@ease

Carry your own comfort.

BOUN

www.boun.xyz

Home

Somewhere
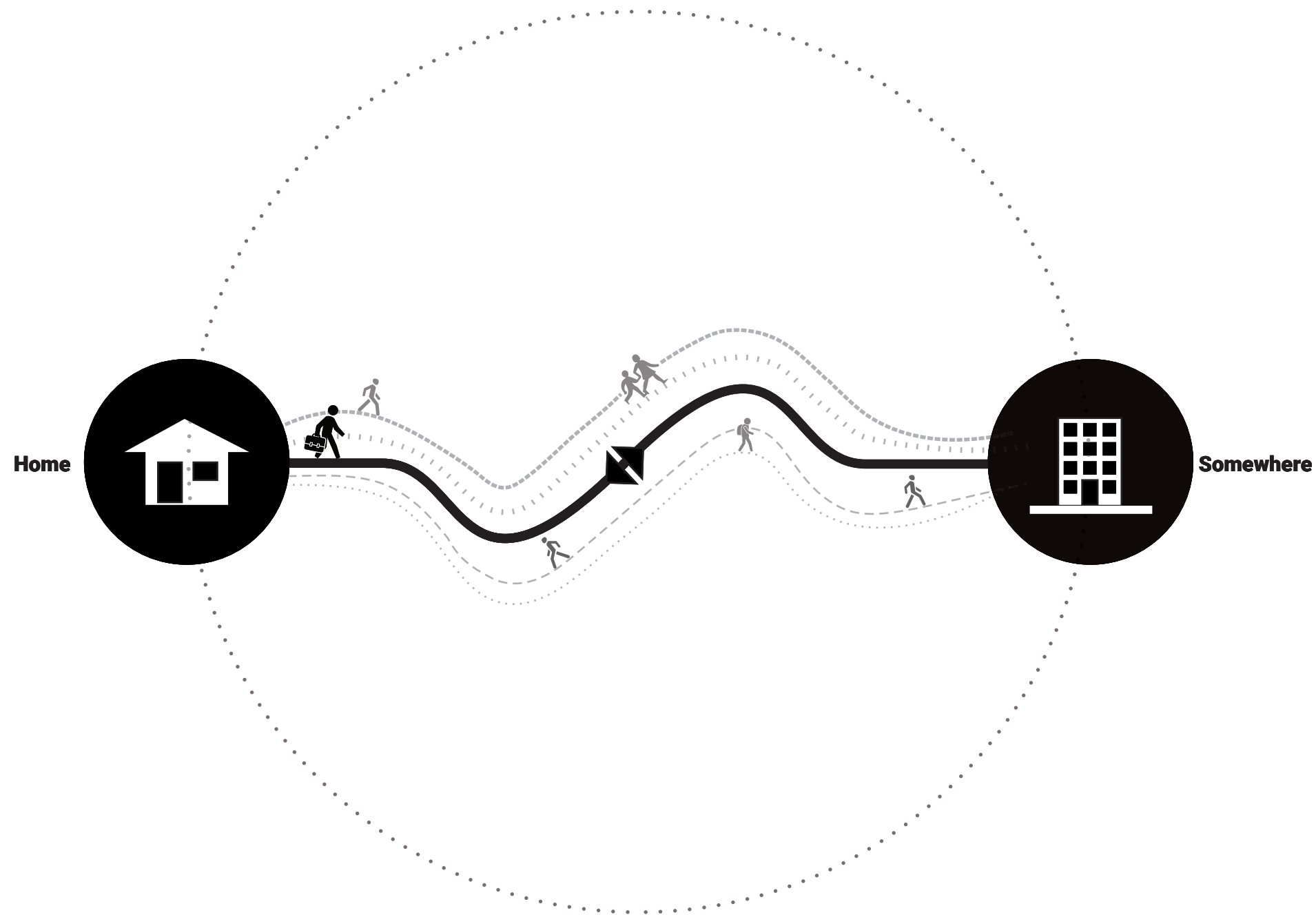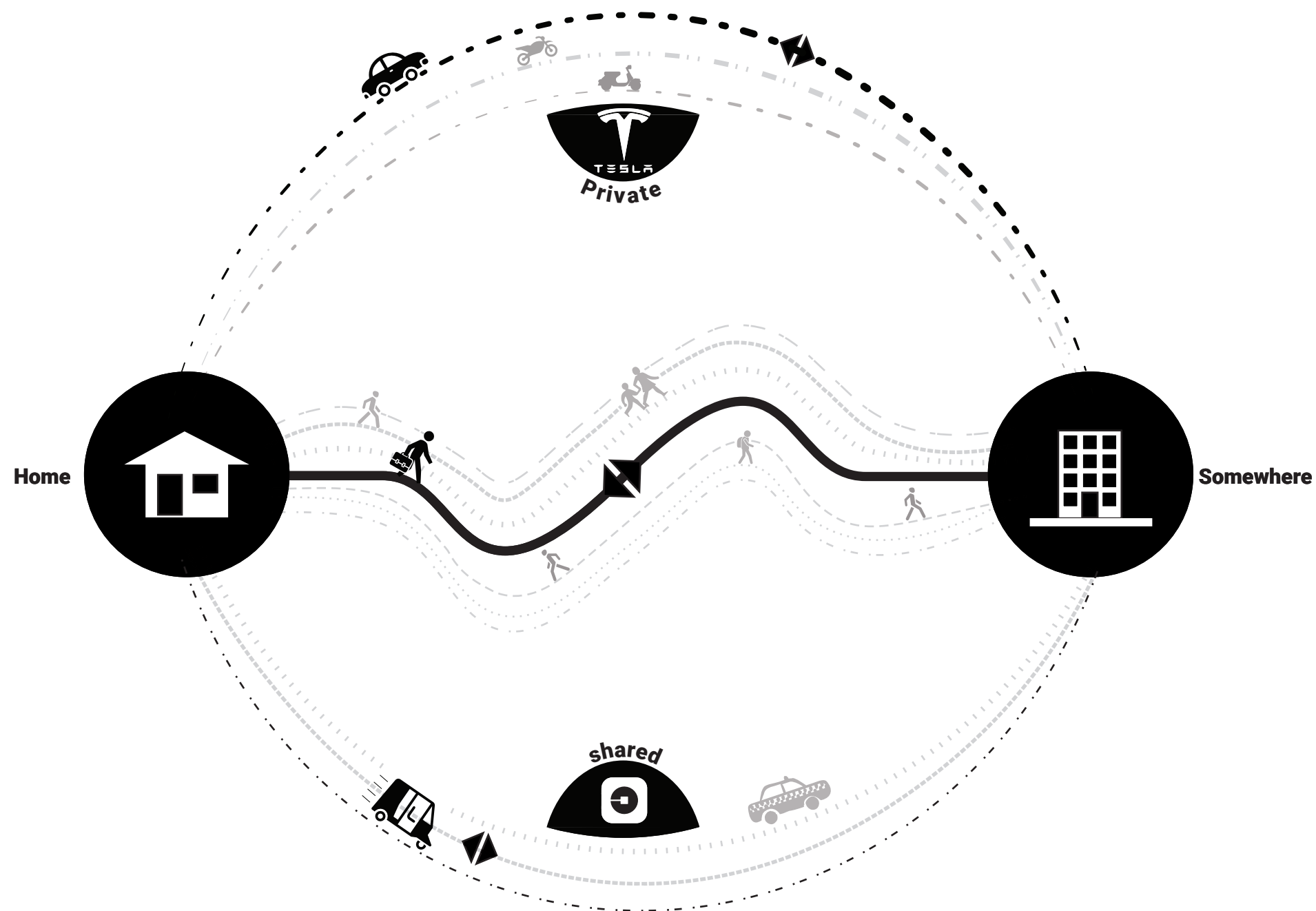