



**RUN-COMMUTING BACKPACK**

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# index

introduction.....	5
research.....	8
ideation.....	28
shower concept.....	34
design phase 1.....	44
user testing.....	60
design resolution.....	68
fabrication.....	82



Run-commuter crossing the Manhattan Bridge, New York, New York, summer 2015

# run commuting

Run-commuting is using running as a mode of transportation. Run-commuters may run to or from their office and often carry clothing and other personal items with them. Most run commuters run to save time, avoid traffic, stay in shape and train for running races.

I first noticed run commuting when I was walking around central London in 2014. It was about 5 pm and I saw a number of joggers running with small hiking backpacks strapped to their backs. I noticed it because I run myself and it seemed very strange to be running with a backpack, especially in the middle of the city. The only possible explanation I could think of was that they were run commuting and carrying their work clothes in their backpack.



Run-commuters on the Manhattan Bridge, summer 2015

## **New York, New York**

I tried run commuting myself when I was interning in New York City in the summer of 2015. I would run home from my job in Manhattan over the Manhattan Bridge to my apartment in Brooklyn, which was about 7 miles. Run commuting was only about 5 or ten minutes slower than taking the subway.

I saw a number of other run commuters with backpacks on the Manhattan bridge and talked with some of them.

# my run commute setup

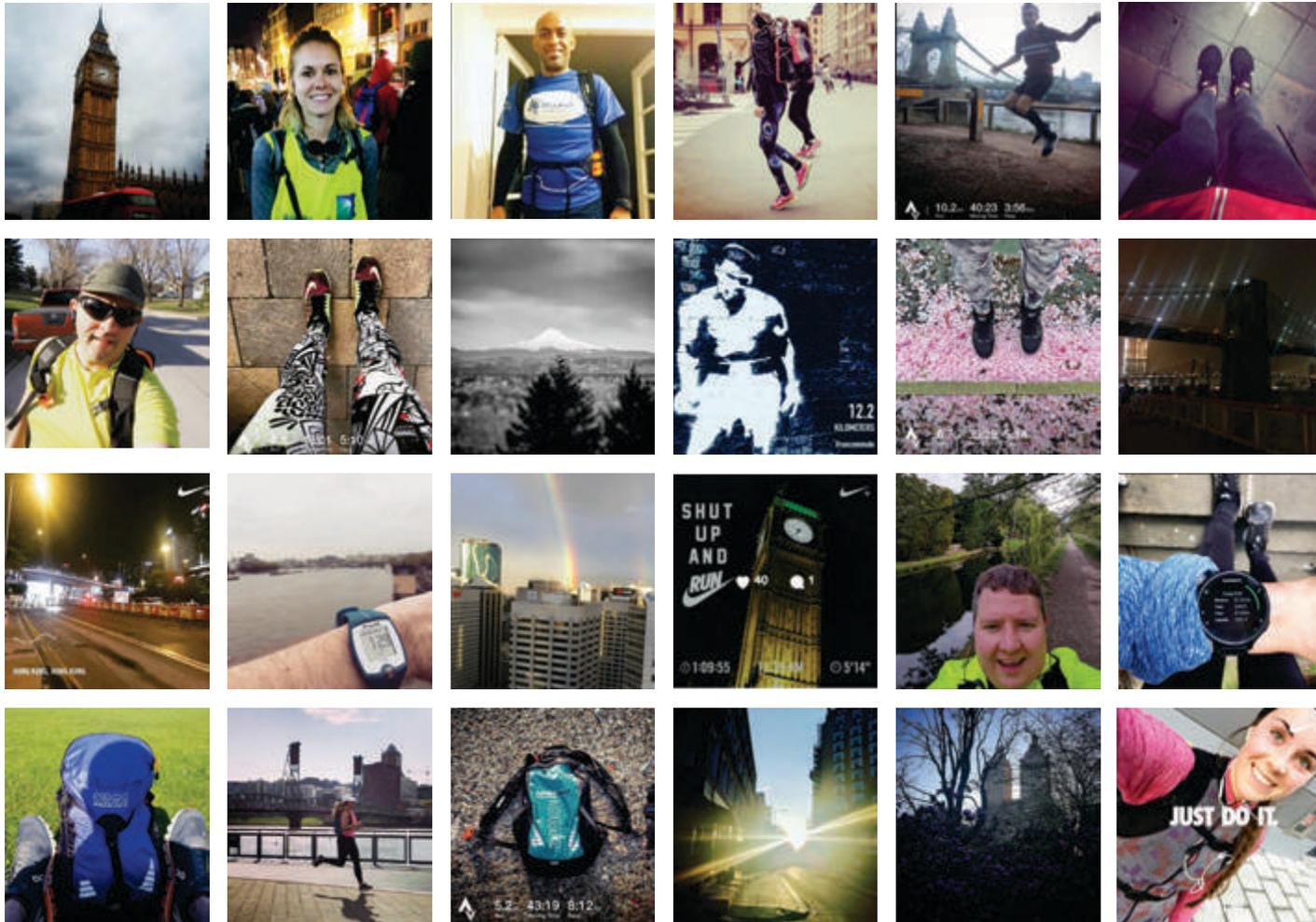
I did everything I could to avoid running with a backpack because I didn't own one that would have been good for running. I took the subway into work and ran home with the bare essentials, leaving my clothes at work to take home at the end of the week.



My run commute setup. No backpack!

# RESEARCH

# run commuting is a growing phenomenon



All of these images were posted on instagram with the hashtag #runcommute. There are over 14,000 tagged posts.



rohank1974 [Follow](#)

21 likes · 2d

rohank1974 #TubeStrike? No stress, not this morning at 6am anyway! #BusinessAsUsual #RunCommute #ukrunchat 🇬🇧  
gildedglobe!td 🙌

👍 Add a comment... 🗨



the.Jarns London Liverpool St... [Follow](#)

79 likes · 18h

the.Jarns // Run Commute // what tube strike?! Stuck it to TFL (and those who say hi-vis is not super chic) with a run-overground-run combo and 10 miles in the bag. 🙌🙌🙌

hellofitvic Nice one! That's a whole lotta miles around a working day! 🙌🙌

ldn\_fit\_ @the.Jarns definitely the best choice - I walked past loads of bus stops and everyone there looked furious!

the.Jarns #running #runcommute #commuting #tfl #tubestrike #outside #fitness

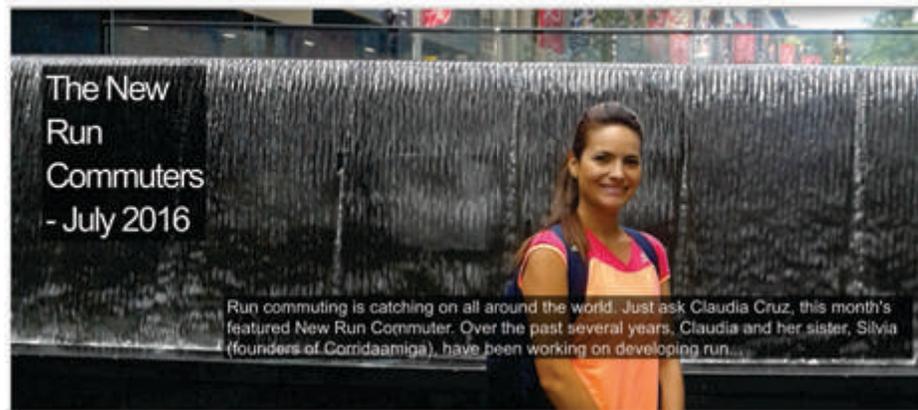
the.Jarns @hellofitvic yeh I'm thinking of doing as a weekly thing now!

the.Jarns @ldn\_fit\_ omg tell me about it squibbvic! So wish I lived close enough to work to run in! Sod the tube strike!

ahhealthiermoo Rocking the hi-vis! 🙌

👍 Add a comment... 🗨

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Is THIS the best run commuting



**The New Run Commuters - December 2016**

Emphasizing TRC's global reach, this month's featured runcommuter is James Moore, from London, England. Like our profiled runcommuter from



**Review: SunWarrior Sol Good Protein Bars**

We're big fans of SunWarrior here at The Run Commuter, so we were excited when they sent us a sample from their new line of products - Sol Good Protein Bars. I tested them out

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### Run Commuters Tweet

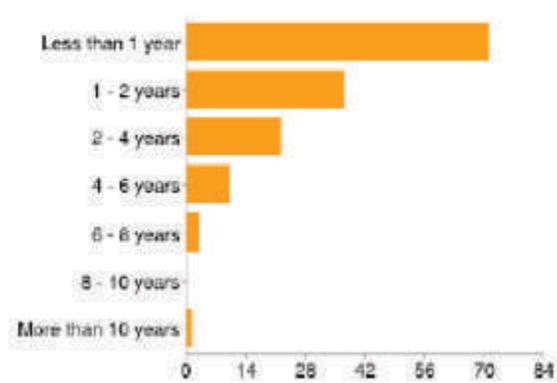
#### #runcommute

**BJ Smith** @BJSmithStrategy  
Just completed my first #runcommute. Why didn't I start

# **SURVEY RESULTS**

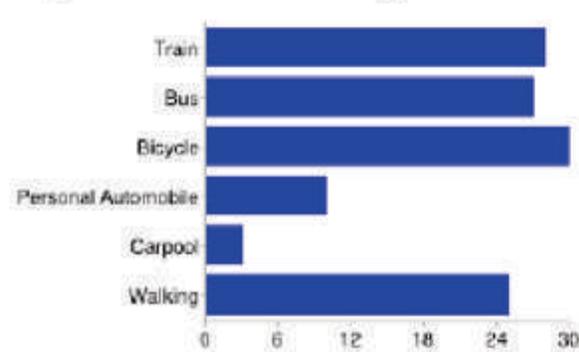
Data from an online 2014 survey conducted by Josh Woiderski of [theruncommuter.com](http://theruncommuter.com).

