



what is disc golf

Disc golf is an international sport that is played at a world championship level as well as a social pastime. It's played by professionals and amateurs alike. Essentials of disc golf: throw a disc from a tee pad to a target (basket).

why it's growing

Disc golf is easy to start playing because the start-up cost is very low, games are usually casual, typically no course fees. Municipalities have discovered that building a disc golf course is a cost effective way to enhance the community.



who's using it

personas

The novice player is new to the game and plays with groups of friends.

- college student
- social aspect bro
- carries a re-purposed drawstring bag

The enthusiast is a veteran player who enjoys getting out and being active.

- commonly plays solo
- music lover
- carries a traditional disc bag

The professional participates in competitions and wants gear that performs as well on the course.

- first to buy new gadgets
- involved with dg community
- carries a large backpack style disc bag



The Novice

age	19
occupation	student
experience	1 year
status	single



The Enthusiast

age	27
occupation	web design
experience	6 years
status	single



The Professional

age	35
occupation	marketing
experience	14 years
status	married



diy! (do-it-yourself)

why?

- people are cheap
- needs are not being met

this DIY presence indicates there are problems that need solutions



many use a backpack with an open pocket, carry 4-5 discs



Eric



Matt



interview quotes

“Is there something that you would change about your disc bag?”

“Maybe add a Bluetooth speaker holder or a space for a hydration bladder.”

-Eric

what’s important?

- **comfort**
- **storage**
- **music**

“What do you dislikes about your disc bag?”

“It came with a purse style arm strap, I upgraded to a backpack style for comfort.”

-Eric



“What is a downfall of your current bag setup?”

“I need more space for beers, 4 to 6 cans, plus a large water bottle.”

-Matt

A bluetooth speaker is common at the course.

Players wearing backpack style disc bags (a current trend in the sport)

market research

There are a handful of companies offering well designed disc golf bags. The disc golf bag market is trending toward backpack style designs.

Mystery Ranch

backpack style, \$259

- high cost
- adjustable to different torso lengths
- multi-purpose pocket collapse



Upper Park

focus, \$79

- low price point
- easy to travel with
- does not stand
- hydration bladder pocket



traditional disc golf bags are rectangular, on the right is a strap modification



Gorilla Boy

Simian, \$249

- internal frame makes it a seat as well as bag
- high cost



Big Hyzer

Ergo 2, \$189

- vertical orientation
- not much storage



Grip EQ

AX 15, \$179

- rain fly
- adjustable putter pocket
- padded back panel



problems

players walk nearly 3 miles per round and throw 60+ shots.

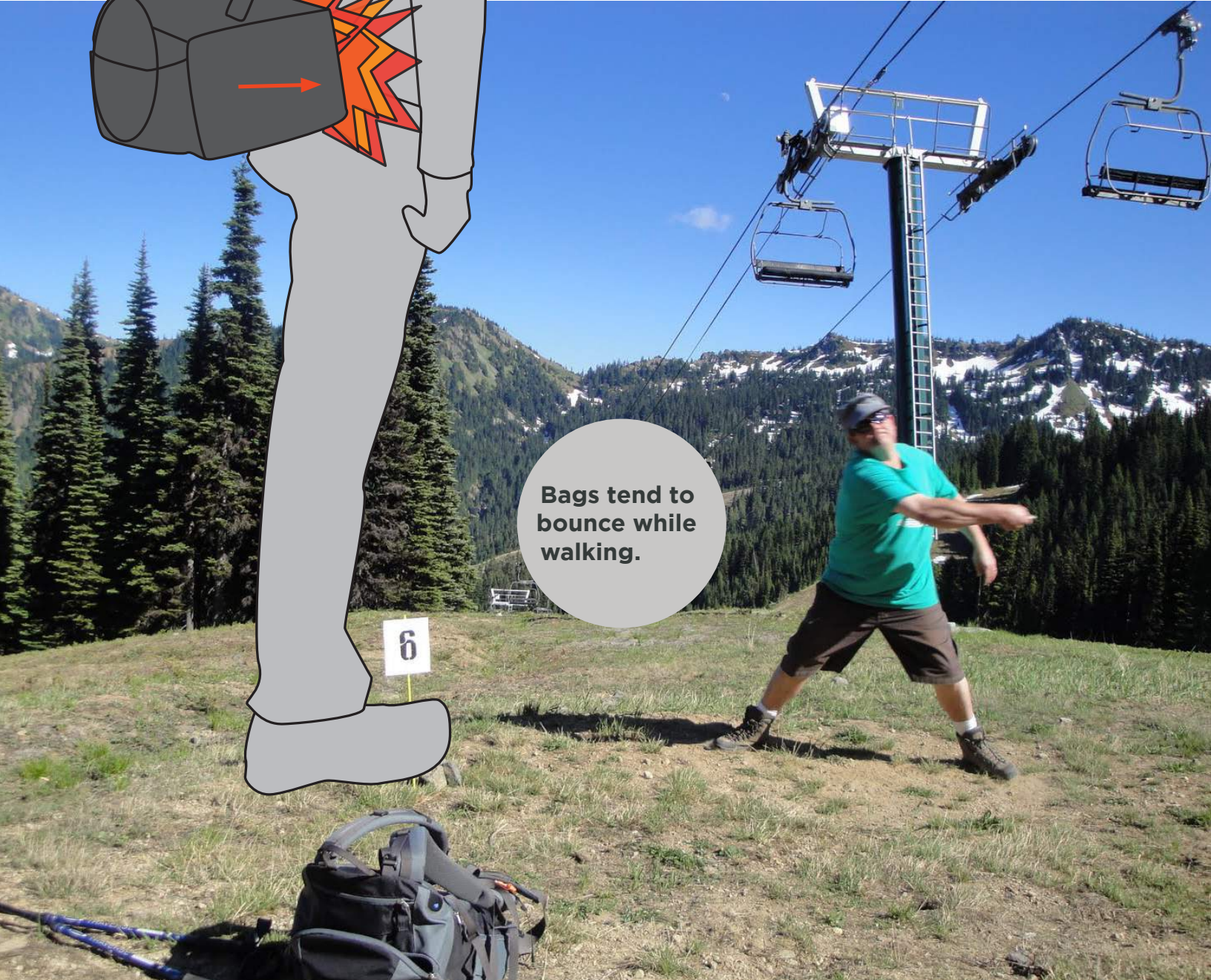
During a round the bag is mounted and dismounted more than 100 times.

