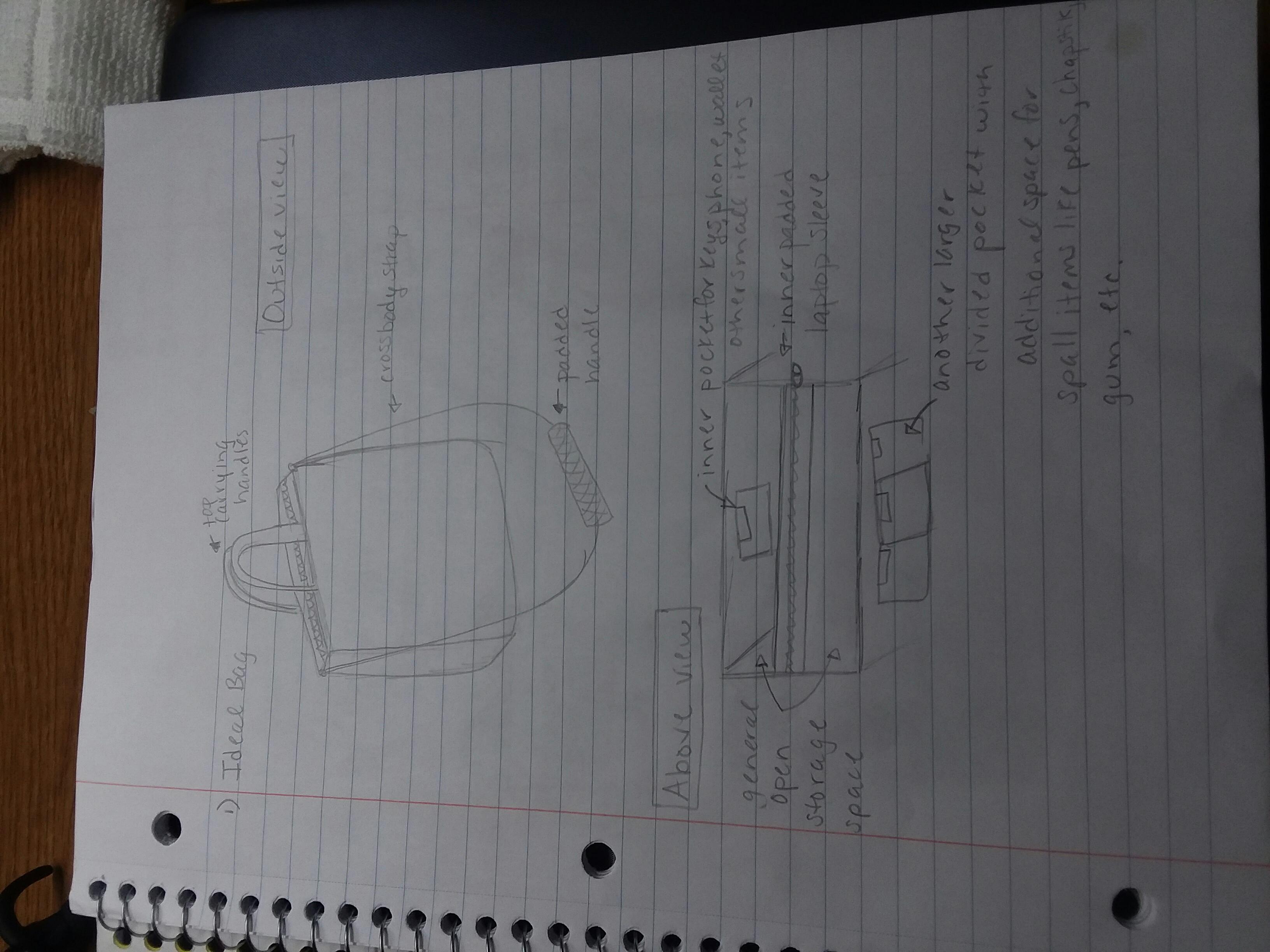
HCI LAB Name: Eileen Moroz

1. Sketch your bag in the space provided or sketch it on other paper and insert an image of your sketch. Be sure to annotate its most important features.

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1. Take notes about your interview.

