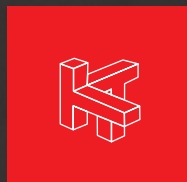


# RECON&SENSE



**KEVIN TORRES**

Industrial Designer | Los Angeles



# OBSERVATION

When exploring a new place, travelers often carry a camera

Most Travelers tend to carry their cameras by hand or over the shoulder

Source: [www.dpreview.com/forums/thread/4006548](http://www.dpreview.com/forums/thread/4006548)





## PROBLEM

Travel Jackets are cumbersome when not being worn and provide little to no security for safely carrying a camera





## PROJECT FOCUS

Design a travel jacket that will adapt to changing scenarios throughout each day and provide added security for a camera

### JACKET REQUIREMENTS:

- I. Securely carry a digital camera
- II. Adapt to changing weather conditions
- III. Seamlessly blend into any social situation
- IV. Functional Storage Capability





# RECON&SENSE

/rə'känəsəns/

## SPECIFICATIONSS:

- I. Convertible Travel Jacket: *(Jacket to Shoulder sling)*
- II. Camera mounting straps
- III. Weather Resistant

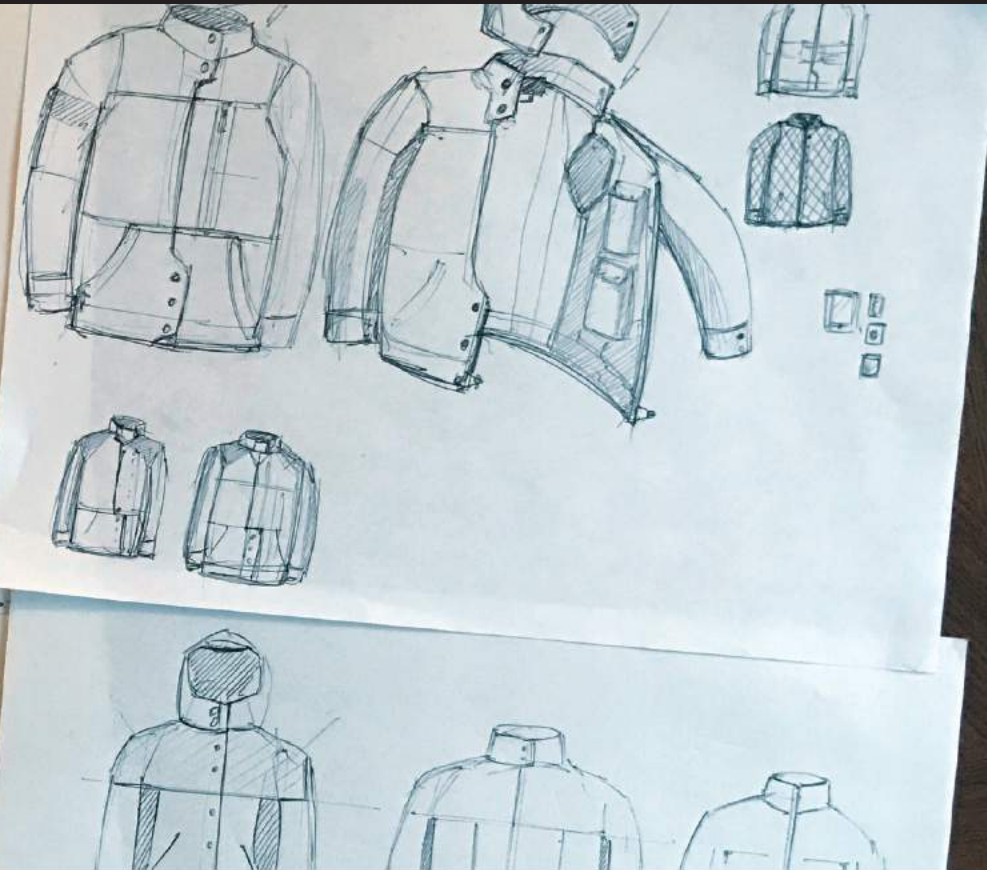




# INITIAL IDEA

I plan to design a travel jacket that be used in urban and rural outdoor settings. It will reflect timeless design principles yet introduce new features.

The concept should be fashionable yet functional, as well as provide protection against the elements, include storage for important documents and implement innovative cross function between electronic devices.



