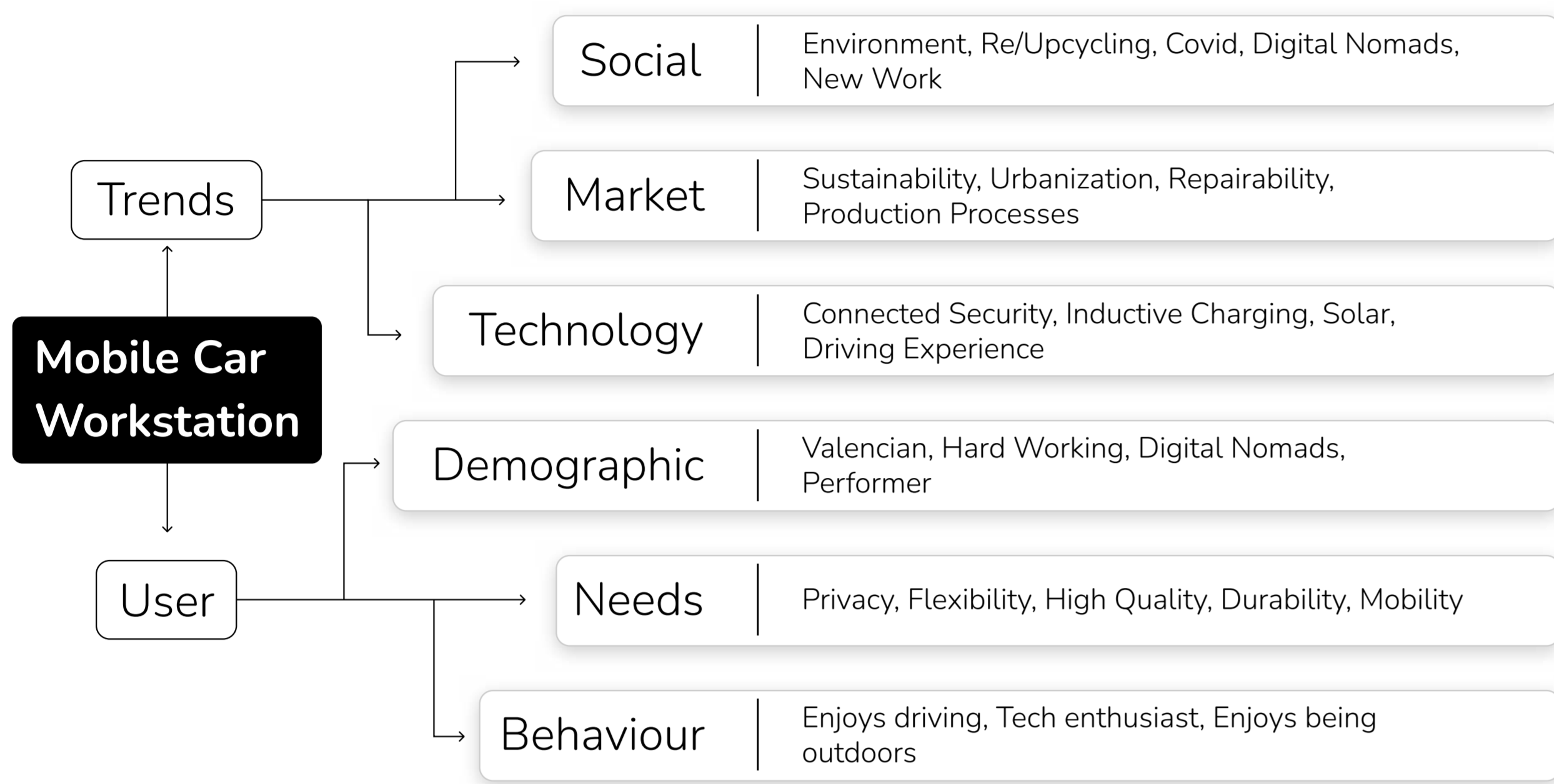


## Introduction

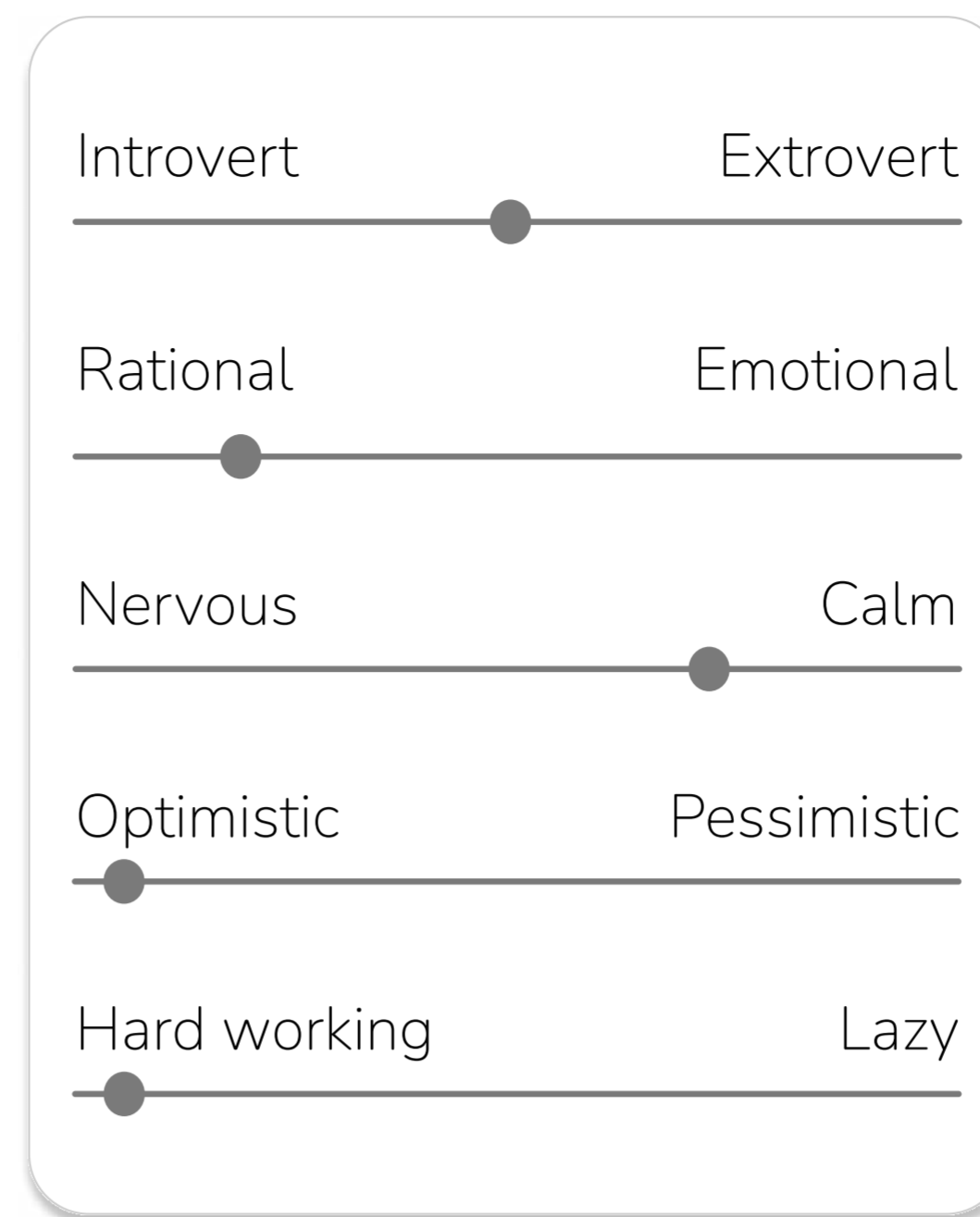
Since Covid-19 the amount of remote work increased rapidly. The work itself became more and more flexible. Besides many products for the home office, the market for the "work on the road" is quite empty. For this reason, an investigation has been carried out using systemic models in order to analyze the customer needs and find a solution which improves the remote work in a car.

At the end we developed a mobile car workstation, which can be installed **fast and easily** at the headrest of the front seat in a car. From the outside it looks like a normal laptop briefcase, but it contains many features like extendable workspaces to the left, right and to the front and a magnetic whiteboard on the top.

## Conceptual Map



## Persona



### Character Traits

Ambitious, Joyfull, Innovative, Considered, Supportive



### Life Goals

Making his startup successfull, establish flexible working model.

