

RENASSUN

Duke University

EGRMGMT 590.01

Managing Product Design

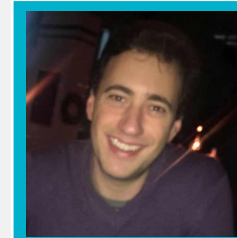
Spring 2022

The Renassun Story

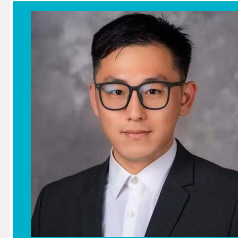
Founders



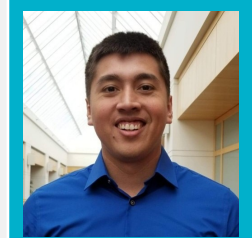
Product Managers



Jeremy Goren



Zechen Sun

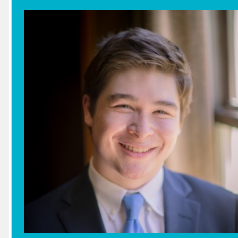


Chris Salinas

Product Engineers



Will Tenpas

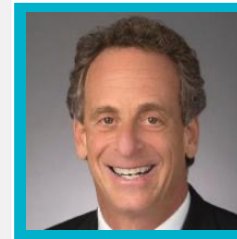


Justin Schaufele



Alexis Almeida

Advisor



Guerry Grune



Company Name

Renassun

- Strong trademark (fanciful/coined name)
- Created by combining final syllables of 3 founders' last names:
 - Jeremy Goren
 - Chris Salinas
 - Zechen **Sun**
- Gives a hint of "Renaissance"
- Other brainstormed options included: Salgosun, Gonassun, Sagosun, Sungosa, Gozenus, Sungolina, Zelimy, Salzemy, Zeligo, Zegosa

Company Logo

We wanted a wheel or gear to be a focal point of the logo. We also thought it would be good to have a sun hidden within the logo because of the last syllable of our name. Our drafted logos utilized teal, sky blue, dark blue, and yellow.

Our **TOP 5** logo ideas:



We ended up choosing the leftmost logo above. It is a gear with a sun inside, and the colors are borrowed from Kazakhstan's flag.

Brand Mantra

The original four brand mantras we brainstormed were:

- "Transportation Reimagined by the Renassun Man"
- "Transportation Made Convenient by the Renassun Man"
- "Think Outside the Wheel"
- "Think Outside the Gear"

Of these four, we liked "Think Outside the Wheel" most, but once we settled on our product idea, we changed this to "Think Outside the Case", as appears on our v1.0 company website (featured below).

Our current brand mantra is: ***Travel Your Way***

Company Website



Think outside the case!

www.renassun.com

Project Constraints

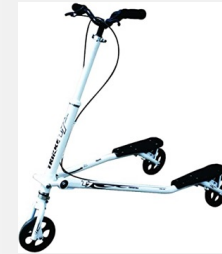
Industry: Personal Transportation

R&D Budget: \$1,000
R&D Timing: 3 Months

Idea Generation



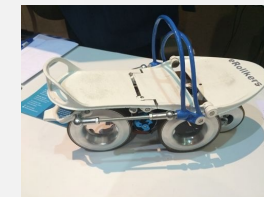
3-Wheeled / Backpack-Sized
Foldable Scooters



Heads-Up Display (HUD)



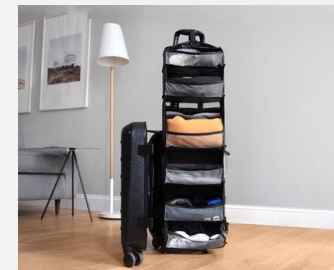
Motorized Shoes



Feature-Rich Luggage



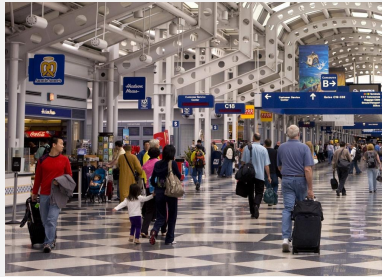
- Unique Product
- High Margin Industry
- High Interest From Engineering Team



Airport Travel Pain Points



Lost Luggage!



Long Walks!



No Seating!



Stolen Items!



Nowhere To Work!



No Power Outlets!



Disorganization!

Luggage Features



Renassun offers features that relieve all these pains!



