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## U Control

Maximize Customer's comfort

Target group

2: Young people driven by design & innovation

Observation

We are directioning our design to a adventure seekers from 25 to 40 years of age, that enjoy road trips to destinations that can be over 5 hours far away from home.

Conclusion

When travelling for longer periods we have a compromised posture, which puts pressure on the lumbar discs making it uncomfortable.



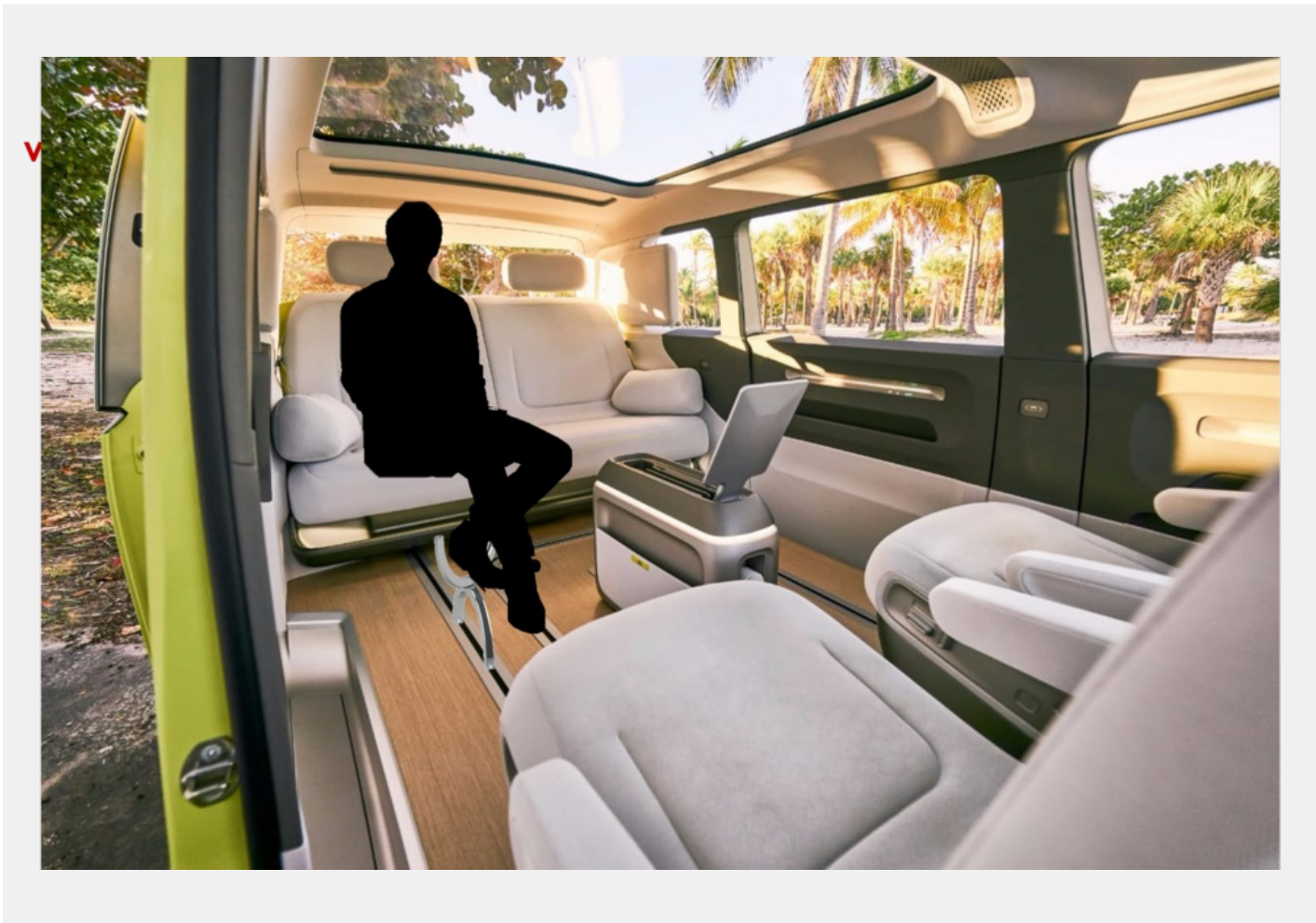
Solution

U-Control comes from the idea of travelling with friends making the trip comfortable and bonding/blending. Giving them the freedom to customize the product up to their basic needs.



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Maximize Customer's comfort



Need addressed by this product

The image addresses how U control can adjust to every traveler's need.

Status: 19.09.2018

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Maximize Customer's comfort



Further elaboration of the product

Alternative uses of U control

Status: 19.09.2018

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Maximize Customer's comfort

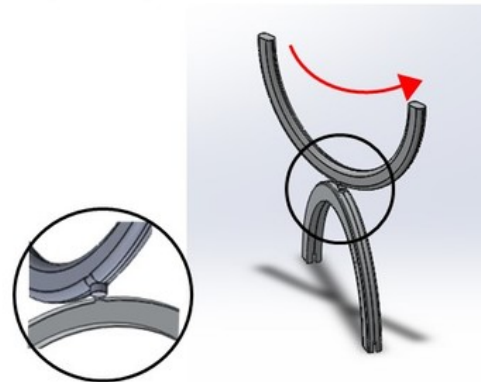
  
**JAILINNE  
LOPEZ**



Fits in the seat's  
sliding part



Each piece is formed by two components, which makes it  
hollow and easy to carry.



Further elaboration of the  
product

Further specifications and how  
every piece is ensembled.



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Maximize Customer´s comfort

Creative's profile

alinnelpe.

**Jailinne López**

Mexico

Third party materials used

<https://images.google.com.mx/imgres?imgurl=http%3A%2F%2Fwww.automotorblog.com%2Fwp-content%2Fuploads%2F2017%2F03%2FVolkswagen-I.D.-Buzz-Concept-36.jpg&imgrefurl=http%3A%2F%2Fwww.automotorblog.com%2Fvolkswagen-d-buzz-concept-heads-2017-geneva-motor-show-99>

<http://images.google.com.mx/imgres?imgurl=https%3A%2F%2Fi.ytimg.com%2Fvi%2FCR7ctNMYFTA%2Fmaxresdefault.jpg&imgrefurl=https://www.youtube.com/watch?v=CR7ctNMYFTA>

<https://images.google.com.mx/imgres?imgurl=http%3A%2F%2Fwww.automotorblog.com%2Fwp-content%2Fuploads%2F2017%2F03%2FVolkswagen-I.D.-Buzz-Concept-36.jpg&imgrefurl=http%3A%2F%2Fwww.automotorblog.com%2Fvolkswagen-d-buzz-concept-heads-2017-geneva-motor-show-99>