

LL.Bean

Product Creation Intern | Hardgoods

Agenda

Trend Research (5 mins)

User Research (7 mins)

Product Concept (7 mins)

Lineart (1 mins)

Intro

As consumers become increasingly aware of their purchasing impact, they will stray away from trend oriented purchasing decisions.

Functionality and sustainable product story will be what drives the market of the future.

Materials must be kept in circulation for as long as possible. Products must be **practical, durable, repairable, resellable and recyclable.**

To remake the way we make things, we must make them ourselves.

Trend Research



INTRODUCING

2k RETRO TECH

Caught at the centrepiece of cyber meets style – the flats of downtown New York City often feel like a hyper-realistic screengrab from a Baraka themed y2k photoshoot. At every turn – pupils blasted with an oversaturation of thrifted crop-tops, cyberpop shades, and shien-raver pants. Subjectively – It looks good. But, what is it? The once-cult now-mainstream appetite for style innovation has somehow informed an unfortunate mono-tune of youth culture. We digress. Alas, an opportunity for evolution.

Diving through the surface muck of entry-level over-ESSENTIAL'd minimalism – the market more accurately feels lost in an array of non-linear reference points. A vast matrix where high meets the low, sporty meets the rich, Advanced becomes Research™, and the celebrity dominates all.

We predict an increased desire for tactical, designed garments with intent that lives beyond the spectacle of the feed. The Great Return to Purpose™

Brand evolution of the mainline sport into the utility-couture is nothing a into the Linea Rossa. And at US. These are old tricks. But this is

will be fueled by a ethos of a deeply personal sense of luxury, as mind.

“We predict an increased desire for tactical, designed garments with intent that lives beyond the spectacle of the feed”

“Upcycled luxury sportswear”

Consumer drive for utility and garment provenance will usher in a new era of upcycled luxury sportswear. It's fair to note the rise in– subtleties alike slept-on general release runners, high-quality super specific basics (camber usa), or anti-anti trend hits like New Balance hiking shoes with a niche-but-authentic score of cultural moments. These notes support the thesis in performance-based archivsm.



Color

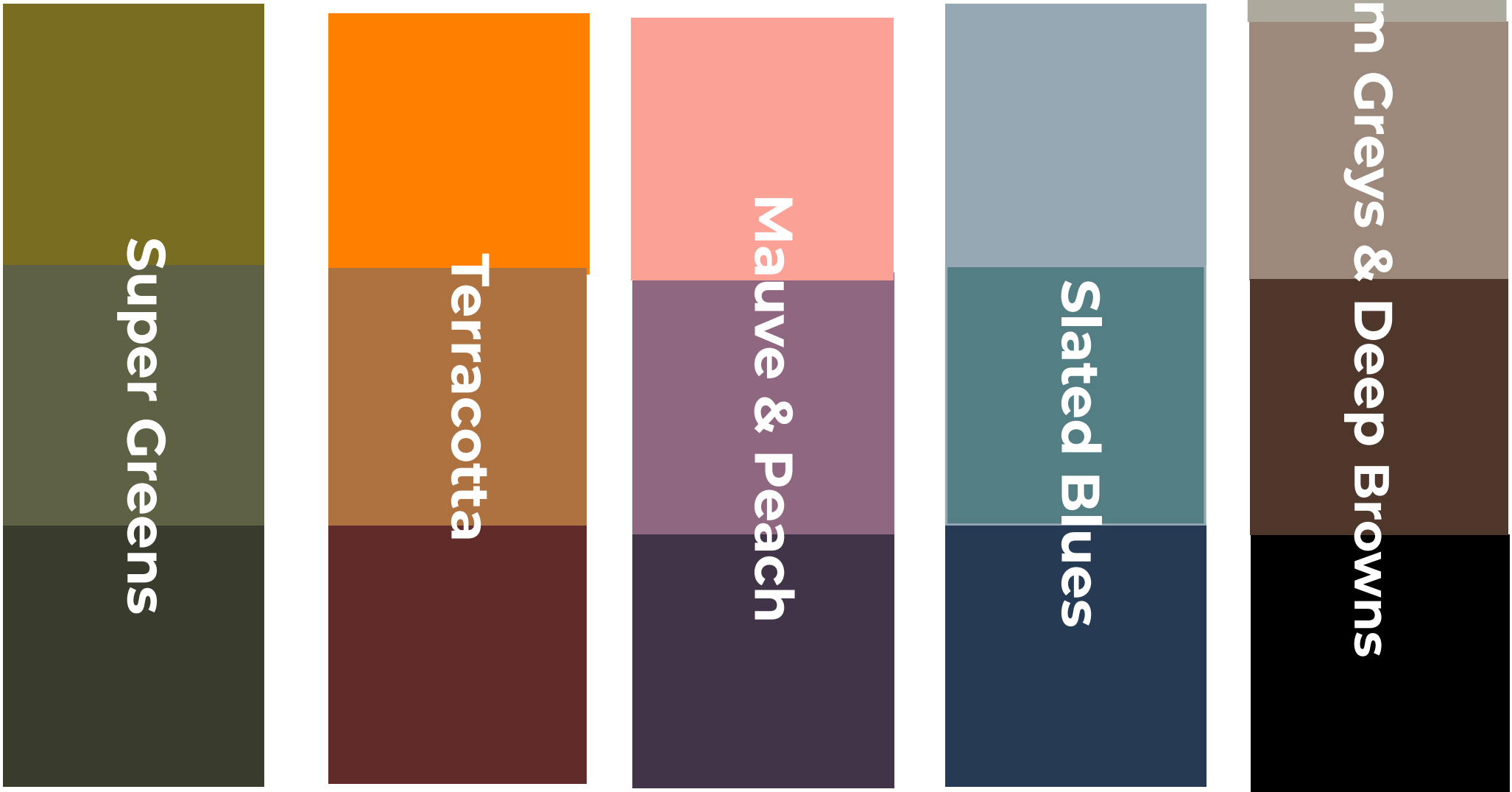
Pallete Breakdown

A muted, nature inspired pallete with orange accents is dominating the outdoor industry.

Nuetral color palletes playing with warm greys, creams, & browns have been sucessful.

Green continues to be the color of the time, but slated blues and terracotta are incoming

Mauve & peach are very prevelant in both the men's and Women's market





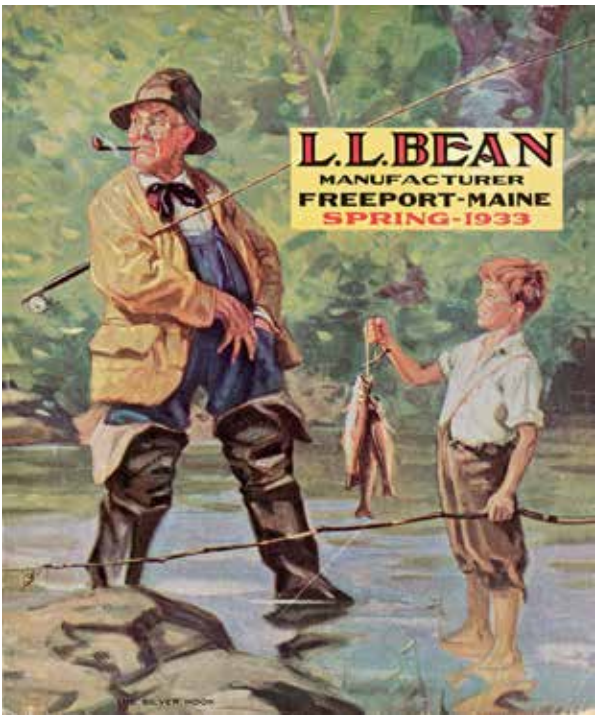
Prints



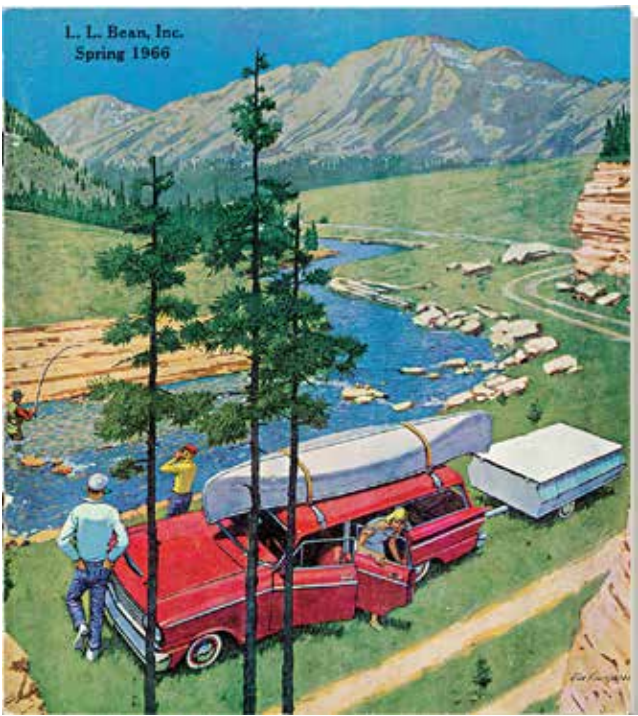
Graphics

Nostalgia

An interest in retro graphics shows an appreciation for old ideas that have stood the test of time