focus areas

- eliminate repeated bending
- increase comfort



Bags tend to bounce while walking.



how to fix it



solutions

backpack straps

- don't go over the head
- better comfort

mass close to body

- discs lay flat on back
- verticle disc storage

tall bag that stands up

- must have wide footprint
- must sturcture

bag stays on during play

- must be low weight
- nothing swinging
- not much storage

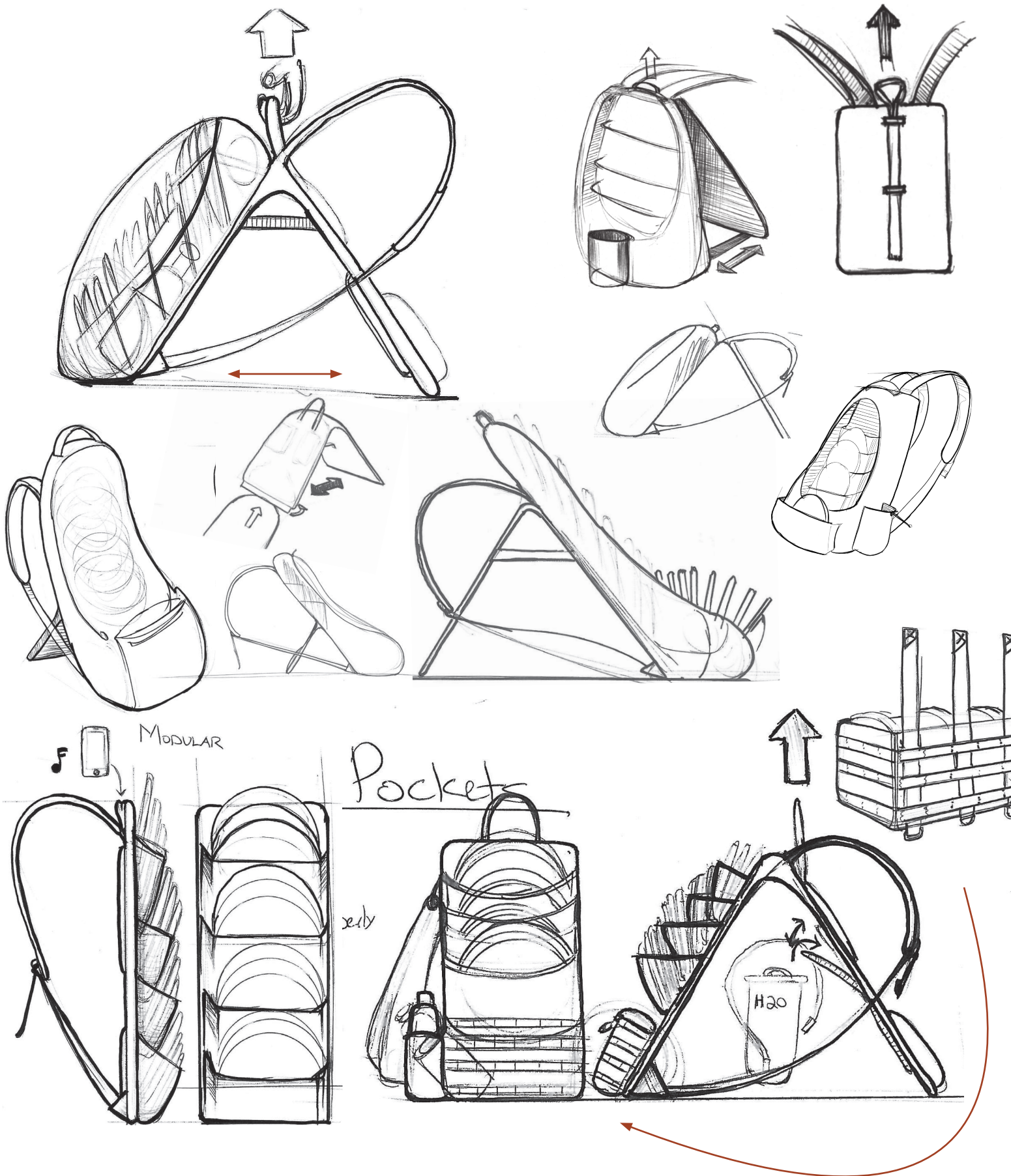


outside inspiration

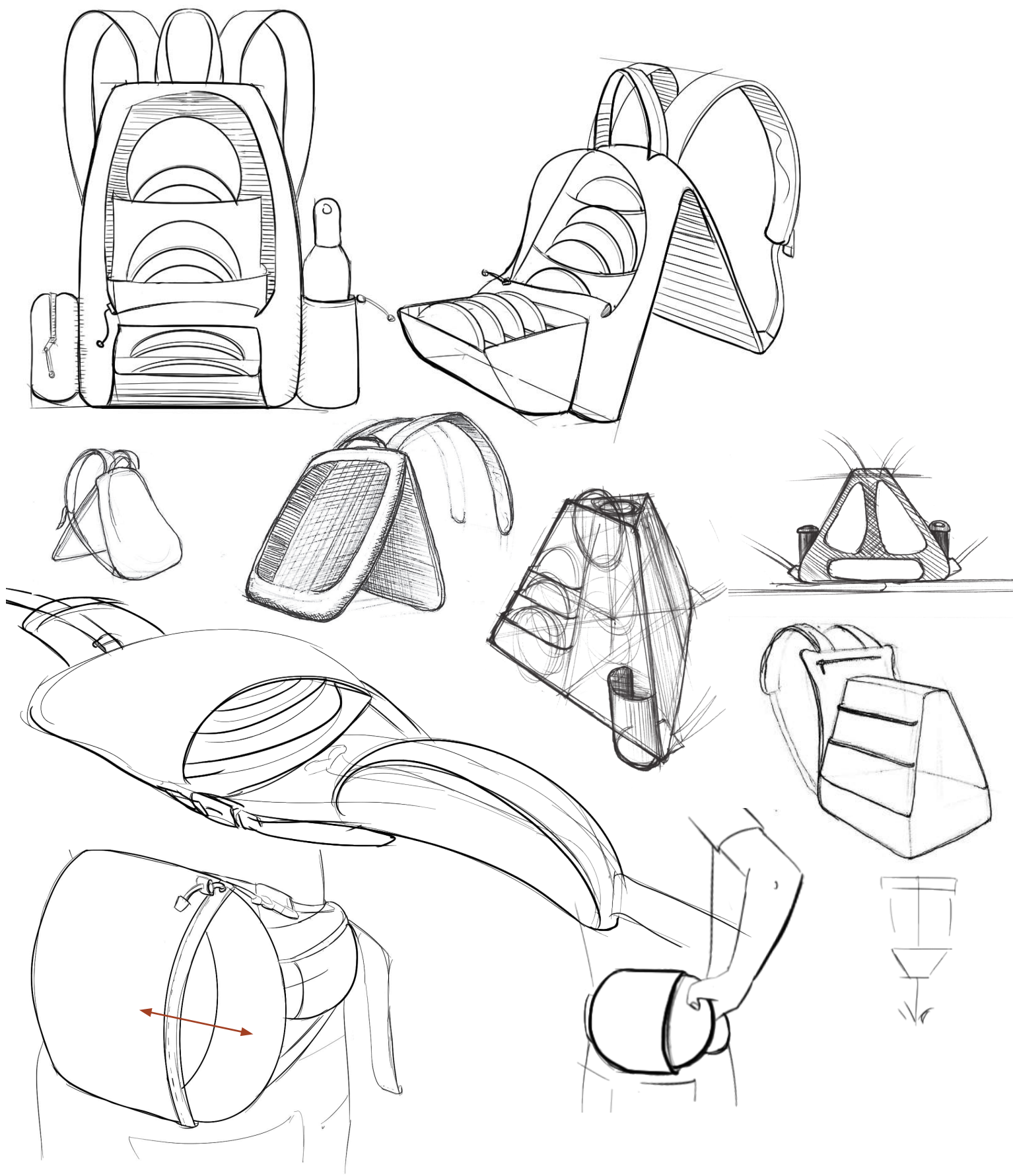


what it could be

sketches

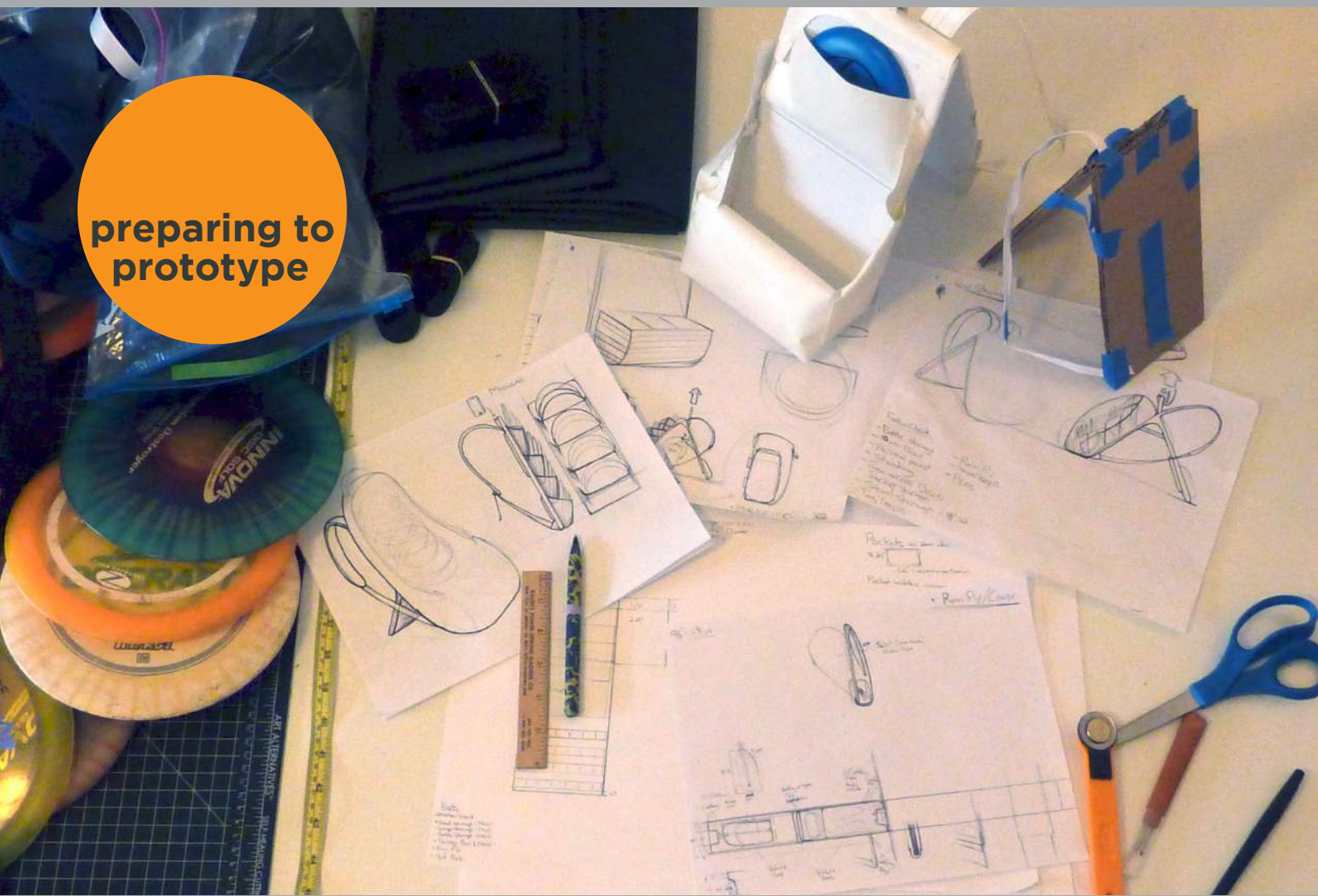


