

WORKPLACE ORGNIZER

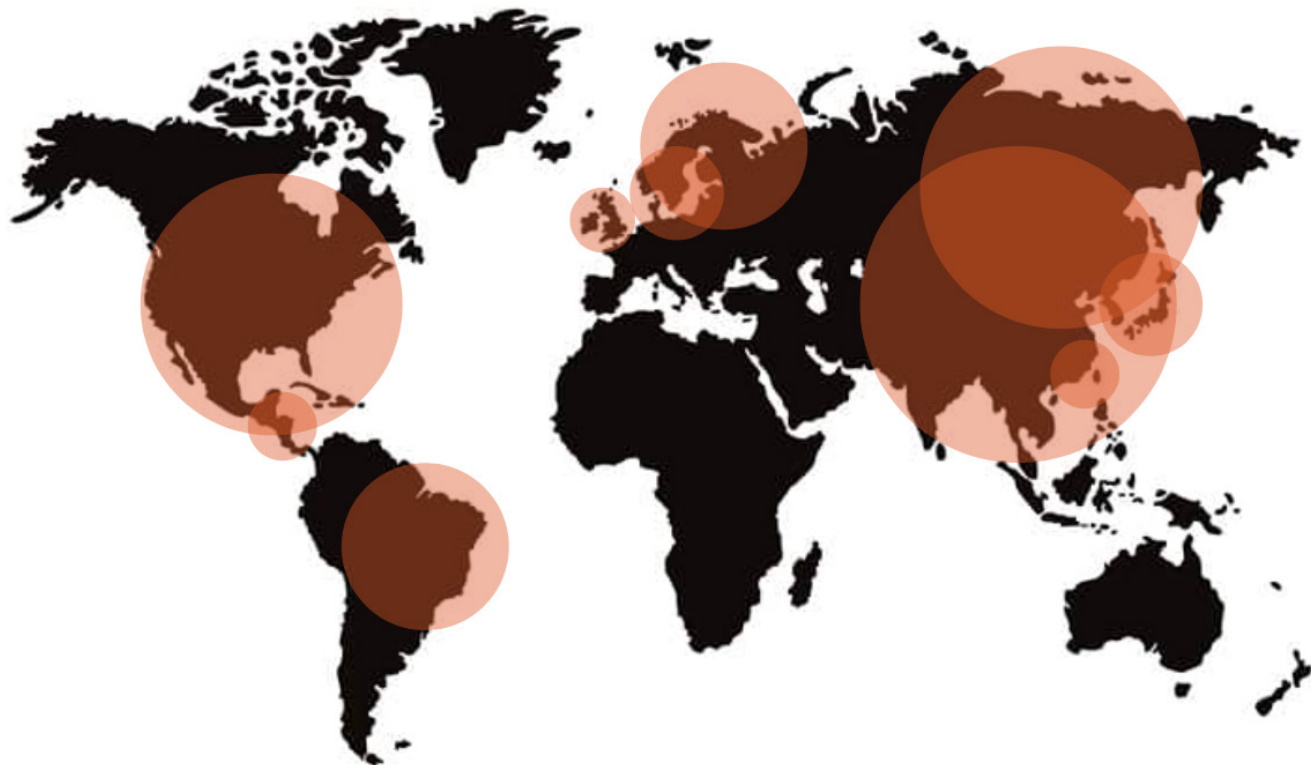
A user-friendly and efficient desktop office supplies organizer solution.

INTRODUCTION

As more and more desktop office supplies appear on the market, people can buy a variety of products for use and decoration, such as stationery and creativity tools. However, too many things will cause your desktop to be cluttered, affect the appearance, and greatly affect work efficiency. People need to spend a lot of time organizing and storing.