Catalog Art & Paintings



Vintage Expedition Photography



Blur



Chrome



Textured Embroidery



Filled Line Art



Monotone Screen Printing

Paneling and Pockets



Organic Paneling



Tasteful Patchwork



Concealed Organization



Mesh Pockets & Asymmetry

Trims and Closures



Synch Adjustment



Roll Top Closures



Opposing zippers at corners



Tactile Minimalism



Leather Accents w/ Technical Material



Monochrome

Hardgoods



Messenger Bag



Utility Vest



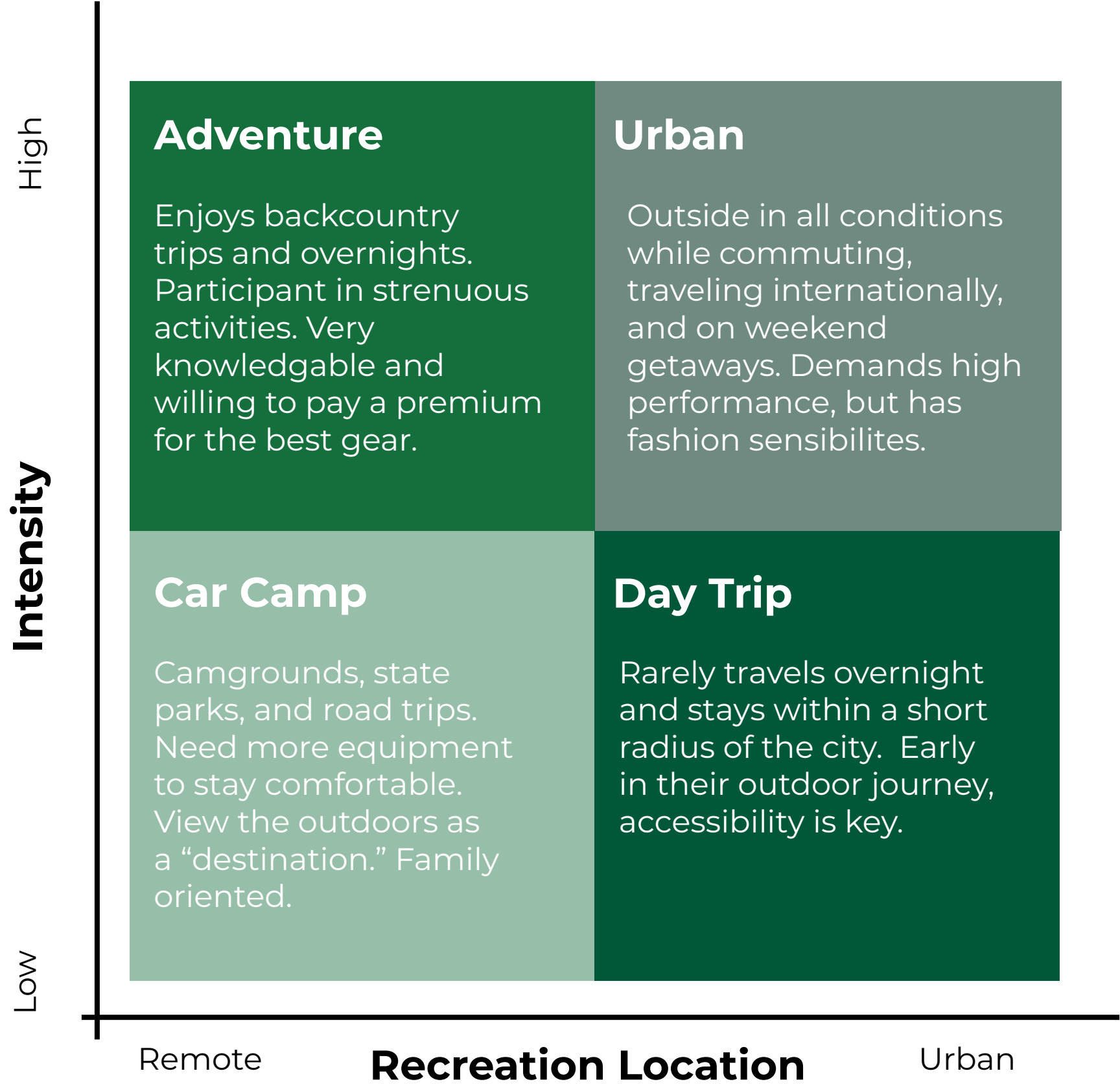
Offcut Bottle Bag

Consumer Research

Consumer Categories

Biaxial Map

Represents a spectrum of consumer demographics based on intensity of recreation and the environment that they most often recreate in.



Methods

Semi-Structured Interviews

Guided by following questions, conversations were held with users in each of the above categories

Questions:

Where do you recreate during a normal week? What do you do and how often?

Show me how and what you pack for these outings.

Tell me about a recent trip you went on.

How did you get there? What did you bring and how did you pack it?

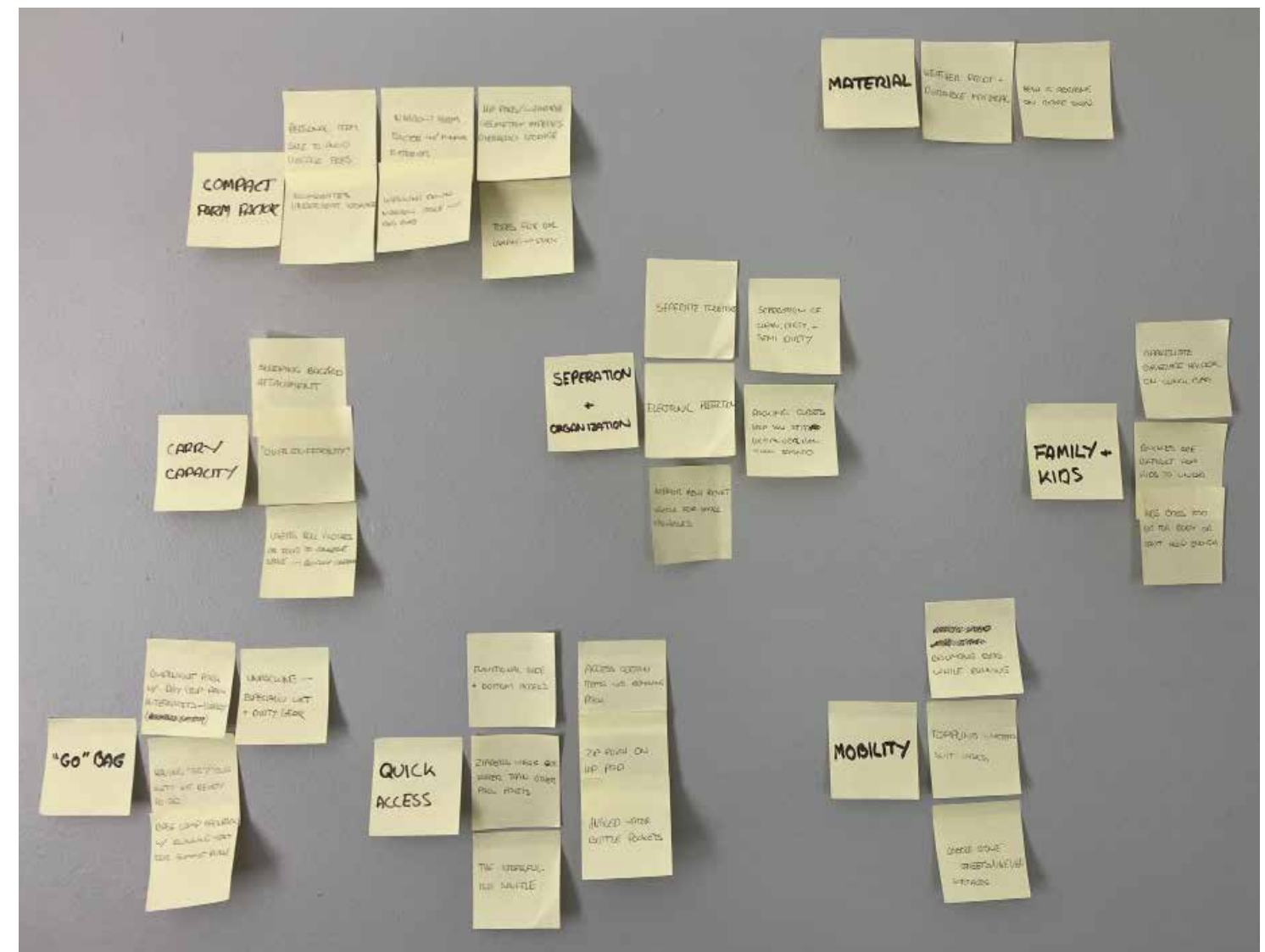
What did carry with you while you hiked?

What did you like about this?

What are 2-3 things you would change about your packing system?

Affinity Diagram

Insights were written onto sticky notes and grouped into themes



1. “Go” Bag

Insights

Users need a **day pack that lets you explore** while your overnight bag stays at the hotel or camp

A TSA ready bag you can put through the metal detector without any hassle

A **prepacked “bug out box”** so you only have to go through the checklist once



Gravel TSA Compliant Pouch



Osprey Fairpoint 70L Pack



ASRV 2-1 Duffle

Gregory Baltora 65 & Sidekick

2. Seperation

Seperate clean from dirty from **“semi” dirty clothes** - which end up piling up on the hotel or tent floor

Packing cubes and stuff sacks help to remain organize when contents need to be removed from the bag. Preferred over built in dividers



Topo Designs Global Travel Bag



Solgaard Check in Closet



Dakine Expandable Organizer



Louis Vuitton x Marc Newson
Cabinet of Curiosities

3. Mobility

Wheel and wear. Inside the airport, on the trail, or through the cobbled streets of Europe

Lightweight, supportive, & can stand on its own



**Eddie Bauer
Expedition 22 Duffle**



**eBags Motherlode
Rolling Backpack**



Mystery Ranch Deployment Bag

4. Quick Access

Water bottles, snacks, cameras, etc should be **accessible without removing** the pack

Functional **side & bottom access** w/o having to reorganize when you're ready to put an item back

Expandable storage that gives **leeway for overpacking**



Mariposa 60 Backpack



2001 Analog Q Jacket



Arc'Teryx Aerios 45L



Peak Design Everyday Bag

5. Durability

Waterproof & abrasion resistant material (Dyneema, X-Pac, Nylon, Ultra 400, Repurposed Billboard Vinyl)

Protection for valuables & ability to **withstand abuse** when handled at airports



HyperLite Prism P



Nike ACG Aysen



LL Bean Carryall
Padded Duffle



Nike Epic Hardshell

6. Compact

Accomodate underseat storage if personal item or overhead if carry-on

Mindful of narrow aisles. **Minimal protrusions on pack exterior**, stowable hip pads



Cotopaxi Allpa 35L



Peak Design Travel Backpack 30L



Thule Aion Collection

Stages of Camping Trip

1. Packing

Use laminated checklist to gather all necessary item*

Kitchen items have their own box

Small items and utensils are put in smaller tote or tool roll

Food items go into cooler, dry box, grocery bags, or bear canister if necessary

Clothes are packed in duffle or backpack

Tents, chairs, etc and other equipment have respective stuff sacs inside large gear box