## Shoulder Fasteners

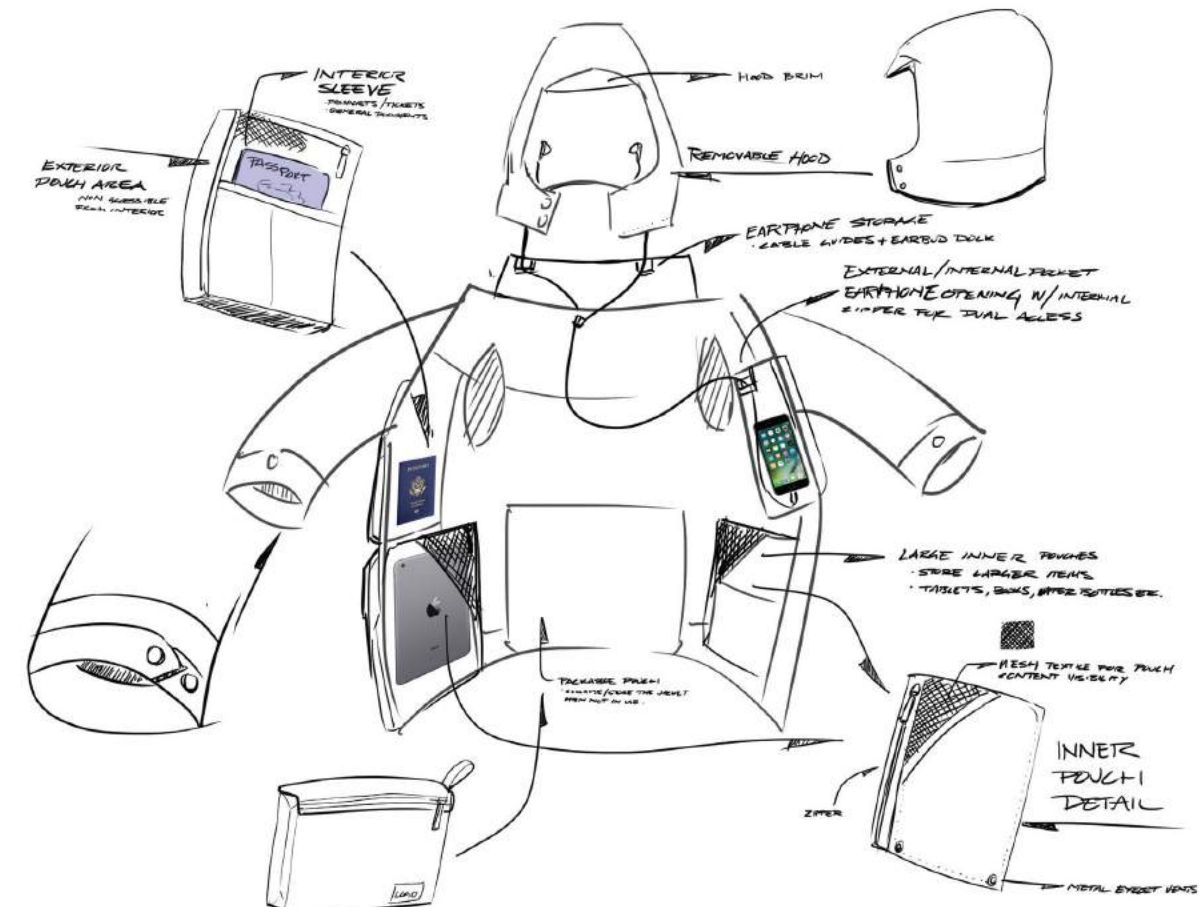
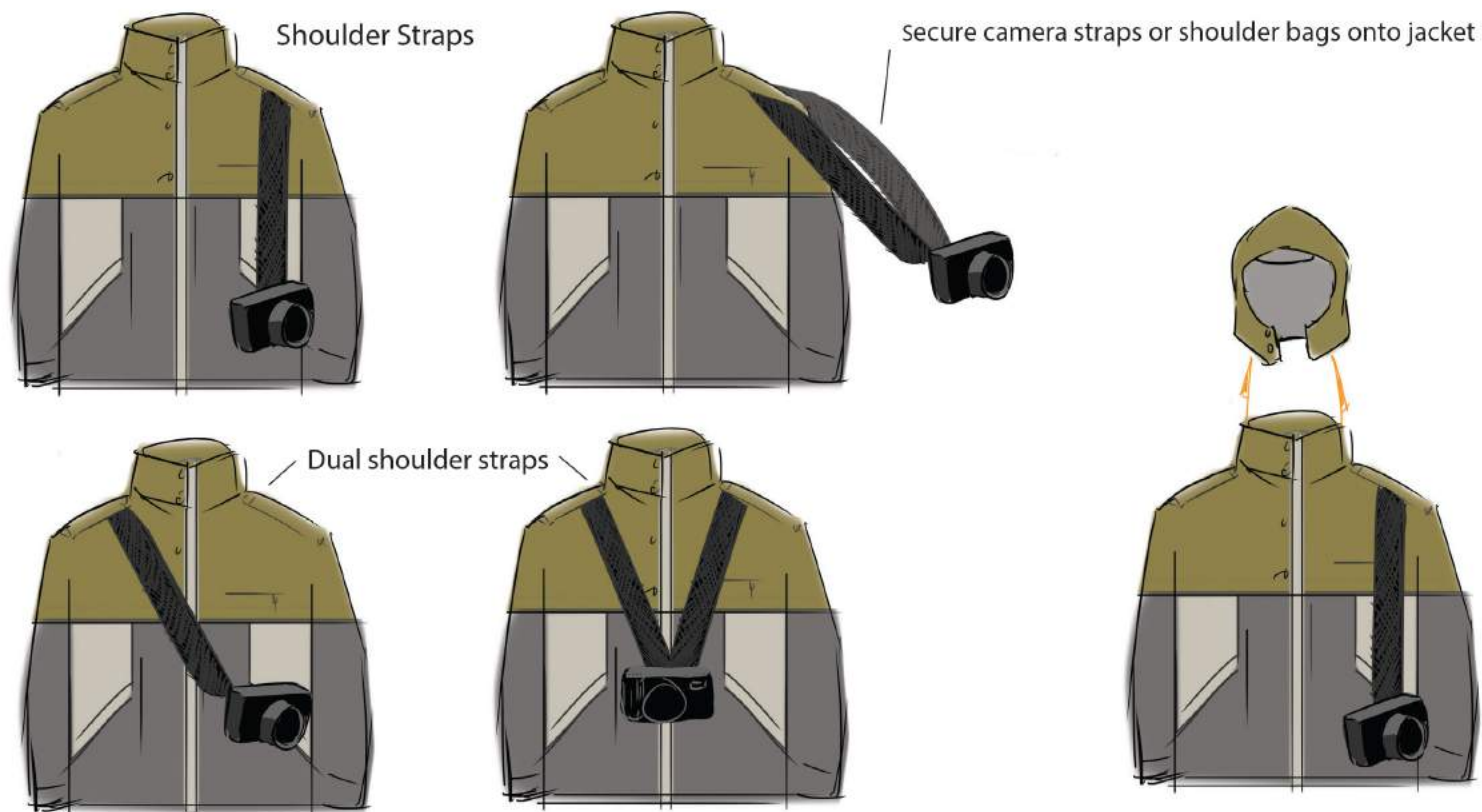
By placing fasteners on the shoulders of the jacket, the user may secure their valuables to their bodies while various situations.

