PROBLEM STATEMENT
How can I simplify the modern urban nomads everyday life and moving around lifestyle?

BACKGROUND
People move around more today than past generations. It has become easier to move abroad for work or studies. The definition of an Urban nomad is someone who refuses to settle down into just one home, but that chooses to live in multiple locations around the globe or just keep moving.

Nomads used to travel to find food, but the modern urban nomad instead travels to find work. The modern urban nomad travels alone and is city based, but the historical nomad traveled in large groups far away from cities.

What makes the modern urban nomad still a nomad is the fact that the community surroundings nowadays are wireless, allowing them to connect through internet, blogs, and forums that makes them part of a community and group.

Wireless communication is changing the way people work, live and relate to places and each other.

You could say we have moved from homo sapiens to homo mobilis. This because of the aspects of freedom, change and sense of community our modern world offers.

Speaking about freedom, the modern nomad is restricted in many ways. This comes down to essentials we need in our temporary homes and everyday lives.

PURPOSE
To start over in a new country is expensive and time consuming. There are start kits for “the first home” but these usually includes alot more than needed for one person.

I want to create an easy choice, a choice that fulfill satisfaction over that someone has designed and made something smart that is already complet.

The modern urban nomad has an interesting relationship with materialism, they usually own a laptop, mobile phone, mp3 player and camera. The rest of the essentials of everyday life is what I want to simplify in means of products, tools, storage and solutions. I want to reduce the weight and size as much as possible to make it fit into a minimum sized box/kit.

Looking at Ken Isacs -living structure and framework, and the modern version that has developed from his idea intriguees me. I want to follow up his work with what is essential on the inside in means of products in our everyday life.

I want to investigation and analyse shapes and how they relate to one another, as a group and on their own, even how they can be merged into one and become multifunctional.

VISION
My goal is to simplify the modern urban nomadic lifestyle with moving around.

Emotional sustainability, a long term travel kit for the mobile consumer. A smart solution to fall in love with, that encourages the user to environmental friendly choices by its design.

It is importnt to me that my product has big second order value, so when settled down there is still a purpose for the kit. If possible I want to find a sustainable material that is light in weight and not fragile.

METHODS
Research: questionairs/mock ups-direct first hand observations of daily behaviour, conversations with different levels of formality, in depth interviewing, problem oriented research, real user profiles, extreme users.

Boards: mood board, vision board, client/persona board, scenario board, ITK-initial.

Sketch development, brainstorm, 3 concept proposals -blue sky idea-normal-over the top, concept development, ITK final, CAD, model, Final presentation: final product board, technical drawing, description/manual, finish scenario board, brand board advertisement in context.

Research: litterature that crosses the subjects named, magazines, internet, forums, facebook groups.

PERSONAL GOAL WITHIN PROJECT
To document down the whole process and practice sketching.
nomadic people, (from the Greek: νομάδες, nomádes, “those who let pasture herds”), also known as nomads, are communities of people that move with herd animals from one place to another, rather than settling down in one location. There are an estimated 30-40 million nomads in the world.[1] Many cultures have been traditionally nomadic, but traditional nomadic behavior is increasingly rare in industrialized countries. There are three kinds of nomads, hunter-gatherers moving between hunting grounds, pastoral nomads moving between pastures, and "peripatetic nomads" moving between customers. Nomadic hunter-gatherers have by far the longest-lived subsistence method in human history, following seasonally available wild plants and game. Pastoralists raise herds and move with them so as not to deplete pasture beyond recovery in any one area. Peripatetic nomads are more common in industrialized nations, traveling from one territory to another and offering a trade wherever they go.

historical nomad vs modern urban nomad

urban nomad A small but diverse section of society that lives and works in an urban area, yet does not rent, own or otherwise reside permanently in any one location. "Nomad" suggests a chosen lifestyle, as opposed to "refugee", and it also suggests that nomads feel they have a home, as opposed to the "homeless". Watch the urban nomads as they choose a place to set up camp for the night. http://www.urbandictionary.com/
compact living structures

ken isaacs first generation Microhouses. Isaacs was a design student in the late 1940s who developed these ideas when needed a home for him and his new wife and a place to do his work.
The Micro Compact Home, developed by Richard Horden, is small living at its best. The lightweight homes are about 10-by-10 square feet and are made for two people. The Micro Compact Home combines techniques for high quality compact ‘living’ spaces deployed in aircraft, yachts, cars, and micro apartments. Its design has been informed by the classic scale and order of a Japanese tea-house, combined with advanced concepts and technologies. Living in an m-ch means focusing on the essential - less is more.
Liz Van der Woodsen, 24, is a digital arts student in London, on an exchange program from NY. She drinks vitamin water and enjoys a kit kat on her break. Shops at Urban Outfitter, retro vintage shops and her favourite brand is Cheap Monday. She reads the magazine WAD and POP. On her Ipod touch she plays Crystal Castles on repeat. Her next destination is Copenhagen.
Identity Tool Kit
No structure......Expensive......Timeconsuming......Frustrating......Rootless.....To many choices

objects and feelings, The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.
Clean......Emotional sustainability......Multifunctions......Comfort......Feeling at home......Structure

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Disposable
Forever
Organised
Kaos
Current
Future
position board
objects and feelings. The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.
Rounded......Plastic......Aluminium......Fitting Shapes.....White?.....Gloss
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disposable throw away

VS

emotional sustainability
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**urban nomad**