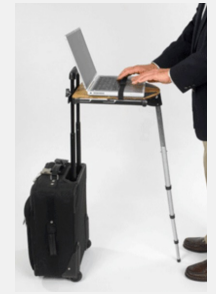
Tracker



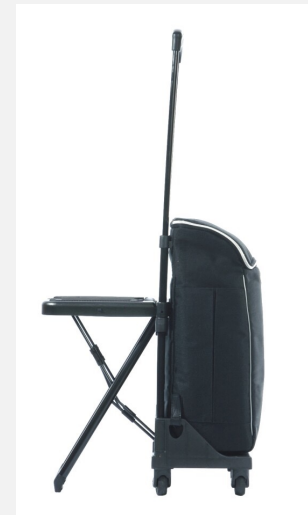
Battery



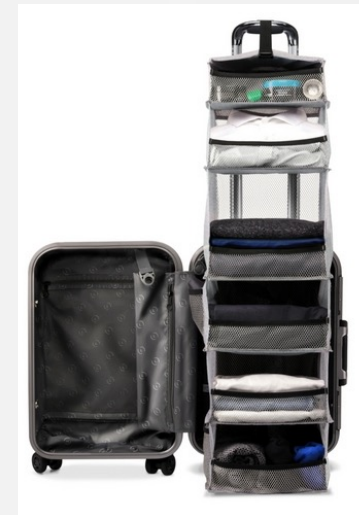
Smart Lock



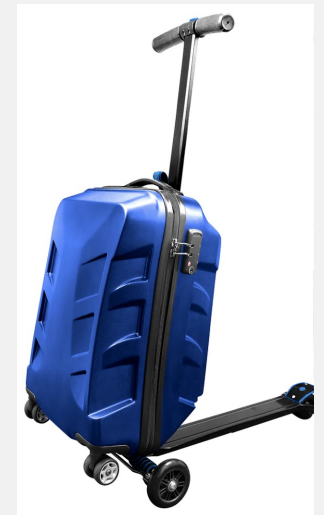
Table



Seat



Closet



Scooter

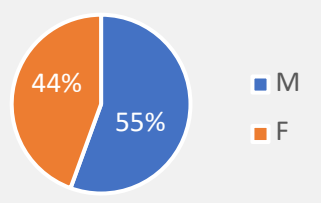


Feature Survey

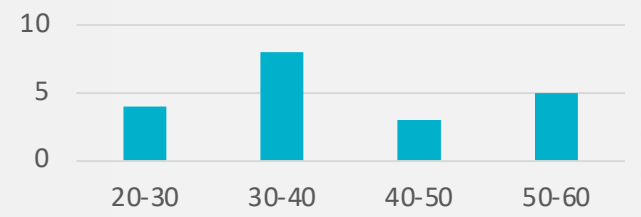
Demographics

All 20 surveyed participants are frequent business travelers.

Gender



Age



Results

#1 Preferred Feature

1. Expandable Closet
2. Scooter
3. Smart Features
4. Large Wheels

Top Mentions

1. Smart Features
2. Expandable Closet
3. Large Wheels
4. Seating
5. Scooter

Observations:

- Smart features was ranked Top 3 among all age groups.
- Scooter feature was only selected by participants aged 20-40.
- Only 2 participants selected 1 feature, stating suitcase reliability took precedence over multiple features.

Pivot

~~Unique, feature-rich luggage~~



Modular, Personalizable Carry-On Luggage

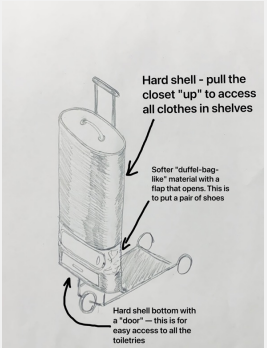


GOAL: target entire market instead of niche!

Travel Your Way

Scooter Suitcase

Make or Buy?