**How long have you been a run commuter?**



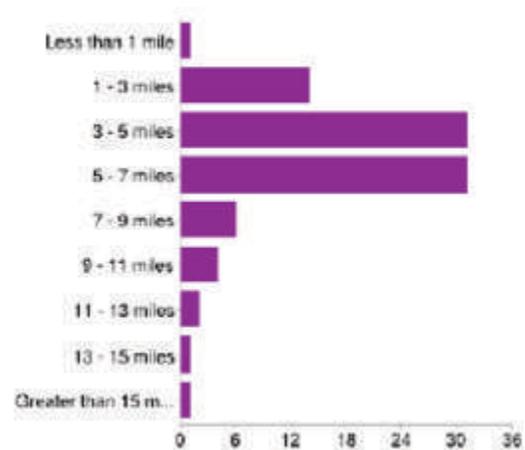
Less than 1 year	71	49%
1 - 2 years	37	26%
2 - 4 years	22	15%
4 - 6 years	10	7%
6 - 8 years	3	2%
8 - 10 years	0	0%
More than 10 years	1	1%

**Do you combine run commuting with other forms of transportation? If so, which one(s)?**



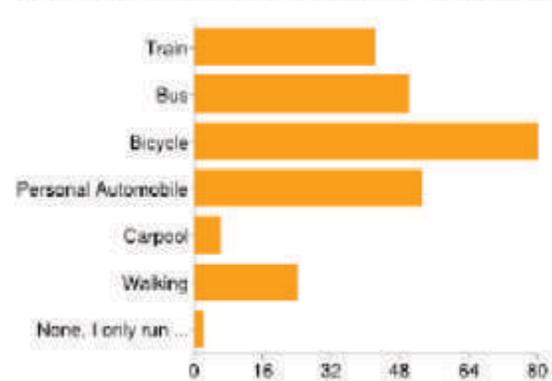
Train	28	19%
Bus	27	19%
Bicycle	30	21%
Personal Automobile	10	7%
Carpool	3	2%
Walking	25	17%

**How far is your current one-way run commute?**



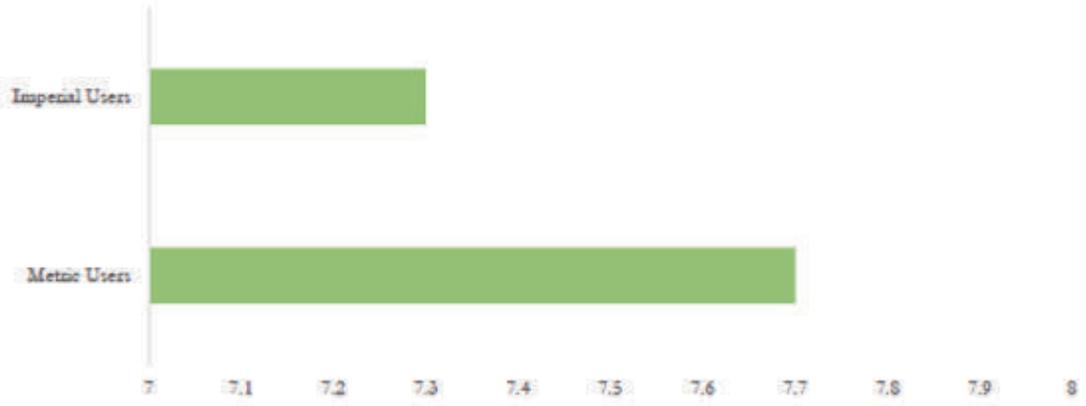
Less than 1 mile	1	1%
1 - 3 miles	14	10%
3 - 5 miles	31	21%
5 - 7 miles	31	21%
7 - 9 miles	6	4%
9 - 11 miles	4	3%
11 - 13 miles	2	1%
13 - 15 miles	1	1%
Greater than 15 miles	1	1%

**When not run commuting, which form(s) of transportation do you use to get to and from work?**

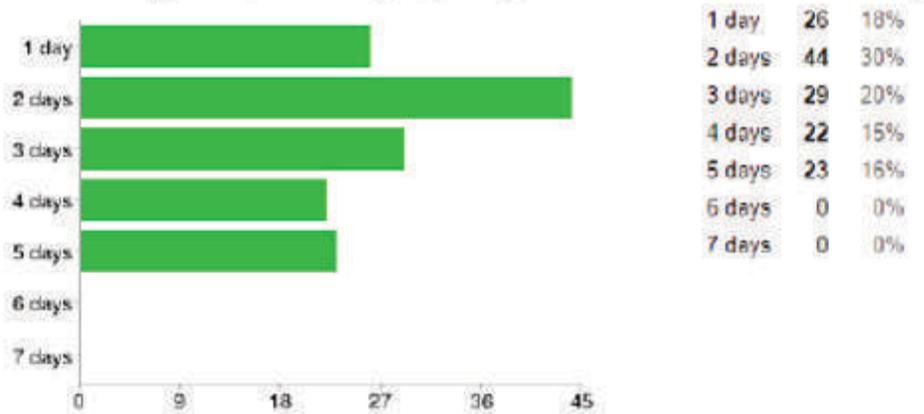


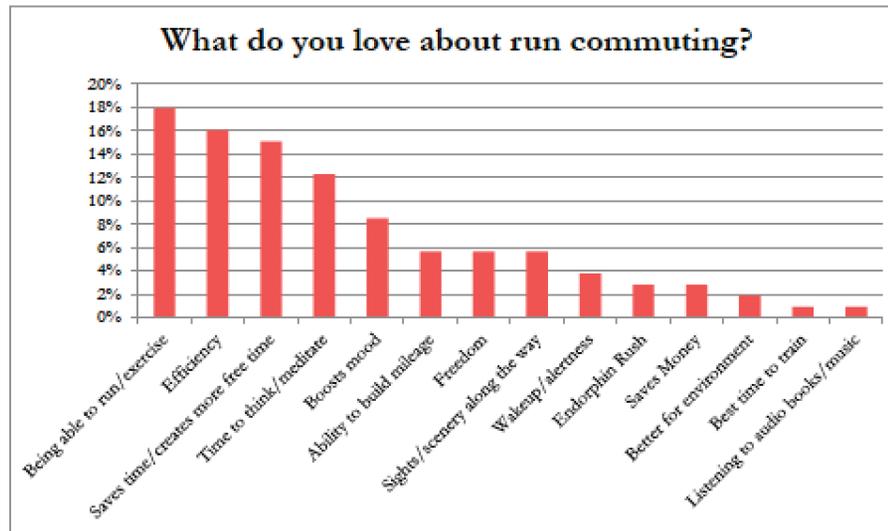
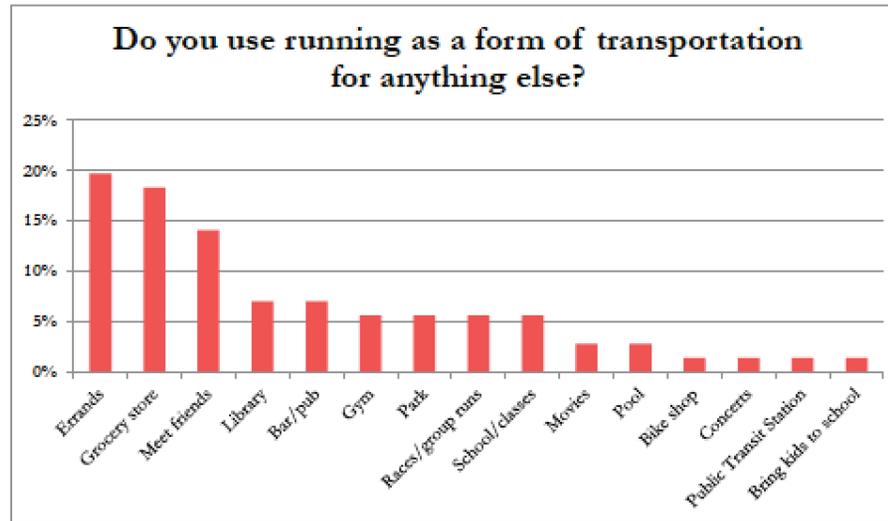
Train	42	29%
Bus	50	34%
Bicycle	80	55%
Personal Automobile	53	37%
Carpool	6	4%
Walking	24	17%
None, I only run commute	2	1%