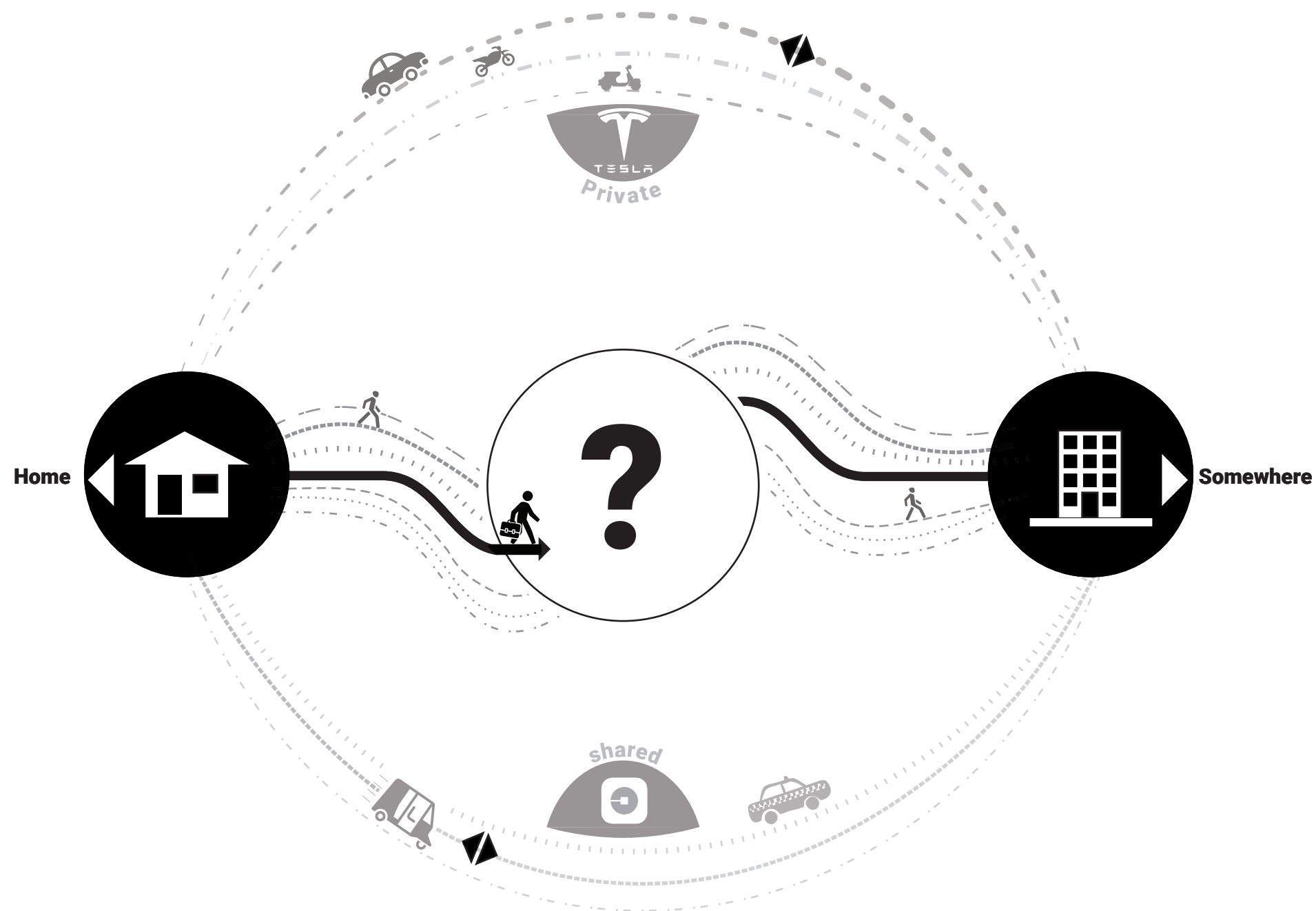
Everbody is going somewhere.