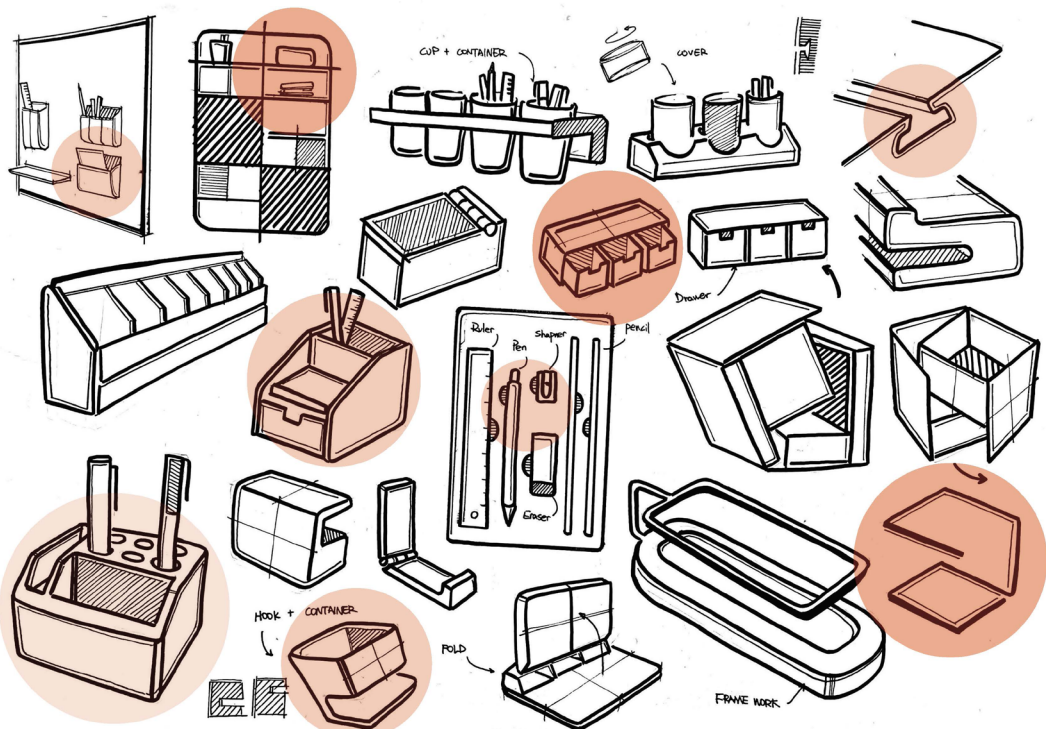
So a good desktop storage system is particularly important. The overall sales of desktop storage related products have maintained growth in the past three years.