### Distance to Work (Miles)

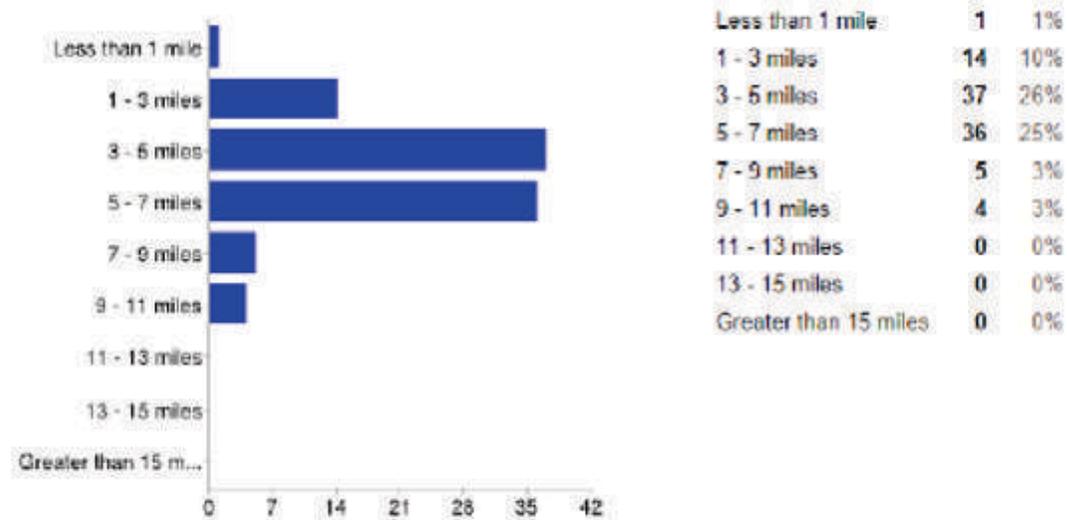


### In the average week, how many days do you run commute at least one way?

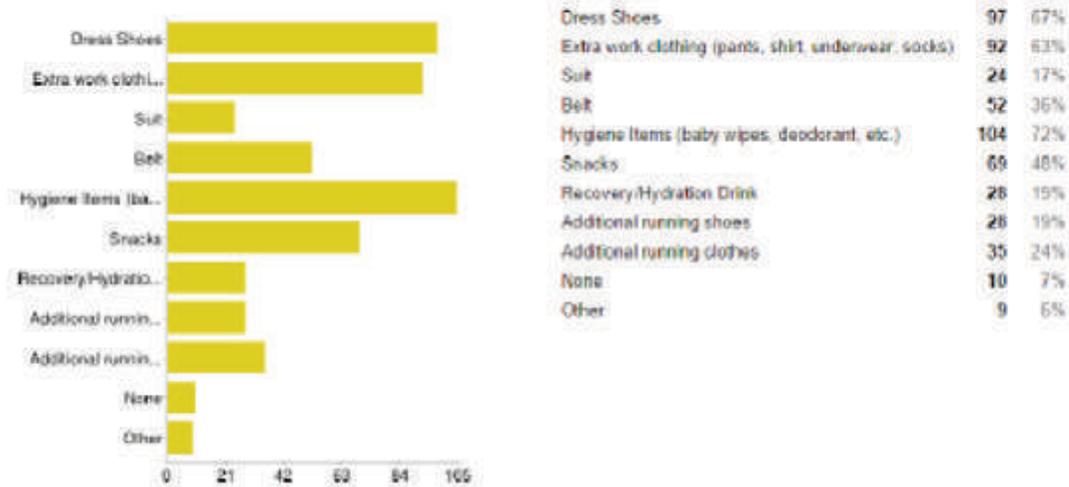




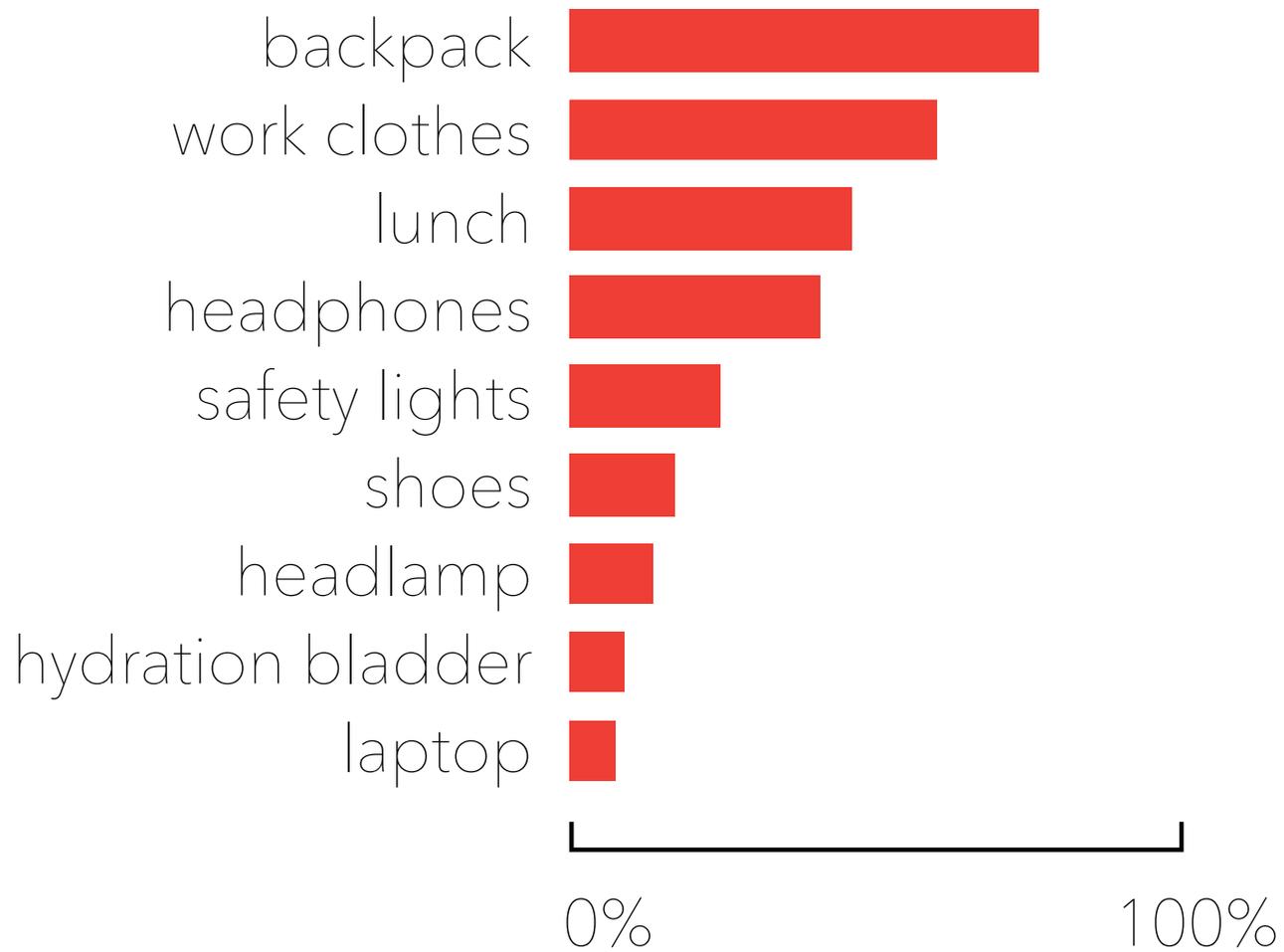
**How far is your IDEAL one-way run commute?**



**Which of these items do you keep now, or have you kept in the past, at your office due to the fact that you run commute?**



**What run commuters carry:**





# **GEAR BENCHMARKING**

# hiking packs

- key features-
- chest strap
- load compression
- lightweight
- breathable
- rain protection
- laptop sleeve
- clothes org/wrinkle prevention
- safety, visibility



# clean up

- bathe
  - shower
  - sponge bath
- deodorize
- clean/dry gear
  - hanging space
- store gear/work clothing
- works shoes
- spare clothes
- food