Make

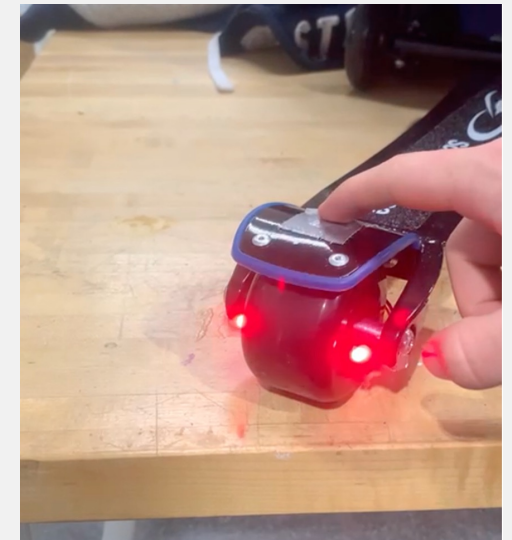
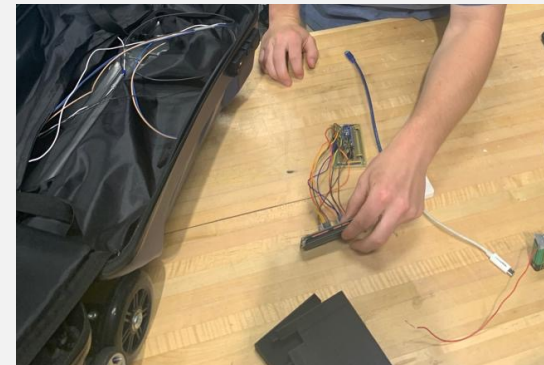
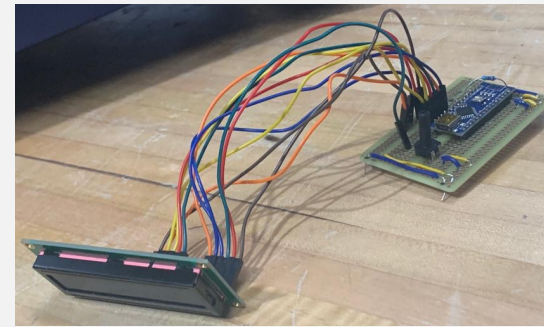


Buy



Decision taken to focus efforts on modularity instead of redesigning the scooter suitcase

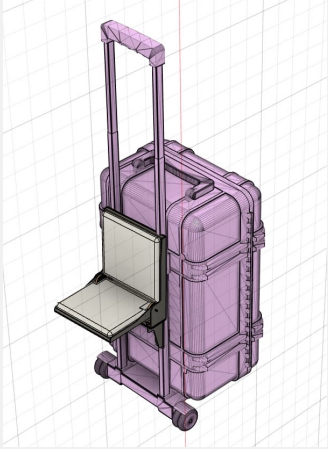
Speedometer & Brake Light



Components

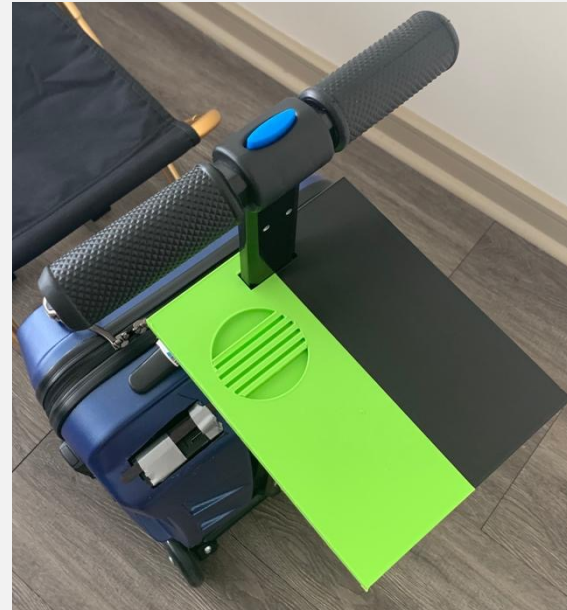
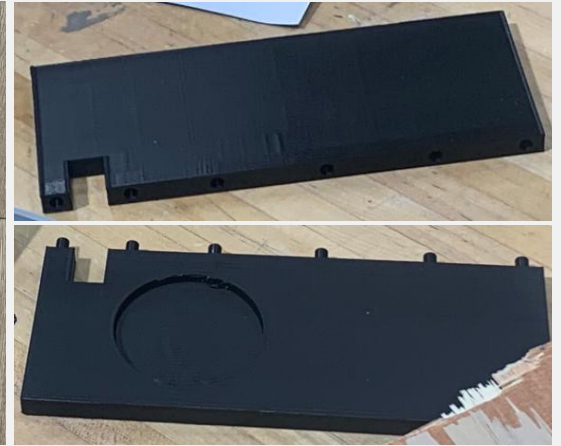
- Arduino
- Hall Sensor
- LED Screen/Lights
- Wiring
- 9V Battery

