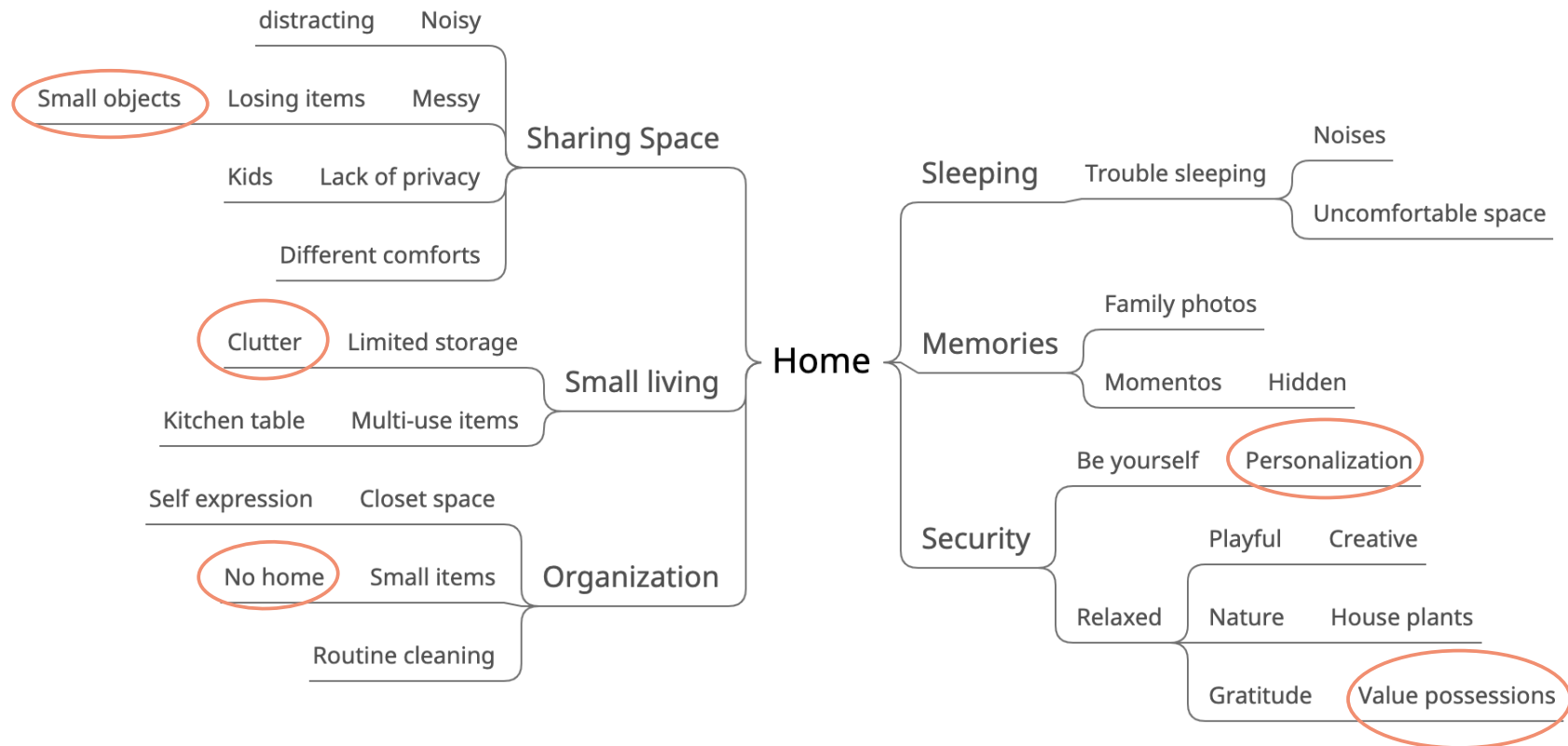


# KOBBLE

functional decor that clears your space and your mind

## Mind Mapping: initial observation

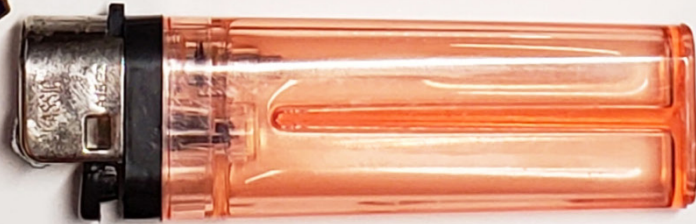


We all have clutter, filling table-tops, counter space and junk drawers,

losing the little things, that we value the most.