sketches





**testing
validity**



**preparing to
prototype**

what it is

prototypes

HINGE CONCEPT

front



stretchy
pockets
conform to
disc

back



holds a large
water bottle

stands
upright

BACKPOCKET CONCEPT

prototypes



back
pocket holds
collapsible
bottle

3-5 disc
capacity



leave it on
while you
throw

what it is

prototypes

MODULAR CONCEPT



stretchy
pockets
conform to
disc

pocket
for
hydration
bladder

mesh
music
pocket

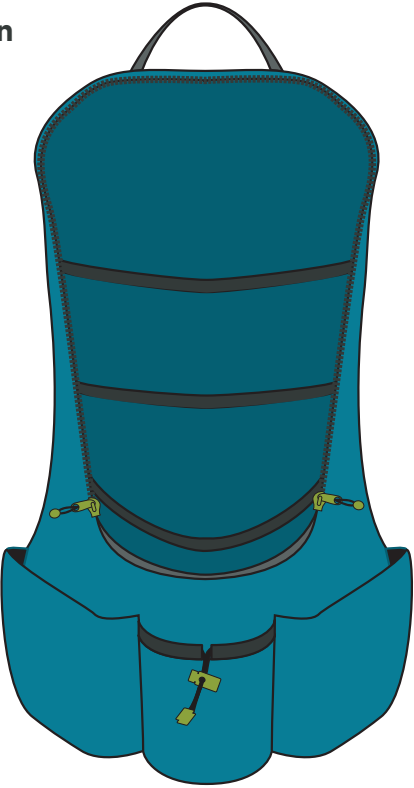


how it's made

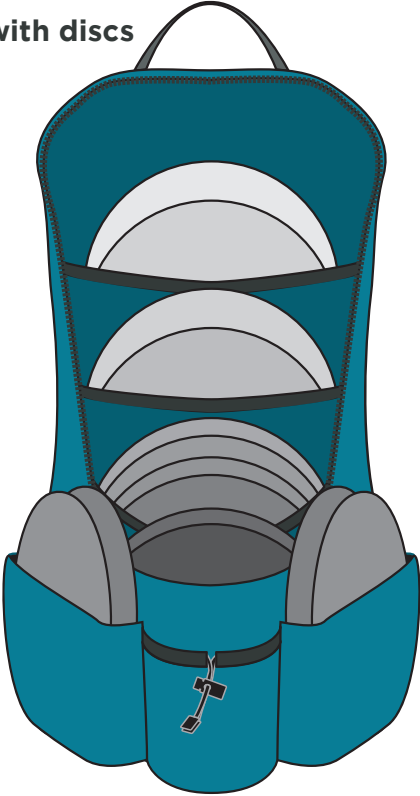
technical drawings

HINGE CONCEPT