### Education & Career

Master in Business, Startup Founder, Software Development

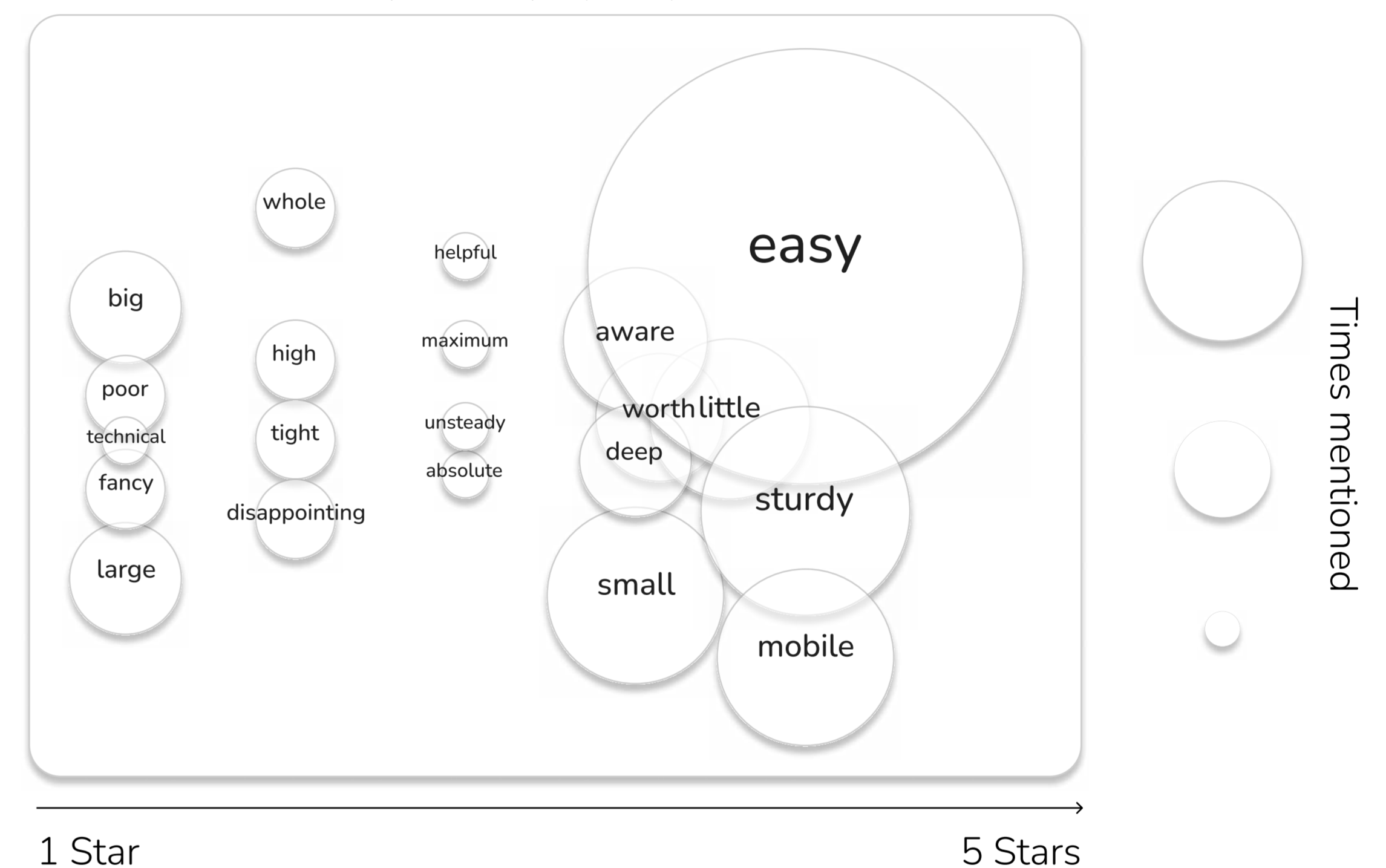
### Personal Opinions

Tech trend for the coming ears  
Responsible way of working

## Comparative Matrix



Structural Amazon Review Keyword Analysis (n=209)



After analyzing different products, it is inferred that at present there is no product-system that provides a good way working remote in a car. However, the reviews of the products have given us some clues as to which aspects can be improved and kept in the existing products.

## Attributes and 3D design space

<h3>Functional</h3> <ul style="list-style-type: none"> <li>• Easy open / close</li> <li>• Stabilization of the desk</li> <li>• Mounting to the headrest</li> <li>• Adjustable height / angle</li> </ul>	<h3>Formal</h3> <ul style="list-style-type: none"> <li>• Dimensions according to the car space</li> <li>• Minimalist design</li> <li>• Materials:</li> </ul> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Leather</p> </div> <div style="text-align: center;"> <p>Metal</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p>Paper</p> </div> <div style="text-align: center;"> <p>Fabric</p> </div> </div>
<h3>Ergonomic</h3> <ul style="list-style-type: none"> <li>• Front plane</li> <li>• Left plane</li> <li>• Right plane</li> <li>• Extendable strap</li> <li>• Anthropometry of the user</li> </ul>	

## Results

We envisioned a product which helps the mobile worker on the road by bringing comforts of the traditional workplace to this new reality of working. NomadSpace can adapt to **any environment**, be it in the back of a taxi, in a train or a coworking space.

It is **fast and easy** to set up, even in places we did not think about, thanks to its flexible attachment system. Due to its foldable structure, it can function both as a rigid desk top as well as a stylish carry bag.

