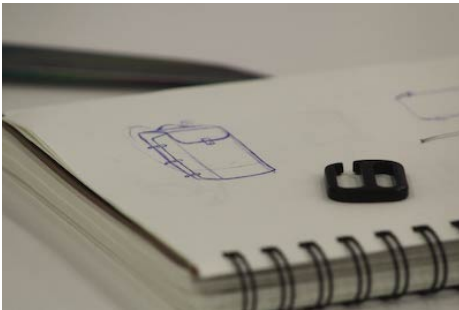


USU OPDD Students Develop Pack Concepts in Design Sprint with Local Company, Rose Anvil

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partnership between Utah Manufacturing Extension Service and Outdoor Product Design & Development.



Student sketch of a Rose Anvil backpack concept

Local leather goods company, Rose Anvil, recently approached a team of Utah State University Outdoor Product Design and Development students about a design challenge. The students were tasked to develop a backpack concept that fits the brand and will help the company expand into new categories and markets.

Over the course of five hours, students acquainted themselves with the brand identity, researched Rose Anvil consumers, and began iterating on new concepts for packs that would seamlessly integrate with the rest of the company's product line including their camera harnesses.

At the end of the challenge, students provided sketches, digital designs, and physical prototypes of their concepts that included a lens harness accessory, sling bag and fanny packs. Students also created backpacks designed specifically for photographers, a popular market segment for Rose Anvil.

OPDD students gained valuable experience in developing real products for a specific consumer, working in teams, and receiving feedback from a company in the industry. The students' projects could eventually be found in development by Rose Anvil.

Industry collaborations made possible through the [Manufacturing and Outdoor Products Support Hub](#), a