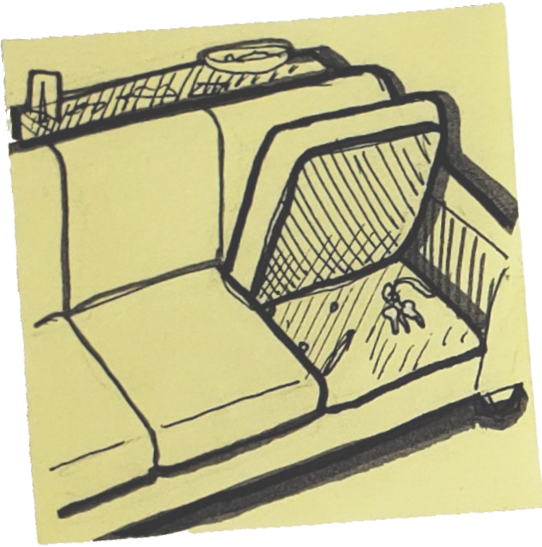
My goal is to design storage for small belongings,  
**that is both functional and an opportunity for personalized decor.**







**Problem:** current environment



small products can be easy to **misplace** in the home



spaces become **cluttered** because of convenience



our belongings don't feel special and are **mistreated** when laying around

**wasting our time and causing stress**

# Empathy Mapping: user research

**Who?** young creatives, age 20-30

**What?** discussing **optimal environments** for daily routine and related possessions

**Why?** to understand their value and needs for decor, organization, and **storage**

Jessica, 26  
the artistic collector

Erik, 22  
the aspiring minimalist

Taylor, 29  
the avid builder



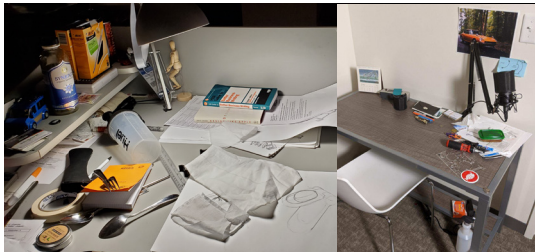


## Insights: user needs



### Jessica, 28 the artistic collector

"Choosing what's private or public is important, and overcrowding a space, makes objects lose their significance."



### Erik, 22 the aspiring minimalist

"I want to reduce unused items in my life. Everything should have its own place."



### Taylor, 32 the avid builder

"I like having what I need in one spot, within arms-reach. I keep my tools on the wall so I can see what's in my space."

Developing order and being intentional with the **placement of personal belongings** gave users peace of mind.

Creating a positive environment requires items to be **accessible, yet private and organized.**

**Research:** what's the context?

## Clutter



Americans waste an average of 2.5 days a year looking for misplaced objects, causing frustration and over buying.

## Organize



The Marie Kondo Method and mindfulness are growing trends that focus on intentional living and arrangement of what we own.

## Calm



Order within the home environment is proven to help reduce cortisol, improve clarity and sleep

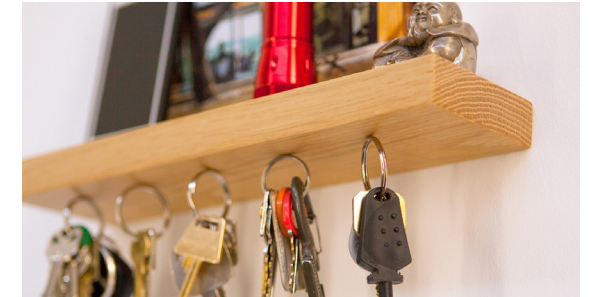
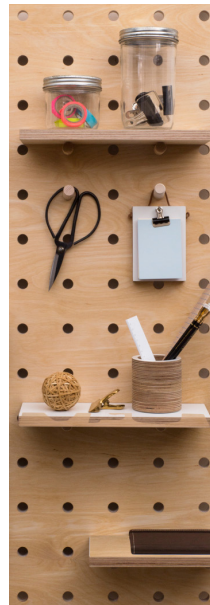


## Market Research: existing solutions

wall hanging solutions save space



trays expose personal or unsightly items



- easy to use/install
- various sizes
- variety of materials
- vertical storage options

