

# THE HANDY HOKIE IPHONE CASE

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# DESIGN PROCESS: BRAINSTORM/CONSIDERATIONS

- UT PROSIM- “THAT I MAY SERVE”
- WHAT DO THE STUDENT BODY AND FACULTY/STAFF MEMBERS USE MOST FREQUENTLY?
- SOCIETY IS TECHNOLOGICALLY ADVANCED

# HANDY HOKIE IPHONE CASE

- CAN CARRY YOUR HOKIE PASSPORT ALONG WITH YOUR PHONE
- HOKIE PASSPORT IS EASILY ACCESSABLE
- SWIPE IN, QUICKLY AND EASILY
- CONVENIENCE IS ESSENTIAL



# HOW DID WE COME UP WITH THIS PARTICULAR DESIGN?

best  
1-10

## Decision Matrix- Consumer Perspective

Object	Appearance 35	Cost 15	Effectiveness 20	Protection 10	Ergonomics 20	
A flip out	5 175	3 45	5 100	8 80	9 180	580
B slide out	9 315	7 120	8 160	5 50	5 100	745
C perpen- dicular	6 210	6 90	7 140	5 50	4 80	570
D rotation	8 280	6 90	8 160	5 50	6 120	700

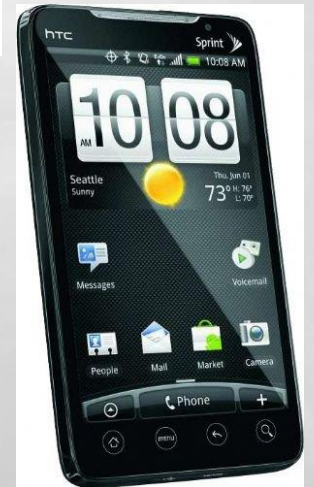
Selected item:

