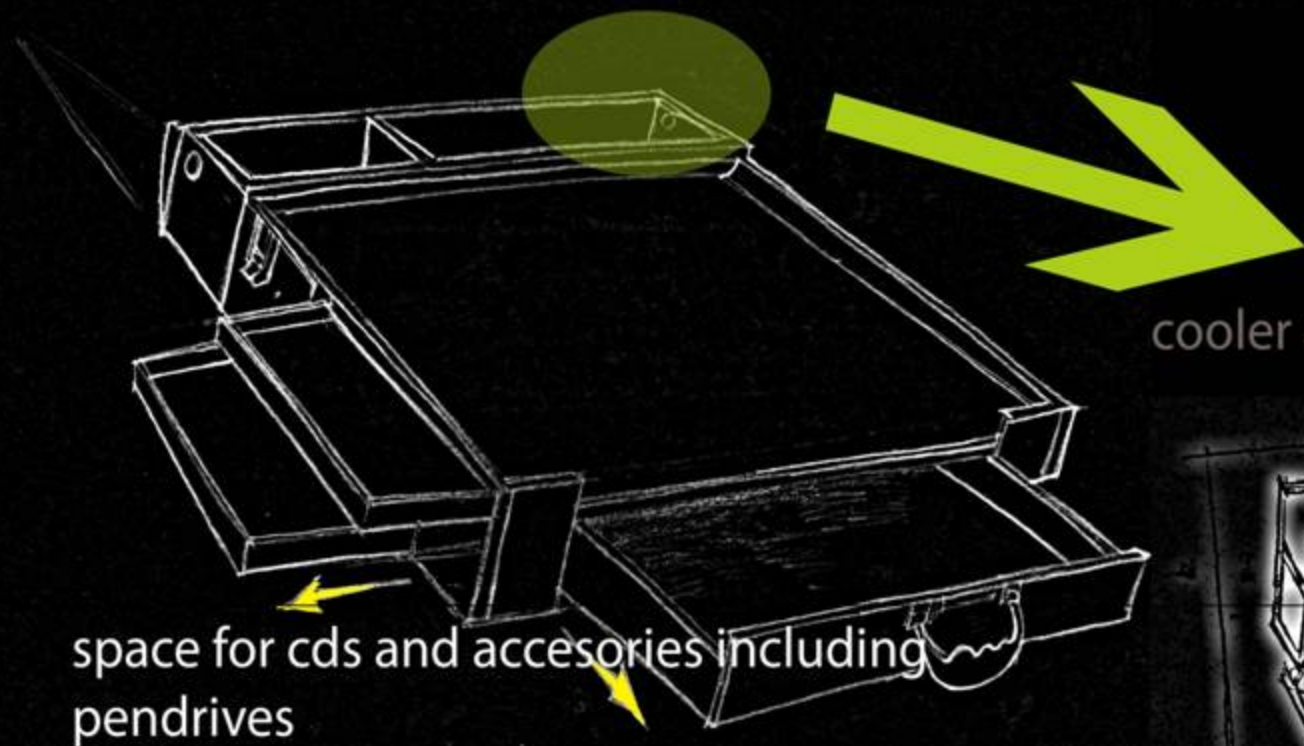