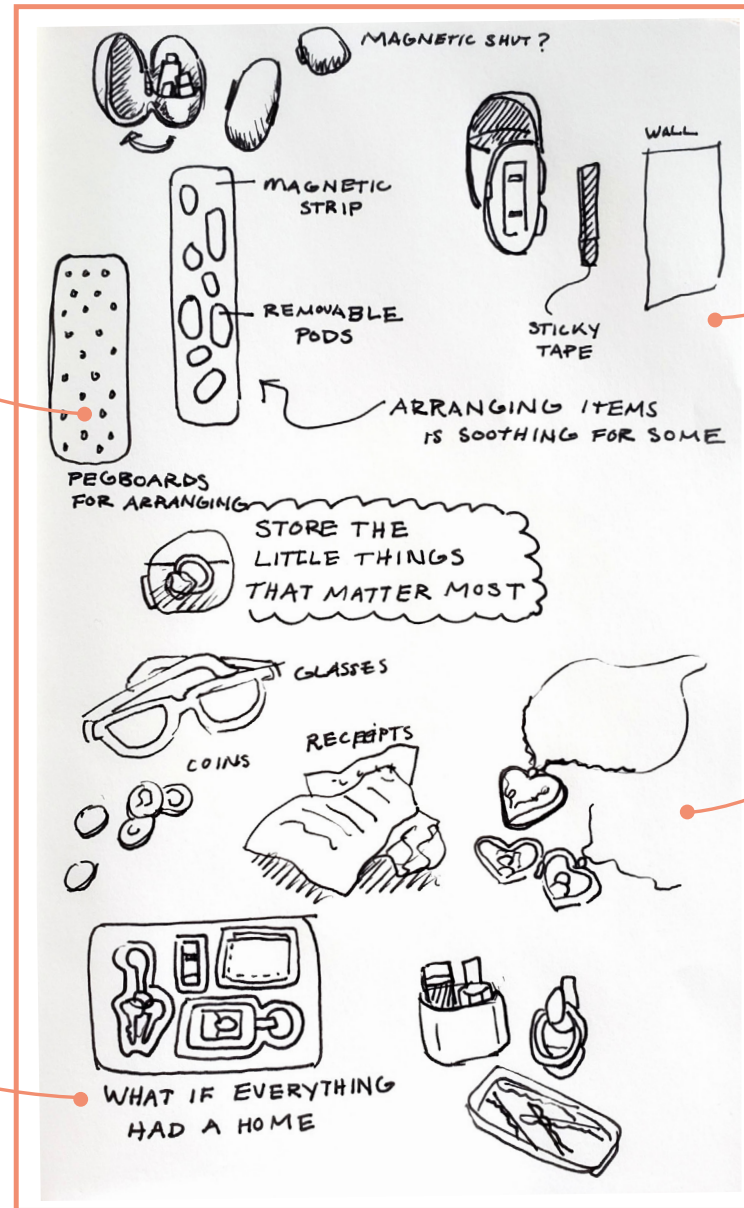


- boring interaction
- possessions are always on display
- no organization of smaller items
- exposure to dust

## Product Persona: criteria

- calming and natural form
- playful interaction
- storage for smaller items
- utilizes vertical space
- expression of personality
- applicable to a variety of spaces
- simple to manufacture