2. Travel

Carry and load totes into car

Sturdy, boxy objects are used as base in trunk with items stacked on top

Items needed for the drive placed in backseat, typically folded down

Avid campers have semi-permanent wooden platforms

Sleep in car at wayside during long journeys
Walk into campsite if necessary

Duffels or roller suitcases are used for gear when traveling

3. Camp

Gear explosion upon arrival at camp

Setting up shelters is first priority

Clothes and sleeping gear are moved to tent

Other gear stays in car until needed

Picnic table is gathering place until fire is started

Day hikes and activities fill majority of day time

Breaking camp – all equipment is shaken out, dried, and returned to car

4. Home

Deeper cleaning and drying occurs once home

Equipment is stored in garage or basement for next time

Stored in garage or basement



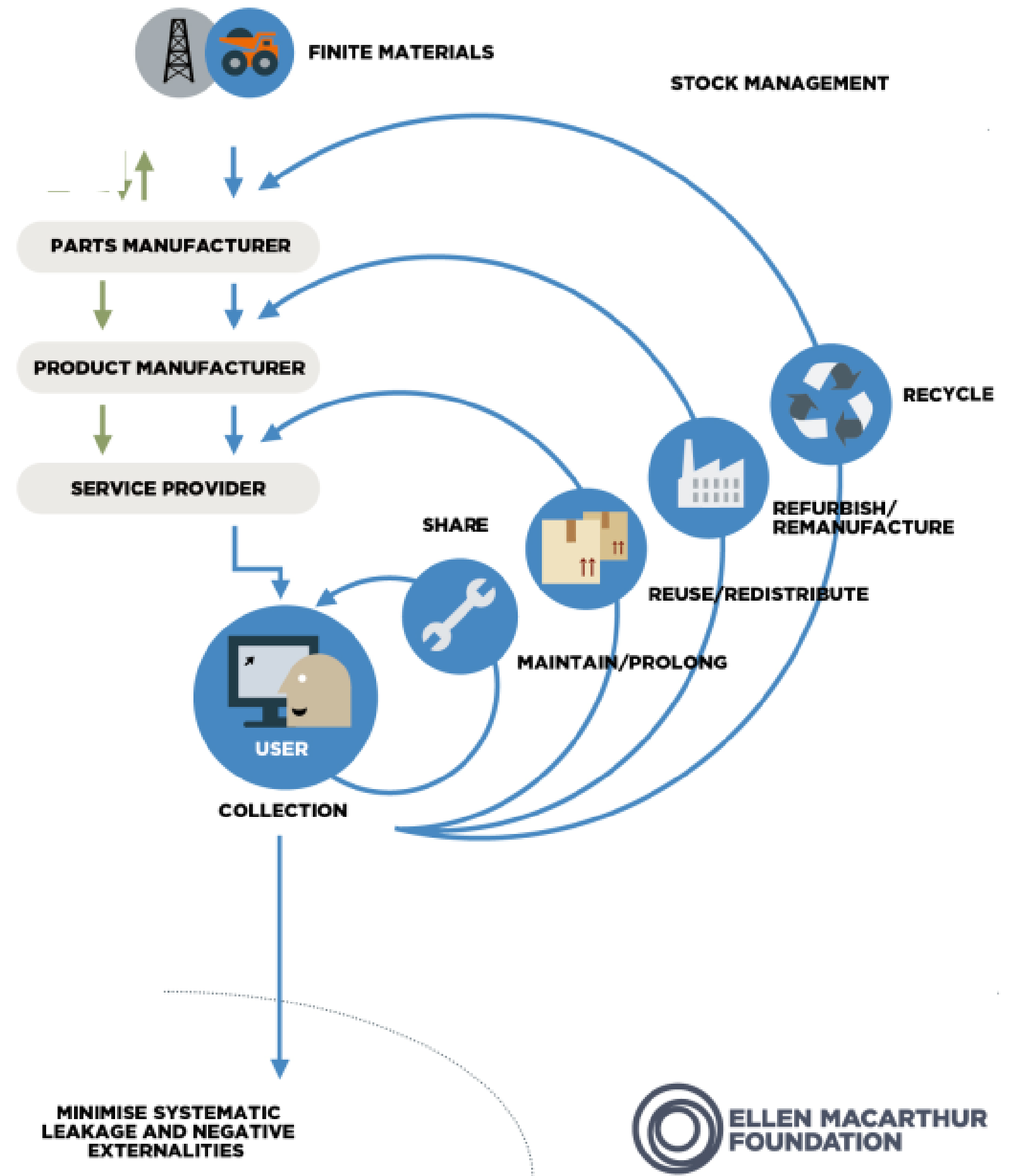
Circularity

Keep Raw Materials in Circulation

Technical materials not found in nature should be kept in circulation for as long as possible with as little processing as possible

1. Redistribute
2. Repair
3. Refurbish
4. Recycle

50% (142 Tons CO₂e) of L.L. Bean's emissions are from raw materials





Car Camper

Pain Points

Rushed and inconsistent packing
Rearranging to access buried gear
Unpacking mildewy & muddy gear
Cracked plastic totes

Eco-Conscious

Minimize use of virgin materials
Designed for disassembly & repair
Recycled at end of life

Needs

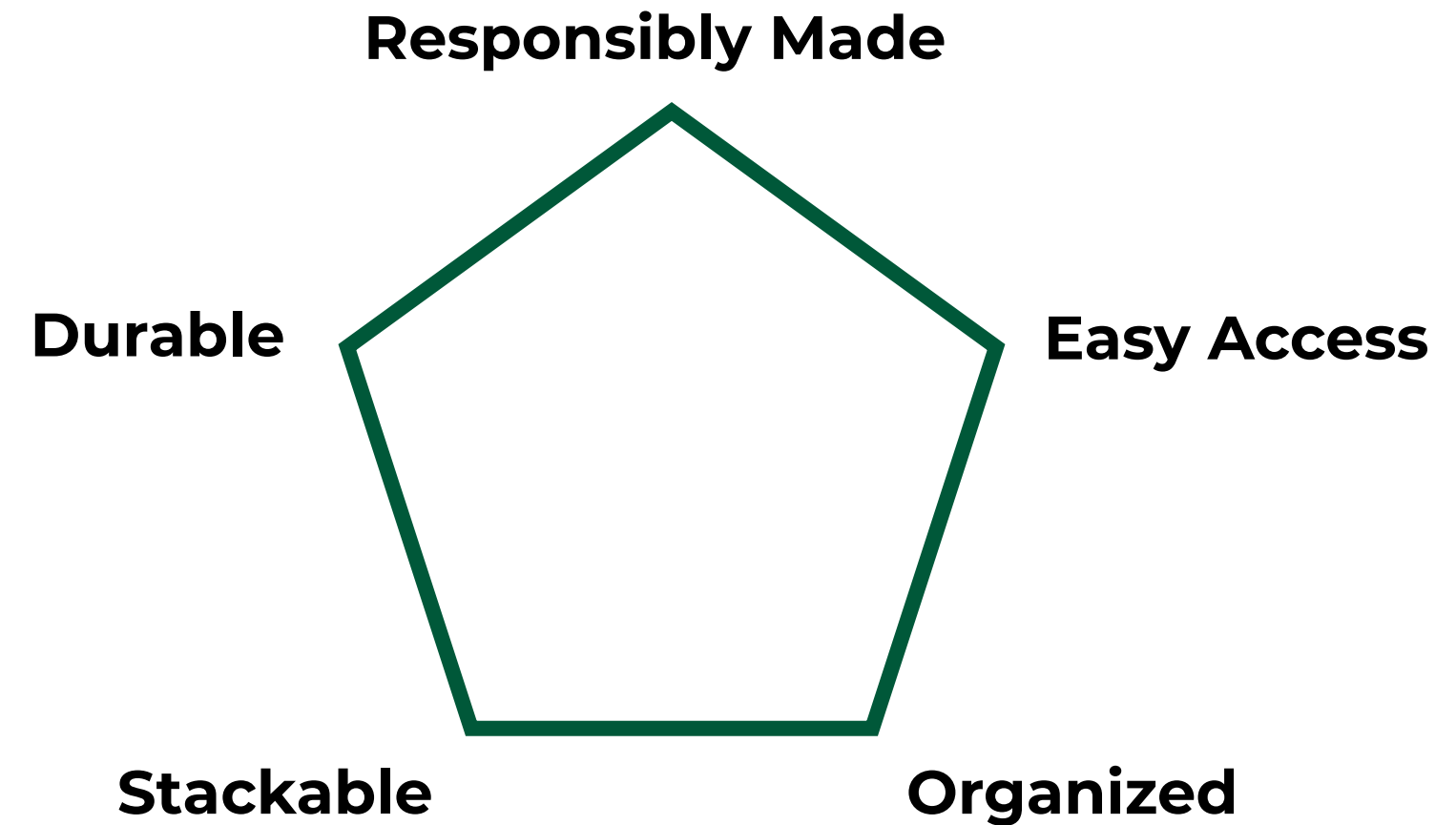
1. Grab and go prepacked storage
2. Seperation of wet gear from dry
3. Small item organization
4. Exterior access
5. Interior access when gear is stacked
6. Leeway for overpacking
7. Durable product

Design Criteria

Opportunity Statements

How might camping equipment be **road ready** for casual outdoor users on overnight trips?

How might an L.L. Bean product line be **fully circular**?

