BIKE COMMUTE BACKPACK

Goal: design a bike commuting backpack that accommodates the workday

Overview

The existing market for bike commuting backpacks focuses on the ride, and fail to address the rest of the day. US work culture rarely provides accommodation for employees who actively commute, so a rider’s equipment choices are crucial to fitting into the office after they arrive. Current bags are designed like touring bags, with high capacity spaces that have little organization. Workday things and sweaty clothes from the commute are stored in the same area. My pack solves this by isolating internal sections, allowing the bag to be used professionally during the workday.

Survey

80% Male, 20% Female

Season

Rider Age

Income

Cargo Method

Market Research

Aesthetic investigation

Prototypes

Features:
- Weather-proof build
- Hidden laptop sleeve
- Reflective straps
- Cargo net
- Ventilated back
- Aluminum hardware
- Isolated shoe storage
- Bathtub base

Body:
- 1000D cordura, durable and weather resistant

Base:
- Polyurethane laminated nylon, impermeable and touch

Lining:
- Silver treated sil-nylon, odor control and internal protection

AMERICAN RUCKUS

DEPENDABLE HERITAGE PACKS

BECAUSE YOUR DAY IS JUST BEGINNING WHEN YOU GET OFF THE BIKE.