This can be to your school, institution, work or hangout, anywhere. Commute is
an inseparable element to our day to day life.

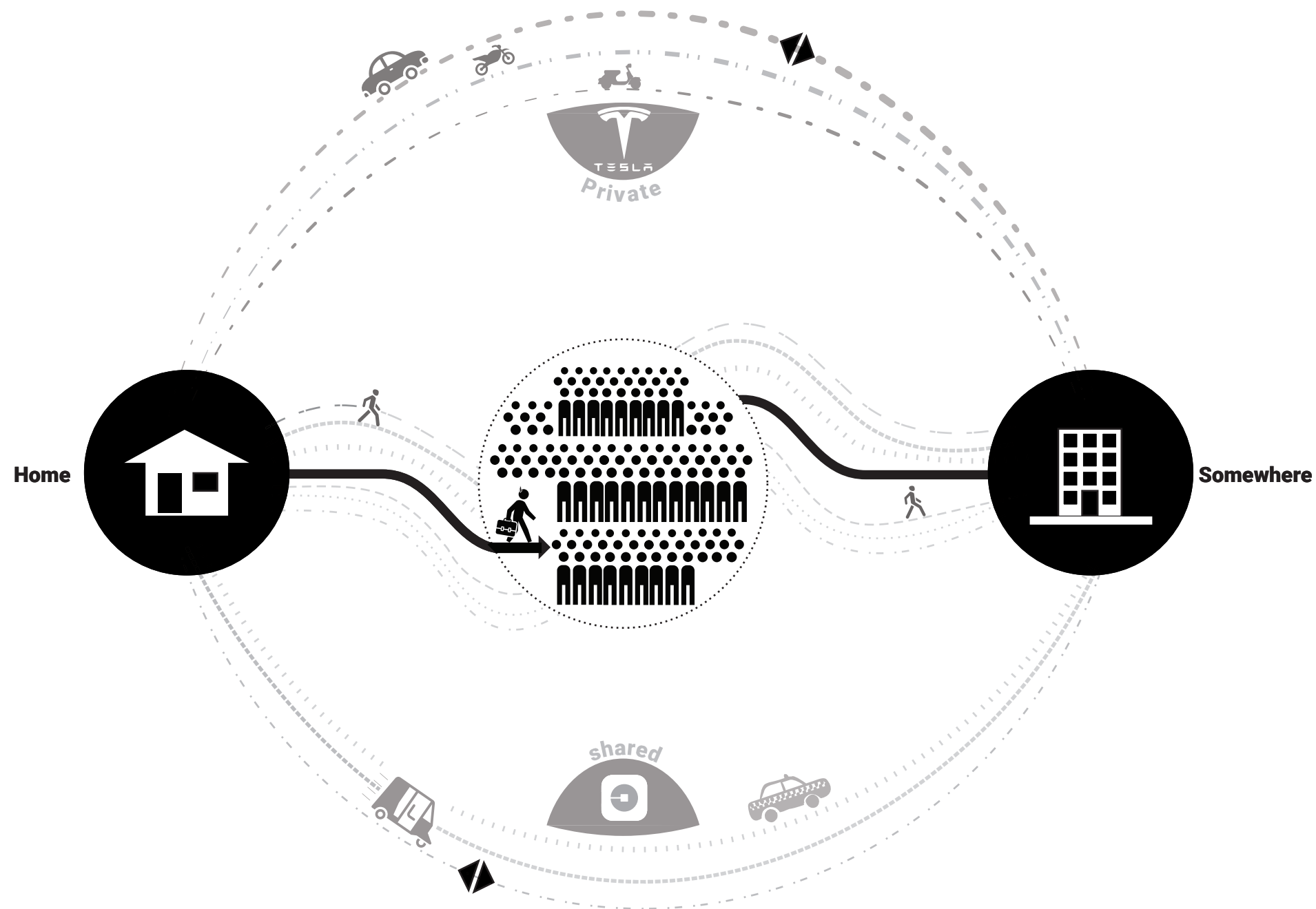Home

Somewhere

Private

shared

Part use private, part use shared.

A section of commute uses private means to reach their destinations, whereas a few share (cab, auto, etc.) their means to reach their destinations.

Home

Private

TESLA

shared

Somewhere

What goes in the middle then?

As our cities expand, commutes get longer and there are many reasons (affordability, viability, preferences, etc.), private/shared are not feasible for a considerable population.

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Home

Private

TESLA

shared

Somewhere

Public transit

Public transit is an inseparable element in our day to day commute.

Home

Private

TESLA

shared

Somewhere

Can you carry your own comfort in a crowd?

A public transit is a mediated design between user coming from a diverse section of society.
The shape it takes is a resultant of numerous factors, where comfort usually trails behind.

