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Design a simple, attractive and wearable device that can safely carry a home key, a locker key or a padlock key.

A unit price range was defined to meet the goals of the financial plan.

Our research consisted of identifying the existing market and solutions for the same function, as well as looking at the style and the aesthetics behind sports gear.

First aim was to solve the key storage function. This part consisted of sketching and physical mock-ups to experiment with, followed by styling and refinement.

Phase 1 ended with four concept proposals that we presented to our client. Two of the concepts were chosen for further refinement and we aimed to combine their benefits.

High quality renderings and a physical model helped to initiate the final decisions about the concept. The client were able to get a clear image of what the product would look like and feel.

At this point of definition we decided to change the design, take a step backwards and work on a different solution that would be more cost efficient in production.

Final concept was based on one of the earlier concepts which better corresponded to the requirements.

Manufacturing CAD files was prepared for final production.

Other important details for production was written down in a small booklet explaining materials, dimensions and specific assembly details.

Parallel to the manufactuing process, to be able to do some marketing work, we prepared high quality visuals, helping our client to promote the product to retailers.

RESEARCH AND INSPIRATION

IDEATION

CONCEPT PROPOSALS

CHOOSEN CONCEPTS

CEPT DEVELOPMENT

HIGH QUALITY MOCK-UP

FINAL CONC

MANUFACTURIN

PRODUCTION MANUAL

MARKETING MATERIALS

BRIEF PHASE 2

FINALIZATION

MARKETING MATERIALS