Potential user scenarios:

- Hiking along steep drops such as cliffs or canyons
- Operating sports equipment such as Motorcycles, ATVs bicycles etc.
- Traveling/ exploring densely populated areas with potential thieves



## Initial Sketches





# DEVELOPMENT

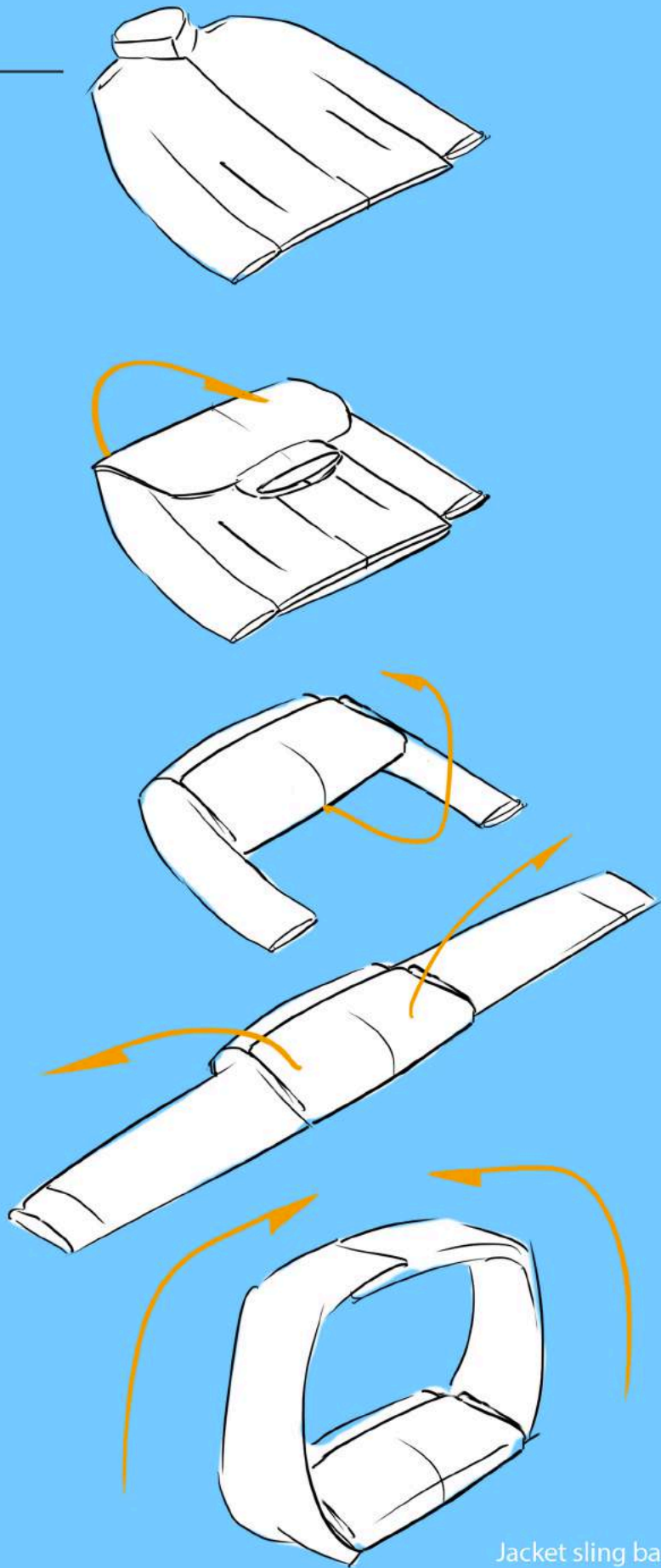
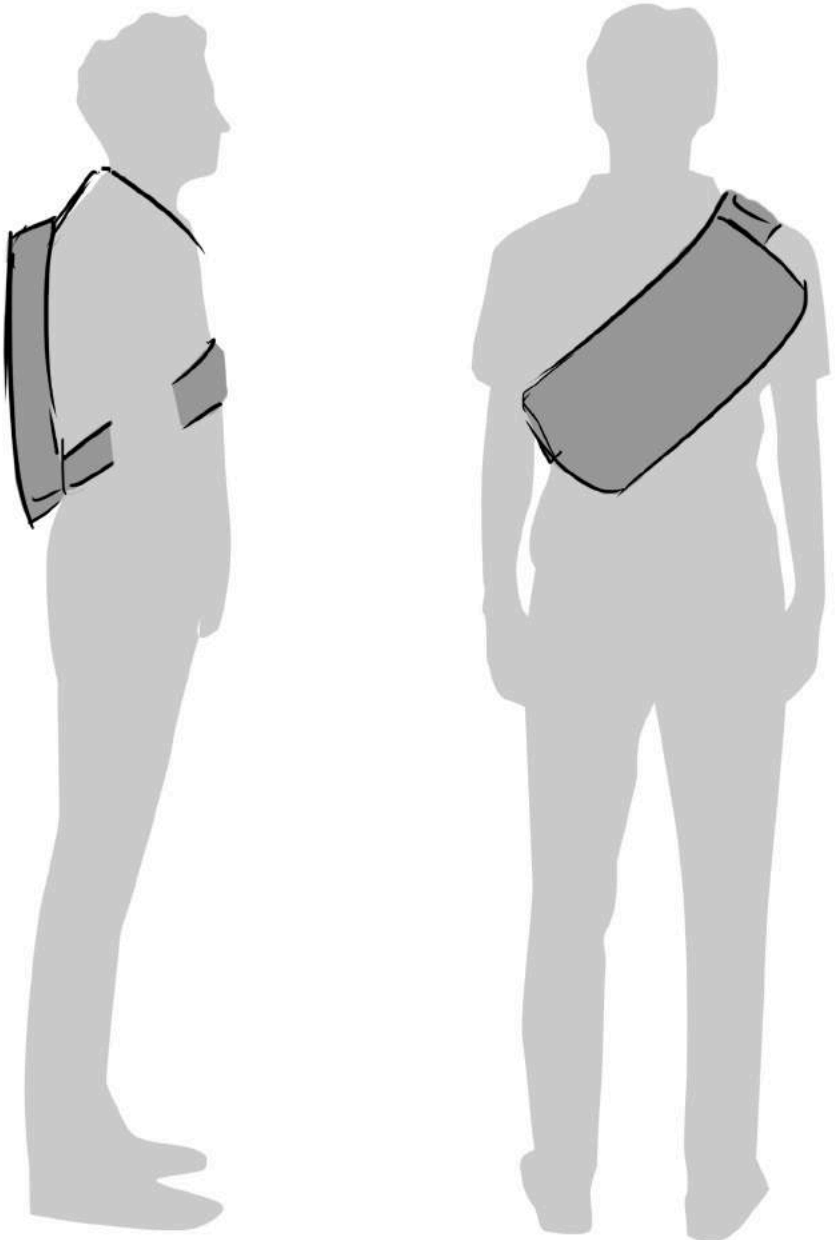
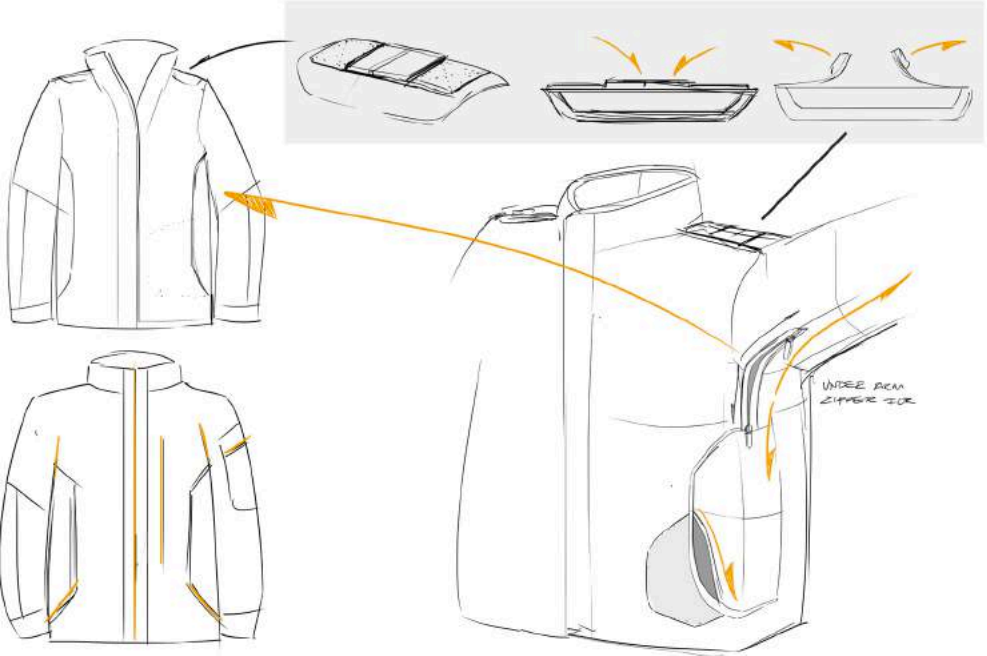
## Turn Jacket into sling bag