similar concepts



mechanics

related products

initial thoughts



**Inspiration:** material and form



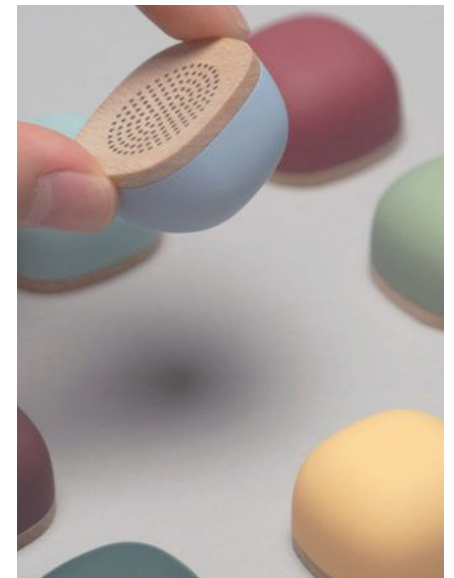
**curated**



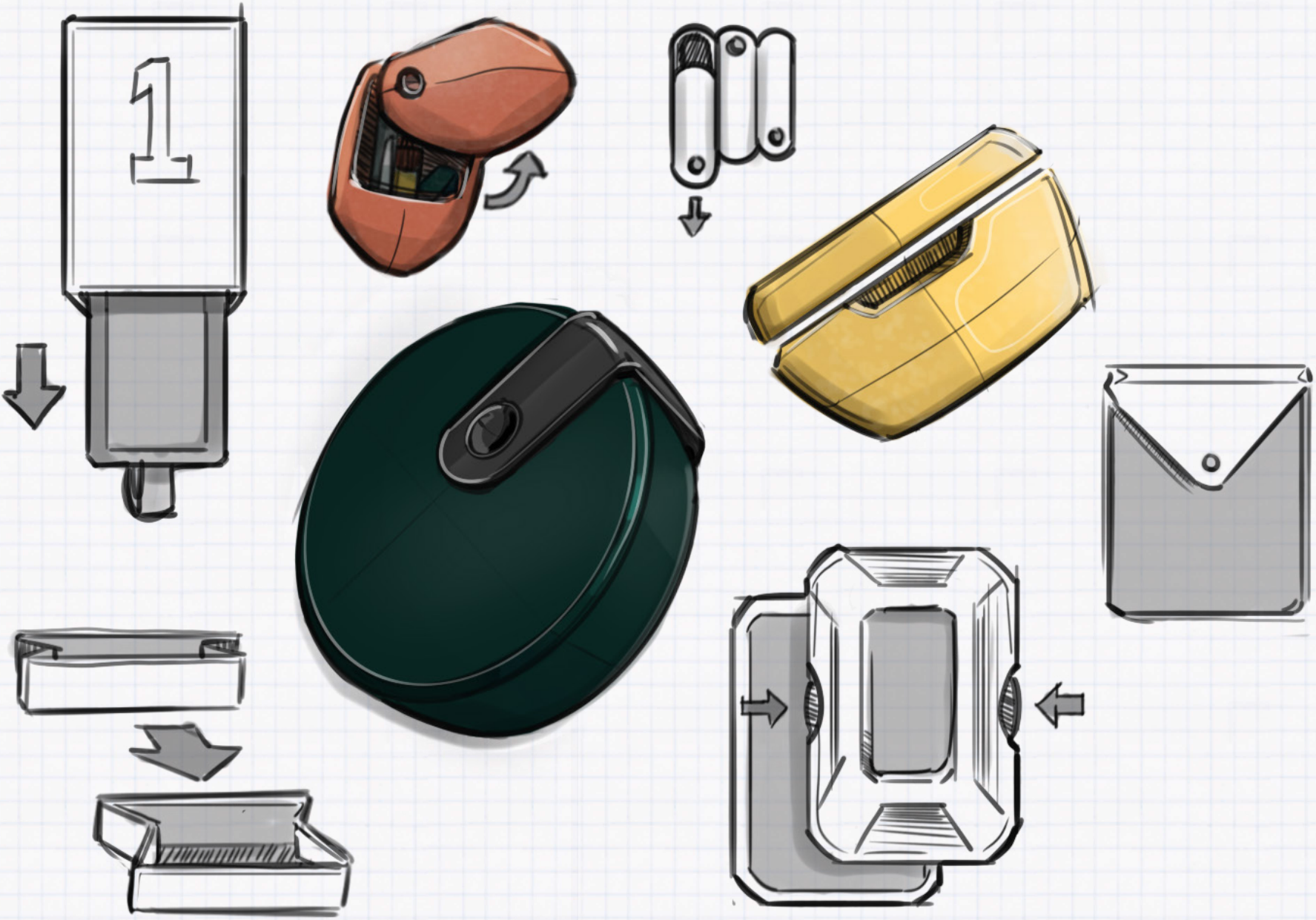
**soft**



**simple**

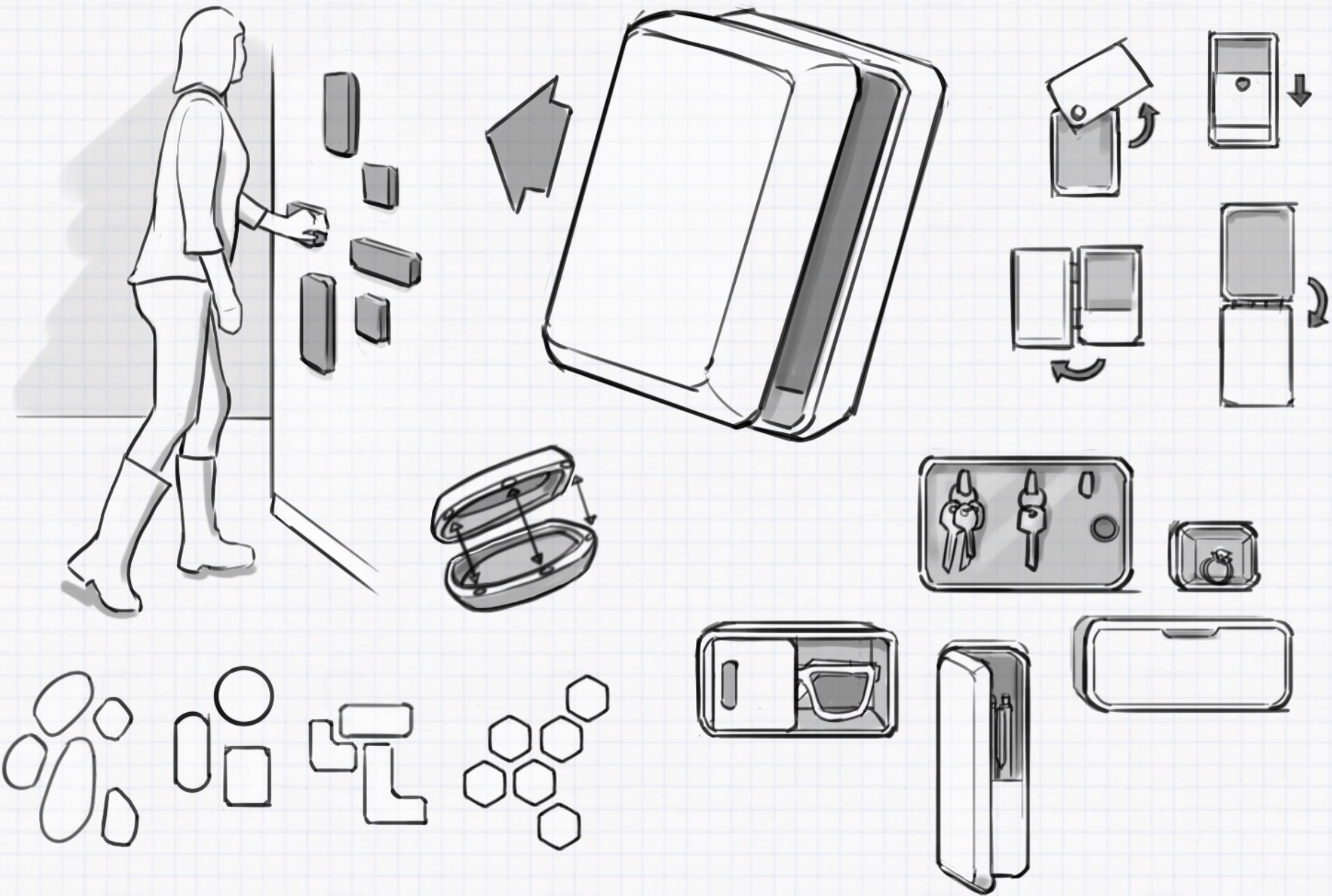