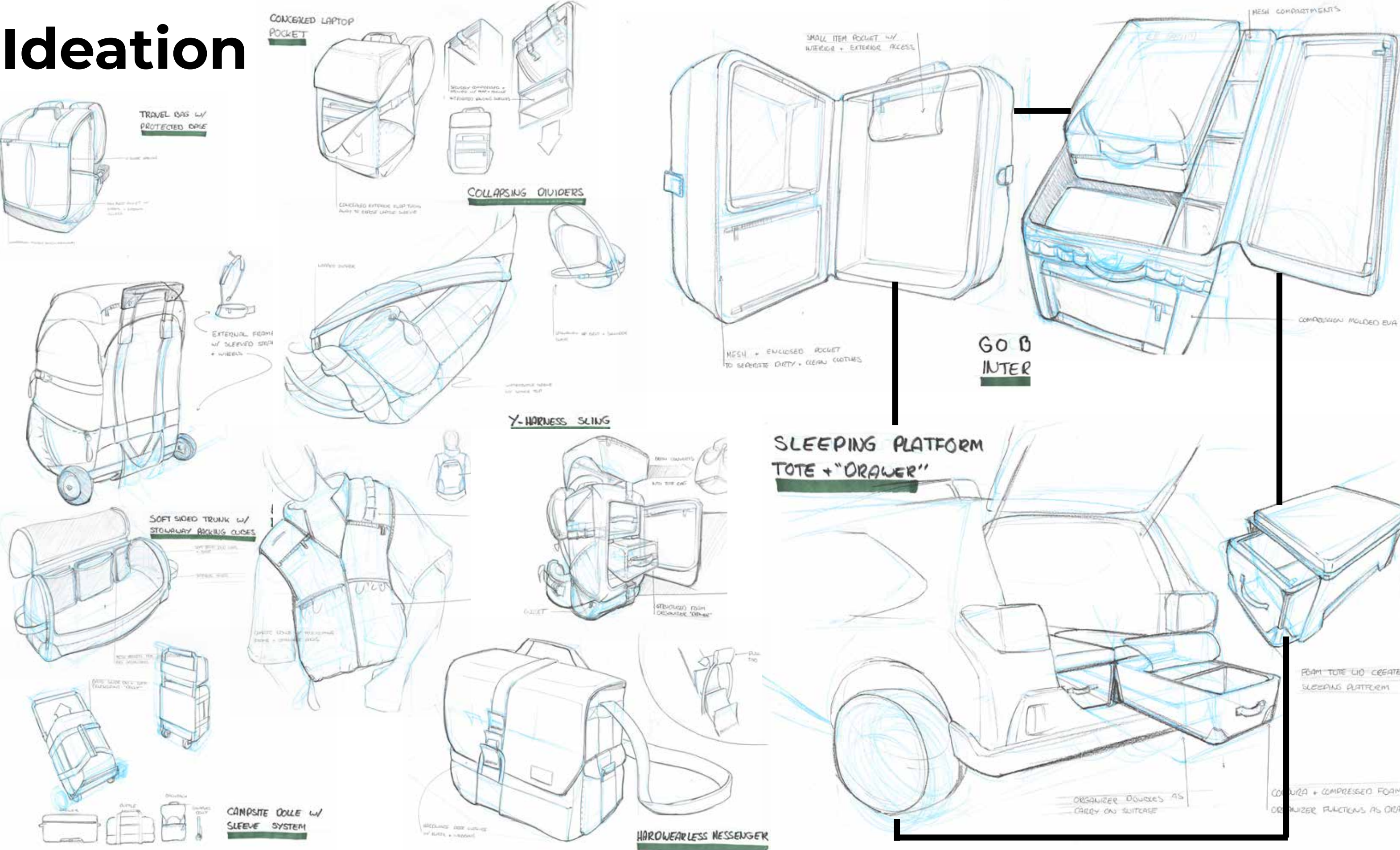


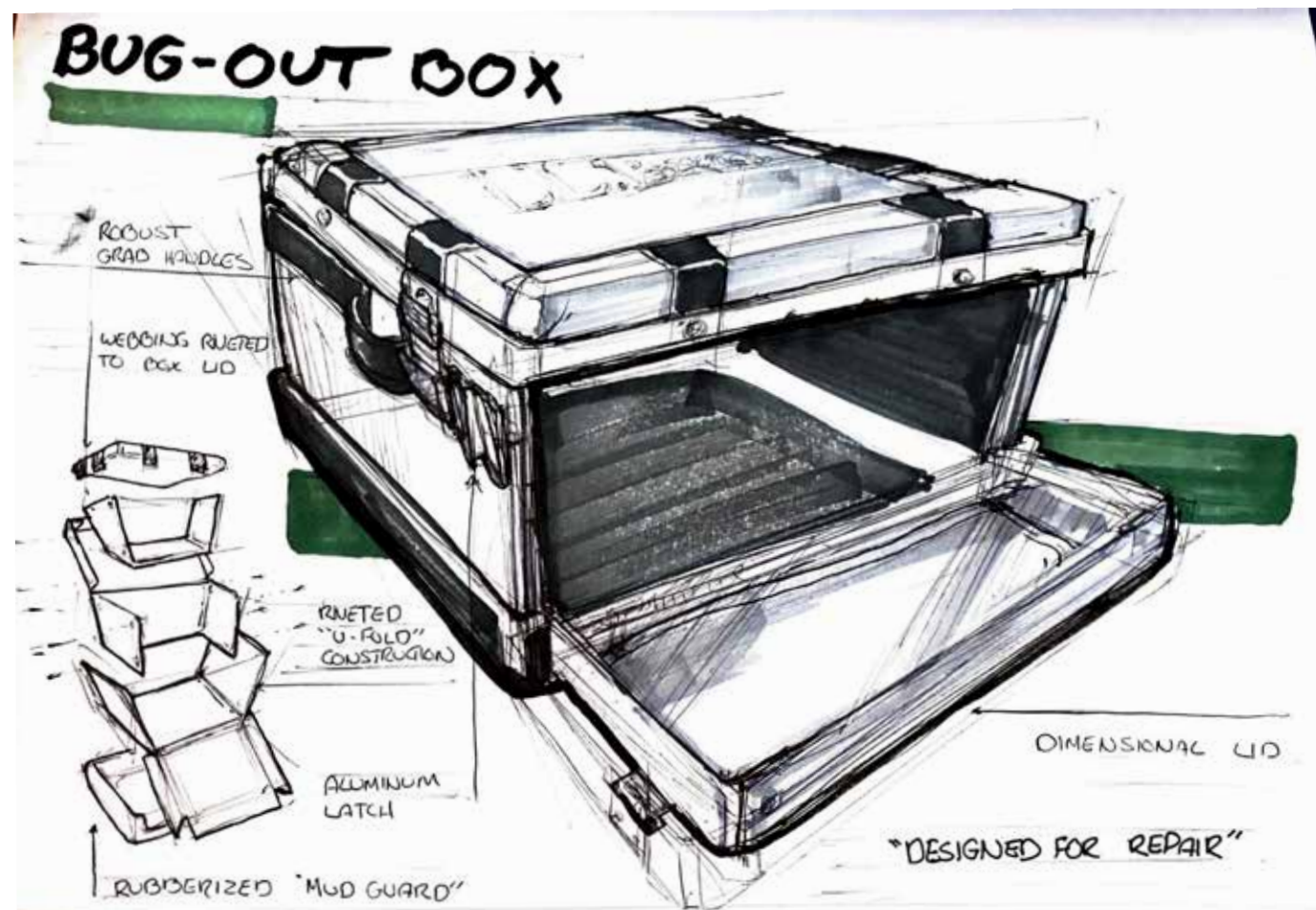
Key Finding

Interviews revealed that most campers utilize a “**bugout box**” a prepacked plastic tote they quickly throw in their trunk.

Concept Product

Ideation





Corrugate Plastic Tote w/ Padded Duffle

Name: "The Bugout Box"

Target User: Casual car campers & road trippers

Price Point: \$99 - \$149

Use Case: To & from the campsite, beach, or park

Size: 55L

Product Pitch

The Bugout Box is **designed to seamlessly transition from your garage to your trunk, to the campsite, and back.** It reimagines the tried-and-true storage tote, keeping your gear protected, organized, and accessible.

Made to be **practical and versatile**, it can be used as a dresser, nightstand, suitcase or bench. It's constructed with a **lightweight corrugate plastic exterior and a soft-sided interior that functions as a drawer**, giving you easy access to its contents even when stacked inside a vehicle.

Featuring **fully repurposed materials** and crafted with repair in mind, this product can live for generations to come.

Concept

Hard Sided Tote

Access gear
even when
stacked

Folds flat using recycled plastic corrugate

Zip close
during transit

Tuck & stow while
using as drawer

Stowaway
backpack straps
& hip belt

Softsided Travel Pack

Padded lid
for sitting

Padded
bottom



Scale Model

Outcome

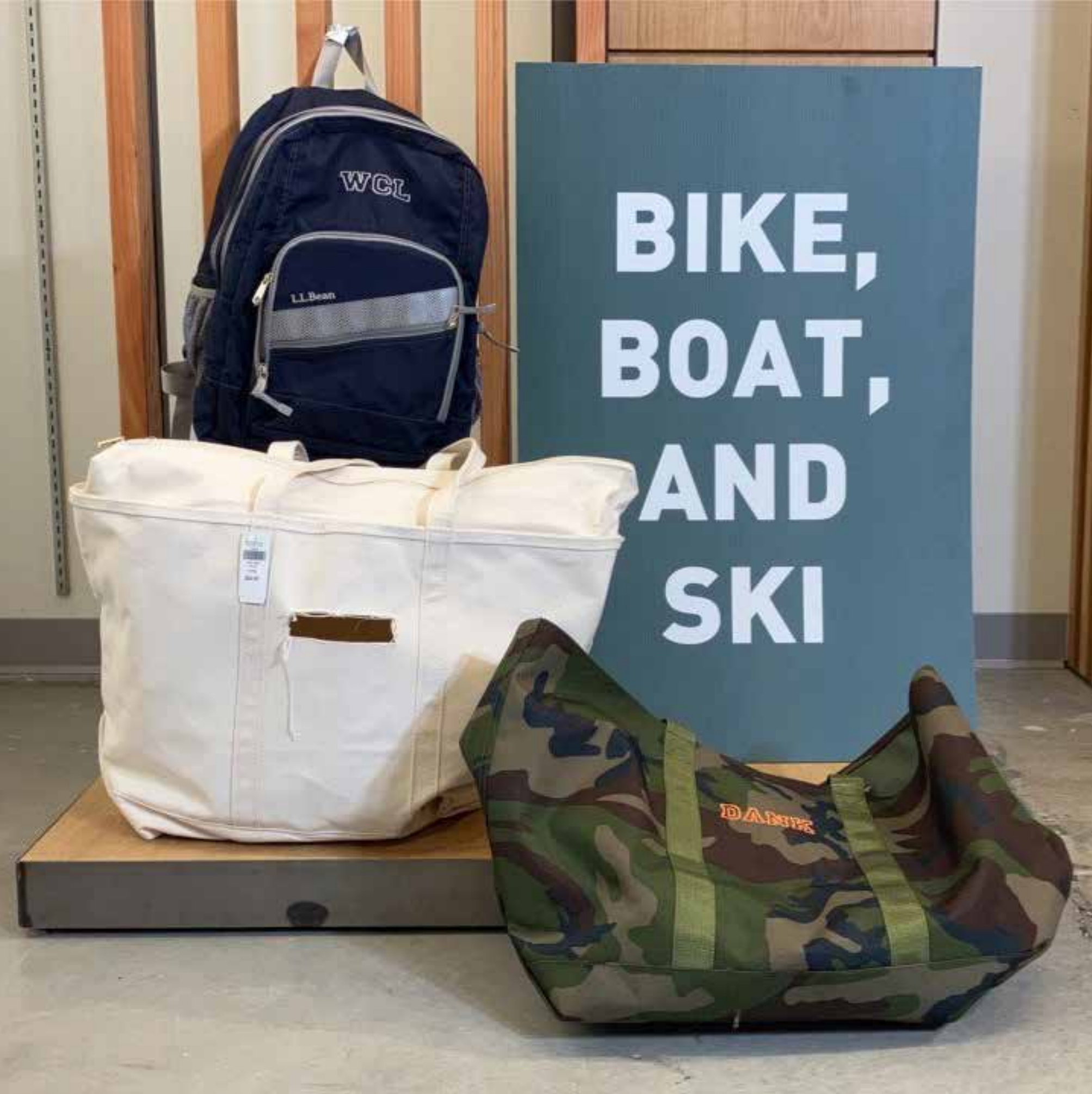
Useful for communicating concept & receiving feedback

Establishes parts & construction assemblies

Determined proportions & interaction flow

Flatpack is more feasible than folding





Repurposed Material

Coroplast

Lightweight & rigid
Waterproof
100% recyclable
Currently used for retail signage
Opportunity for prints

Defective Returns

Fabric components and findings were sourced from monogrammed best sellers that can not be resold

Because L.L. Bean is known for durable goods, materials regularly outlive a products useful lifespan

Construction Details



Slotted

Webbing

Grommets

Scoring

Folding

Experimenting

The material was manipulated to see what kind of connections were possible before moving into the final prototype

Prototype



1.



2.



3.