Seat



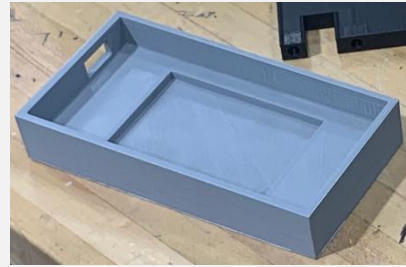
Expandable
seat

Laptop Table



Removable laptop
table with
cupholder option;
selection of colors

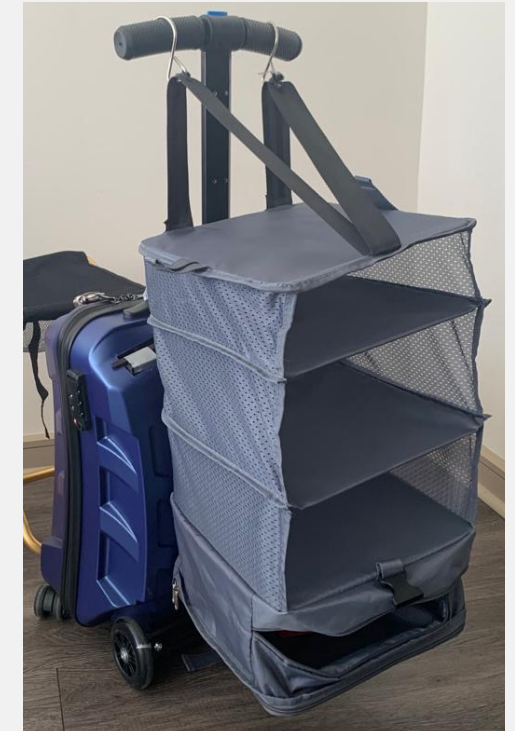
Smart Devices



Components

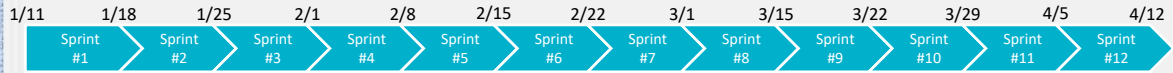
- Smart Case
- GPS Tag
- Battery Charger
- Smart Lock

Closet



Expandable closet
to help you stay
organized

Time Plan



Design Review #1

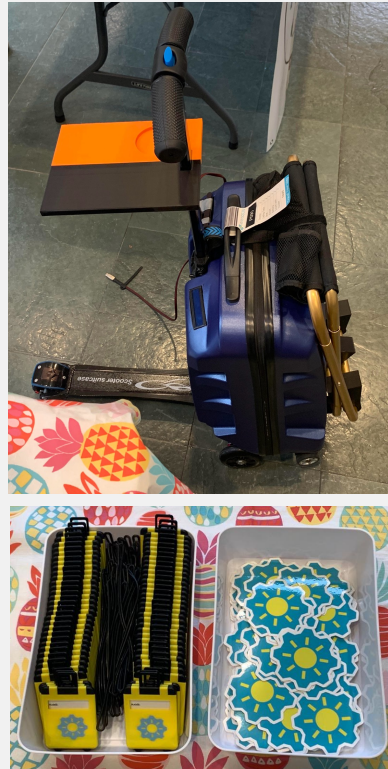


Design Review #2

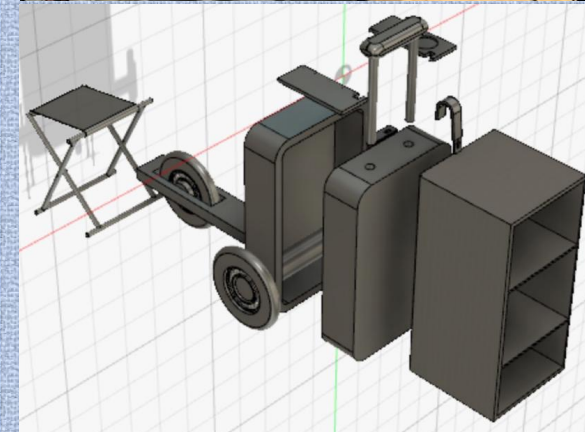


Trade Show

Trade Show



Thank You for Reading



Travel Your Way

Our Mission
Provide the best experience for people traveling with luggage.

Pains: Problems to be Solved

I lost my luggage!

Too much walking!

Someone stole my stuff!

I need a place to work!

There is no free seat!

I can't find an outlet!

My stuff is too disorganized!

Renassun relieves these pains!

Our Value Proposition

Modular, Personalizable Luggage

Our Offered Features

- ☐ Scooter
- ☐ Laptop Table
- ☐ Seat
- ☐ Closet
- ☐ Battery
- ☐ Smart Lock
- ☐ Tracker

Choose the features that will optimize *your* travel experience!

The End