**Ideation:** exploring shapes





**Ideation:** looking at movement





## Development: process board

- form study
- rapid prototyping
- living hinge
- 3d printing

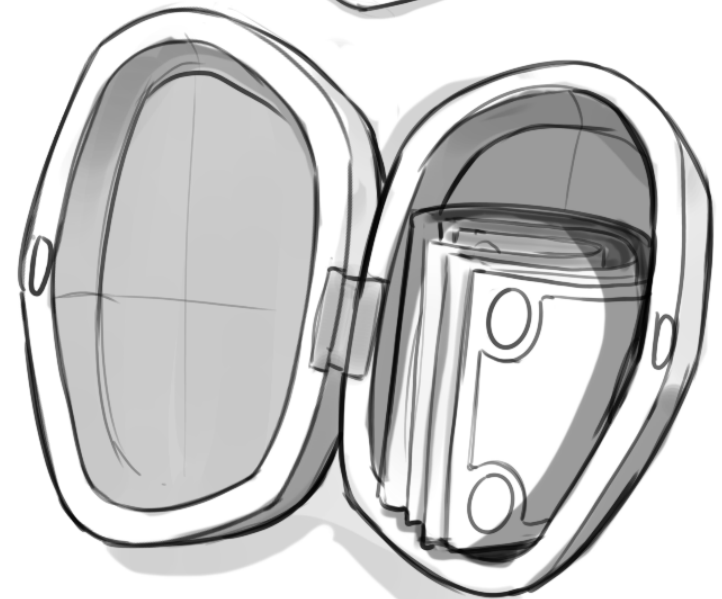