Ideal Bag Design

Shape: Box like as opposed to rounded, prefer a more rectangular style, smaller close to your body bag or backpack

Features: padded straps, cushioned back, no front clip on straps, carry 13 inch laptop easily, 2 notebooks, and carry files separately where they will be protected in a sleeve, waterproof outer fabric, has an outer pocket for many functions, would like lots of inner pockets for organization of things like pens, pencils, hand sanitizer, gum, a small secret pocket if possible, would prefer a patterned fabric outside but relatively simple, separate key clip, wants bag to be as light as possible

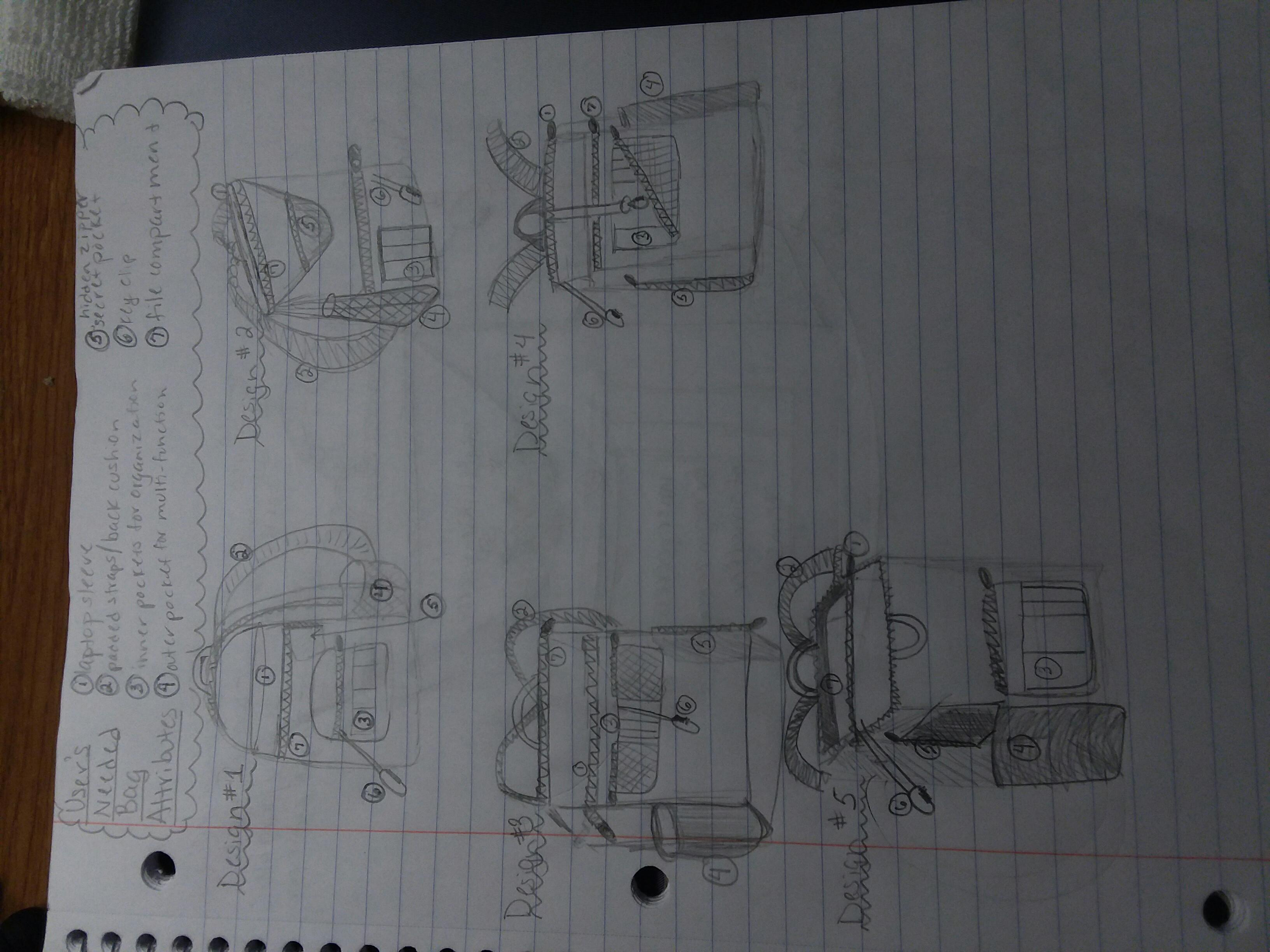
2. What do they want to achieve with their bag?

They want to carry their daily necessities easily in a bag that has just enough organization, so that everything has a place, but that there is not an over excessive amount of pockets or zippers to deal with. They also do not want to carry a large amount of things and as a result want their bag to be as light as possible.

1. What feelings or motivations do they have? Is there something you can infer about their bag design or use preferences based on what they told you that they maybe haven’t realized themselves?

They like simple, easy to use functionalities in their bags and do not care too much about creative or detailed aesthetics in the actual pattern of the fabric, other than it be a waterproof material. In general, this user does not like extra unnecessary things like a large number of pockets, zippers, or compartments in their bag that could in any way make it more difficult to keep their things organized and easy to access. Functionality, durability, and usability are factors that they place much higher over any particular style of bag or an unordinary, unique, and different design of their ideal bag.