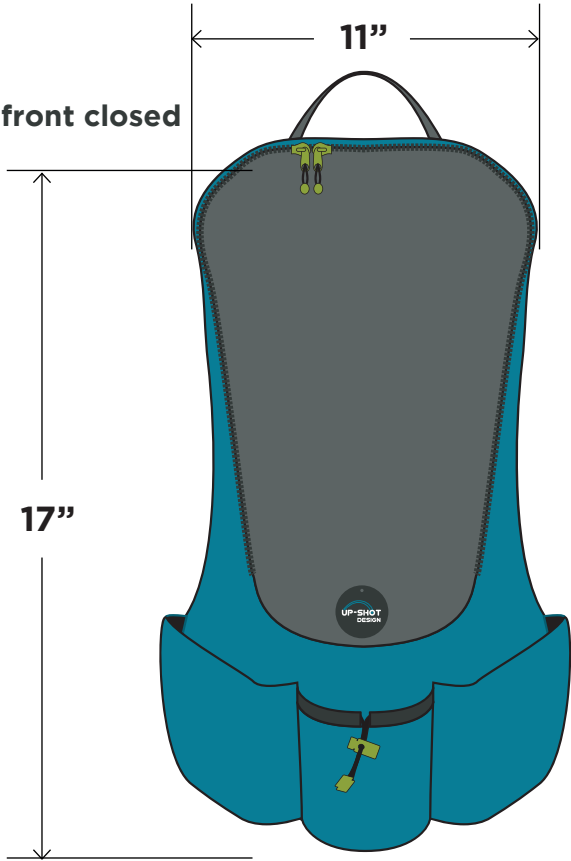
front open



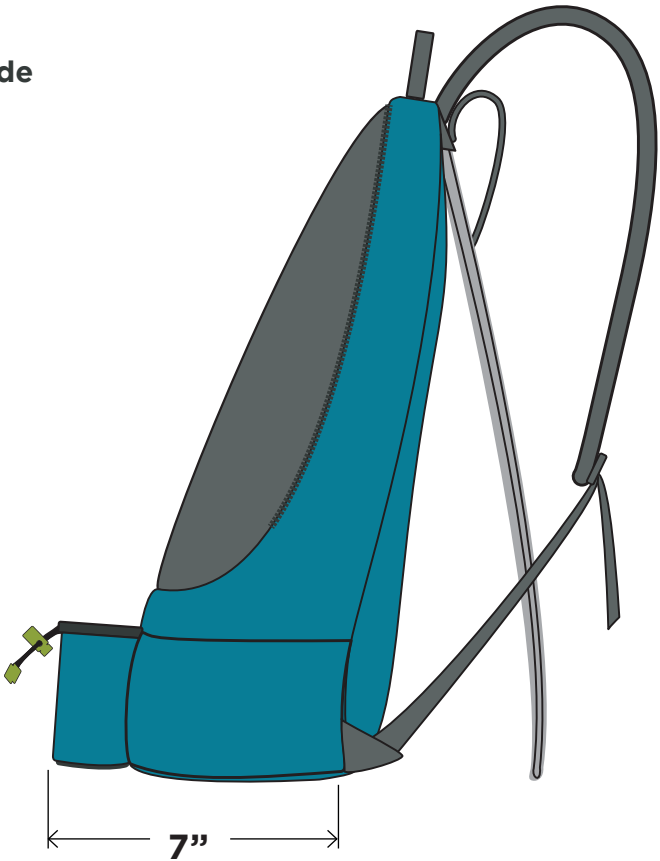
front with discs



front closed



side

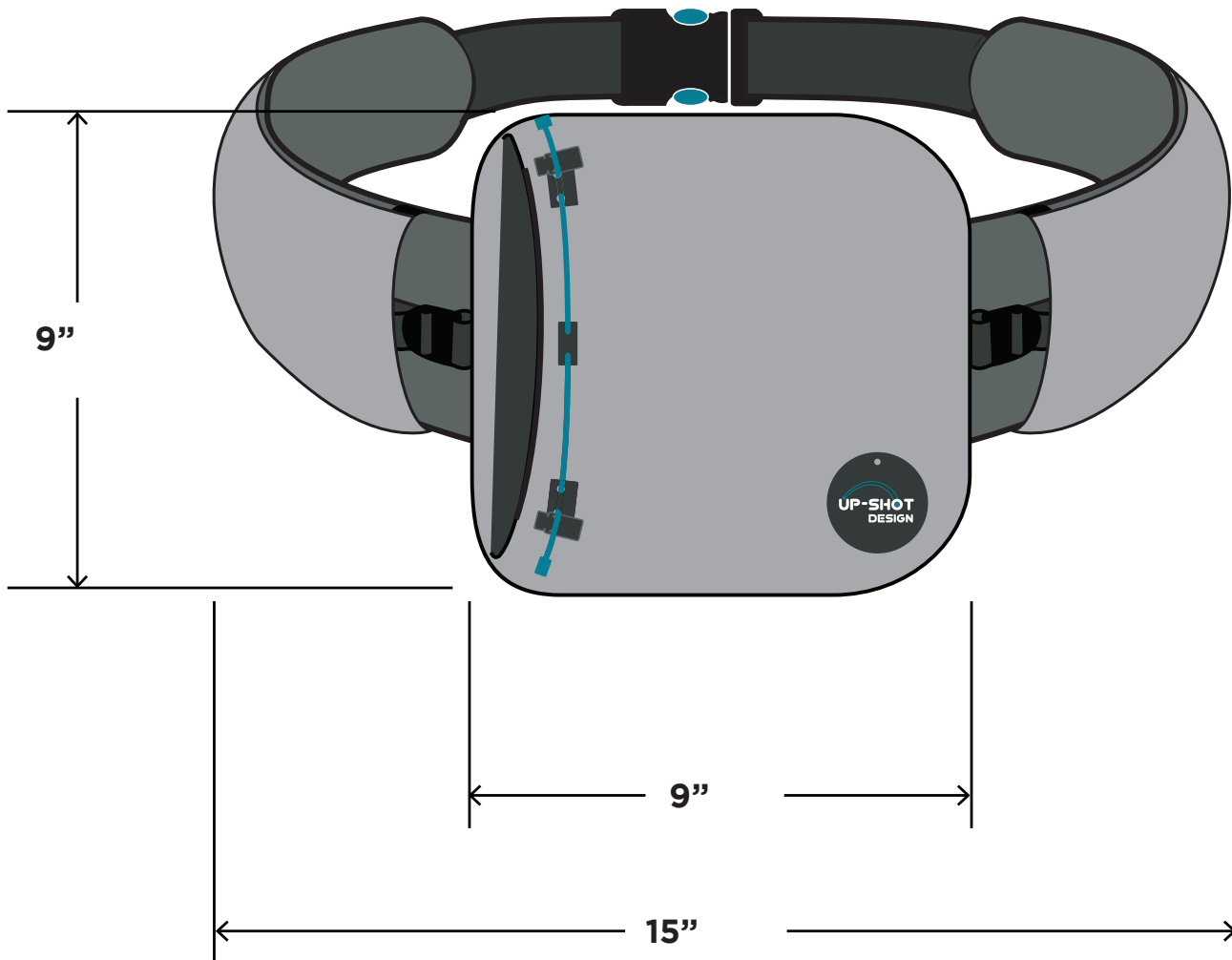


how it's made

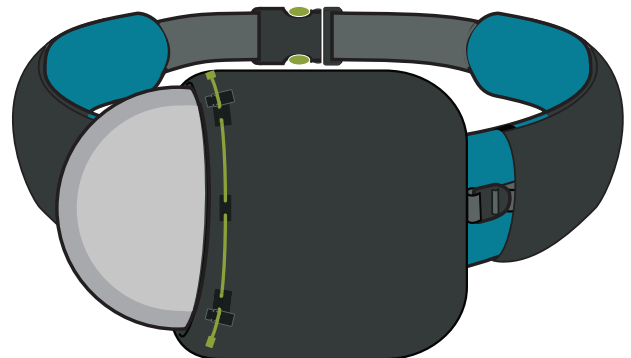
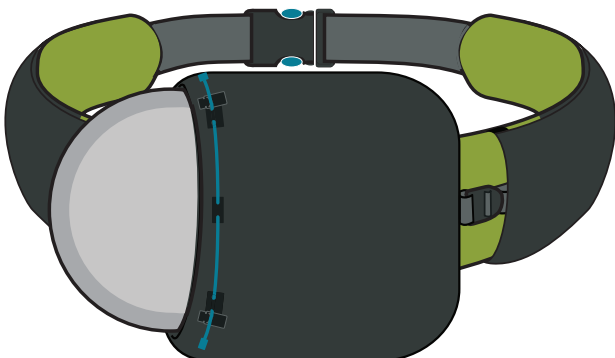
technical drawings

