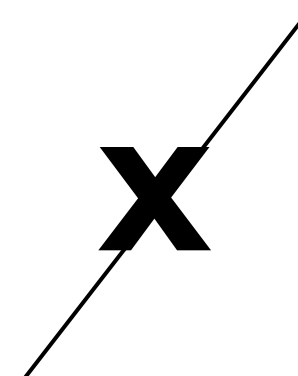


industrious '2025

Pure Mountain Fun | Industrial design Competition



IOWA STATE UNIVERSITY
Department of Industrial Design



Team: Prompt 1 Group 4



Sam Dattalo



Thor Larson



Brandon Gerrans



Gaven Dauplaise



Rocio Melendez Perez



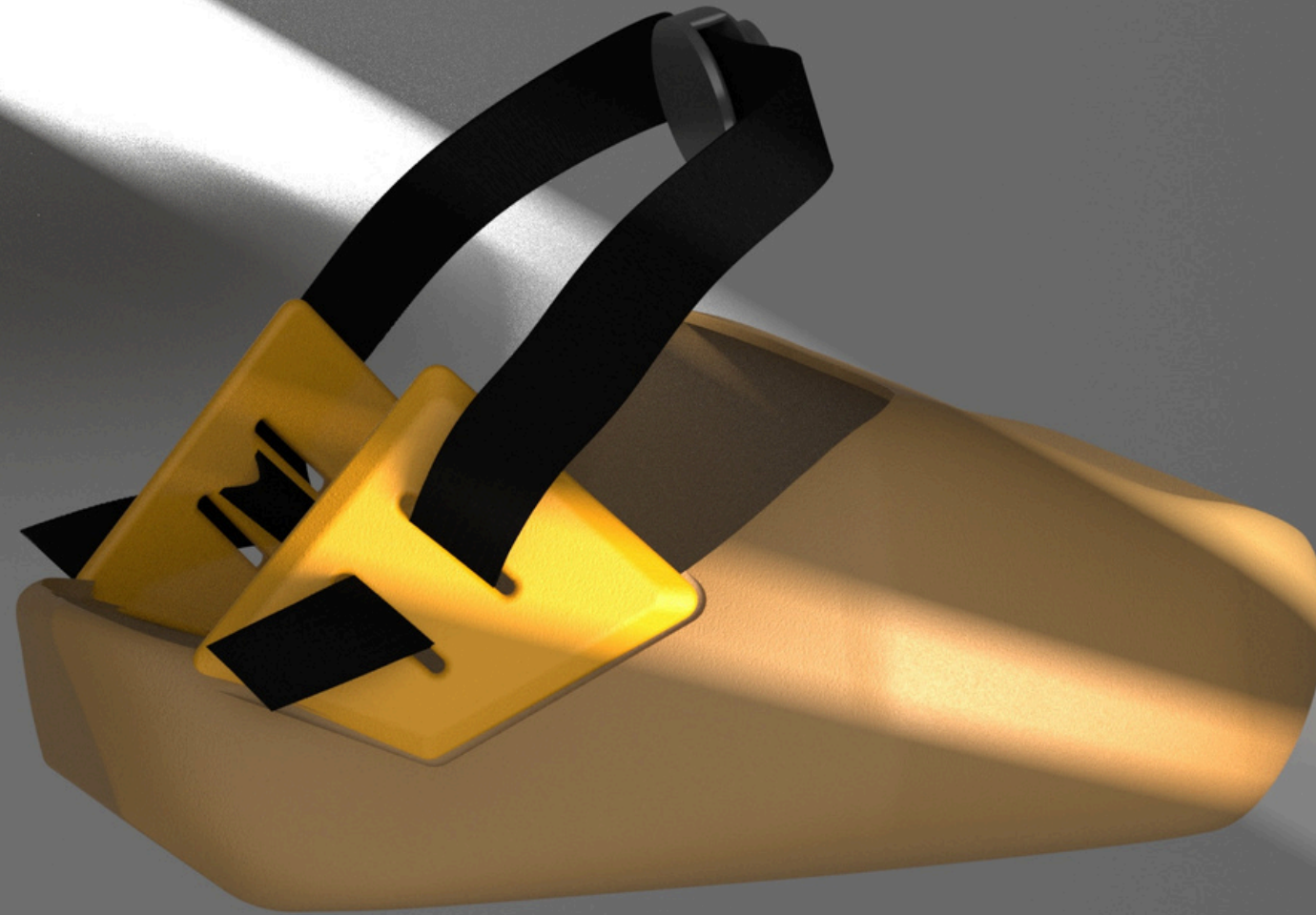
Anahad Sharma



Ben Trost

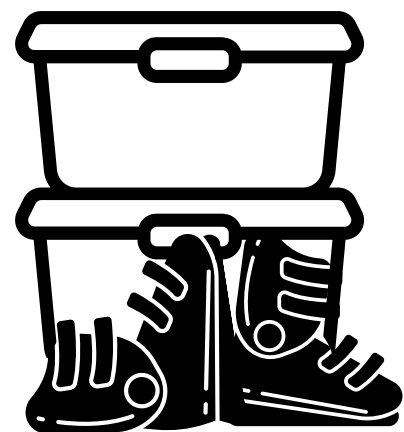


Hope Whittington



Project Statement

What



A boot carrier and organizer for the back of the car

Why