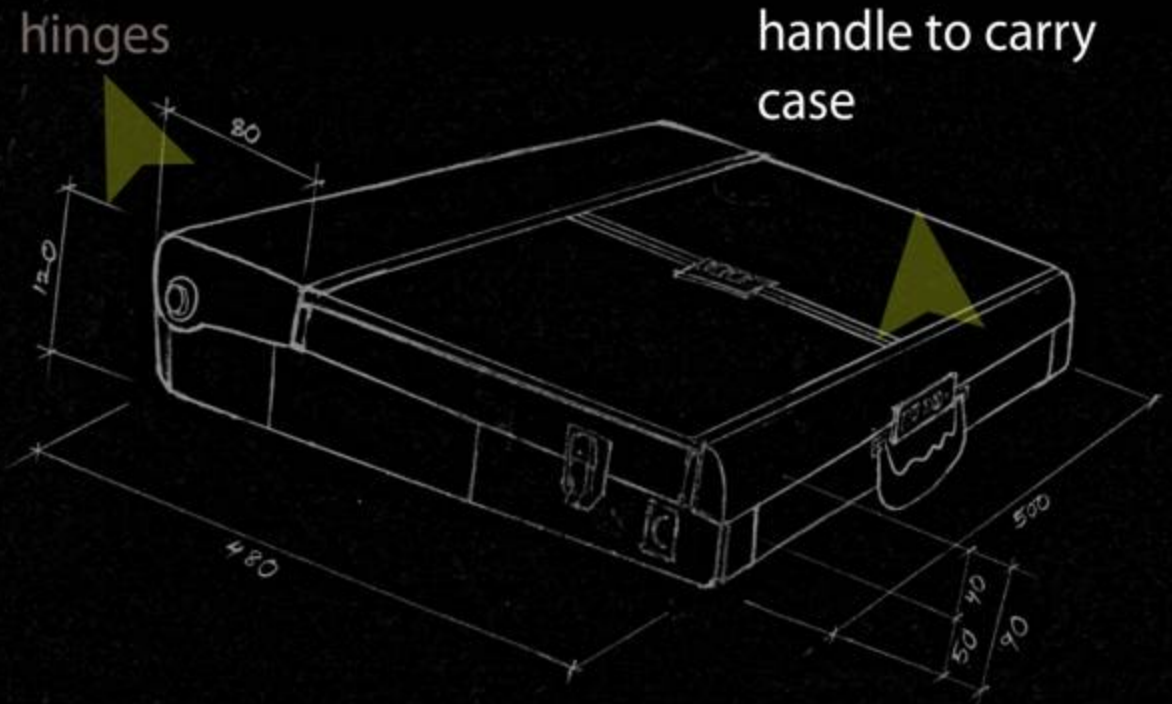
target