STEP—ENGE

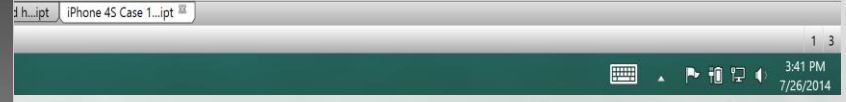
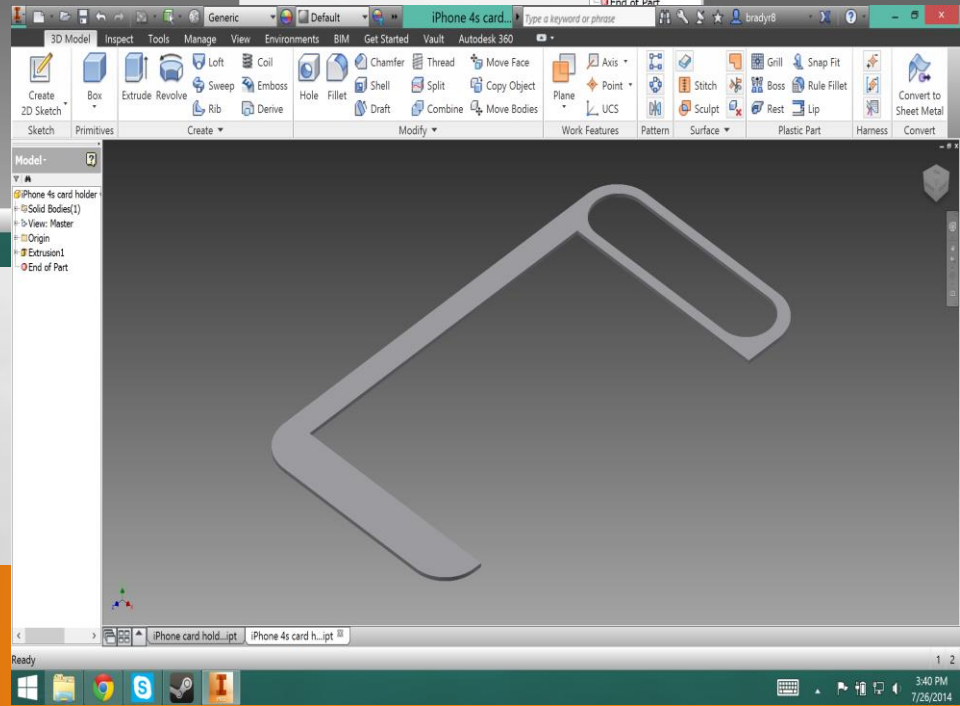
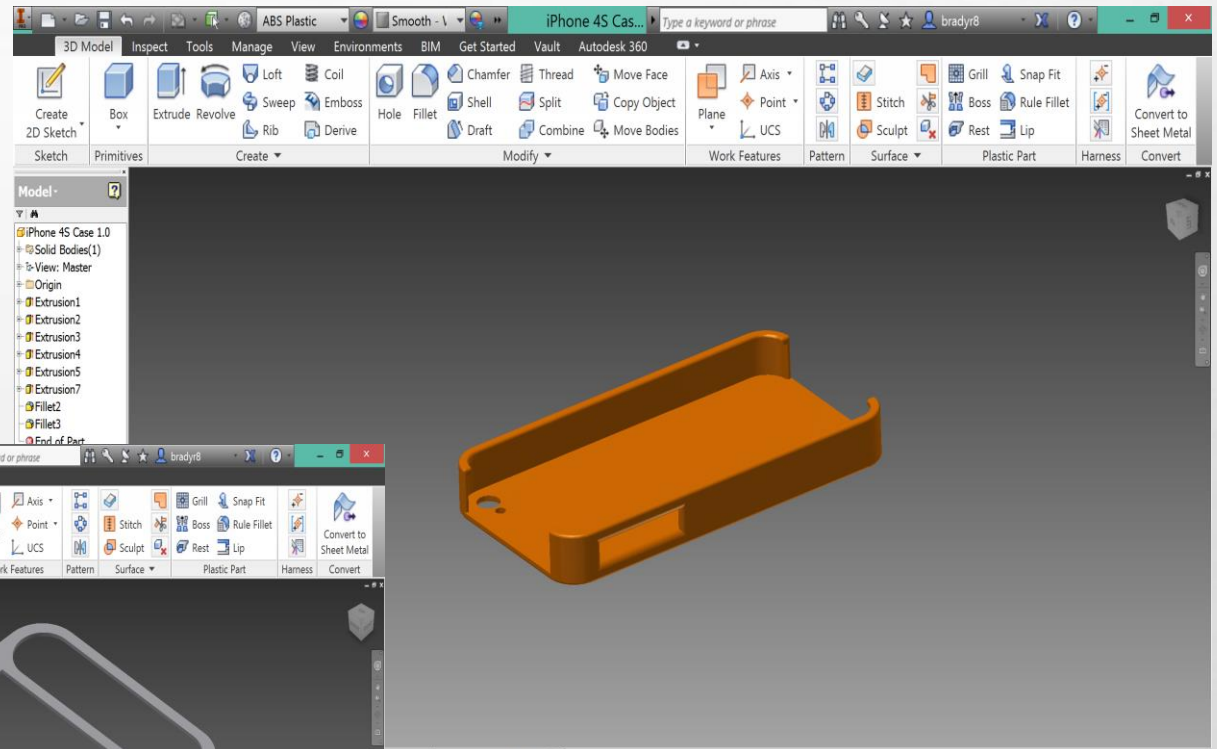
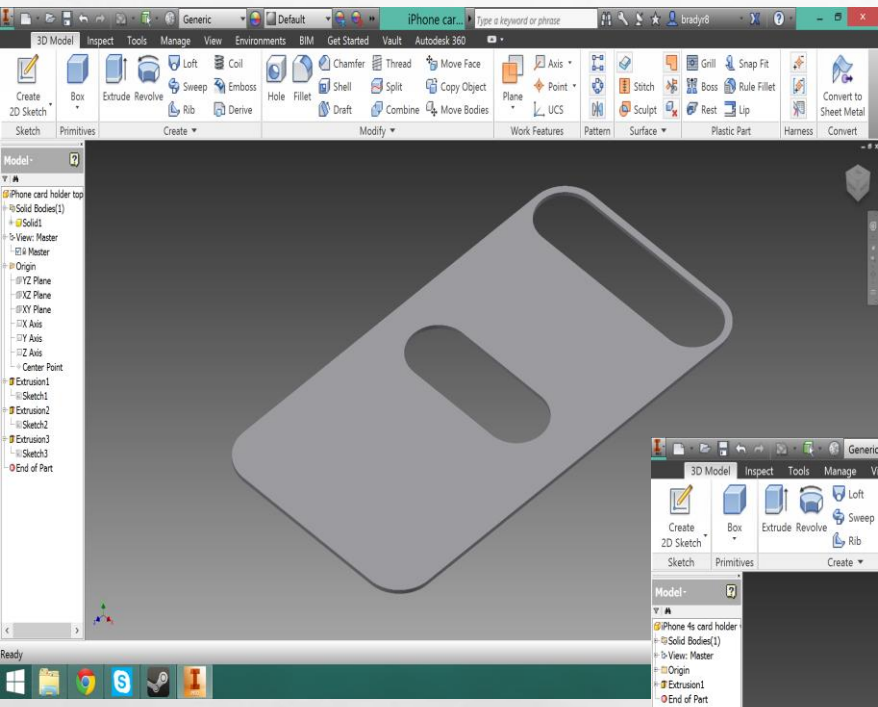


# STATISTICS/DATA GATHERED

- CELL PHONE POLL CONDUCTED ON THE STEP GROUP C:
  - IPHONE: 63.63 % OF STUDENTS HAVE AN IPHONE
  - ANDRIOD: 33.33% OF STUDENTS HAVE AN ANDROID
  - OTHER: 3%



# AUTO-CADDING THE DESIGN



# 3D PRINTING AT LEE HALL





# ARTISTIC DESIGN FOR THE HANDY HOKIE CASE





**QUESTIONS?**

# REFERENCES

- <http://www.3g.Co.Uk/tinyimages/apple/apple-iphone-4s-black.Jpg>
- [http://auto.Img.V4.Skyrock.Net/7261/74477261/pics/2943295327\\_1\\_3.Jpg](http://auto.Img.V4.Skyrock.Net/7261/74477261/pics/2943295327_1_3.Jpg)
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