# waist belts





**inspiration**



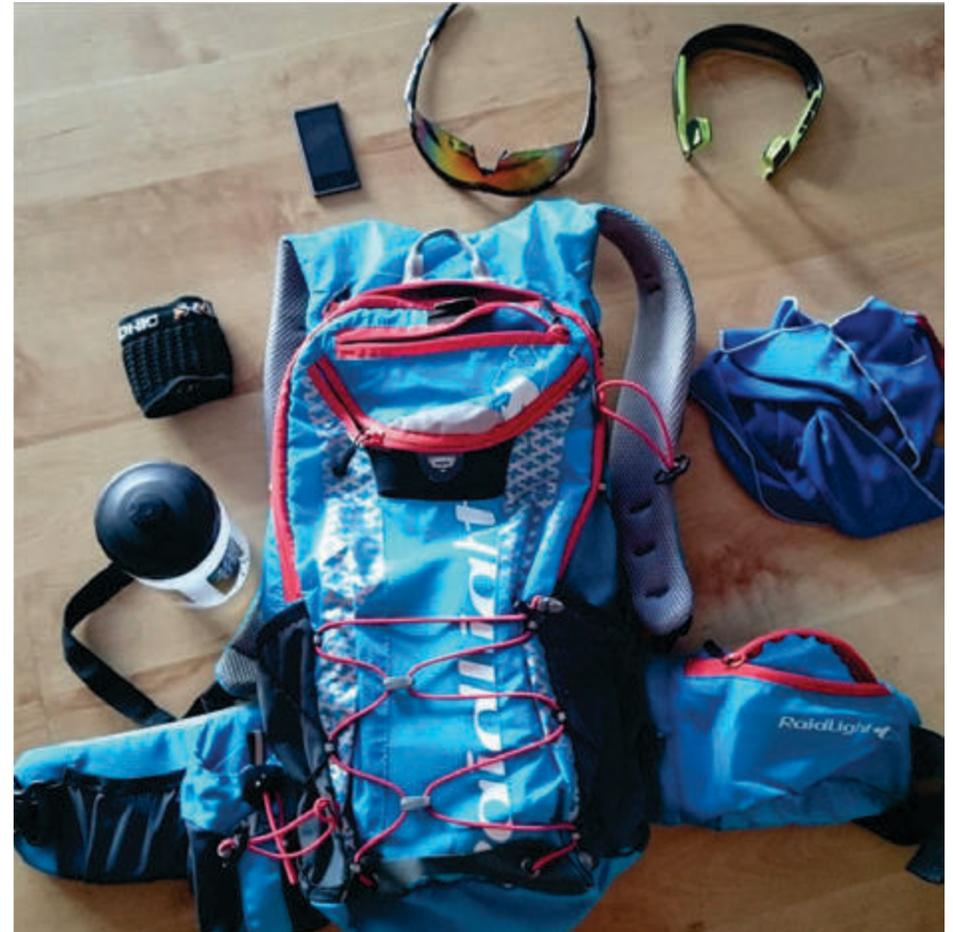
# train running vests



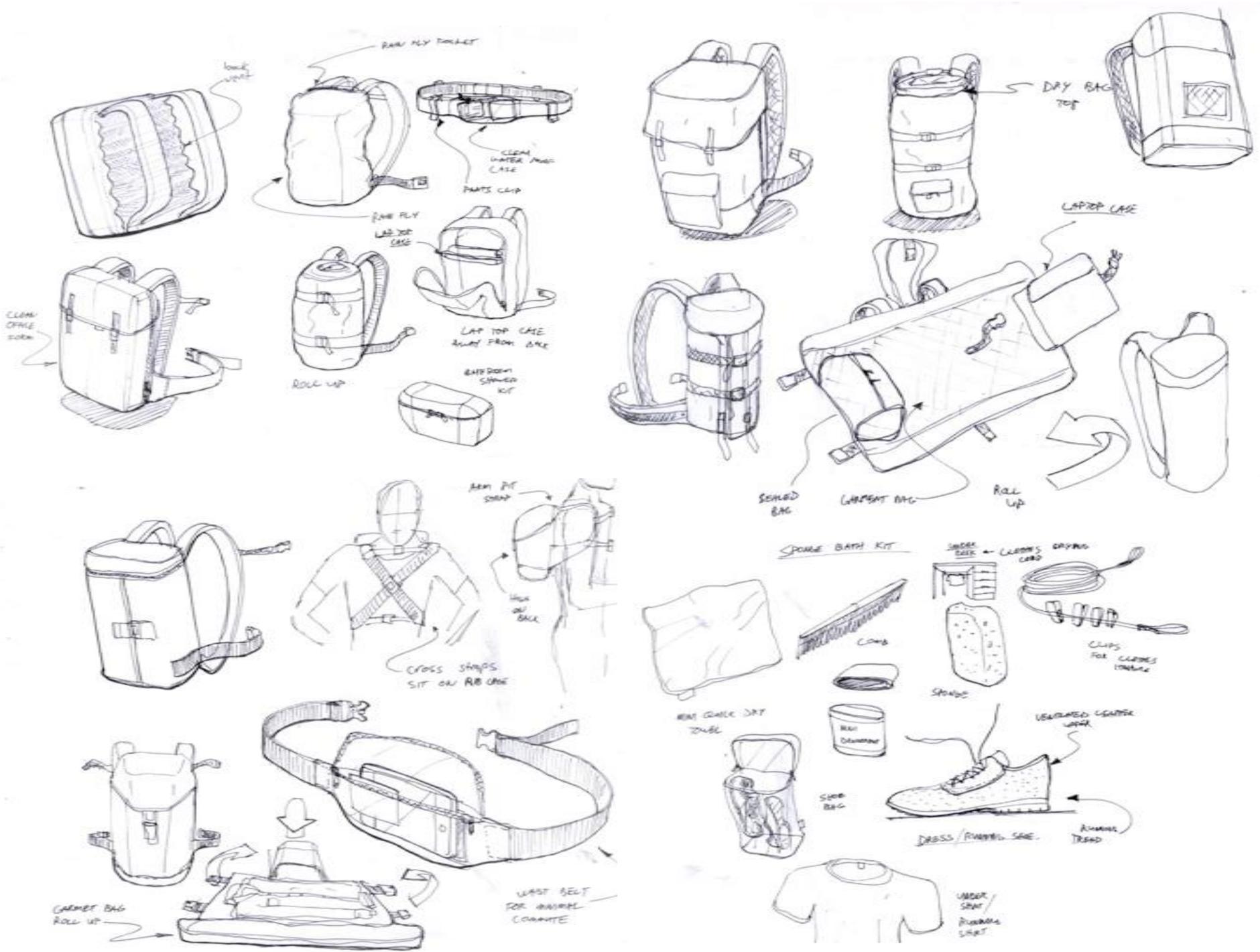


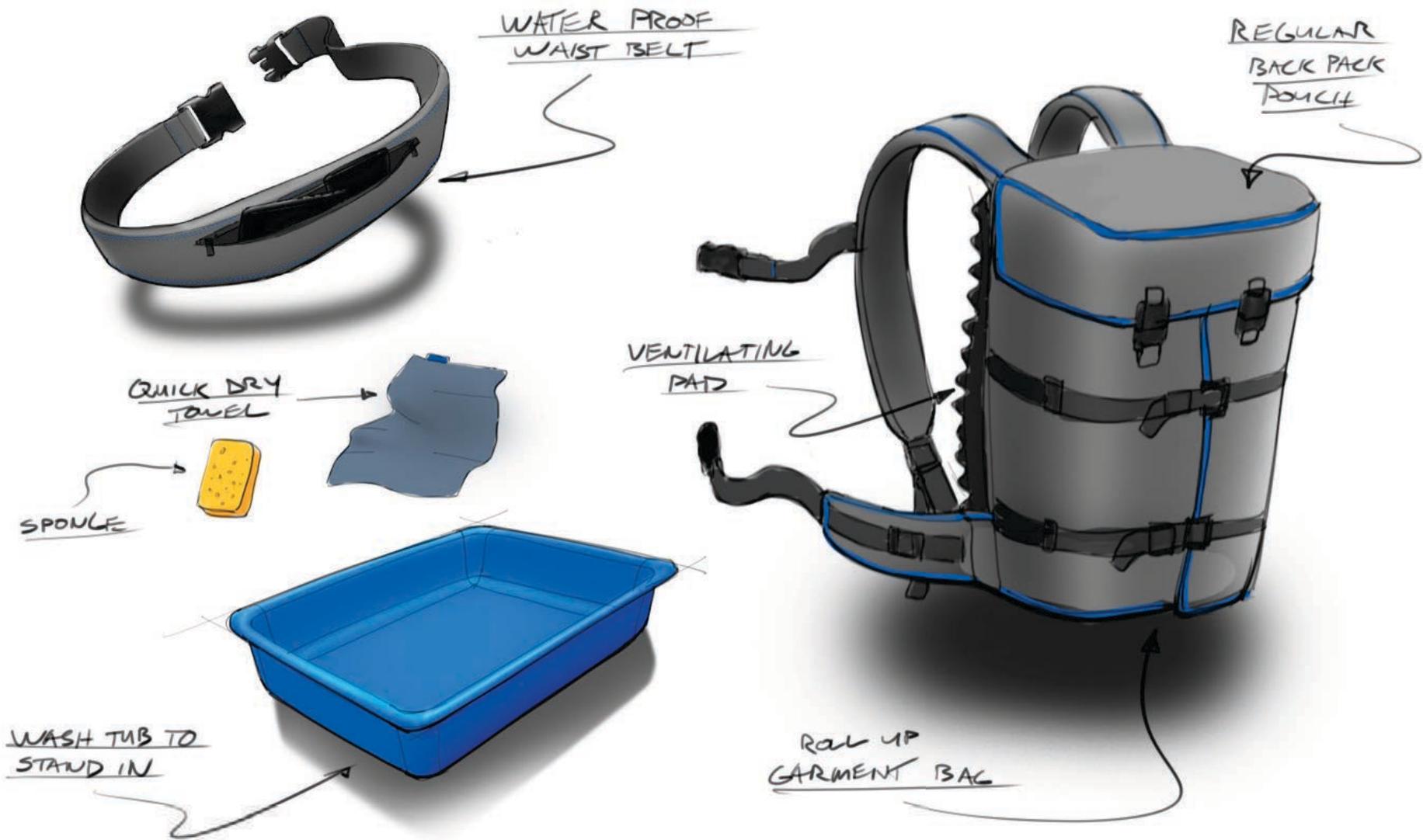
# insights

- no back pack is optimized for run commuting
  - bounce reduction
  - water resistance
  - more stylish, urban look
  - wrinkle prevention for clothes carrying
- bathing without a shower is very awkward
  - water gets everywhere
  - privacy



# **PRELIMINARY IDEATION**





# school commuting?



# laundry service?





# SHOWER CONCEPT\*

\*I worked on the concept of a urban shower kiosk but ultimately decided not to develop a finished design because after a number of critiques and brainstorm sessions it seemed like the concept would not be particularly practical or realistic and my time would be better spent further developing the backpack and it's accessories.