GLOBAL MARKET

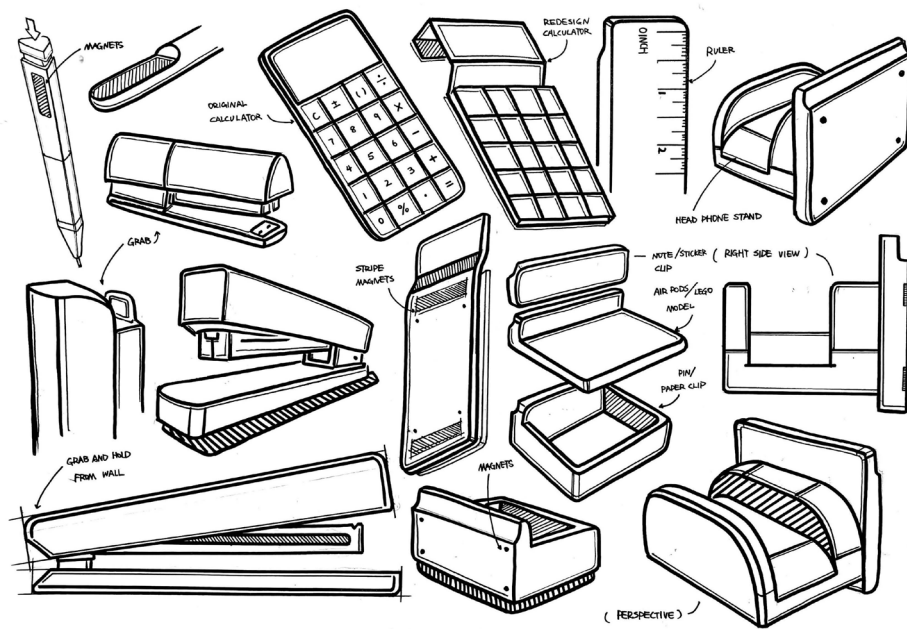
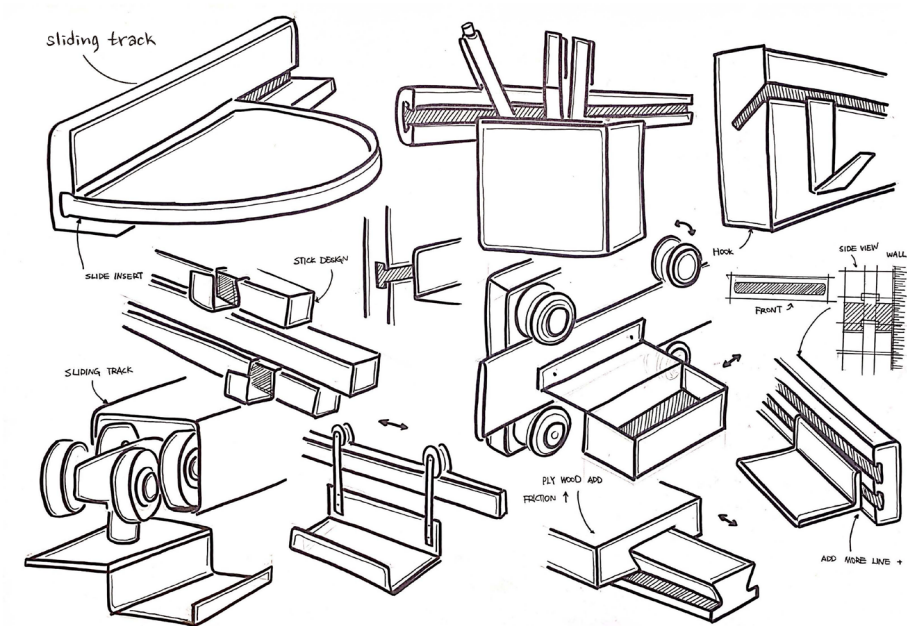
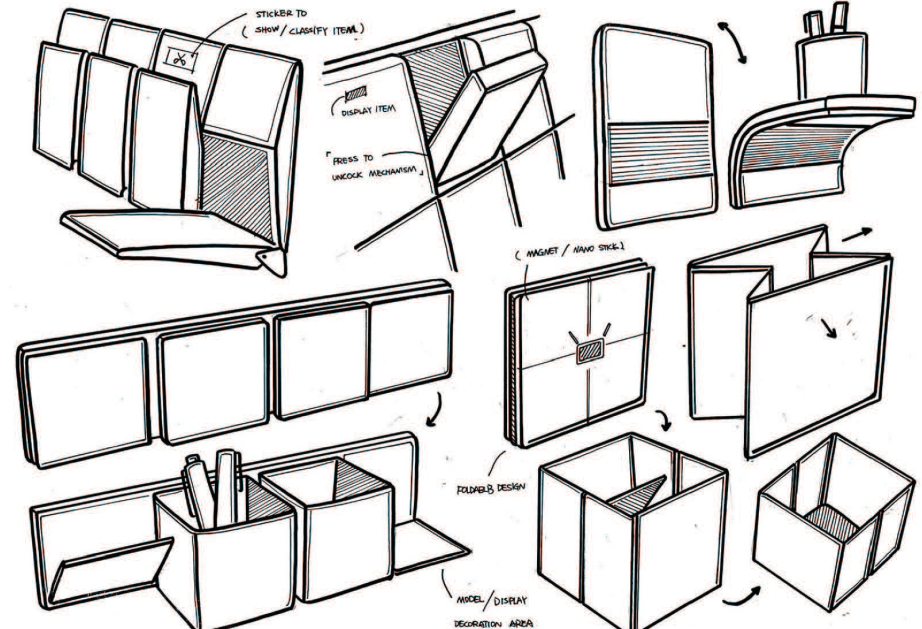