User Testing

Validation

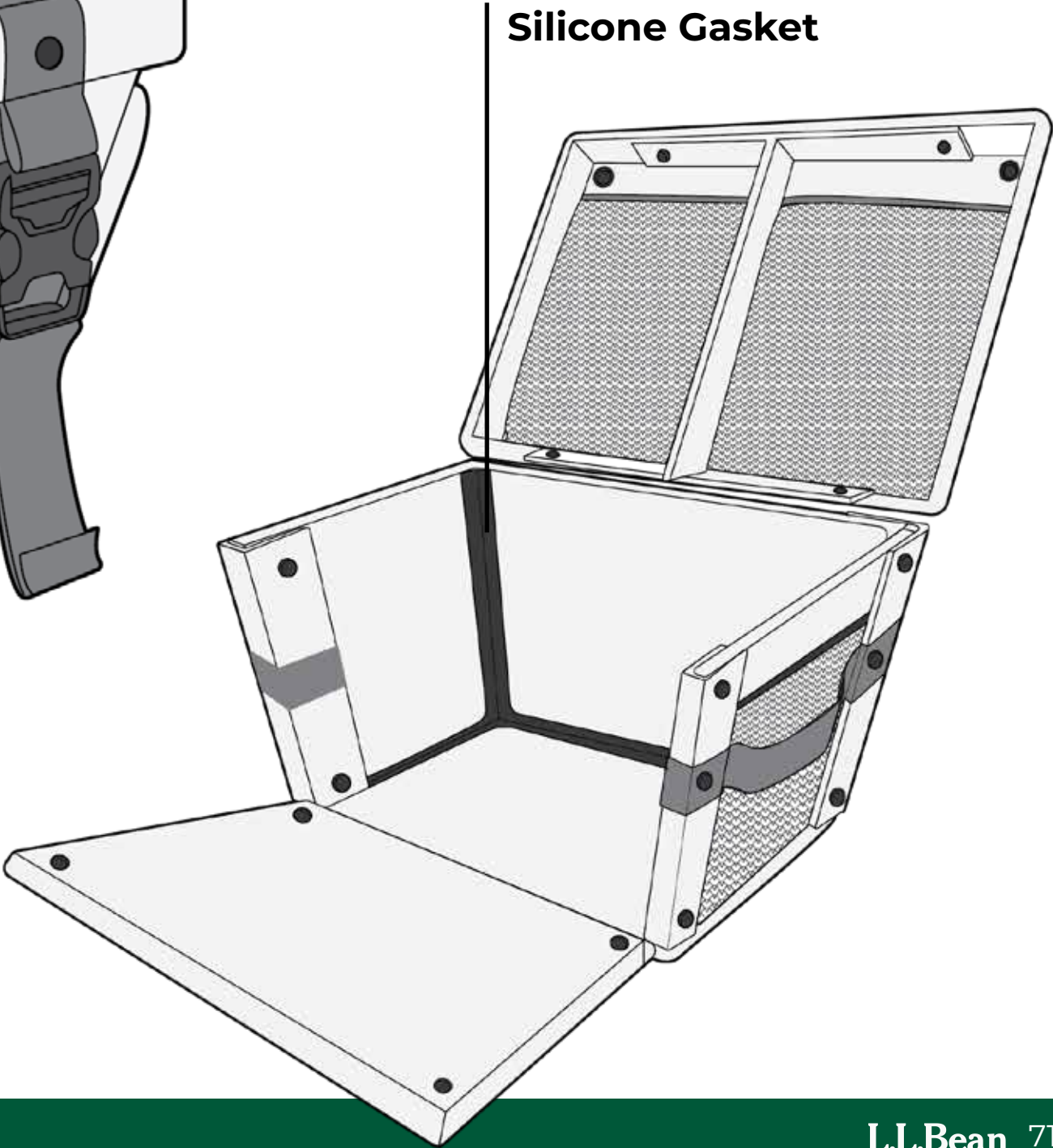
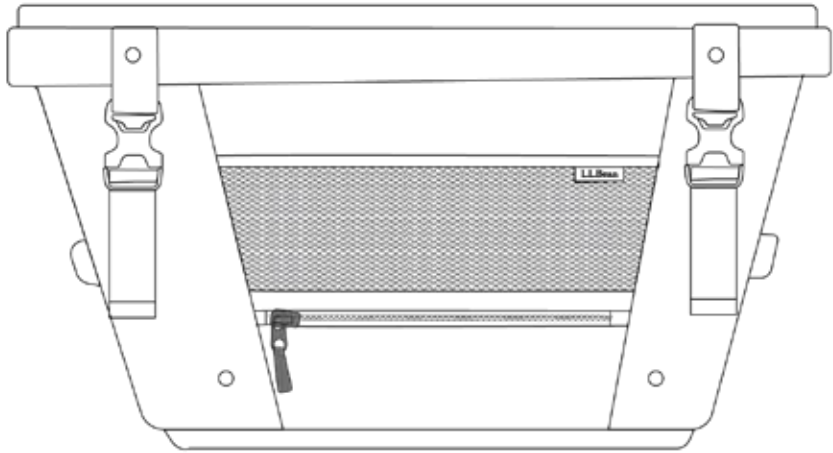
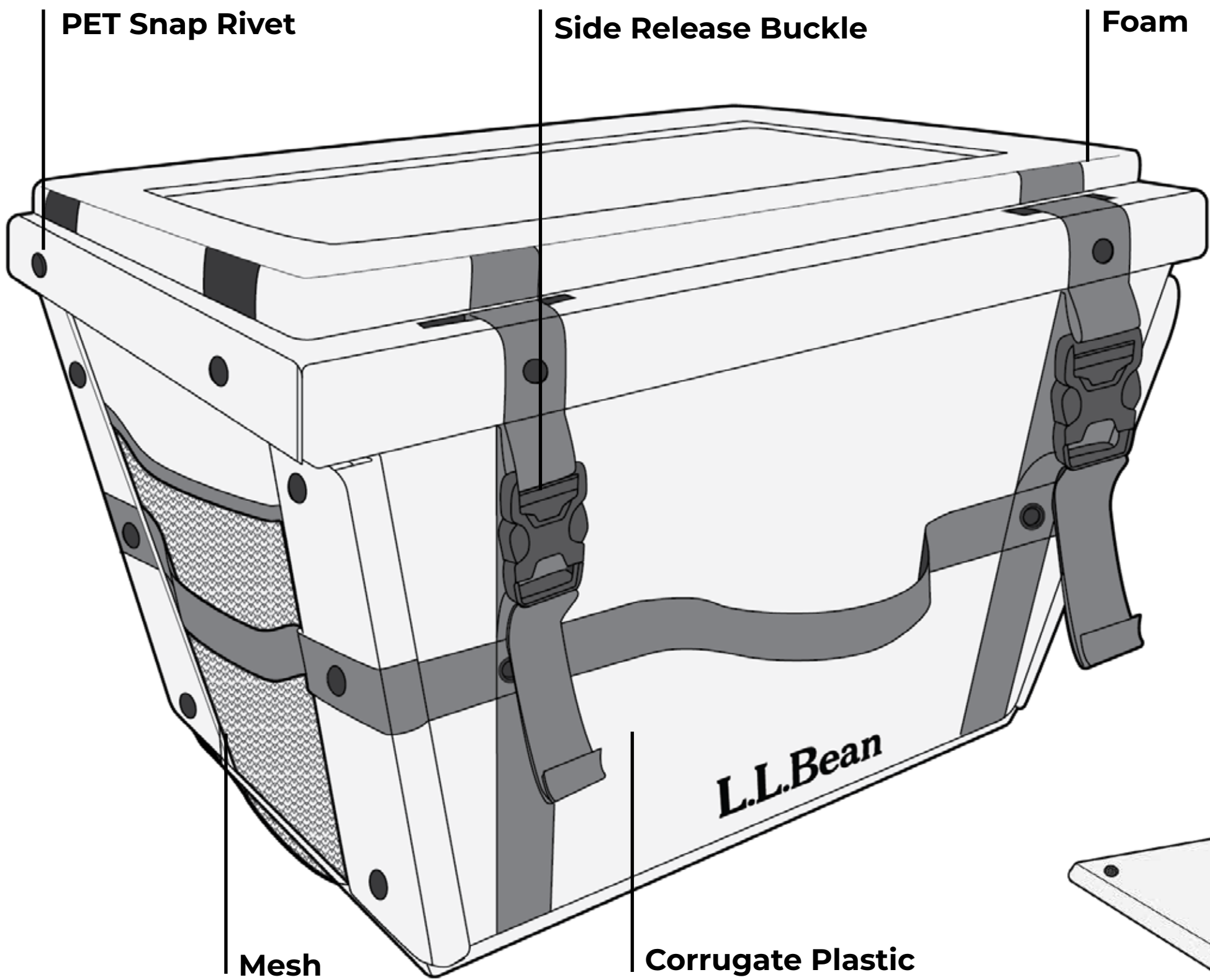
Prototype was taken on a weekend camping trip and used in context