# shower solutions



**temporary office  
bathroom installation**



**street kiosk**

# street kiosks



# Lava mae

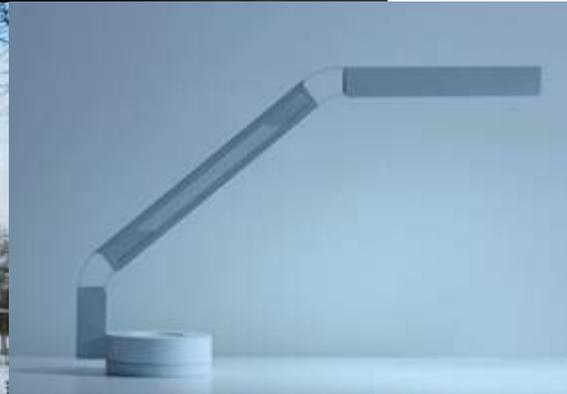
**“Delivering radical hospitality - an unexpected level of care - to people moving through homelessness restores dignity, rekindles optimism, and fuels a sense of opportunity.”**



# shower requirements

changing area  
shower area  
toilet?  
privacy  
window illumination  
solar panel  
bike locker  
clothing/towel lockers  
sink?  
compact footprint  
vandalism resistant  
modular/scalable?

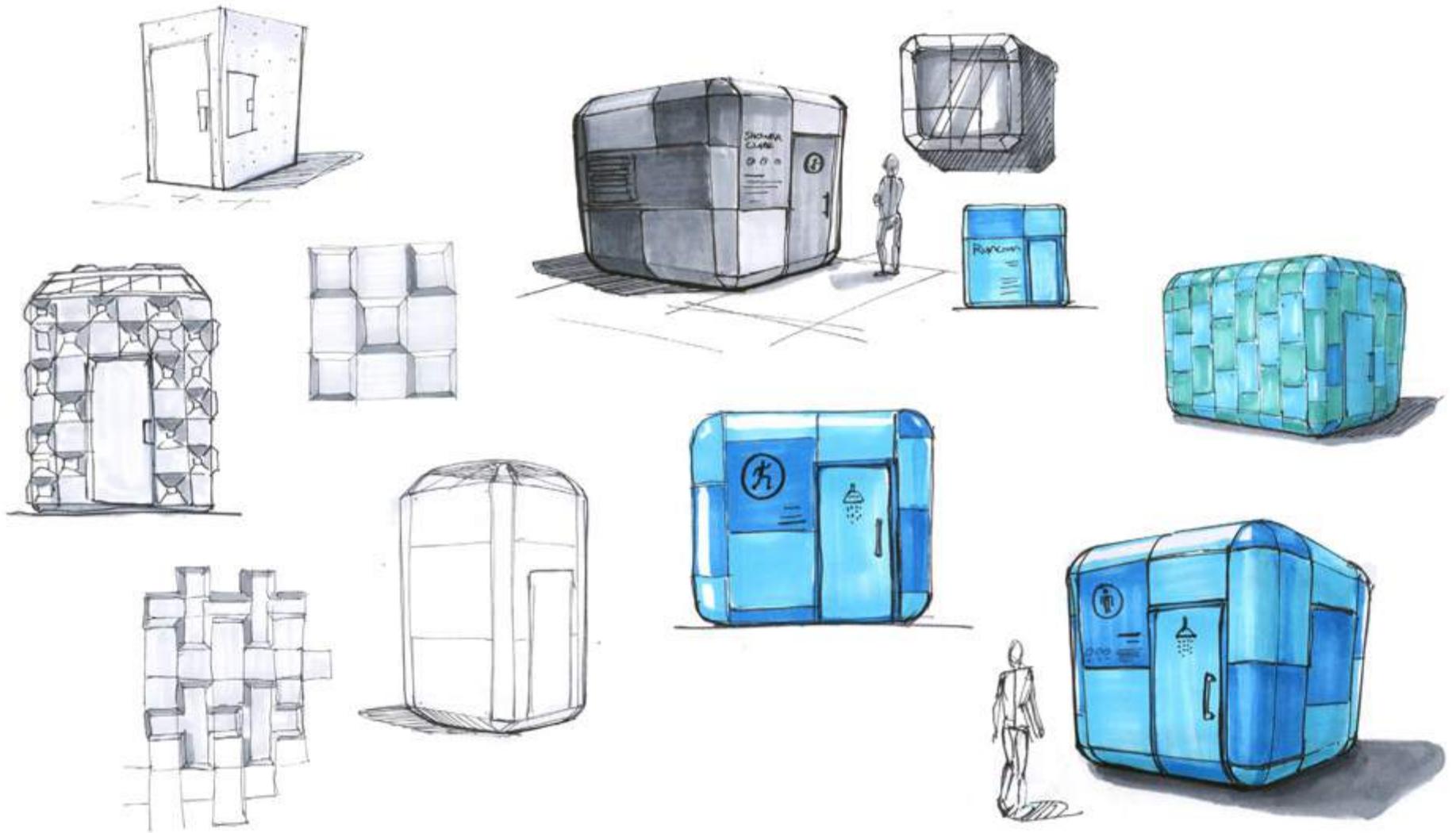
# modern geometric





# international style pod







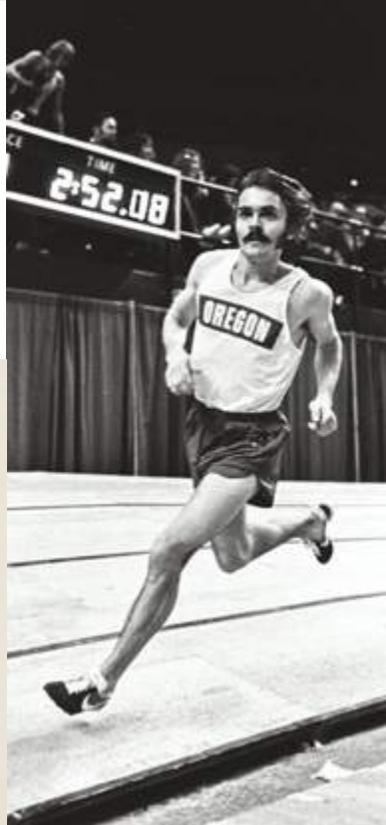
**DESIGN**

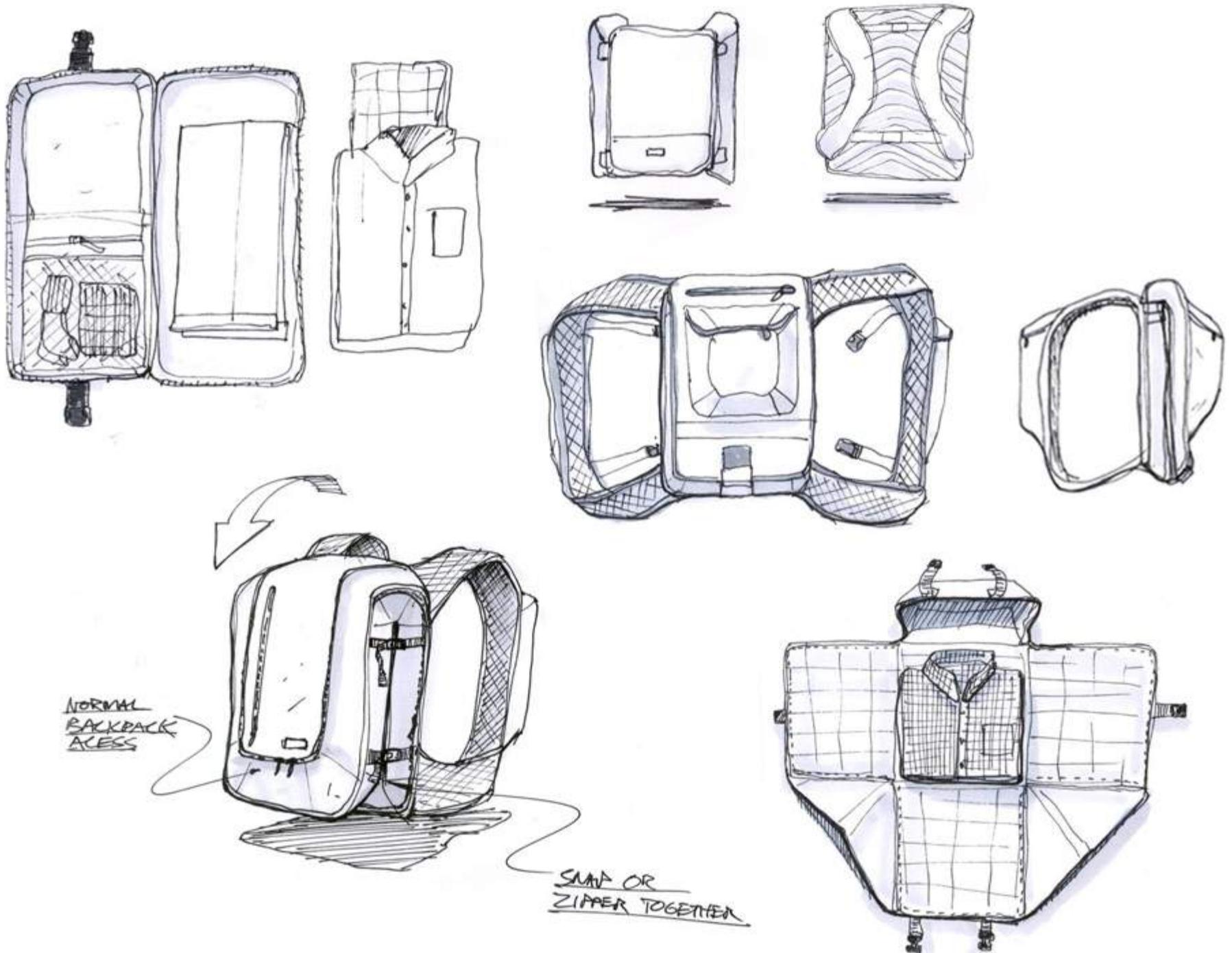
# load configuration testing

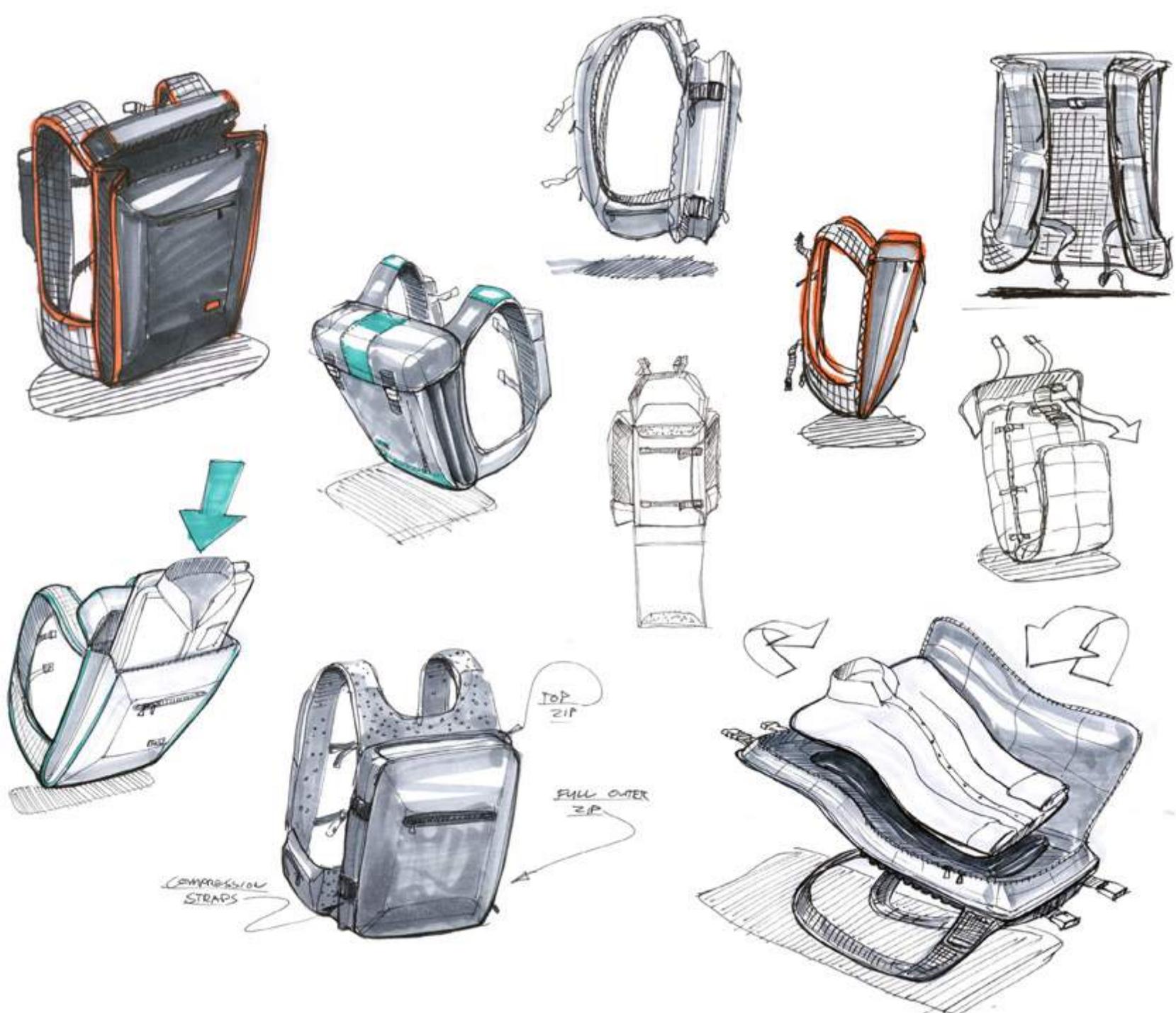




visual ID vibe: track heritage/urban utility







## 3/4 zip with compression straps



## 3/4 zip with half-fold



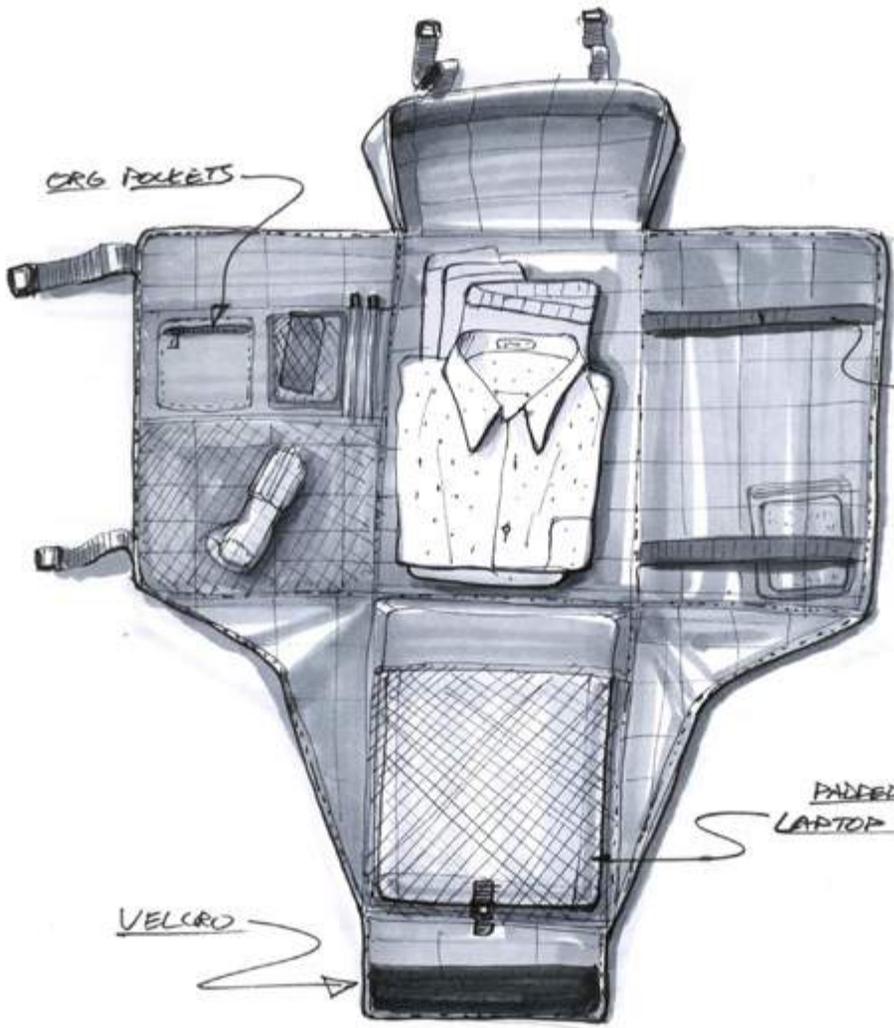
# flat fold



## user feedback





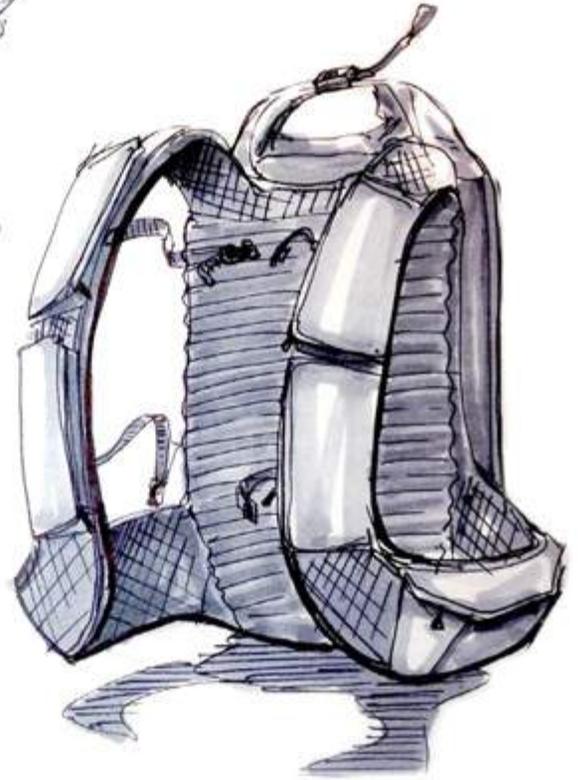
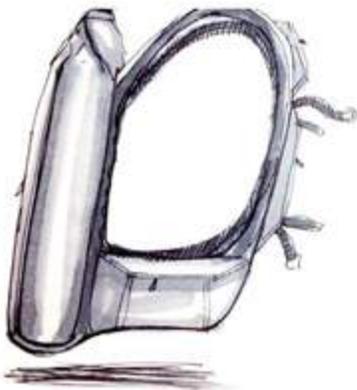