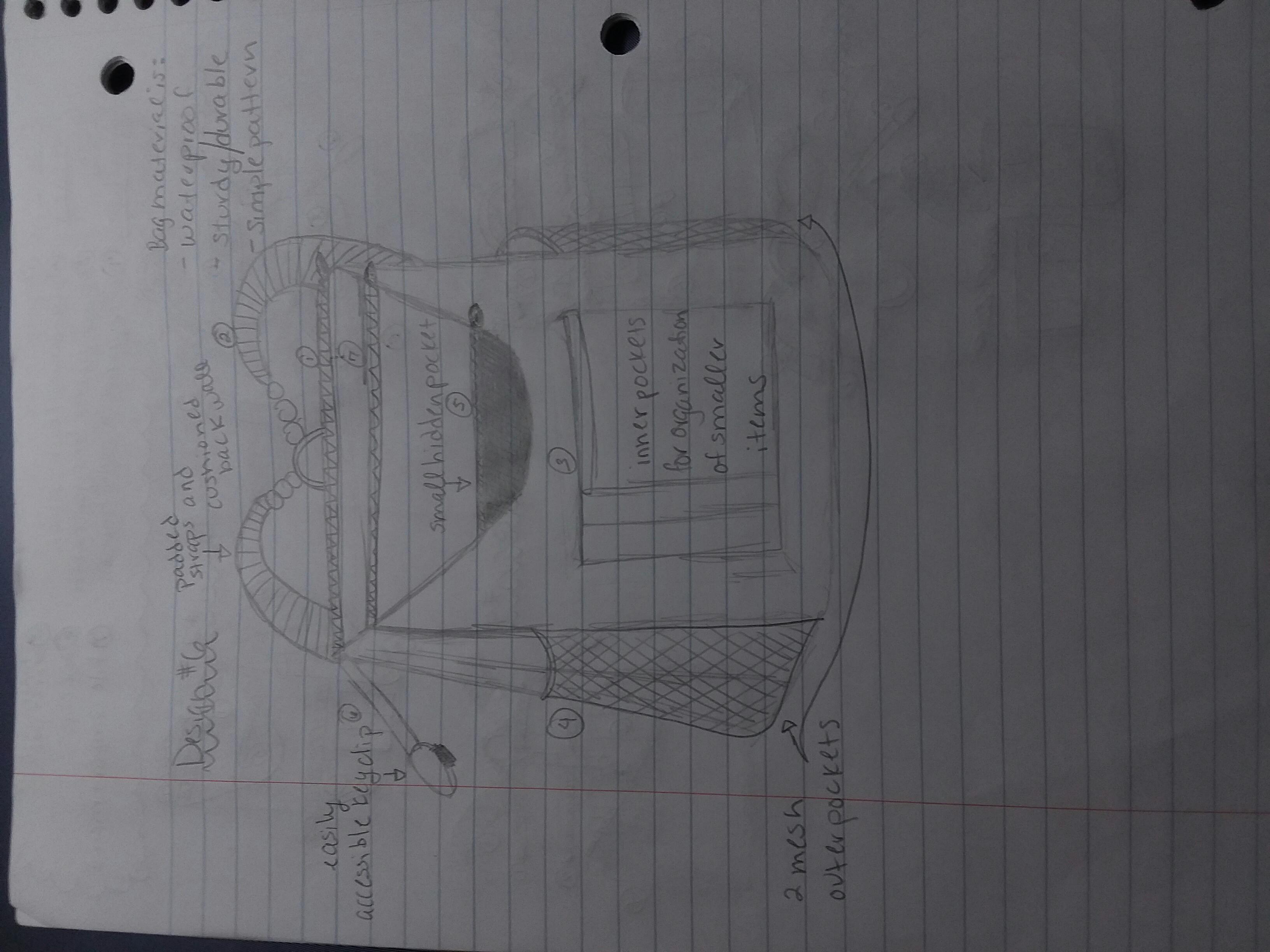
1. At least 5 sketches.



1. Notes on user feedback.

Two pockets on both sides should be mesh for water bottle and umbrella, Design #5 is too boxy wants more curves in the bag and give it a more feminine design, secret pocket can be even smaller, really likes Design #2 for its unique almost triangular shape, key clip should be on side like in Design# 4, organization all on the main inside of bag not within any exterior pockets, wants only one outer pocket, outer pocket should not be too obtrusive, relatively small so that it can be close to the body as mentioned before

1. New solution sketch.

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1. Summary of the user’s reaction.

Overall, the user was pleased with the design. She felt that her initial criteria were all met and that the final design was able to take into account changes in her opinions after the first 5 designs were sketched and reviewed. She also noted that she liked that it had a more rectangular than square shape. She said if she had to give any kind of negative feedback though, her only concern would be to ensure that the fabric is waterproof, which I ensured it could be given that fabric texture and design is often difficult to incorporate into basic sketches. more rectangular than square, other then that generally like, met criteria.