

MOBILE WORKSTATION FOR CARS

Julius Hartlage, Max Richter, Lucie Barrué

AGENDA

- Panel 1
- Panel 2
- Panel 3
- Poster

Panel 1

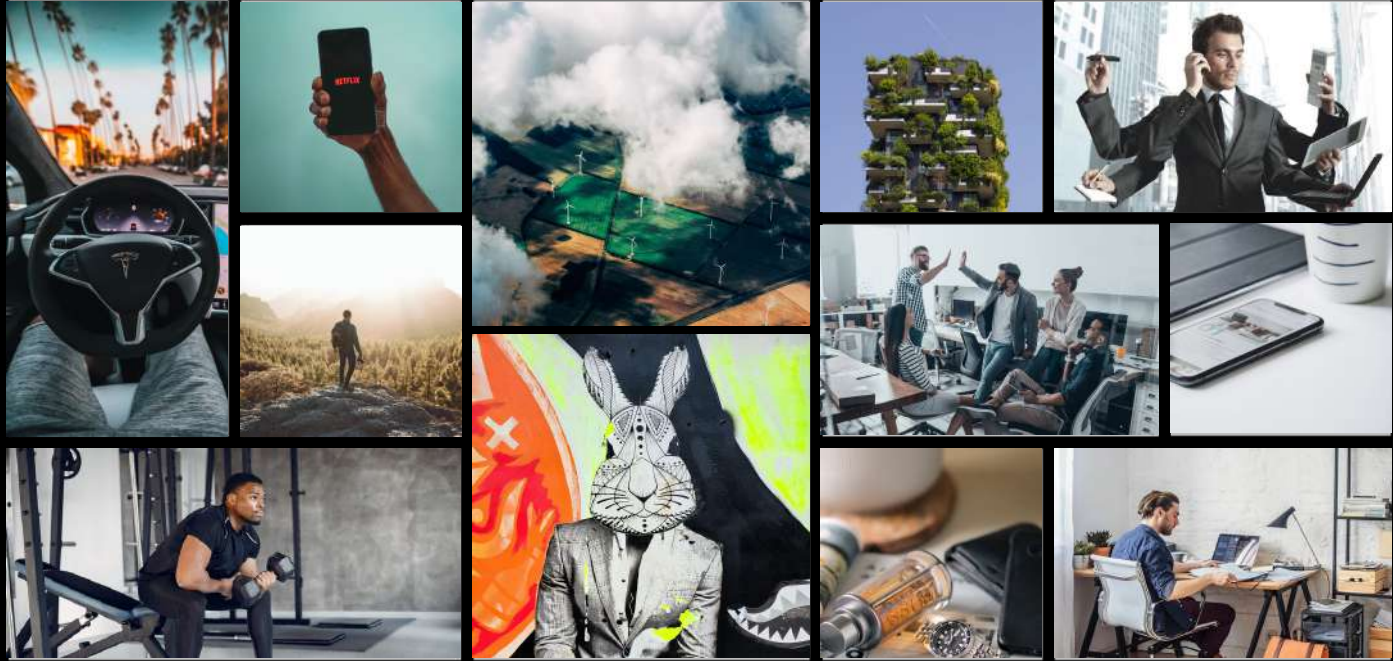
RESUME

- Persona
- Comparative matrix
- Review evaluation
- Knowledge synthesis

Who are we?



Persona



Comparative matrix - Review evaluation



Eliza Bachman

★☆☆☆☆ **Two Stars**

Reviewed in the United States on 26 May 2018

Verified Purchase

I is just too big... Certainly there is a smaller version.

[Report abuse](#)



Chris

★☆☆☆☆ **Clearly not tested properly**

Reviewed in the United Kingdom on 7 June 2020

Verified Purchase

I tried two optical mice with this, neither of them would track on the plastic surface on the pull out tray on the right of the table. One was a brand new Amazon mouse, it didn't work either. There's no way this has been tested properly to work with an optical mouse.

Apart from that, it does the job of holding the laptop.