**Concept:** refinement

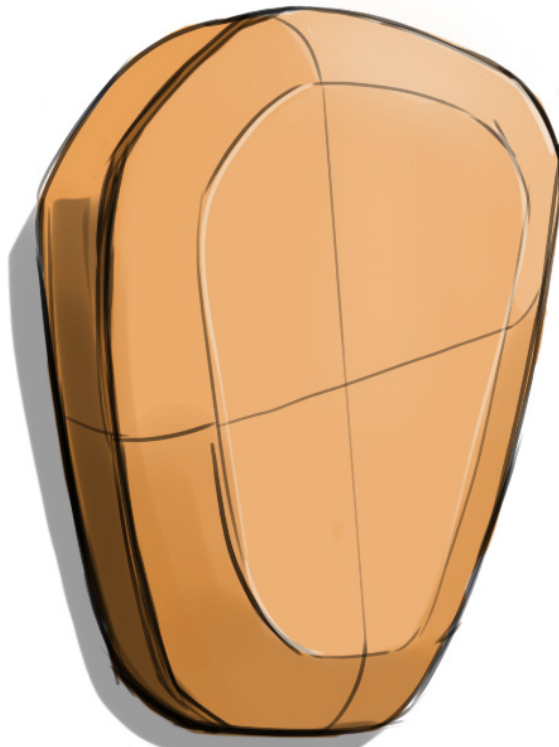


variety of shapes

"Will items fall out accidentally?" - Jessica

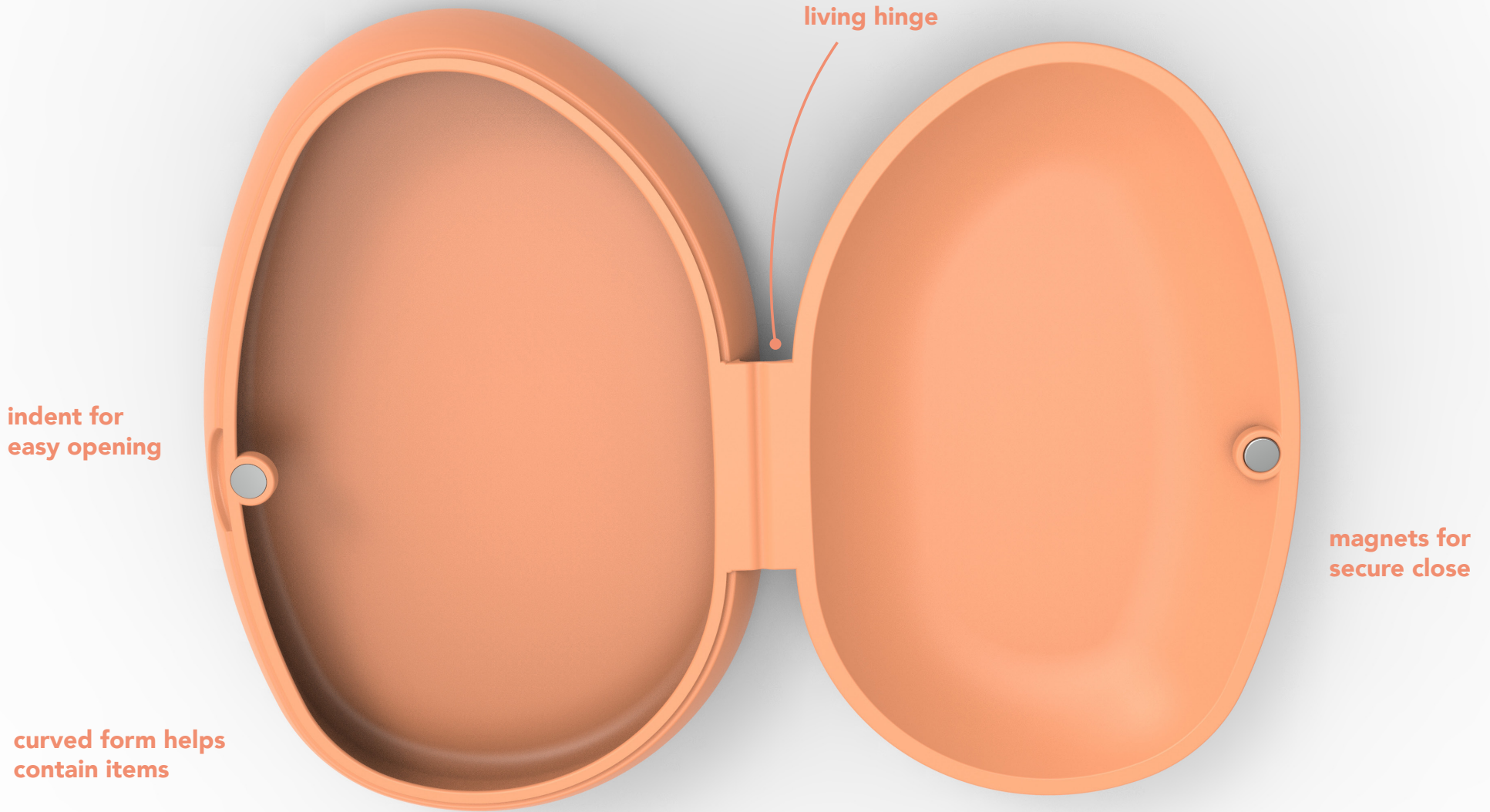


"This may be difficult to open." - Erik



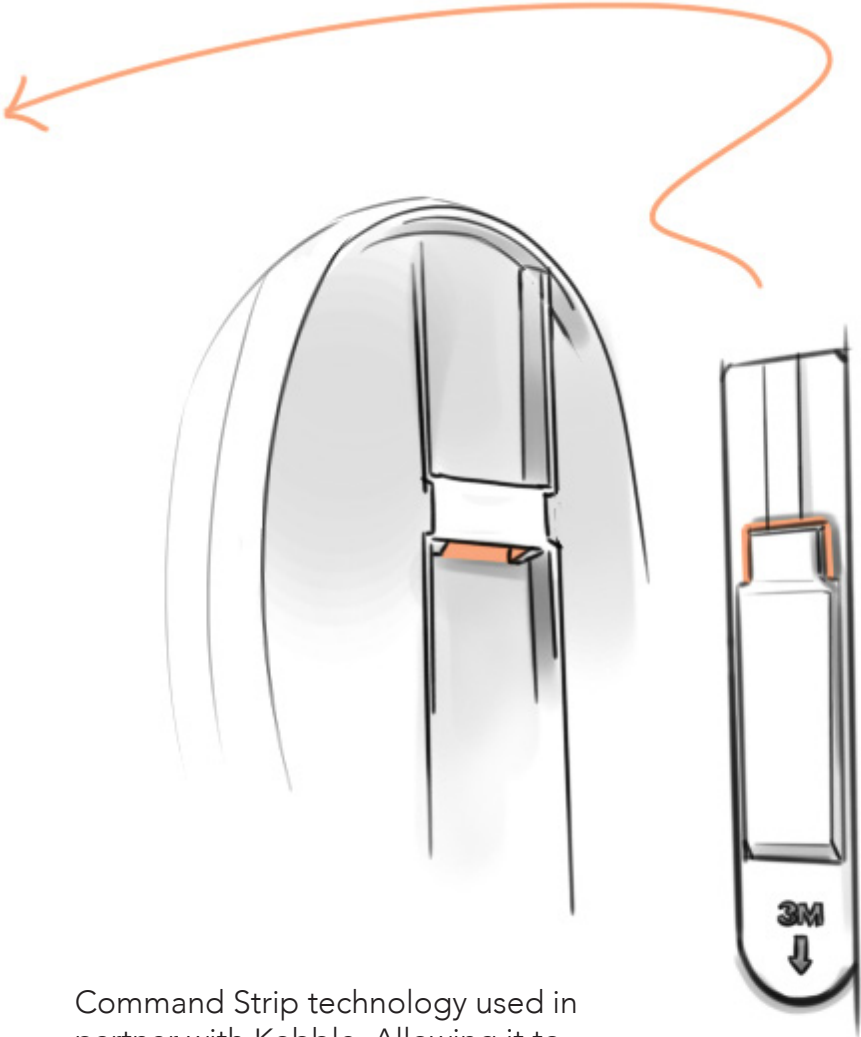