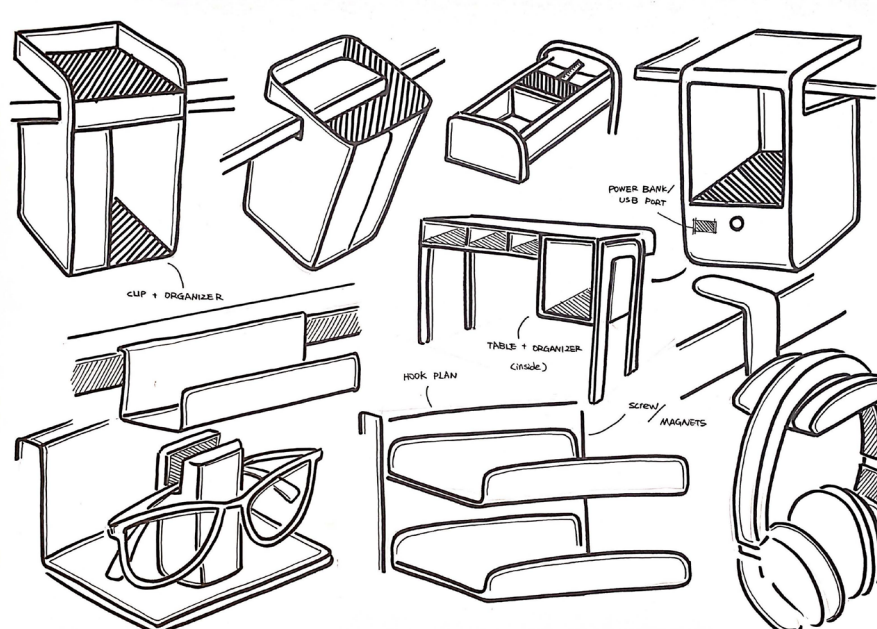
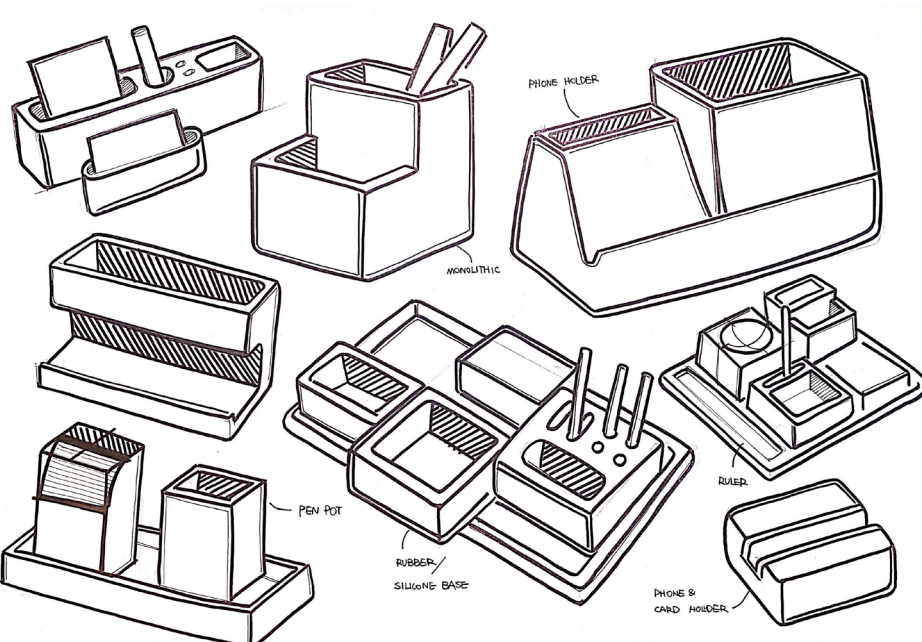
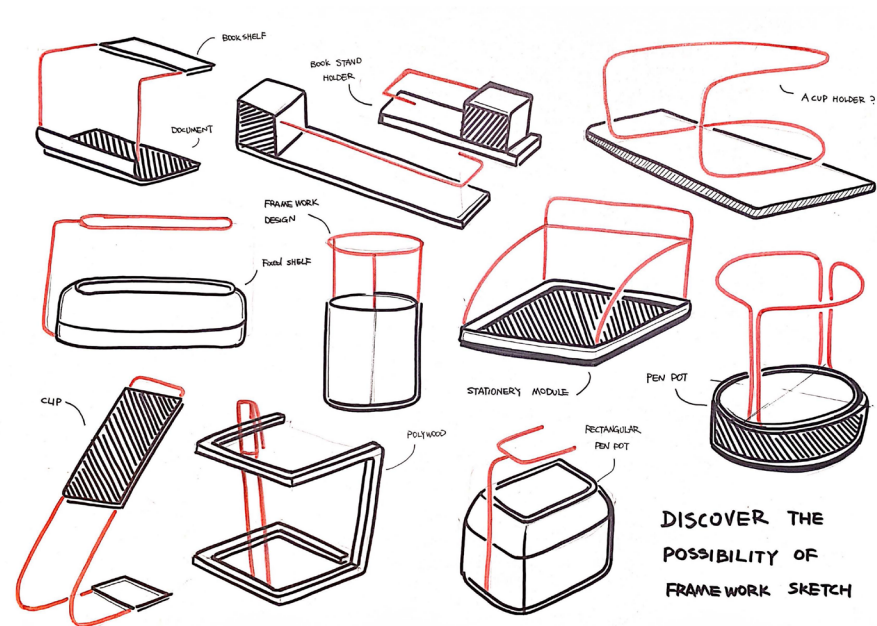