Verified dimensions

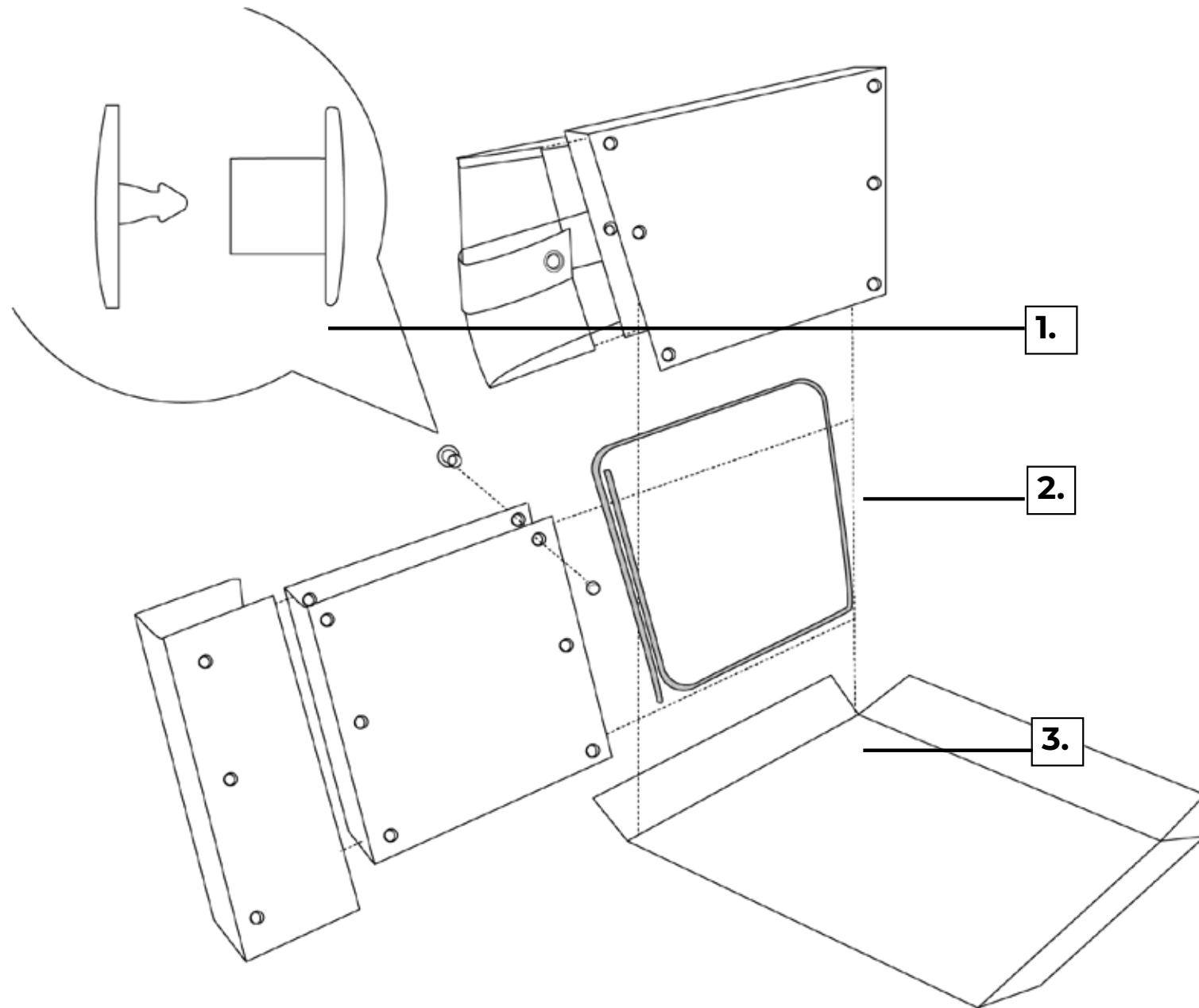
Received input on pocket placement



Hardsided Tote

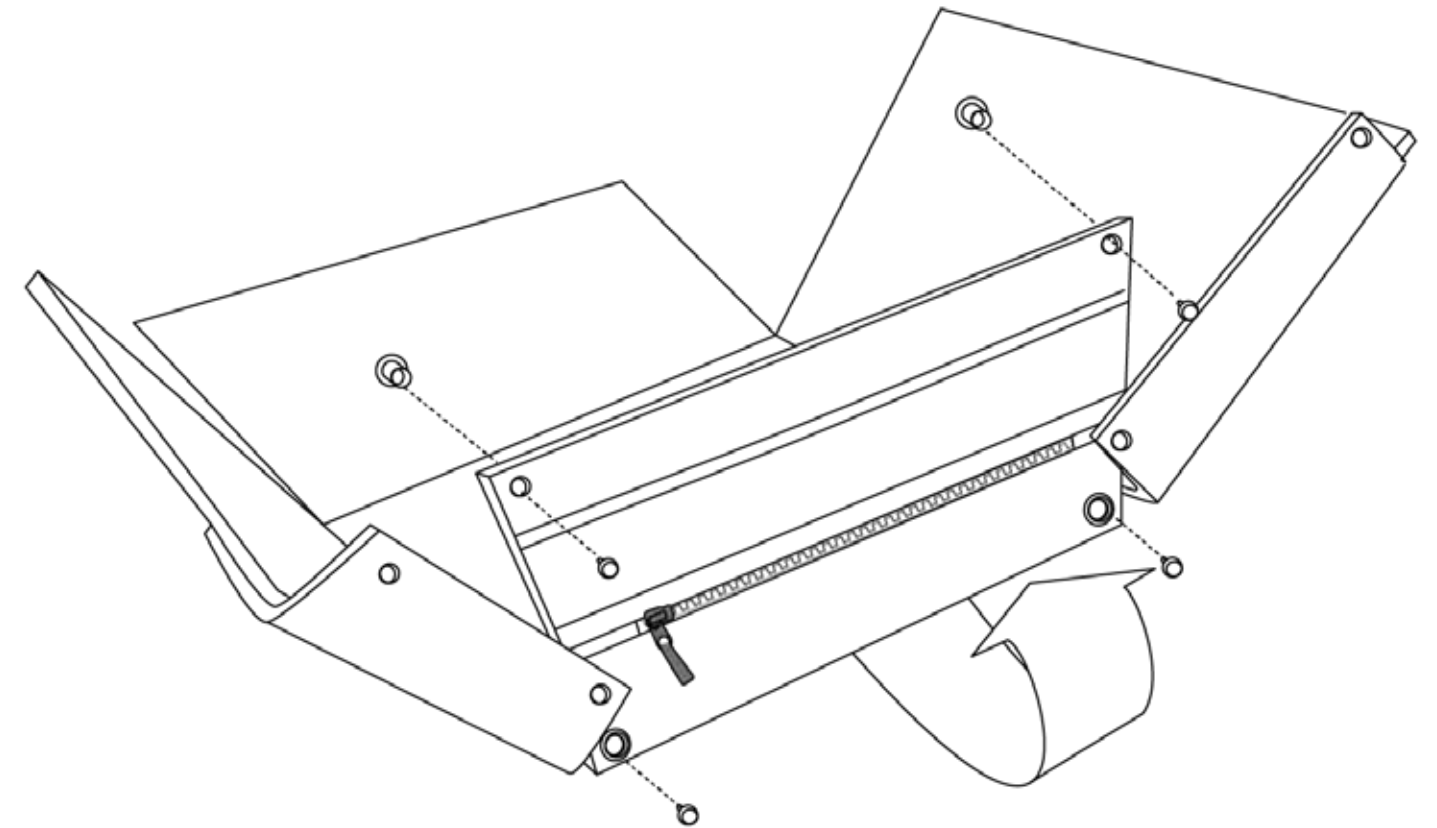


Assembly



Manufacturing Subassembly

1. Recyclable PET snap rivets
2. Cross grain U-Fold construction
3. Aluminum reinforcement



“IKEA” User Assembly

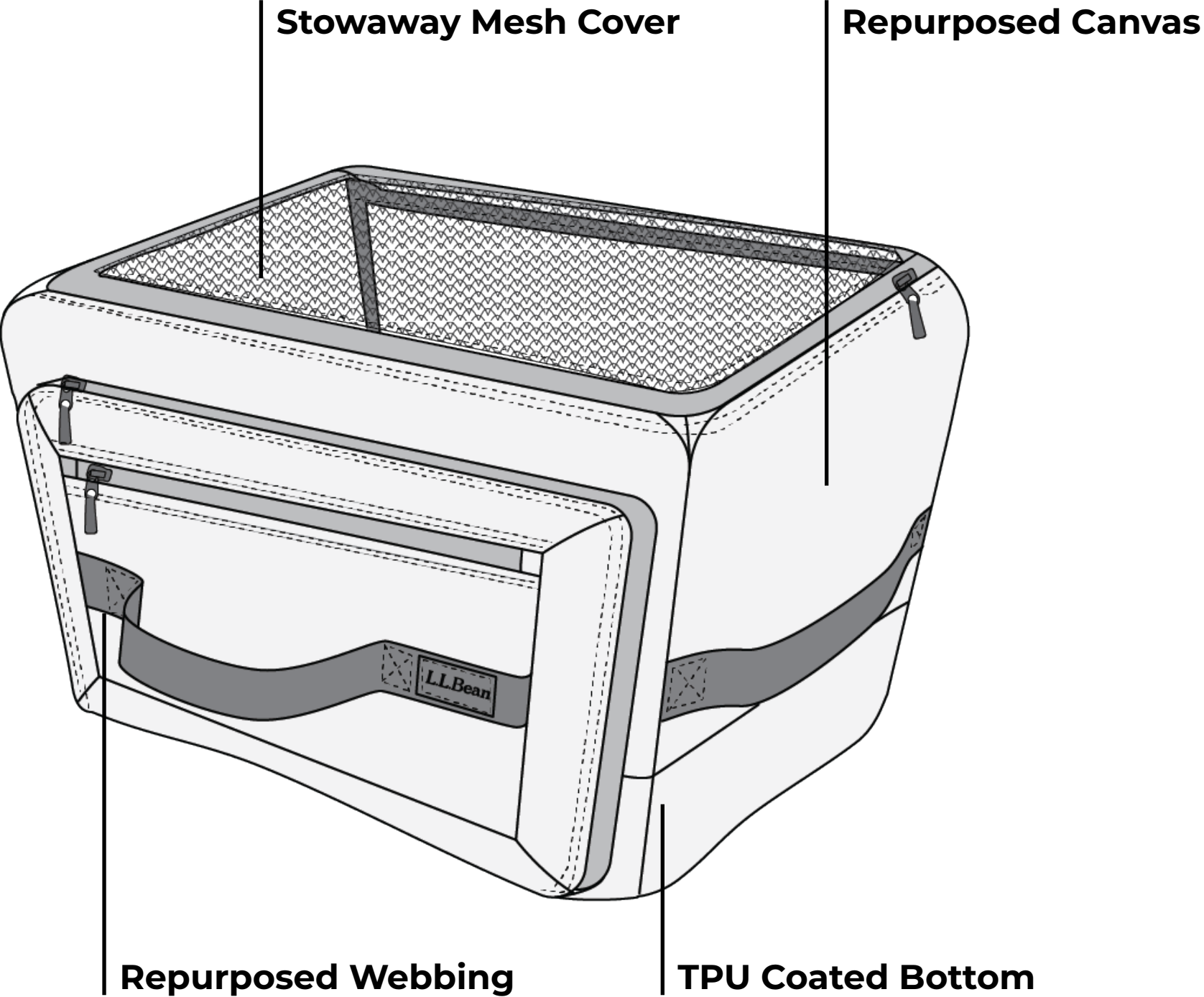
Customer assembles final 4 snap rivets after purchase so product can be **shipped flat**. Instructions included.

Design for Repair

By using fasteners instead of adhesives or welds, **panels can be replaced as they wear**

When the product is beyond repair, it can be completely **disassembled and recycled** accordingly