**disposable throw away**

**VS**

**emotional sustainability**
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Long nosed Scissor

Compass Ring

Screw Opener

Click Paste
### Questionnaire: Urban Nomads

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Country of birth</th>
<th>Computer</th>
<th>Mobile</th>
<th>Mp3</th>
<th>Favourite Store</th>
<th>Makes me feel at home</th>
<th>Non-electronic prod you need</th>
<th>Travel/Year</th>
<th>Moved/Lifetime</th>
<th>Are you an UN?</th>
<th>Music Style</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anna Alriksson</td>
<td>26</td>
<td>Student</td>
<td>Sweden</td>
<td>PC</td>
<td>Sony Ericsson</td>
<td>Samsung</td>
<td>Muji, IKEA</td>
<td>Anna Alriksson</td>
<td>Makes me feel at home: Anna Alriksson</td>
<td>Travel: Anna Alriksson, Moved: Anna Alriksson, Are you an UN?: Anna Alriksson</td>
<td>Anna Alriksson</td>
<td>Anna Alriksson</td>
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**QUESTIONAIR**
*MAKING MEANING | URBAN NOMADS*

<table>
<thead>
<tr>
<th>Name: Anna Alriksson</th>
<th>Age:</th>
<th>Occupation: Student</th>
<th>Country of birth: Sweden</th>
</tr>
</thead>
</table>

**Makes me feel at home:** My clothes, photographs. 10 non electronic prod you need: Pot, cup, cutley, knife, choppingboard, bedlinen, plate, bowl, cheese slicer, bottleopener, canopener.

<table>
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<tr>
<th>Computer: PC</th>
<th>Mobile: Sony Ericsson</th>
<th>Mp3: Samsung</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Favourite Store: Muji, IKEA</th>
<th>Travel/Year</th>
<th>Moved/Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>12</td>
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</tbody>
</table>

Are u an UN? Yes

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future urban nomad

Name: Nina Schmidt
Age: 27
Occupation: Student
Country of birth: Germany

Computer: PC
Mobile: Nokia
Mp3: Samsung, getting an iPod
Favourite Store: Urban Outfitters

Makes me feel at home: Pictures on the wall
10 non electronic prod you need: Pen paper, lamp, lighter, guitar, pictures of friends, bottle opener, can opener, teapot, cup.

Travel/Year: 1-2
Moved/Lifetime: 6
Are u an UN?:

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**QUESTIONAIR**  
**MAKING MEANING | URBAN NOMADS**

<table>
<thead>
<tr>
<th>Name: Brad Jones</th>
<th>Makes me feel at home: Antique stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age: 21</td>
<td>10 non electronic prod you need: Cutlery, plate, pot, bike, shoes, waterbottle, bag, sketchpad, pen.</td>
</tr>
<tr>
<td>Occupation: Student</td>
<td></td>
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<tr>
<td>Country of birth: USA</td>
<td></td>
</tr>
<tr>
<td>Computer: Mac &amp; PC</td>
<td></td>
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<tr>
<td>Mobile: LG</td>
<td></td>
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<td>Mp3: Ipod</td>
<td></td>
</tr>
<tr>
<td>Favourite Store: Forbidden planet, comicstore</td>
<td></td>
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objects and feelings. The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.
Most common answers from my questionair.

Computer: Mac
Mobile: Samsung
Mp3: Ipod
Favourite Store: Varied alot

Most common answers of non electronic objects you need:

This made people feel at home: Photos, used things, their own things, family, putting clothes into a drawer, a hug, a home cooked meal.

Most common answer was: one weekation per year.

8 people have moved 5 times or more.

4 people consider themselves as urban nomads. Most people said -not yet or -i want to be one.

result of questionair

| Travel/Year | 1 |
| Moved/Lifetime | 5 |
| Are u an UN? | 4 |
MOOD BOARD
MAKING MEANING|URBAN NOMADS

sketching inside the box “storage”.

I want to stimulate the mind – to express and share a sensation together with others. Joining functionality in forming beauty is something I strive for.

**EDUCATION**

- **BA (HONS) Product Design**
  HIK School of Design, University of Kalmar, Sweden 2007- Graduating May 2009

- **Industrial Design**
  PRATT Institute, New York, USA 2008

- **Applied Arts Diploma of Higher Education**
  UCCA, University College for the Creative Arts, UK 2005-2007

- **Structure of Visual Relationships**
  HIK School of Design, University of Kalmar, Sweden 2006

- **International Glass Design**
  HIK School of Design, University of Kalmar, Sweden 2006

- **Graphic Design and Communication**
  Academia, Stockholm, Sweden 2004-2005

- **Fine Arts and Design**
introducing the nomads
### Timetable

**Making Meaning | Modern Urban Nomads**

<table>
<thead>
<tr>
<th>Week</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.</td>
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*Helgdag 26-27.04*
På resande fot. Neo-drivs av solceller då du inte har tillgång till elektricitet.

Ta med de trådlösa hörlurarna eller högtalaren och njut av din musik i badet.

Neo lägger in sig på en ledig frekvens i din bilstereo, trådlös enkel uppspelning.

På pånicen. Neo lagrar solenergi och den trådlösa högtalaren är smidig att ta med.

På en öde ö? Neo har ett skyddande skal som tål sand, sol och fukt.

Mo3-spelaren i Neo är perfekt för att höja motivationen vid träning. De trådlösa hörlurarna gör dig fri.

Neo tål vatten och trivs i solen, perfekt vid poolen.

På festen har du kontroll över hela din musiksamling med ett diskret knapp tryck.