OverthehillBilly

★★★★★ **Functional**

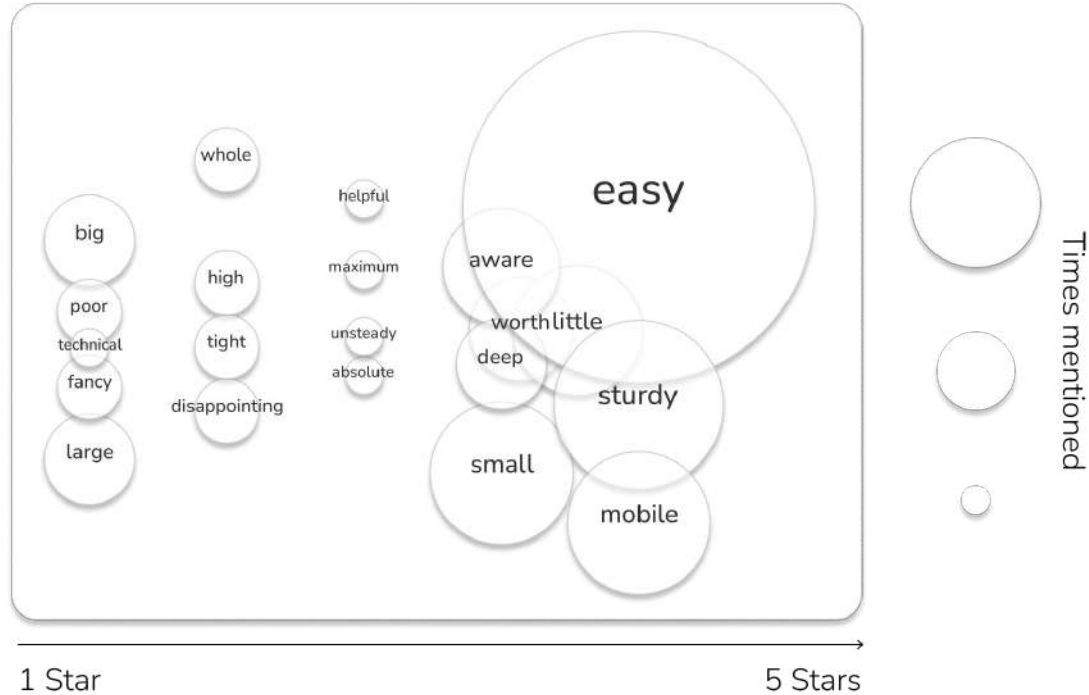
Reviewed in the United States on 1 March 2021

Colour Name: schwarz | Style Name: Auto-Schreibtisch mit Schreibtisch

I like the antiskip surface.

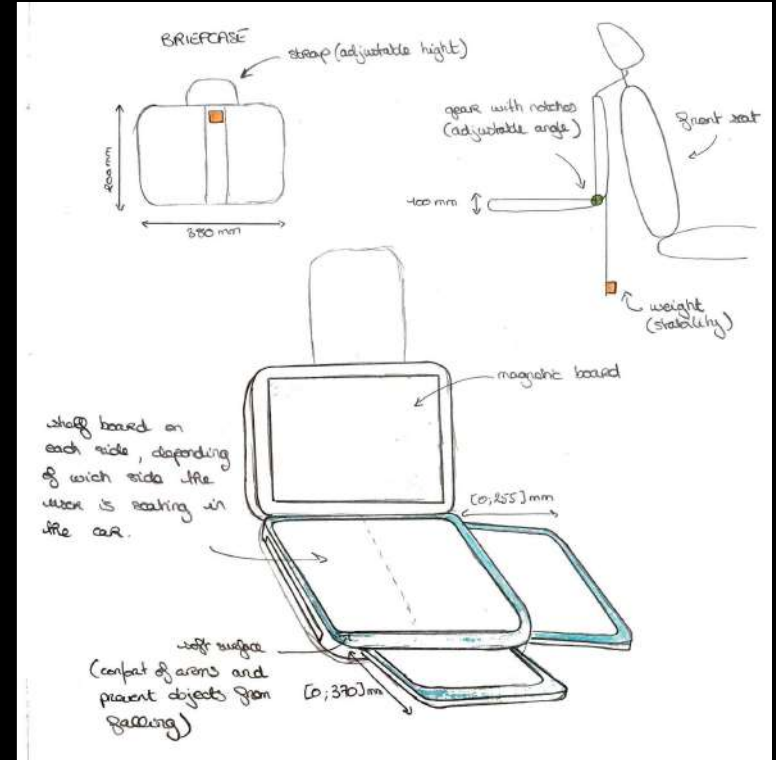
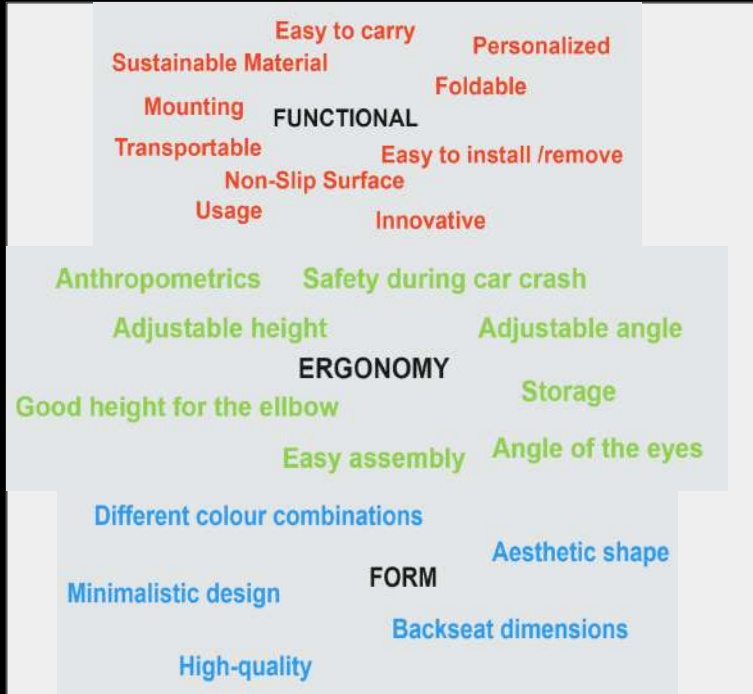
Comparative matrix - Review evaluation