Many skiers and snowboarders just throw their wet boots in the back of their cars for them just to clunk around and even damage other gear while driving

When



This product is used in the unloading and organizing process, transportation, and dealing with wet gear through drainage channels

How



Through our simple and effective design, we fit into the Pure Mountain Fun ecosystem.

Where



Cars, SUVs and other transportation vehicles used by families going to ski

Who



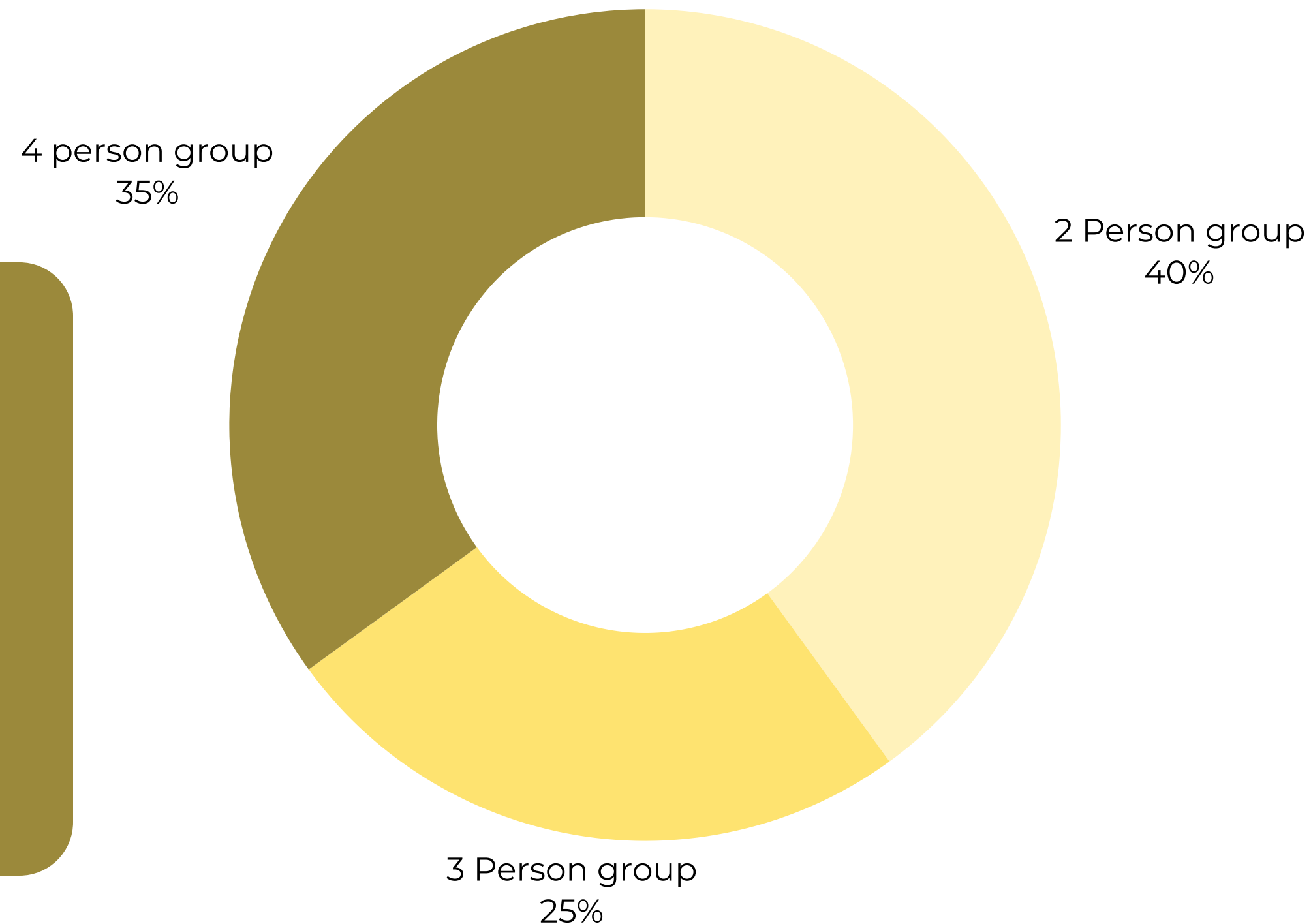
We designed for everyone who skis, snowboards, or has any type of foot gear that needs organizing.