The desktop organization and storage market covers the world: US, Canada, Germany, France, UK, Italy, Russia, China, Japan, South Korea, Taiwan, Southeast Asia and Brazil.

THUMBNAILING



CONCEPT IDEAS AND SKETCHES



41% of people believe that a tidy and organized workspace is key to enhancing productivity. (*Workplace Organization Survey*)

41%

40%

2 in 5 admit that a messy desk directly affects their performance. (*Workplace Organization Survey*)

Using the correct organizational tools can improve time management by 38%. Home storage products have become a \$4.36 billion industry. (Simply Productive)

4.36 bn

2.84 bn

In 2019, UK households purchased more than **2.84 billion** British pounds worth of stationery and drawing materials. (Statista)

SCENARIOS AND PROBLEMS



“There are too many things on my desk and it’s messy”



"It takes too much time to
organize things on the table"



“It takes too much time to
organize things on the table”



"I hope the desktop items can be kept tidy and neat at the same time"

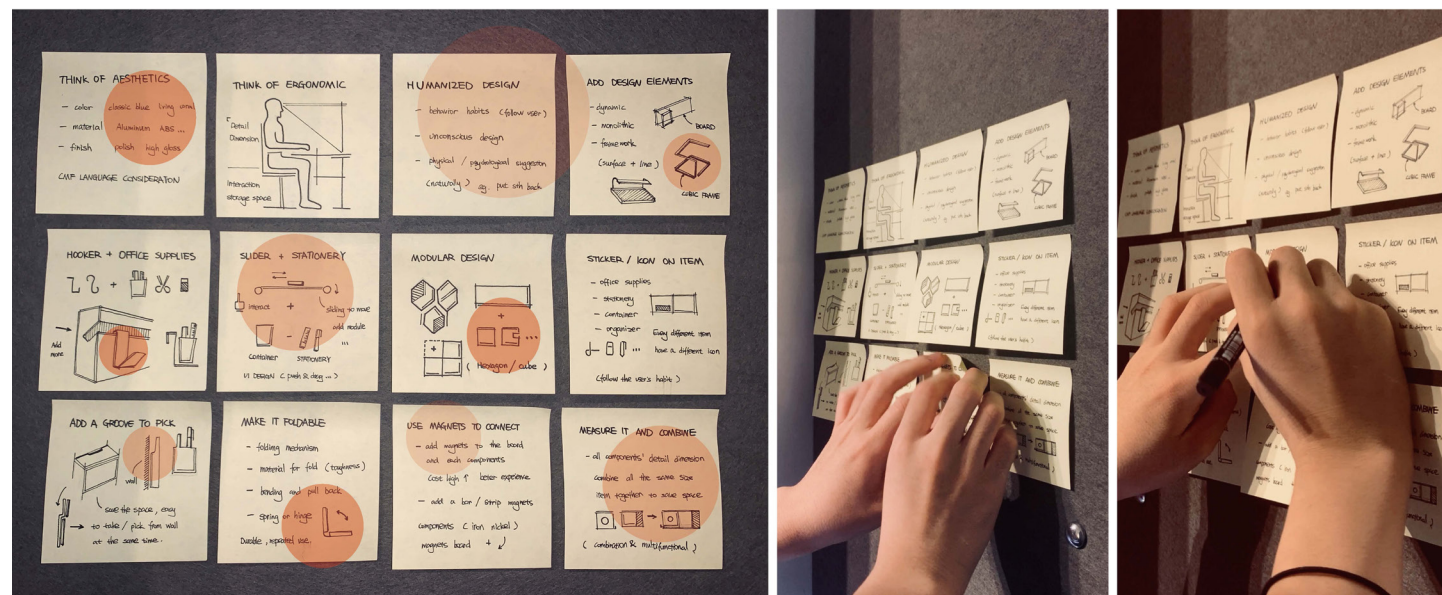


“There is paper on the desk, I can’t find the office supplies I need”



"Finding tools always disrupts my mind and prevents me from focusing"

IDEATION AND BRAINSTORMING



CONCEPT IDEAS AND SKETCHES