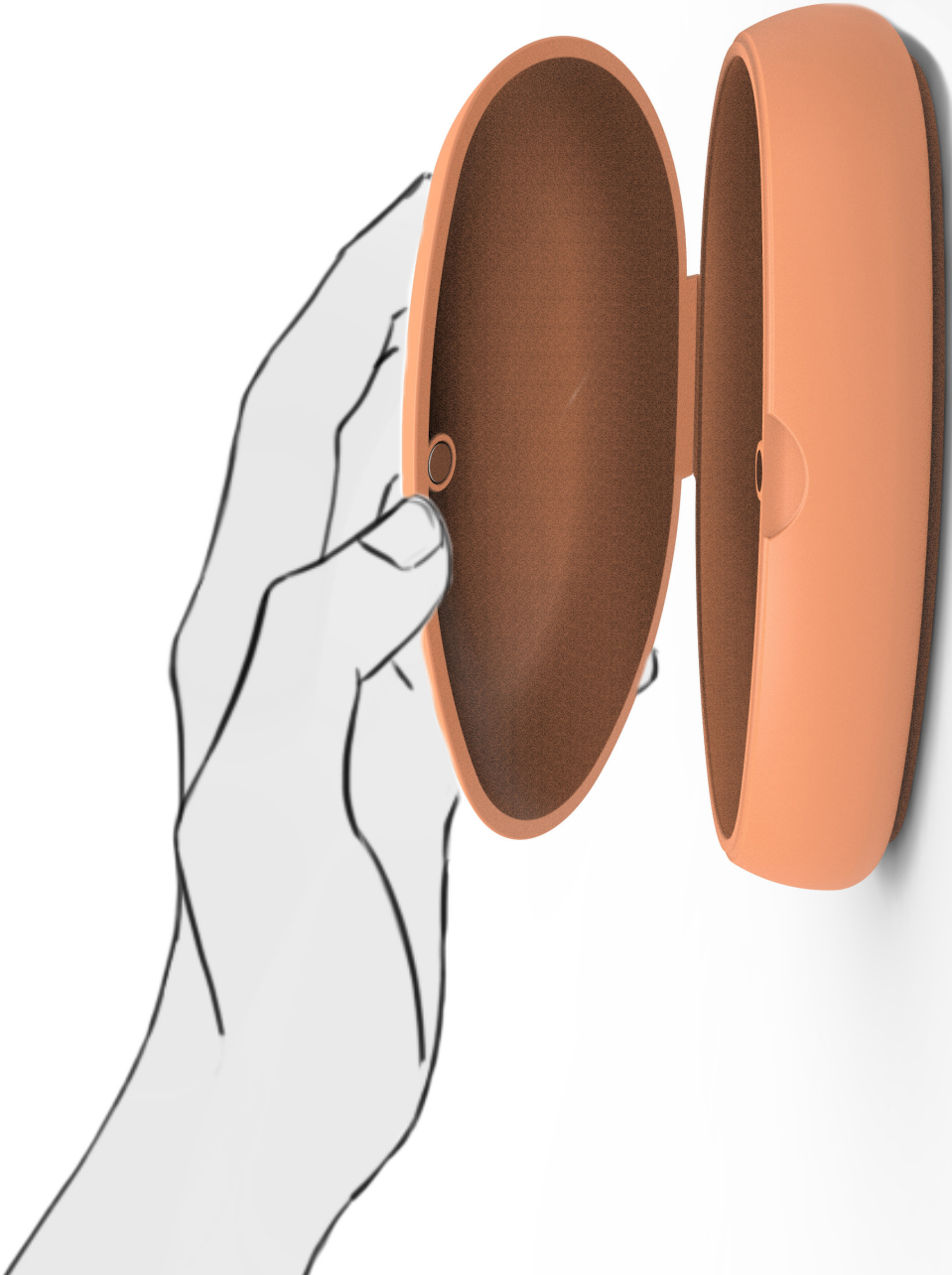


**Features:** the little things





**Application:** wall mounting



Command Strip technology used in partner with Kobble. Allowing it to adhere to walls easily and be removed.

