

# Major Findings

## Faulty Assumptions

Our initial premise of thinking that preparing a bag for going to yoga as a problem was incorrect. According to our workshop participants, **preparation wasn't a problem at all**. Instead, the major issue of going to yoga was more about getting to their class on time.

## Surprising Discoveries

The revelation about asking for a **detachable waterproof compartment** was something we didn't consider, as well as the other participant. Another major finding was the how the participants when purchasing a bag would consider if their **husbands would be willing to carry the bag** or not.



## Low Fidelity Prototype

### Negative Response

Our participants had a strong reaction to our prototype sketch. They were extremely negative with the extendable bar and wheels because of the imagery similar to carry-on luggage. The participants were extremely adamant about not having wheels saying that they would rather carry a bag around and lift it as the idea of having a draggable bag and encountering stairs as a situation they find extremely annoying. This seems to be a **psychological issue with the preconception of the bag as a carry-on suitcase**, but is something we need to consider if we want to keep the wheel design and rolling functionality

### Small Upside

The one aspect that our participants liked about our design was the suggestion of an **easier opening mechanism** with the proposed magnetic clasp or velcro system.

## Moving Forward

### Redefining the Problem

The initial presumption of the preparation for our bag being an obstacle for our target group was incorrect. However, our participatory design workshop was helpful in refocusing our prototype solution to address a need.

Our new obstacle is to create a bag that can **meet pregnant mother's needs as a general utility bag for their daily needs and be able to grow and transition with them** as they give birth and serve as a baby diaper bag and still serve as a utility bag for other needs.

### Feature List

These are the features as identified as asking our participants what they want and need in their dream bag

- **Lightweight**
- **Expandable** (has a compact and expanded configuration)
- Labelled side compartments
- **Detachable waterproof section** / compartment
- Easy to close and open
- **Wipeable surface** material (easy to clean)
- Darker color (minimize visibility of dirt)
- Durable (extend product lifespan)
- Separate sections / compartments
- As **many compartments** as possible
- **Hand carry handle + Shoulder bag handles**
- Optional **shoulder straps** (for increased weight and hanging on stroller)
- **Design that men will be comfortable with** carrying