Structural Amazon Review Keyword Analysis (n=209)



Source Code: github.com/jim-fx/amazon-review-analyser

Knowledge synthesis



Panel 2

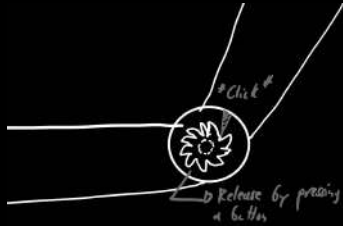
RESUME

- Functional aspects
- Ergonomic aspects
- Formal aspects

Functional, ergonomic and formal aspects

Functional aspects

- Open / Close like a normal briefcase
- Attachment to stabilize the desk
- Mount the briefcase to the headrest with an extendable handle
- Adjustable height / angle with a gear

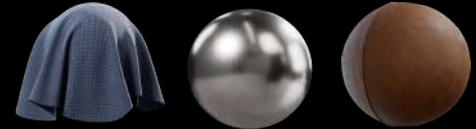


Ergonomic aspects

- **front plane** depending on the car's dimensions and the weight of the user
- **left plane** depending on the car's dimensions
- **right plane** depending on the car's dimensions
- **strap** depending on the car's dimensions

Formal aspects

- **Aesthetics/Materials**
 - High Quality
 - Durable
 - Warm/Comfy
- **Structure**
 - Durable
 - Light

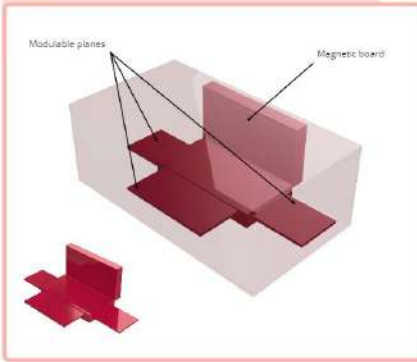


Panel 3

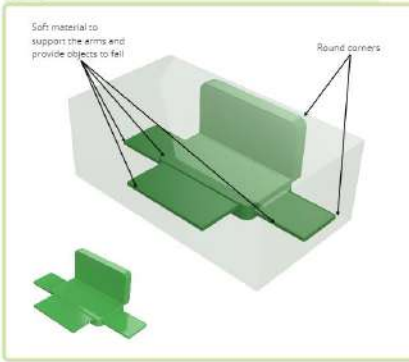
- Functional design
- Ergonomic design
- Formal design