**Use Scenarios:** product environments



**bathroom**



**child's playroom**

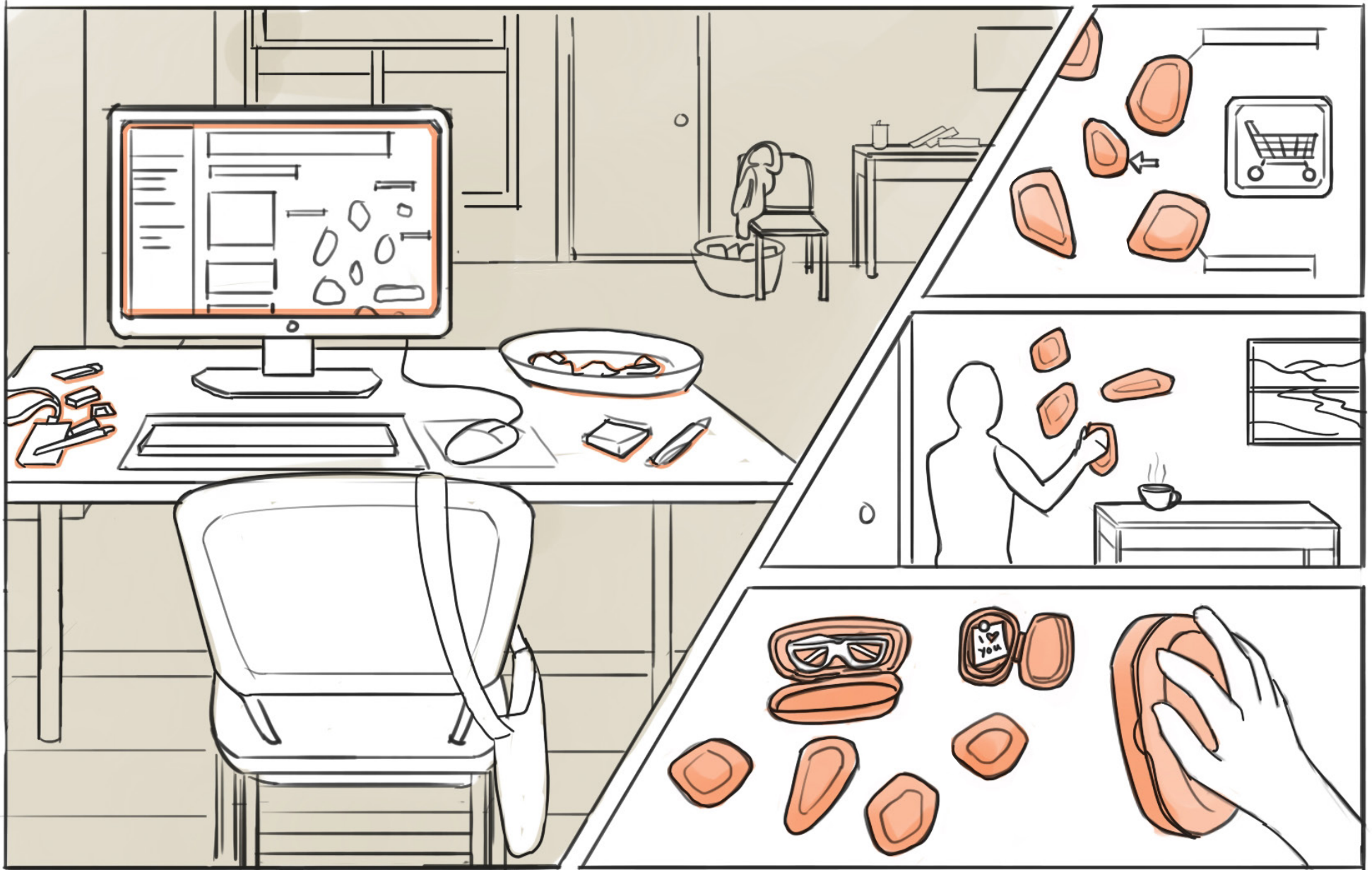


**"This could fit in a lot of spaces... it's calming to look at and would help me keep stuff off my counter." - Erik**





## Storyboard: user journey



Kobble creates a peaceful experience by allowing users to select a personalized collection of stones to fit their space and style.



**KOBBLE** stones keep little things out of bulky storage and placed right on the wall, making items accessible, yet hidden decoratively.

This encourages the organization and curating of one's possessions. Expressive color options and a simple design create a timeless solution for clearing up the clutter in your home.