consumer:

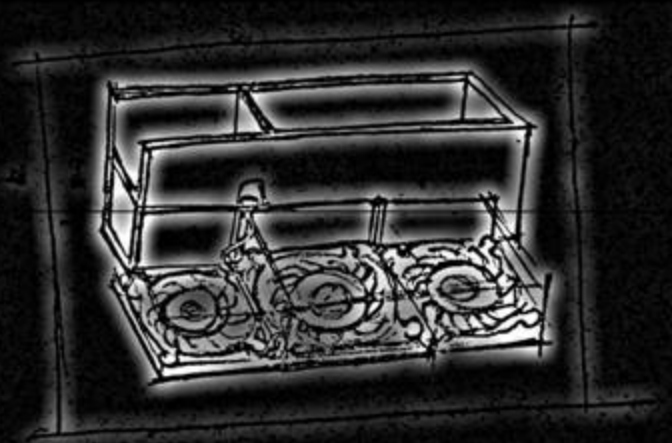
aiming at travelling business professionals , faces stiff competition from leather cases and laptop tables but our product is a merger of both the components and is a revolution in the market as it is foldable



the cover slides and forms the table top and is utilised foot the mouse and coffee cup



the dimensions for the case are:
500 x 480 x120 mm



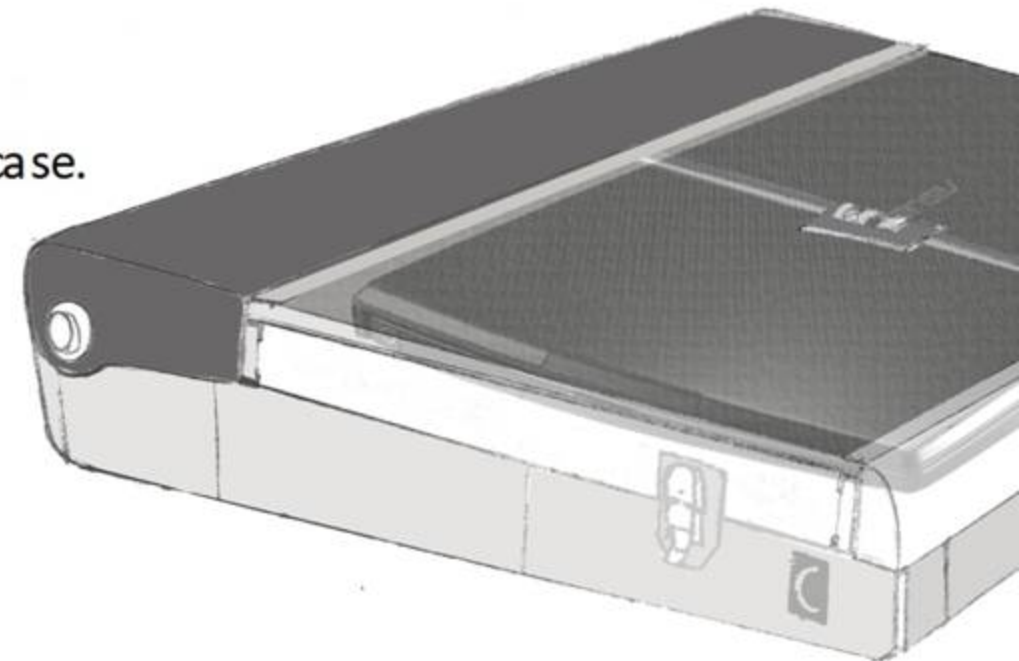
LAPPY CASE –RY

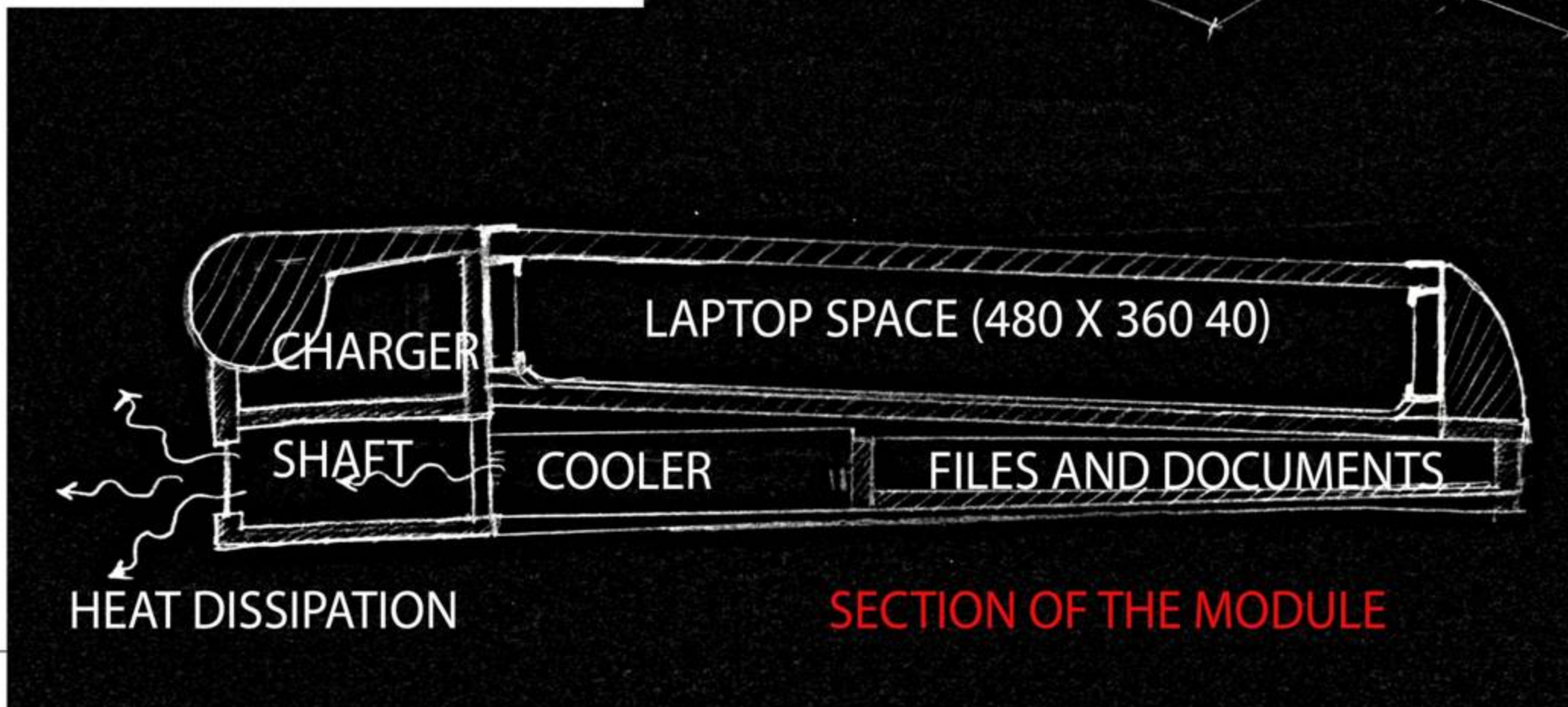
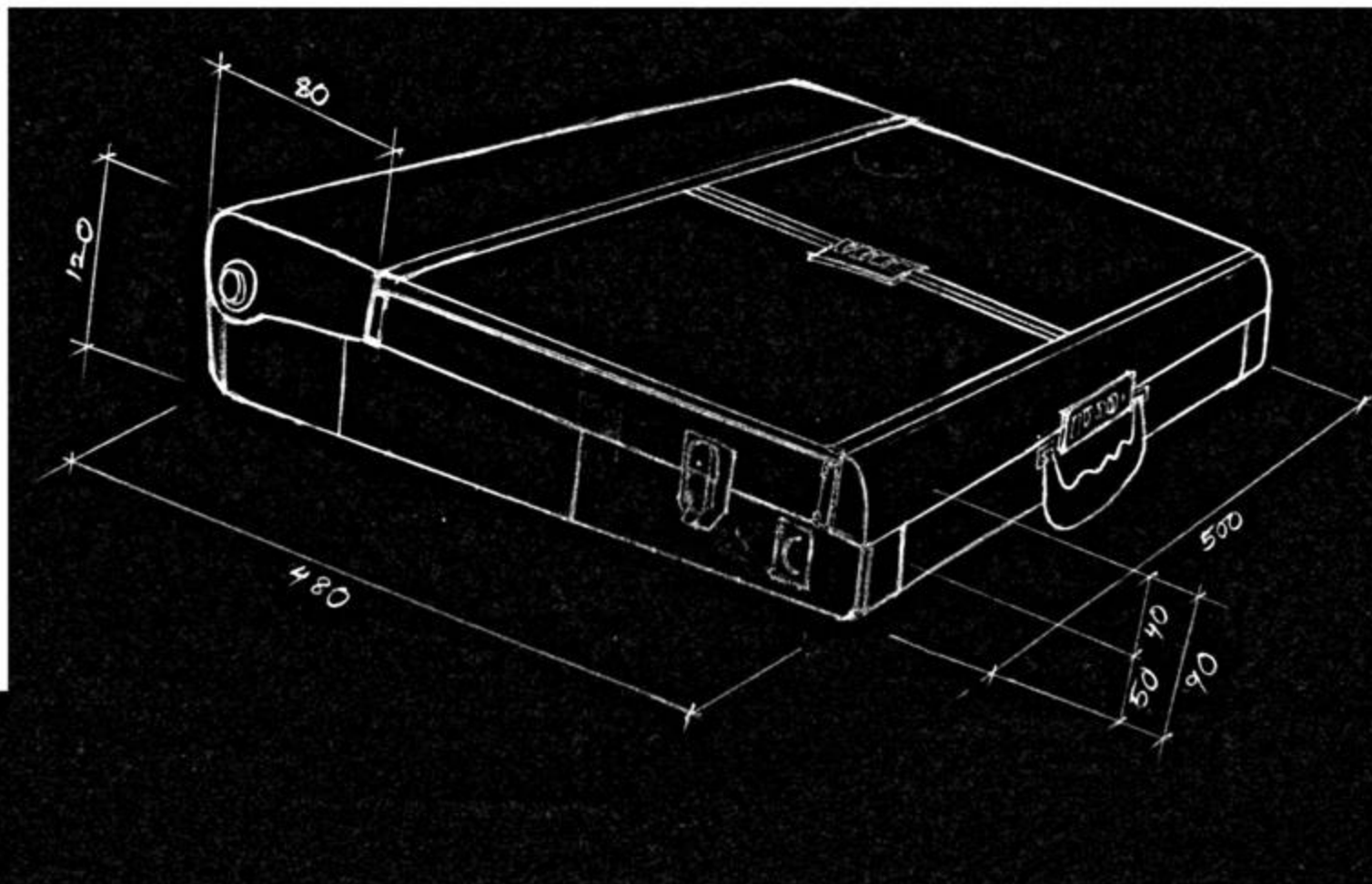
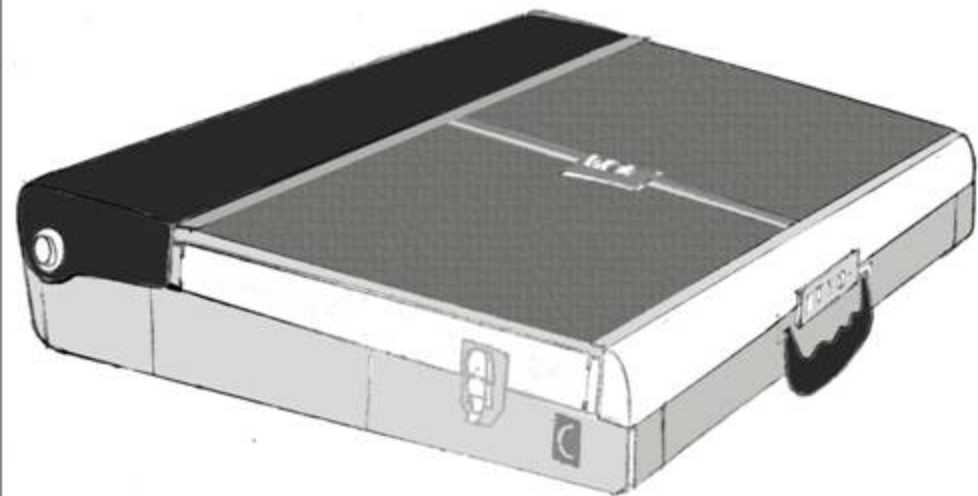
The name of our IDEA is LAPPY CASE – RY. It is named so, as its main purpose is to carry a laptop and protect it from harsh conditions. It also carries needed by a professional at time of work. The end suffix letters are taken from the name of the designers.

In the present day, what the market needs is a product which fulfils not only one but many needs. One always tends to possess a rectangular object in their hands be it a cell phone, pen drive, music player, laptop, swiss knife, spectacle case, cigarette case, etc. An object with a rectangular sleek shape has already become a trend. Therefore, what the market needs is a trendy product.

Laptop has become a very important part of our life. Now almost everyone possesses a laptop. But it is most in need for professionals of all fields. The potential end user for this product is an architect and may be for anyone. An architect works by hand and on a computer. He/She needs a laptop on the bed, in the office, and also in places with harsh conditions. This is the perfect product for an architect.

The potential competition for this product would be any other laptop case.





EXPLAINING THE SECTION OF THE
MODULE

SHEET 4

