



MOBILE ACCESSORY

Category: Mobile products

MARKET

The Mobile business is a huge market all over the world, however the charging system is still not universal. With the advent of short video formats – It is even more relevant to store important and later to be referenced videos and storage hence plays an important role in buying decision.

Ref image.



MANUFACTURING

It's made of plastic, steel, electrical units, charging system, hardware and a storage system.

OBSERVATION / TREND / PROBLEM

Observation

- The mobile constantly needs charging.
- With advent of Instagram and reels, people are loving short format videos and would like to screen record and store them.
- Mobile storage is limited and yet some of the heart touching videos need to be stored.
- Charging of mobile often near a socket needs a place to store the mobile.

OVERVIEW OF THE IDEA

The Design that we have is a compact product, that is a charger plus storage backup for all kinds of mobile. It has to be offered together with an app that acts as an interface too. The storage is easy clicks and retrievable.

VALUE

Charging plus storage space. What more is needed? Many of the simple folks still don't trust cloud and do not want to venture into that zone.

VARIANTS

It can be designed in multiple variants, in size and shape. Plus, in capacity also.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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