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The Premise

Theoretically, means of public transportation like city bus, metro or train are considered the best for commute in terms of economic, environmental and other planning consideration. However, there are **only a few examples where it is the most willful** choice of commuters.

An ever growing population served by limited public transit capabilities, can make the commutes longer - slower - stressful. These issues have a different magnitude with varying demogaphics(especially elderly and children).

Increasing seats, more buses, frequent metros are there - and will exist. **But can you design something which can ease our distress while commute?** For example - Can it serve as a portable seat, or something to lean, or give us shade, or maybe as simple as make long commutes fun, or make waiting a little less boring, or make us socially more connected? or you can comeup with something new altogether!

The design challenge

Can you think of solution beyond seating?

Can you make standing less tiring?

Can you make something multipurpose?

Can it shoulder the bags we carry everyday?

Can it be trendy?

Can it be super easy to carry?

Can it be seamlessly integrated to our daily commute?

Can this solution be compatible to other modes of commutes as well?

The submission format

· A maximum 6 – A3 presentation boards in digital format (JPEG or PDF) (120ppi)

· Questionnaire formulated by the participants as directed on the submission portal. Refer to Uni Submission guidelines to know more. https://goo.gl/EFYkad

· Cover image of size 1500 x 600 px or larger in aspect ratio 5:2 should be included in the folder.

· Individual images and graphics used in the sheet or any additional images (for publication purpose and not for the judging of entries)

+ Participants are encouraged to submit additional materials such as prototype images and textual material, by e-mail. However, submission of such material is not obligatory, nor shall their submission/non-submission influence the evaluation process. This data will be used for web publications.

+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.

+ Mention your sheet number on every sheet.

+ To learn about the best practices of submission refer to this pdf here.

The judging parameters

Issue to Innovation

How well is the design conceived within the limited constraints and laid down clearly in process? How relevant the issue is?

Adaptability of Solution

How adaptable is the solution to different situations? OR How much it can fit itself - to a number of conditions in a particular scenario?

Compatibility

Considering physical dependencies in public transit cannot be completely avoidable - how compatible is the design to various other transit modes as well?

Functionality

How functionally usable is the solution? Does it performs the basic tasks it is designed for? How useful the end product is?

Portability

How portable is the design? There are no size constraints- but how hassle free is this to carry around? Choice of materials will also change this aspect.

Ergonomics

How ergonomically fit is the solution is for the selected designed user group? How fit the solution is for extended user groups as well?

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Awards & Prizes

Winner

1 x Students & Professionals

1500$

+ Trophy
+ Certificate
+ Publication

Runner Up x 2

Separate for Students & Professionals

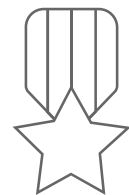## 750$

+ Trophy
+ Certificate
+ Publication

People's Choice

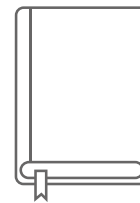*Via online voting. Common for Students & Professionals*

500$

+ Trophy
+ Certificate
+ Publication

Honorable Mention x 10
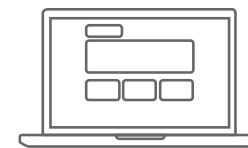
Common for Students & Professionals

+ Medal
+ Certificate
+ Bi-annual digest of Boun

Publications

All trophies and medal holders

Elaborate section in Boun 2018 Design Book

Online Promotion

30 Shortlisted entries

+ Certificate
+ Entries promoted on boun and on our partner's website

Registration & Timelines

Early bird registration ends (Students: **15$**, Professional: **25$**) + Taxes	:	**31st May 2018**
Standard registration ends (Students: **25$**, Professional: **35$**) + Taxes	:	**15thJuly 2018**
Late registration ends (Students: **25$**, Professional: **35$**) + Taxes	:	**31st August 2018**

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Submission deadline	:	**10th September 2018**
Public voting begins	:	**11th September 2018**
Public voting ends	:	**11th November 2018**

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Display of shortlisted entries	:	**10thOctober 2018**
Result announcement	:	**20th November 2018**

Queries? Write to us:

boun@uni.xyz