11 CONCEPTUAL GEOMETRIC MODELS

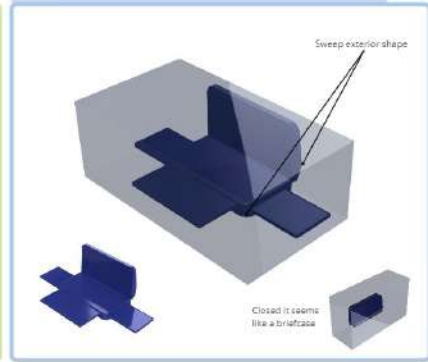
11a Functional model



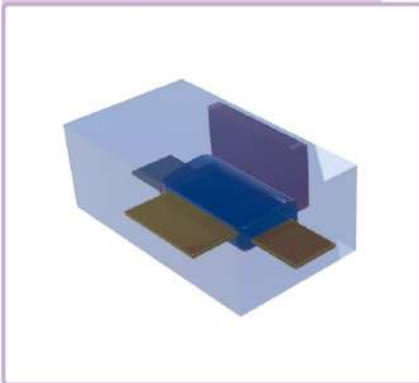
11b Ergonomic model



11c Formal model



12 Design space



13 Virtual model



Design



Poster

Introduction

Since Covid-19 the amount of on-site work decreased rapidly. The work had to be done from a home or mobile device, leading to the development of the market for mobile work on the road or in a car. For this reason, an investigation has been carried out using systematic methods in order to produce the customer requirements for a product which improves the on-site work in a car.

In this case we developed a mobile car workstation, which can be viewed as **fast and easy**. The number of the car seat and console. From the analysis it became clear that laptop computers, but a cardboard display stand as an additional workstation to the left, right and in the back and on the walls was introduced on the left.

Conceptual Map



Attributes and 3D design space

Functional

- Easy open / close
- Distribution of the desk
- Mounting to the headrest
- Adjustable height / angle

Ergonomic

- Hand plane
- Left plane
- Right plane
- Adjustable strap
- Anthropometry of the user

Formal

- Dimensions according to the car space
- Material design
- Materials



Persona



Character Traits

- Ambitious, Dynamic, Innovative, Collaborative, Supportive

Life Goals

- Making his startup successful, creating a mobile workstation

Education & Career

- Master in Business, Start-up Founder, Software Developer

Personal Opinions

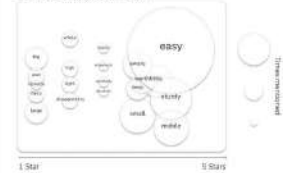
- Tech is vital for the coming years
- Responsible way of working



Comparative Matrix



Modelled for person Persona (Personas) (Personas) (Personas)



After comparing different products, it is a clear risk or concern that it is not possible to use the product system. The product is not easy to use, which means it is not possible to use the product system. The product is not easy to use, which means it is not possible to use the product system.

Results

We have created a product which improves on-site work on the road for foreign commuters of the traditional workstation by using a mobile workstation. The product is easy to use and is designed for any environment. The product is easy to use and is designed for any environment.

It is **fast and easy** to set up, even in a car. The product is easy to use and is designed for any environment. The product is easy to use and is designed for any environment.



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



Attributes and 3D design space



Persona



Character Traits

Ambitious, Joyfull, Innovative, Considered, Supportive



Life Goals

Making his startup successful, establish flexible working model.

Education & Career

Master in Business, Startup Founder, Software Development

Personal Opinions

Tech trend for the coming years
Responsible way of working

Comparative Matrix



Structural Amazon Review Keyword Analysis (n=209)



Functional

- Easy open / close
- Stabilization of the desk
- Mounting to the headrest
- Adjustable height / angle

Ergonomic

- Front plane
- Left plane
- Right plane
- Extendable strap
- Anthropometry of the user

Formal

- Dimensions according to the car space
- Minimalist design
- Materials:



Leather



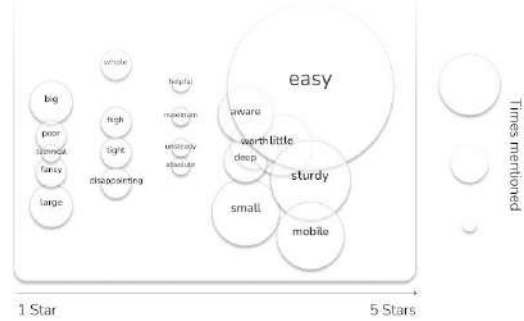
Metal



Paper



Fabric

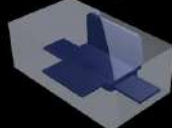
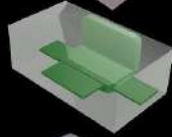
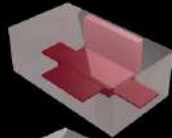


After analyzing different products, it is inferred that at present there is no product-system that provides a good way working remote in a car. However, the reviews of the products have given us some clues as to which aspects can be improved and kept in the existing products.

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.



Thank you
for listening