ORG POCKETS

SH

PADDED  
LAPTOP POUCH

VELCRO



# Prototype 1.0





# Prototype 1.2

1. Layout gear



2. Fold flaps and buckle compression straps



3. Fold center flap



4. Roll top and buckle





# USER TESTING

**Harvey Lewis - Ultra Runner**  
@harveylewisultrarunner

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**Harvey Lewis - Ultra Runner**  
20 February at 21:58

Will you be running with Harvey this year?  
Here is his complete list of races and adventures for 2017.  
They include 17 races - 6 of them ultras, 7 marathons, 1 race representing the USA, 1 race in a backyard, 1 race with a dog and trips to 4 foreign countries.  
The fun is just getting started....thanks for following along! ... [See more](#)

**Harvey's 2017 List of Races and Adventures**

- 1) Surf City Marathon, 9/5/17, Clifbar Pace Team 3:15
- 4) Worn Up Columbus 10k, 2/18/17, Run with Kelly, Fox Run Cleveland, 2/12/17 - open invite for free country run
- 5) LA Marathon, 3/28/17, Clifbar Pace Team 3:45
- Exploring South, week of 3/22
- 6) Flying Pig Marathon, 5/1/17
- 7) Ogden Marathon, 5/20/17 Clifbar Pace Team 3:25
- Runquest Travel Portugal 8/21-8/24

Welcome to the official Facebook page of Harvey Lewis, ultra runner and athlete.

4,612 Likes  
Harvey Lewis likes this

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[Message Now](#)

[www.runquesttravel.com/](http://www.runquesttravel.com/)

[Athlete](#)

Visitor Posts

**Michael Bighaud**  
5 February at 17:03

harvey, thanks for pacing man. I ran with you in 2014 at the LA mar... [See more](#)





# Harvey



**“It sits too high on the back. It needs to be about an inch and a half lower to avoid back strain.”**

Harvey and Shelly had a lot of trouble loading and buckling the pack correctly. Not intuitive.

Harvey also carried much more in his pack than I thought a run commuter would carry so I realized I need to add more cargo space

# Matt



Matt figured everything out quickly except the roll top and really liked the fold up concept. He said he would prefer it to a normal pack.



**"I like how I can layout everything I'm packing and position it so it fits well against my back. I feel like I won't forget anything."**

# Jim



"Dude i love this fold up garment style concept. I will follow up with a couple of concerns and pictures of what i have now. I like where your head is at on this."