Transform your jacket into an over the shoulder sling by folding and fastening the garment using the magnetic fasteners

By folding into each other the jacket allows you to carry the interior contents



Secondary fastening Strap



Jacket sling bag



## TARGET BUYER

Outgoing Millennial Male

**AGE:** 20-35

**LIVES IN:** Large Metropolitan city

**INTERESTED IN:** Travel, photography, and local exploration

**ENJOYS:** Art galleries, restaurants, breweries, lounges & coffee

**OWNS A:** Camera, bicycle, German sports car, and an iPhone

**PREFERS:** Quality / craftsmanship over quantity and price

**IS NOT:** Afraid to step out of his comfort zone





## ITEMS CARRIED BY USER





USER SCENARIOS



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## DUAL FUNCTIONALITY | CONVERT JACKET TO BAG





# JACKET TO SHOULDER BAG



1.



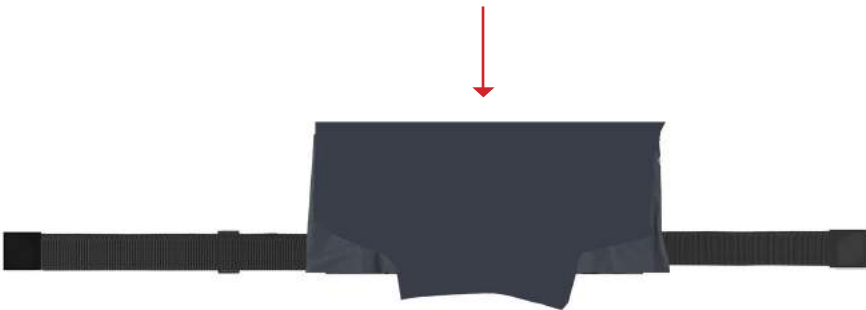
2. Pull straps out of pocket



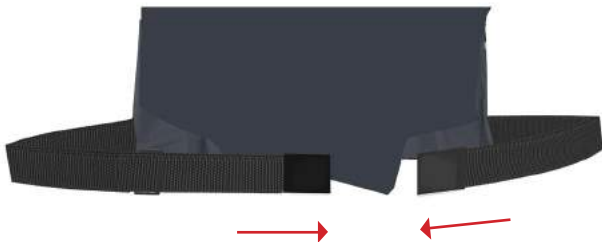
3. Compress sleeves inwards



4. Fold lower section upwards



5. Fold top section downwards &



6. Fold top section towards & lock magnetic fasteners



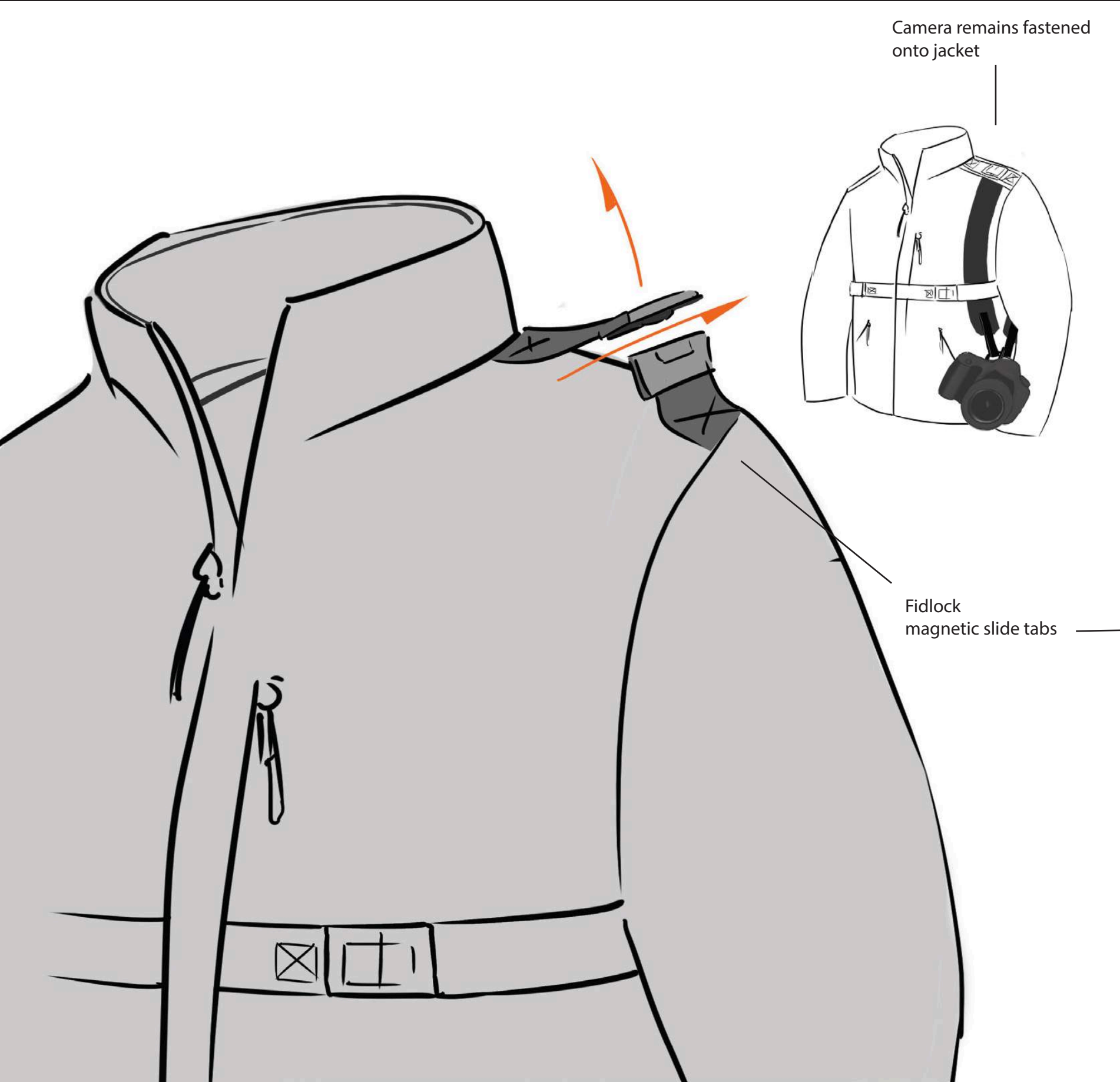
# CAMERA STRAP ANCHOR POINTS



Anchor points allow the user to secure their camera onto their body while wearing RECON&SENSE jacket



# MAGNETIC FASTENERS





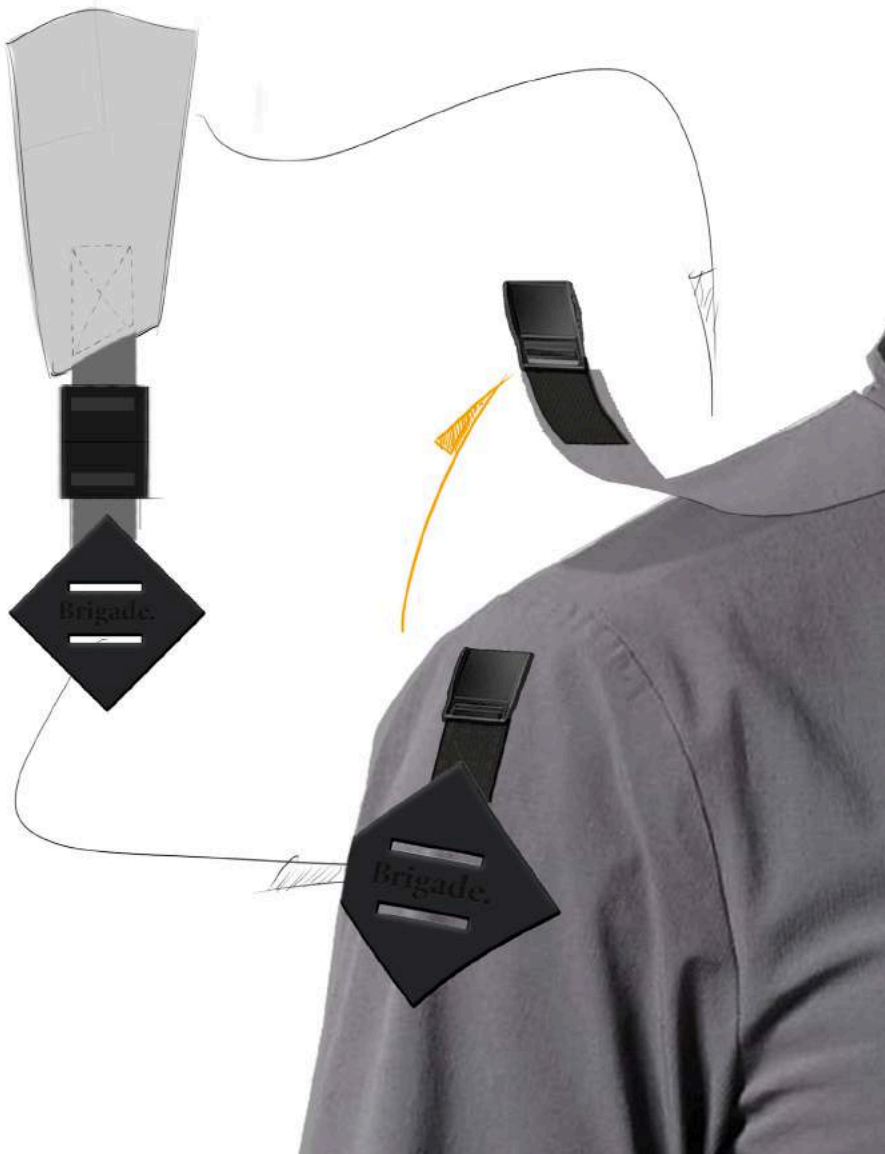
# SHOULDER STRAPS

Shoulder straps allow user to secure their camera onto their body. The unique fidlock fasteners provide a simple to use slide release. The magnetized fasteners attract to



Fabric strap cover protects webbing and is padded to provide comfort when wearing a backpack