BACK POCKET CONCEPT

waist belt from back



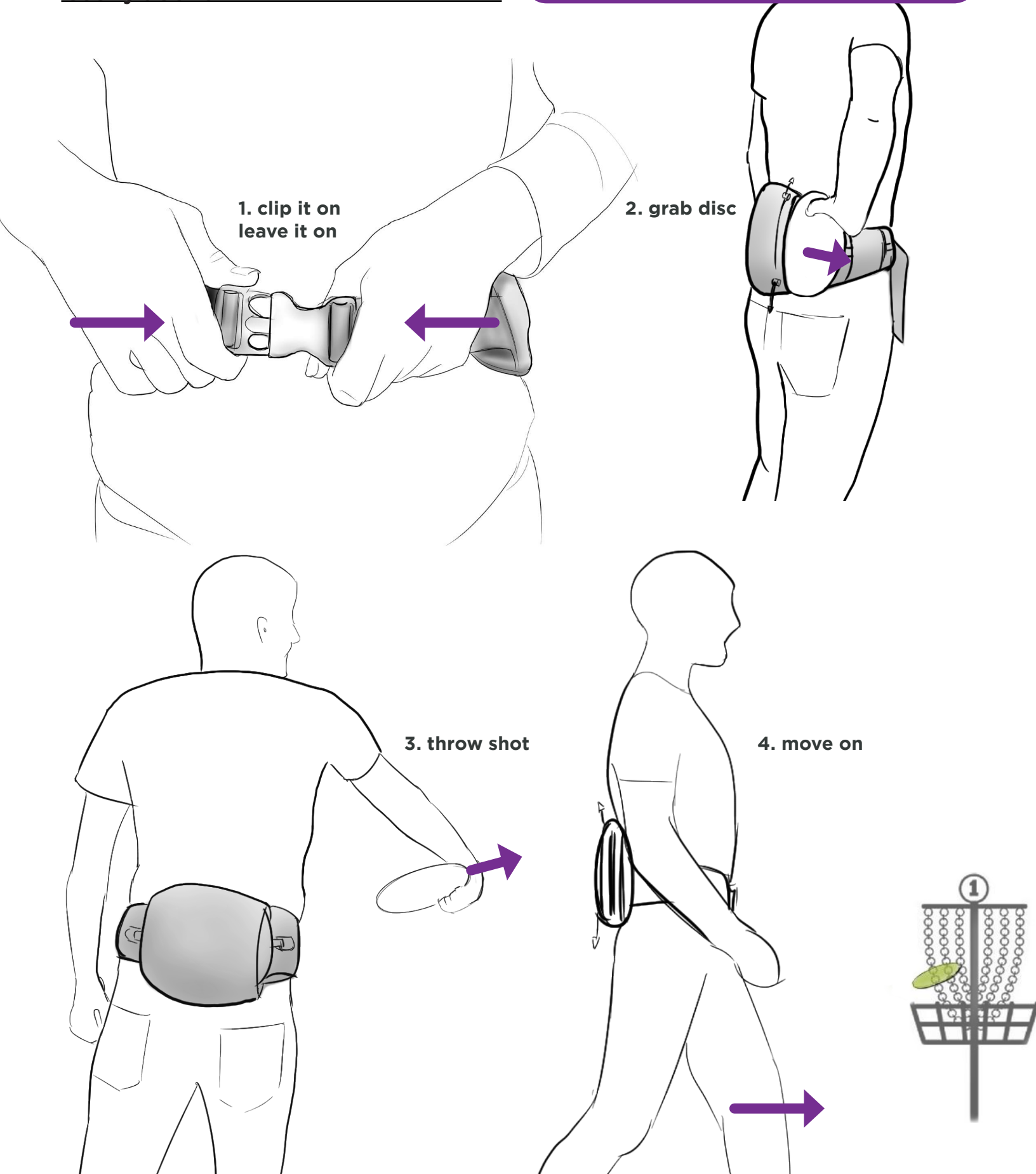
from back with discs



how it works

storyboard

BACKPOCKET CONCEPT



how it works

storyboard

HINGE CONCEPT

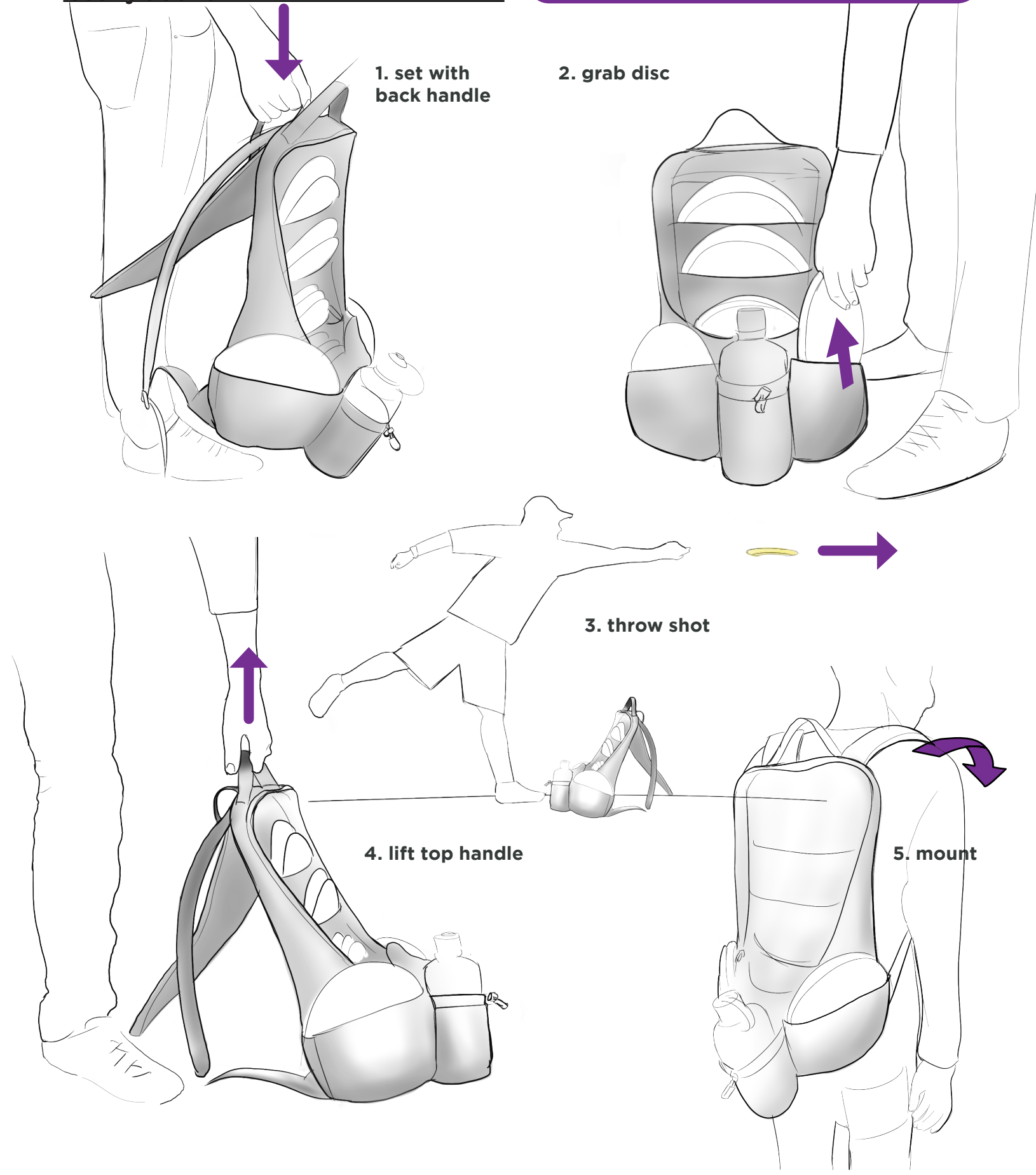
1. set with
back handle

2. grab disc

3. throw shot

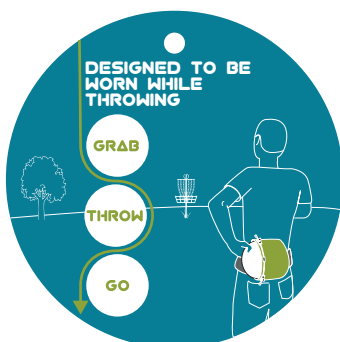
4. lift top handle

5. mount



the experience

branding



hang tags



logo
color palette



MODULAR CONCEPT



here it is
in use shots

BACK POCKET CONCEPT



here it is
in use

BACK POCKET CONCEPT



**loop for
handling and
hanging**



here it is

in use shots

HINGE CONCEPT



back handle
actuates the
hinge



A circular logo with a teal background. It features a stylized graphic of three curved lines above the text "UP-SHOT DESIGN" in white, bold, sans-serif capital letters.

**UP-SHOT
DESIGN**

A solid green rectangular label with the word "HINGE" in white, bold, sans-serif capital letters.

HINGE