Padded Duffle



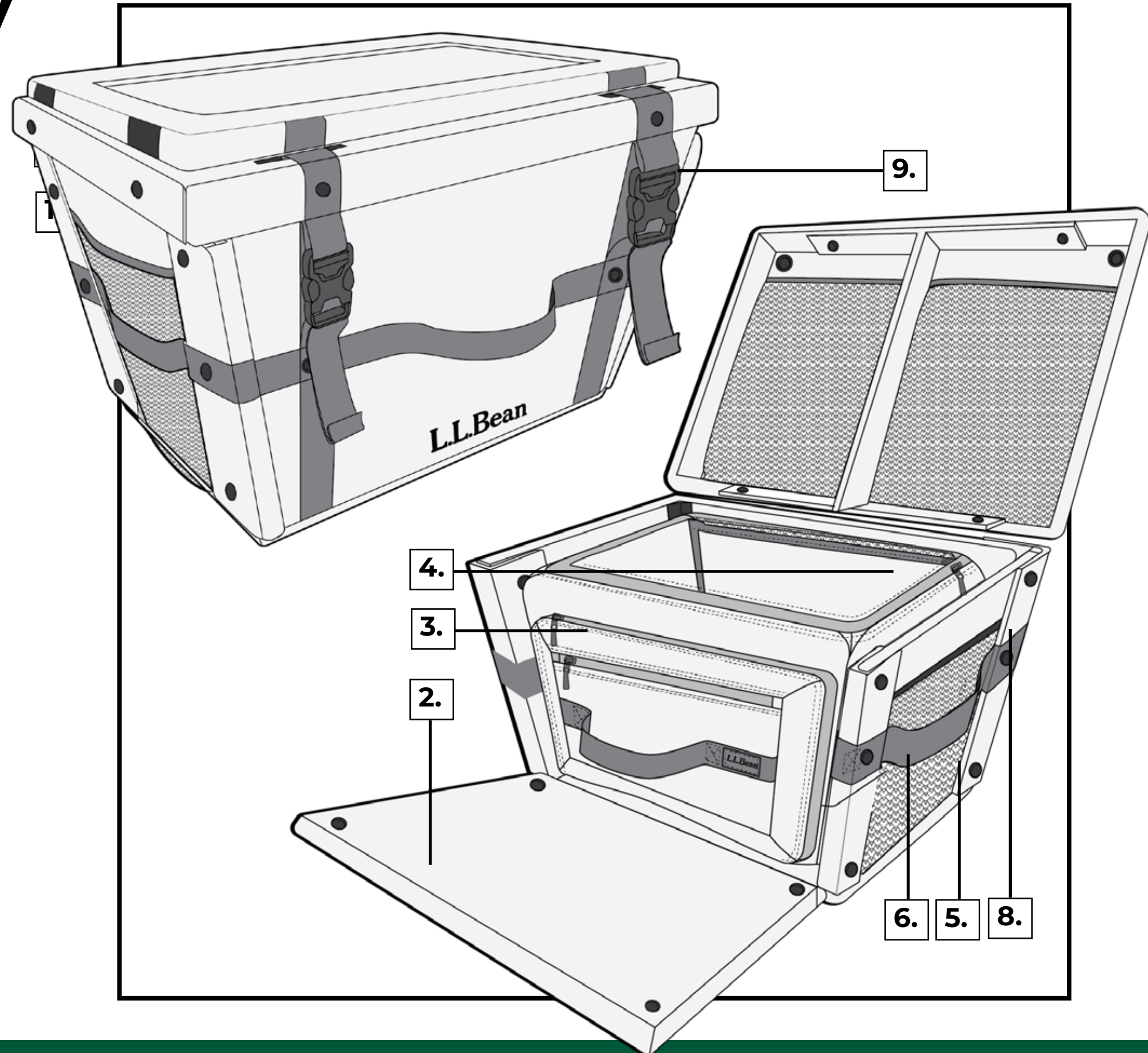
Carryable

- 1. Stowaway backpack straps behind foam panel
- 2. Buckle attachment

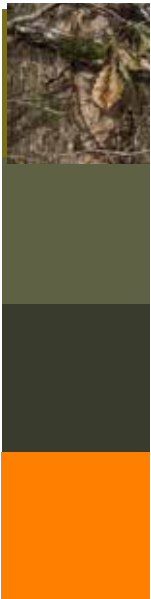
2-1 Compatibility

Key Features

1. Cushioned top for sitting
2. Side access w/ drawer pull action
3. 2-1 travel pack & tote
4. Stowaway covers secure items in transit
5. Exterior mesh pockets for quick storage and wet items
6. Robust haul handles aid in loading and unloading
7. Aluminum rods reinforce structure
8. Foam protected impact zones for improved durability
9. Securely latched living hinge doors
10. Tapered form for nesting



Colorways



Summary

Trend Research

Retro Tech Trend

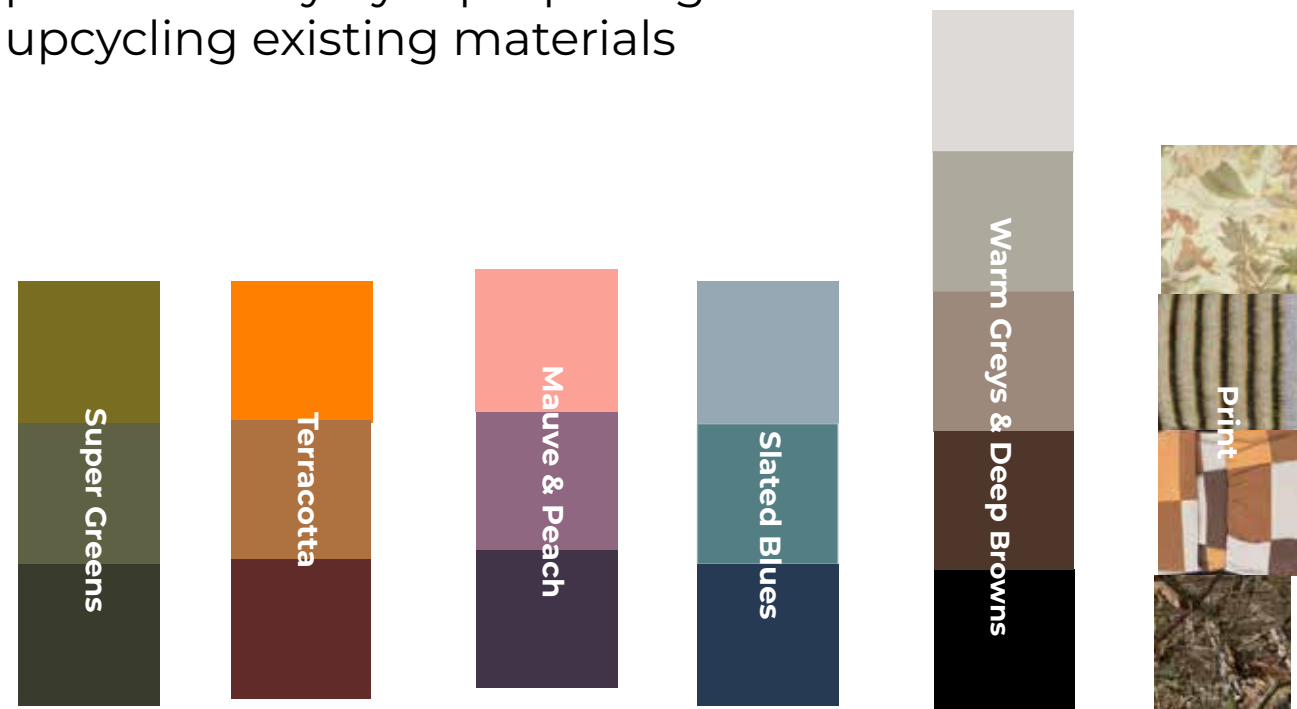
Market driven by originality, function & innovation instead of trend – as shown by interest in 00’s retro tech

Circularity

Full life cycle consideration. Circularity begins one product at a time. Future proof company by designing now for future repair, reuse, & recycle

Provenance

Appreciation for old. Continue product story by repurposing and upcycling existing materials



Consumer Research

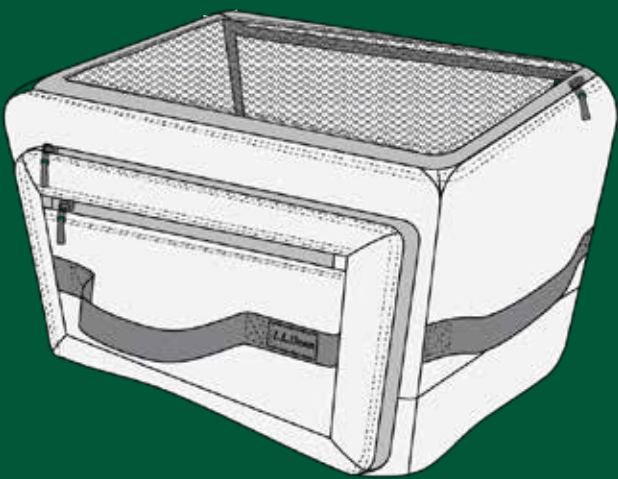
Opportunity Statements

How might camping equipment be road ready for casual outdoor users on overnight trips?

How might an L.L. Bean product line be fully circular?

Car Camper Needs

- 1. Grab and go prepacked storage
- 2. Seperation of wet gear from dry
- 3. Small item organization
- 4. Exterior access
- 5. Interior access when gear is stacked
- 6. Leeway for overpacking