**Josh**



**"Neat design! I really like the overall concept. ."**



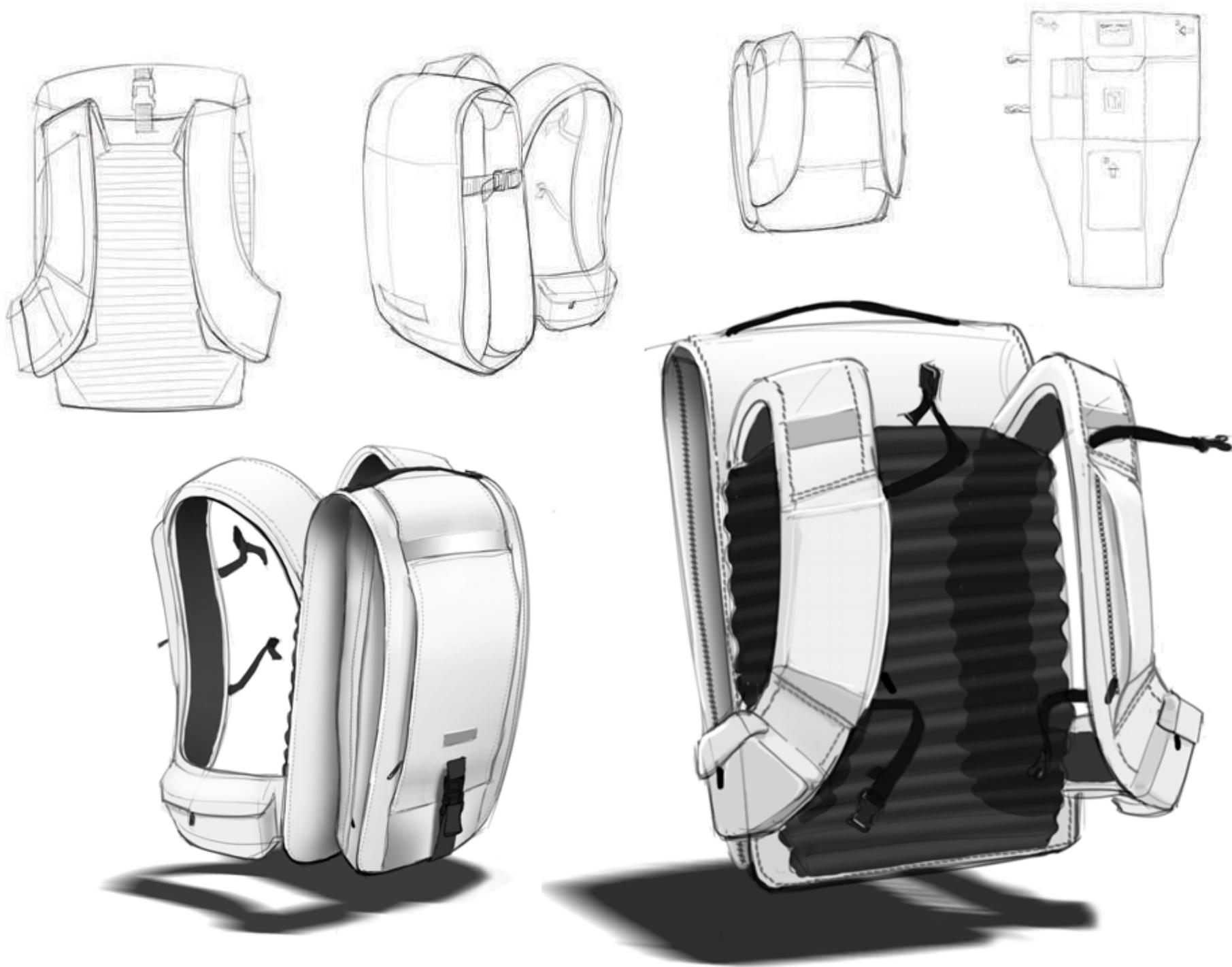
# DESIGN RESOLUTION

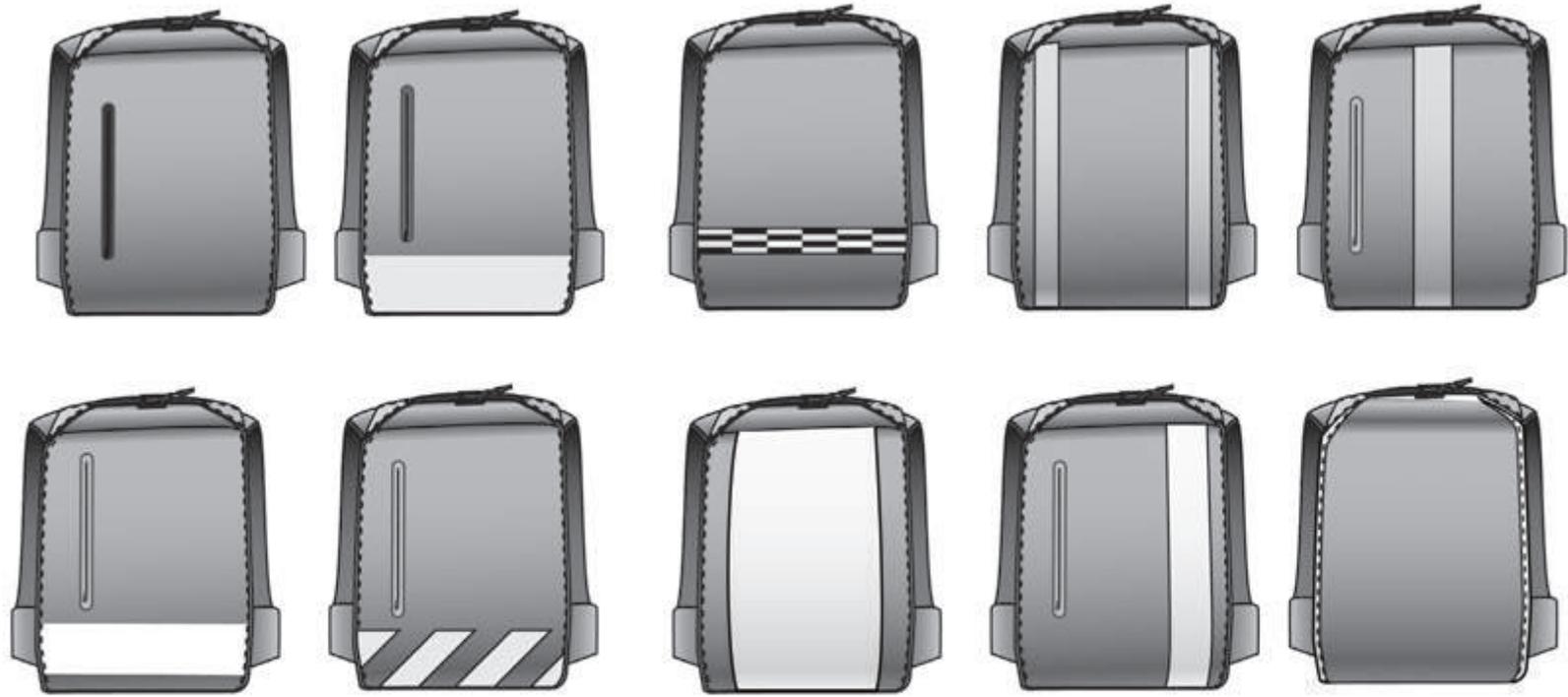
# Prototype 2.0



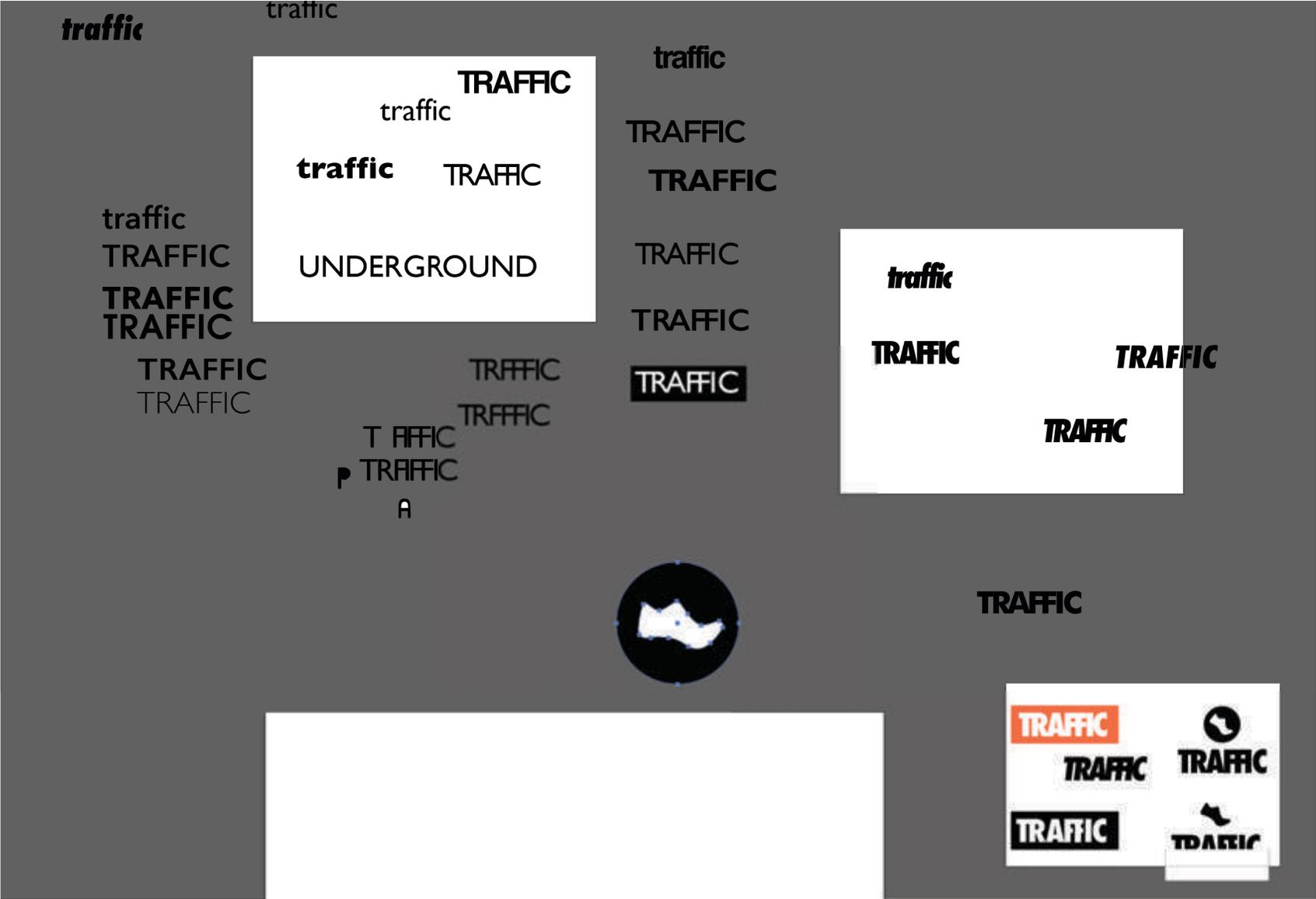








# Branding and graphic design

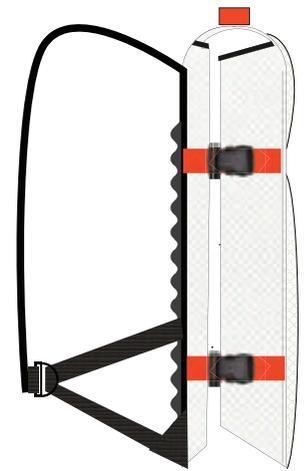
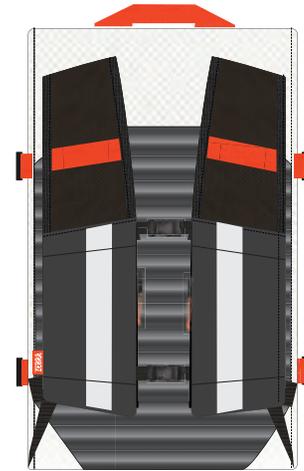


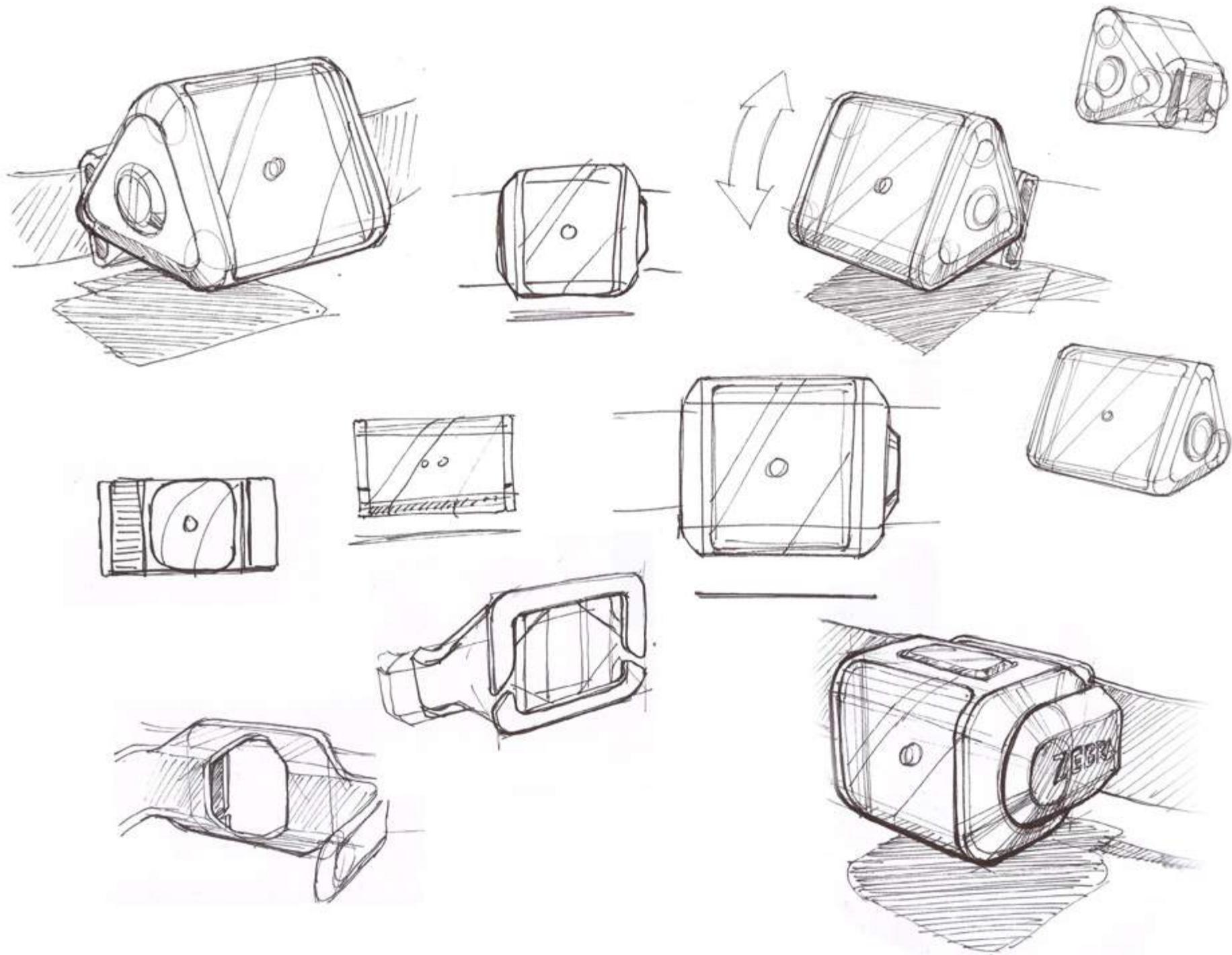






3.5 in











# FABRICATION











