





Strayed Outfitters

SEEKER SERIES BACKPACK

INDUSTRIAL DESIGN 6 - SENIOR THESIS - FALL 2016
UNIVERSITY OF WISCONSIN STOUT - MENOMONIE, WI





Who

ARE THESE GUYS?

mil.len.nial

noun

plural noun: Millennials.

*1. a person reaching young adulthood
around the year 2000.*

"A Generation Year."



The Traveling Millennial

AGE: 18-30

LIFESTYLE: The Traveling Millennial feels the need and urge to **explore all the world** has to offer. They look for a **deeper connection** with the world and people around them. Traveling and **being exposed to new experiences** is extremely important to them.

ONLINE SURVEY OF 100 PEOPLE



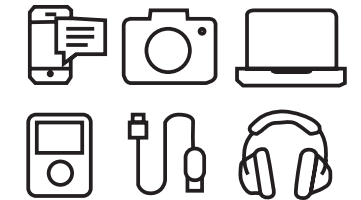
WHERE IS YOUR
ESCAPE?



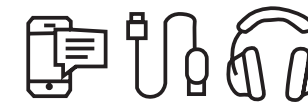
The Users



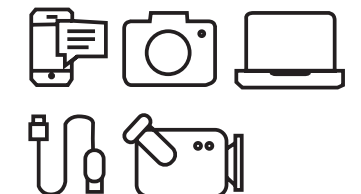
BRITTA



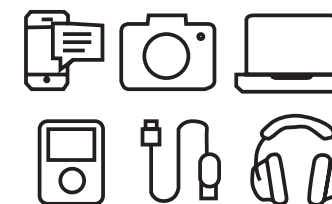
JOE



CARLIE



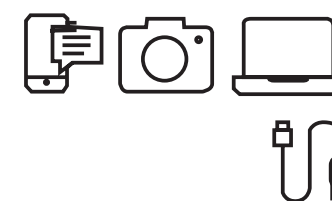
TYLER



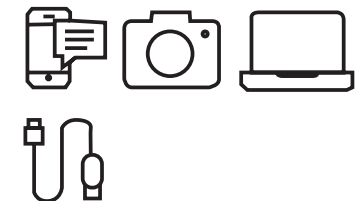
VALERIE



MICHAEL



KIMBERLY



+87%

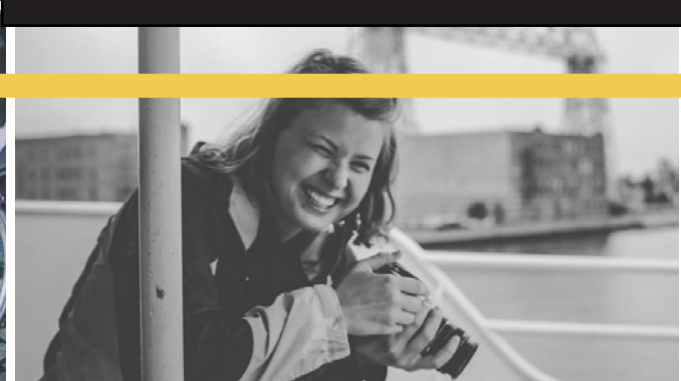
of people surveyed said enjoy taking part in **adventurous activities** on trips such as **hiking**, **biking**, **swimming**, and **walking** tours.

+68%

of people surveyed said they **travel** on **average** for **2 or more times** a year.



Valerie



23

PLYMOUTH, MN

OCCUPATION..... STUDENT AT UW-STOUT
HOBBIES..... TRAVEL, PHOTOGRAPHY, PLAYING UKUELE
LIKES..... FUNCTIONAL DESIGN, BRIGHT COLOR POPS
DISLIKES..... HAVING TO CHECK A BAG, BUSY AIRPORTS
HOW OFTEN DO YOU TRAVEL..... 2 - 3 TIMES A YEAR
CURRENT PACK..... OSPREY 34 LITER PACK
PACK LIKES..... GOOD BACK SUPPORT, QUICK ZIPPER
PACK DISLIKES..... NO PADDED LAPTOP STORAGE, NO
EASY ACCESS POCKETS FOR PHONE, KEYS, MONEY ETC



THE PROBLEM

*Design a **backpacking pack** for the traveling millennial with **functional storage space** for **electronics** and other essentials for a **long distance trip**.*





THE MOTTO

S

SAFETY

Strong material to resist against slashing.
Easy access to passport, ID, and money.
Padded, proper storage for electronics.
A TSA approved carry on size for reducing theft or lost bags at the airport/station.

O

ORGANIZATION

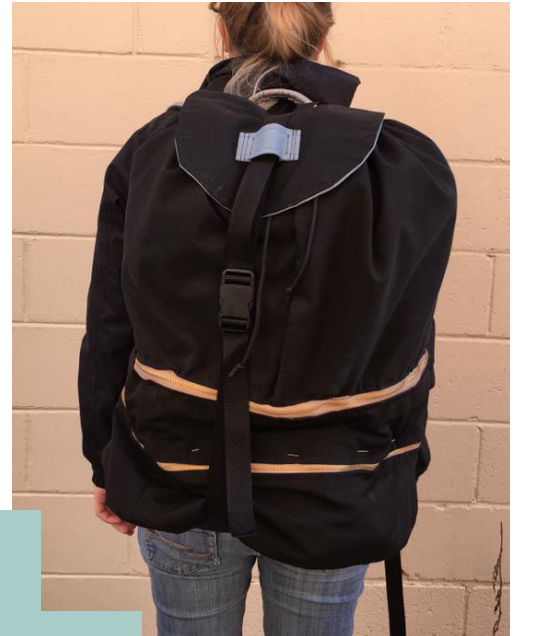
Customizable storage compartments.
Easy access to essentials.

S

SUSTAINABILITY

Long lasting materials and build.
Look to use more sustainable materials.
Multi-purpose functionality.









The Seeker Series

BY STRAYED OUTFITTERS CO.

TSA Approved Carry On Size
Supportive Backframe
Adjustable Exterior
Drawstring Body
Padded Electronics Bag
Adjustable Dividers
Mesh Security Lining
Laptop Storage
Removable Day Pack
Aerated Compartment
Security Pocket





The
Seeker Series
BY STRAYED OUTFITTERS CO.

COME JOIN US,
ADVENTURE AWAITS.



The
Seeker Series
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