Padded Duffel



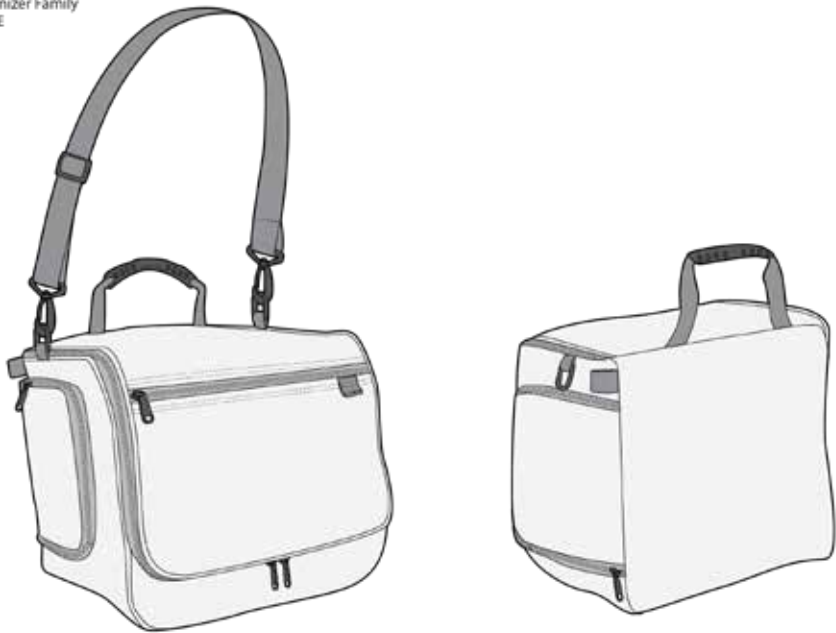
Hardsided Tote

Lineart & Specs

Personal Organizers

LLBean

Personal Organizer Family:
3/4 PERSPECTIVE



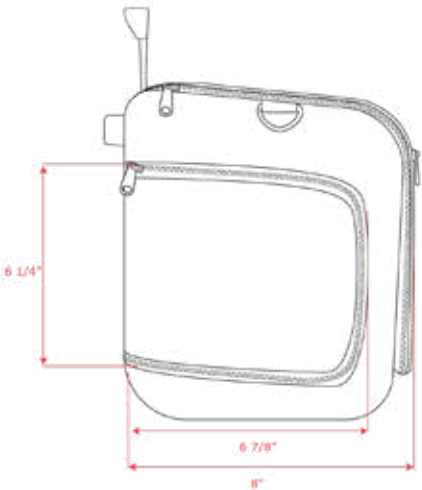
LLBean

Personal Organizer Family:
FRONT DIMENSIONS



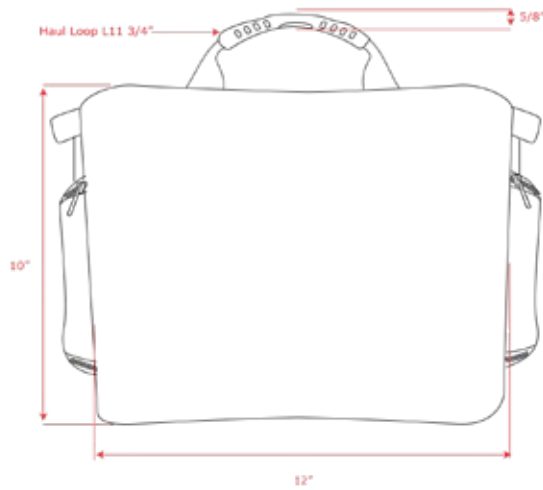
LLBean

Personal Organizer Family:
SIDE DIMENSIONS



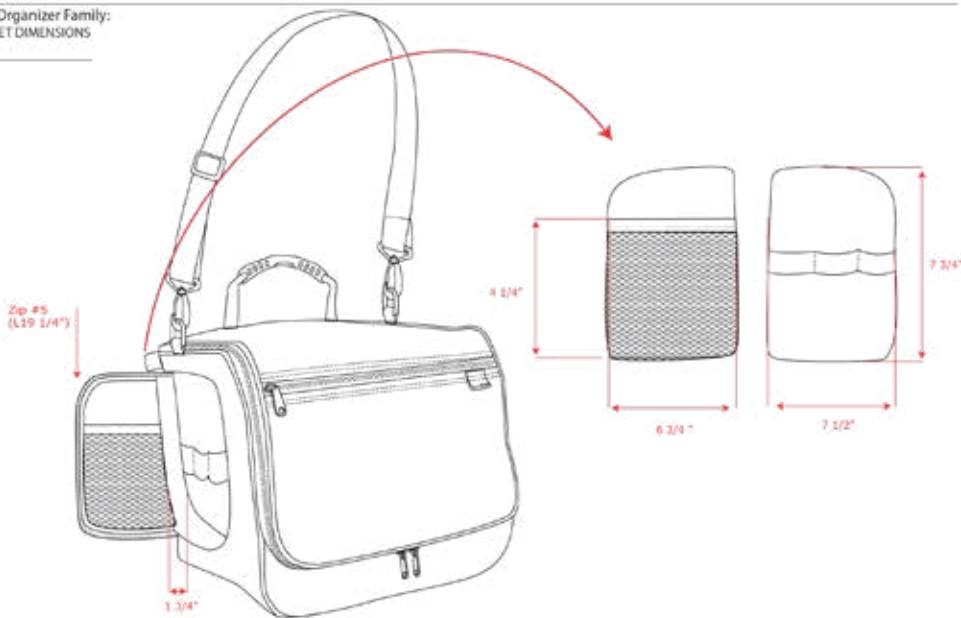
LLBean

Personal Organizer Family:
BACK DIMENSIONS



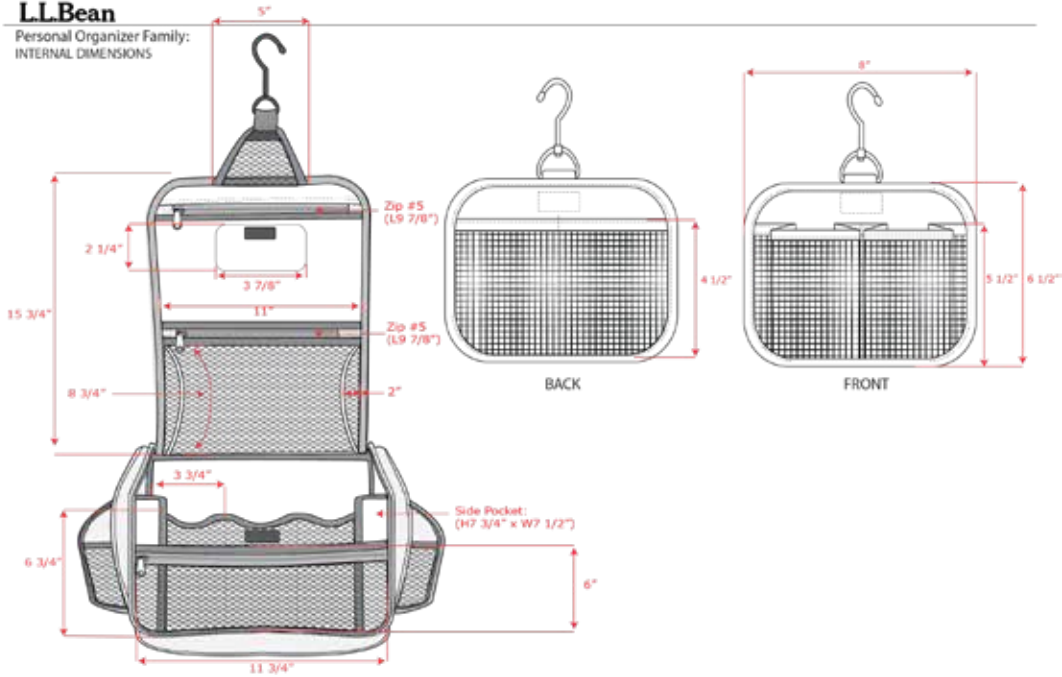
LLBean

Personal Organizer Family:
SIDE POCKET DIMENSIONS



LLBean

Personal Organizer Family:
INTERNAL DIMENSIONS

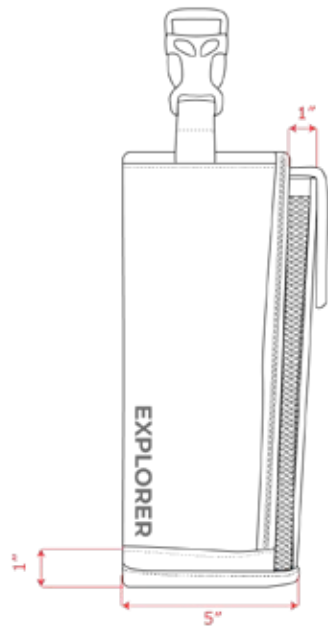


Lunchboxes

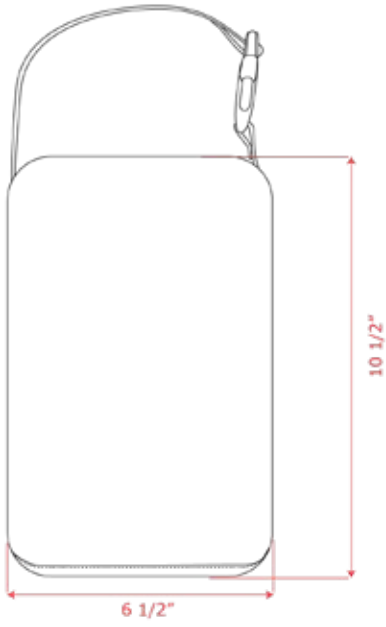
LLBean
Explorer Lunch Box
3/4 PERSPECTIVE



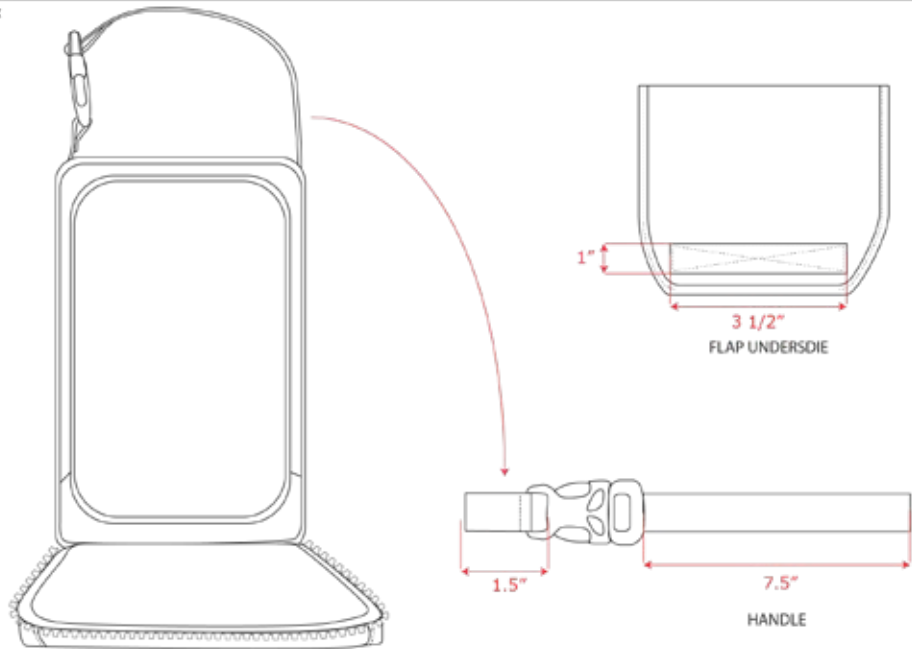
LLBean
Explorer Lunch Box
SIDE



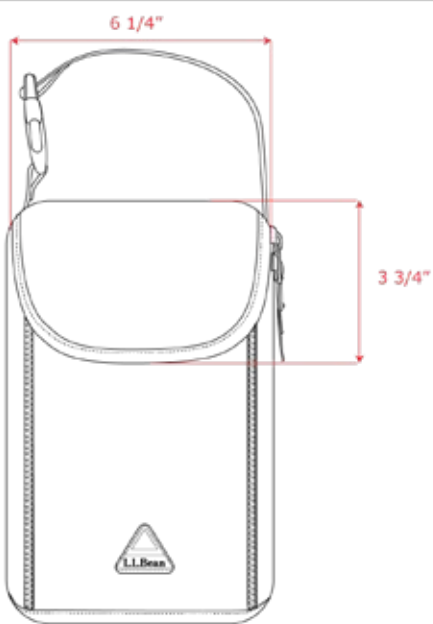
LLBean
Explorer Lunch Box
BACK



LLBean
Explorer Lunch Box
INTERNAL



LLBean
Explorer Lunch Box
FRONT



Bookpacks

LLBean

Original Jr. Book Pack #502875
FRONT



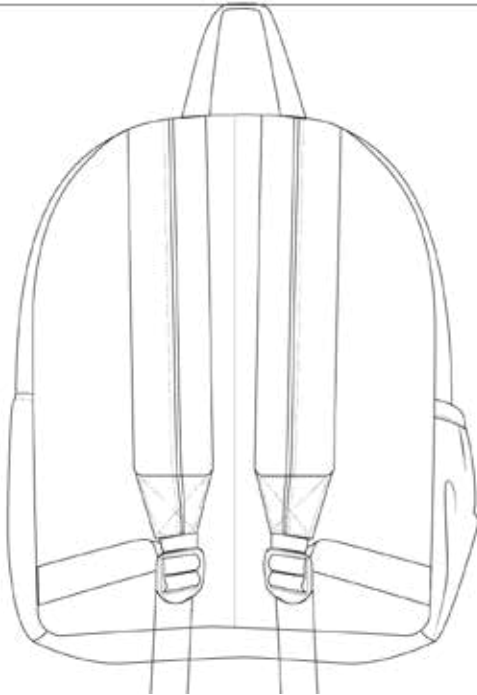
LLBean

Original Jr. Book Pack #502875
SIDE



LLBean

Original Jr. Book Pack #502875
BACK



Comfort Carry

LLBean
Comfort Carry Portable Locker 42L
3/4 FRONT



LLBean
Comfort Carry Portable Locker 42L
3/4 BACK



LLBean
Comfort Carry Portable Locker 42L
INSIDE

