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Assignment 1

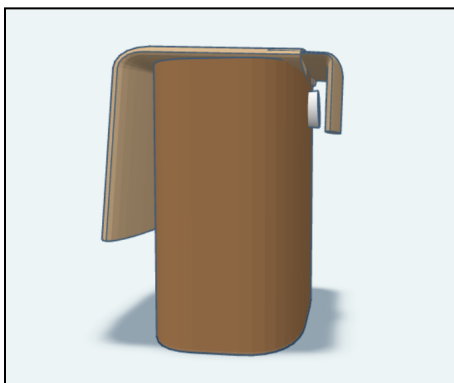
For years, my girlfriend has expressed her complaints about how a lot of the time, it's difficult to find good womens pants with pockets. I didn't realize it until she mentioned it, but it turns out that it's true. I had no idea that on a lot of womens pants, the pockets are actually fake. There might be the outline of what may appear to be a pocket, but in reality it's just a design element. Another common trend that seems to exist is what I call an incomplete pocket, which I define as a pocket that isn't deep enough to fit most necessities in, such as a phone or a set of keys, for example.

This issue isn't based solely on anecdotes either. In fact, digital publication, The Pudding, conducted a survey on this exact issue. They found that on womens pants, pockets were 48% shorter, and 6.5% narrower than on their male counterparts. Sure, on average, women are smaller, but that doesn't mean that the stuff they have to carry on a day-to-day basis are too. The publication states, *"So women, we've got a right to be upset. The data proves it. What do we want? Functional pockets. When do we want it? NOW, but really like several centuries ago."* (Jan Diehm & Amber Thomas, The Pudding, August 2018). They have a good point.

You might ask why women don't just buy their stuff from the men's section. Well, manufacturers distinguish between mens and womens pants for a reason, that being their fit. Womens pants are more fitted and curvy, to more comfortably fit the average woman's figure. You may also ask why women don't just carry handbags for their belongings, the answer to that is, they do. However, that doesn't mean that they want to do it, rather in most cases, from my understanding, they do it out of necessity simply because their pants don't get the job done. OK, fine, well then why not just rock a fanny pack to eliminate the hassle of having to purchase an expensive handbag and carry it around all day? The fanny pack is outdated and out of style, and

that is a big influence on customer's purchasing habits. *A product for those that don't have pockets but need a convenient and functional space to store their belongings on the go is necessary and already being called for by many.*

SnapSack is an easy-to-use solution to an everyday problem. It's a pocket-sized pouch that can quickly attach to the waistband of any pair of pants, acting as a convenient sack that can store items that some women wouldn't otherwise be able to store with just their pants alone. It works by hooking onto the waistband via a leather attachment warped by plastic inside. Magnets are affixed to the pouch and the extension piece, holding it in place alongside the waistband. It takes just seconds to put on, and seconds to



remove when needed. The white loop alongside the left side of the main flap works as a multipurpose holder, capable of holding anything that could clip onto it. This could be a practical way of keeping a hold of keys, or used as a means of accessorizing, as demonstrated by my teddy bear from the previous assignment.

From a practicality and convenience perspective, SnapSack can easily capture the market for those that can't carry their belongings without needing some other large and tedious to carry accessory with them. However, I believe that SnapSack also has the potential to win over some that are in the fashion market, with its design providing universal function paired with fun accessorizing, the product makes the most of both worlds.