Overhang allows user to wear a backpack with ease





# DESIGN OVERVIEW





# DESIGN OVERVIEW

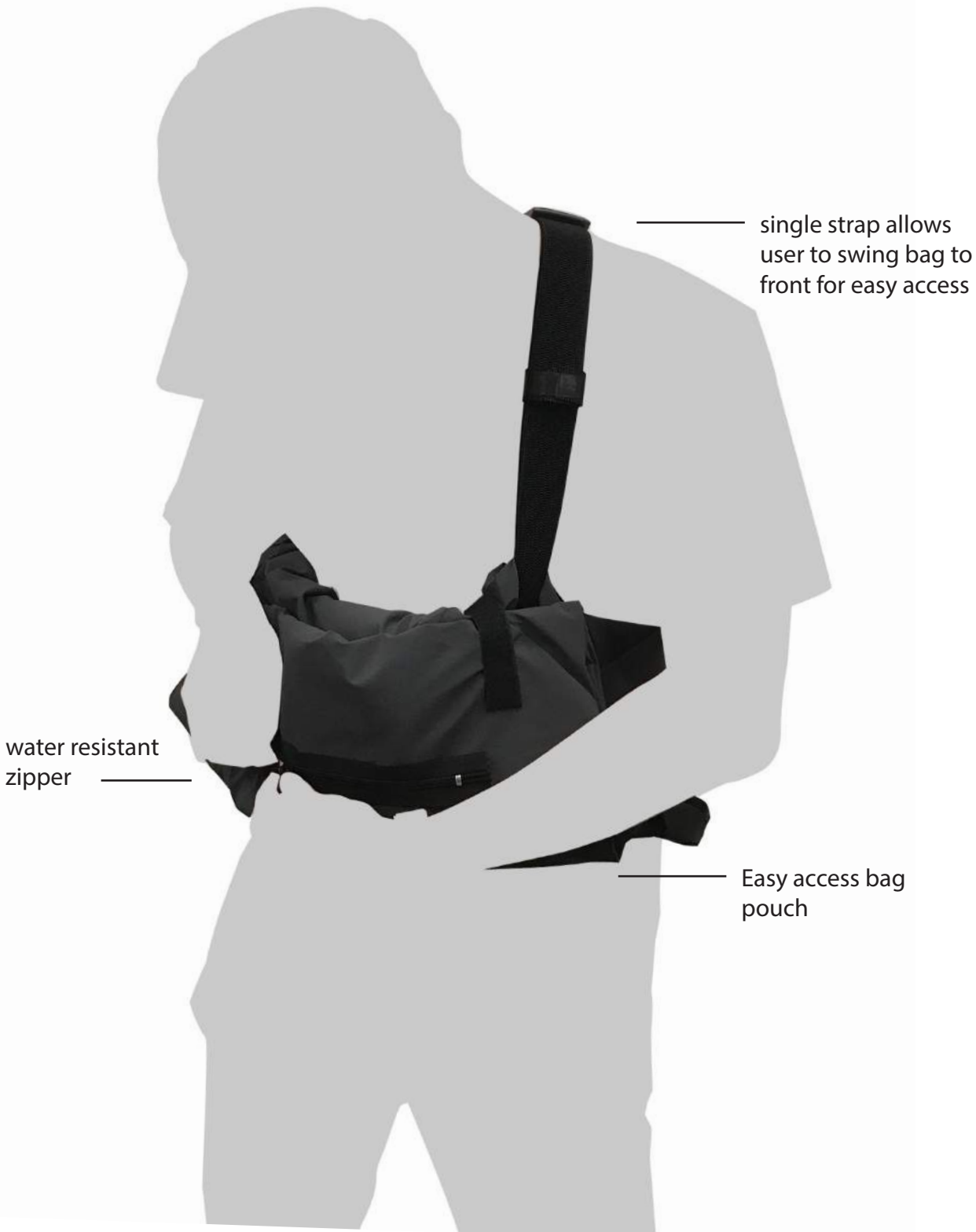


Hood storage compartment

Rear pouch  
Main compartment in bag



# EASY ACCESS BAG POUCH







# INTEGRATED HOOD

Integrated hood

Seamless Hood Storage in collar  
Hood tucks away when not in use

Water resistant zipper





# PROTOTYPE FEASIBILITY TESTING



Testing Successful ☒





# BRANDING



RECON&SENSE

Core Logo



Symbol

rə'känəsəns

Pronunciation/  
Secondary Logo



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