Market Fit

Primary Issue: Most boot storage solutions are integrated with other gear, and for a single user

This design bridges a major gap in the current gear storage market by offering a **practical, organized,** and **visually appealing** solution for couples, families, beginners, and seasoned skiers alike. Unlike bulky boot bags or the typical jumble of bins found in most car trunks, this product features a secure, portable, and **modular design** that simplifies packing and unloading for a variety of **family sizes**.

Ski party size average



Problem:

Families currently throw wet, muddy ski/snowboard boots into Rubbermaid bins or the back of an SUV. This leads to:

- Clutter and difficulty accessing gear.
- Wetness spreading to other items (jackets, bags, groceries).
- Stress in transition moments (early morning rush to slopes, tired kids at end of day).

Primary Issue: Most boot storage solutions are integrated with other gear, and for a single user



CMF Exploration



PANTONE®
18-1552 TCX
Lava Falls



PANTONE®
13-0640 TCX
Acacia



PANTONE®
15-1242 TCX
Muskmelon



PANTONE®
18-4835 TCX
Alexandrite

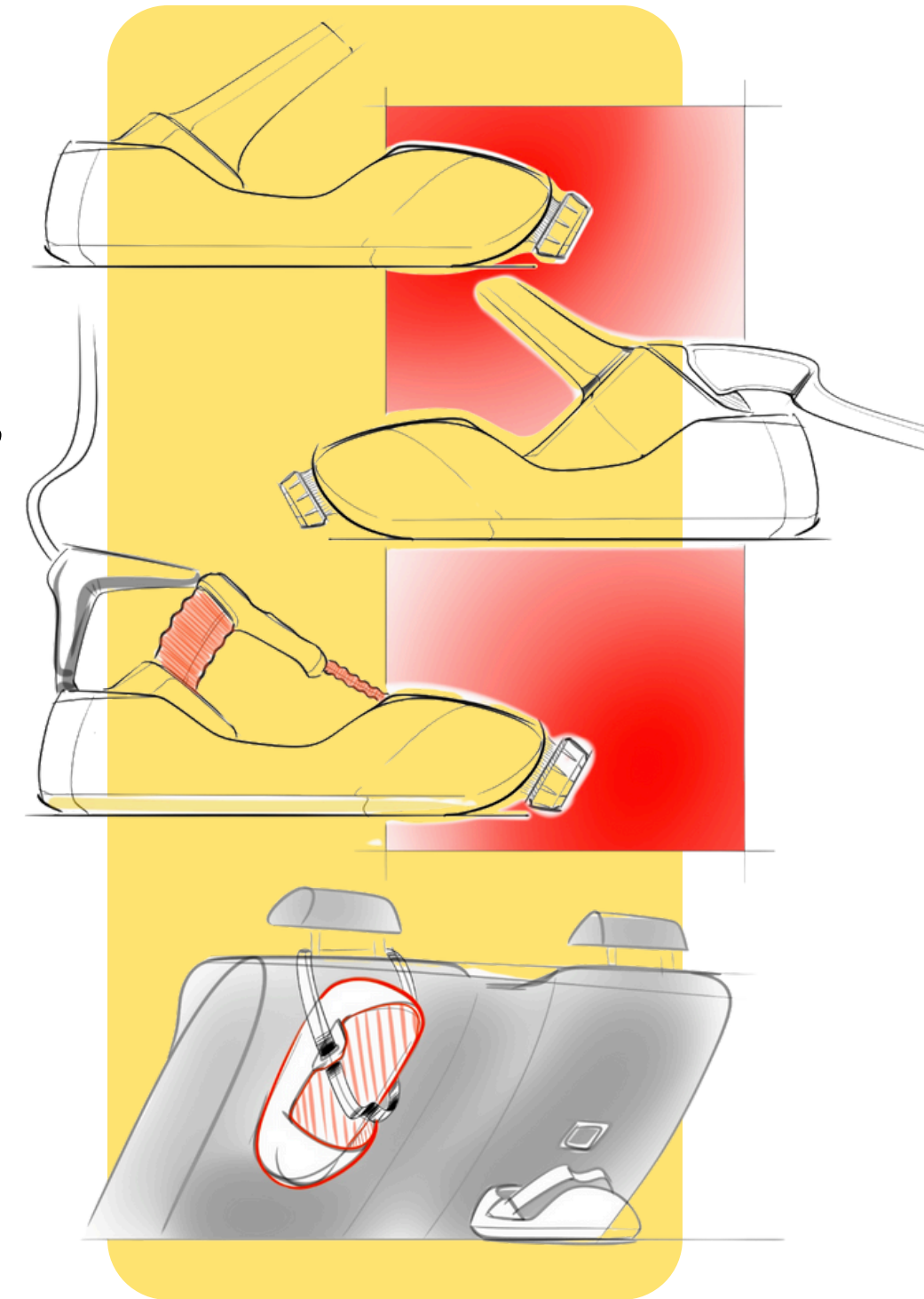
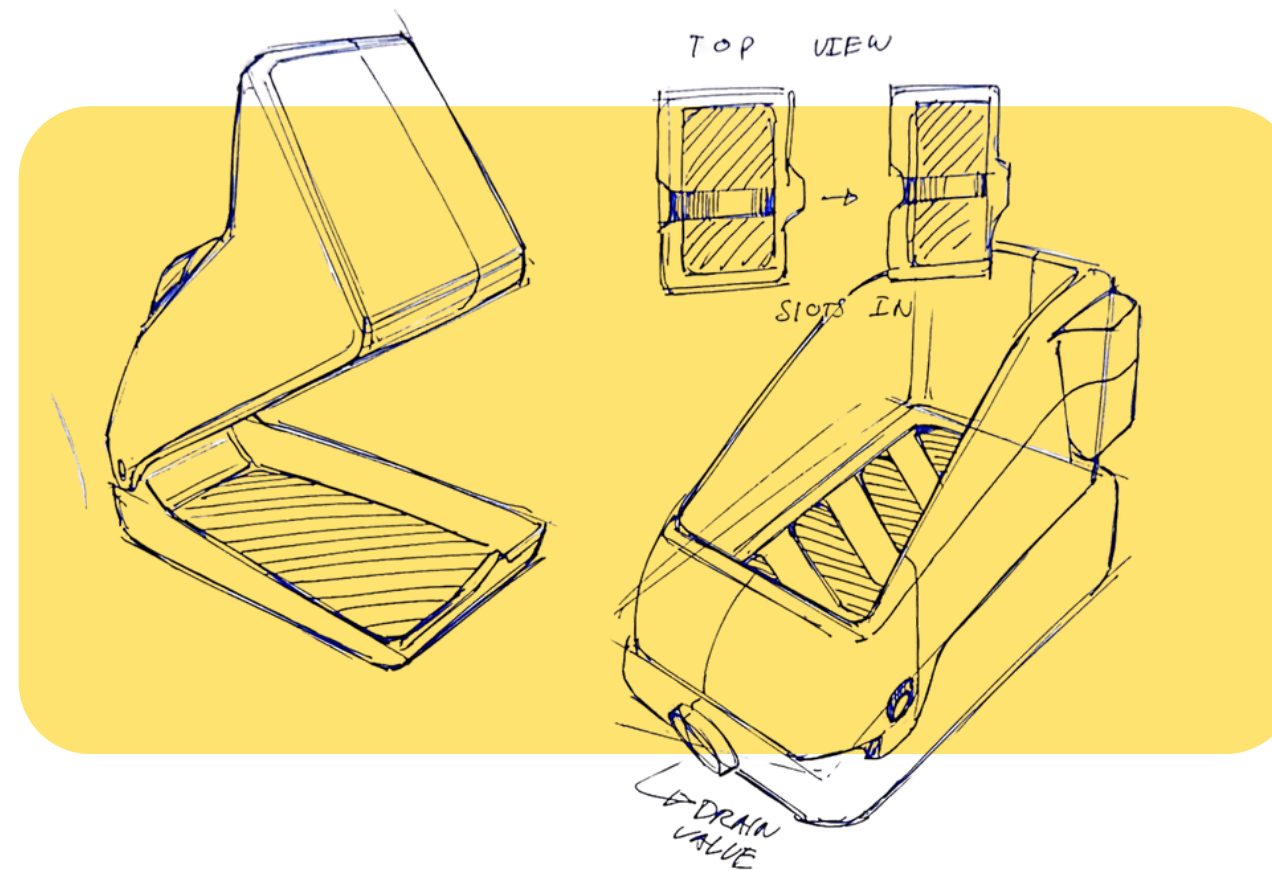
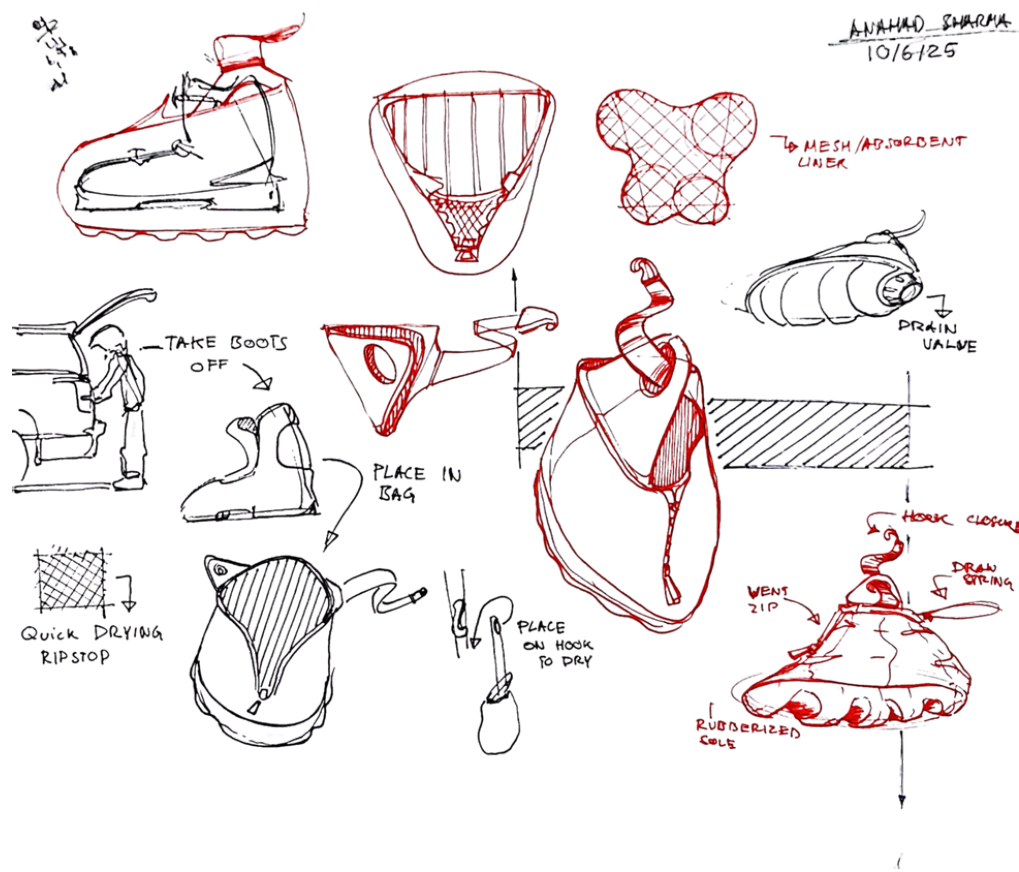
Option	Tooling \$	Part \$	Finish	Durability (cold)	Notes
Rotomold LLDPE + TPE seal	Low	Med	Utility/textured	Excellent	Lowest upfront cost, super tough,
Thermoformed TPO/PP + TPV	Med	Low	Automotive-like	Very good	Best cost per part at higher volumes;
Injection-molded TPU + TPE	High	Low	Premium	Excellent	Great feel, but highest upfront



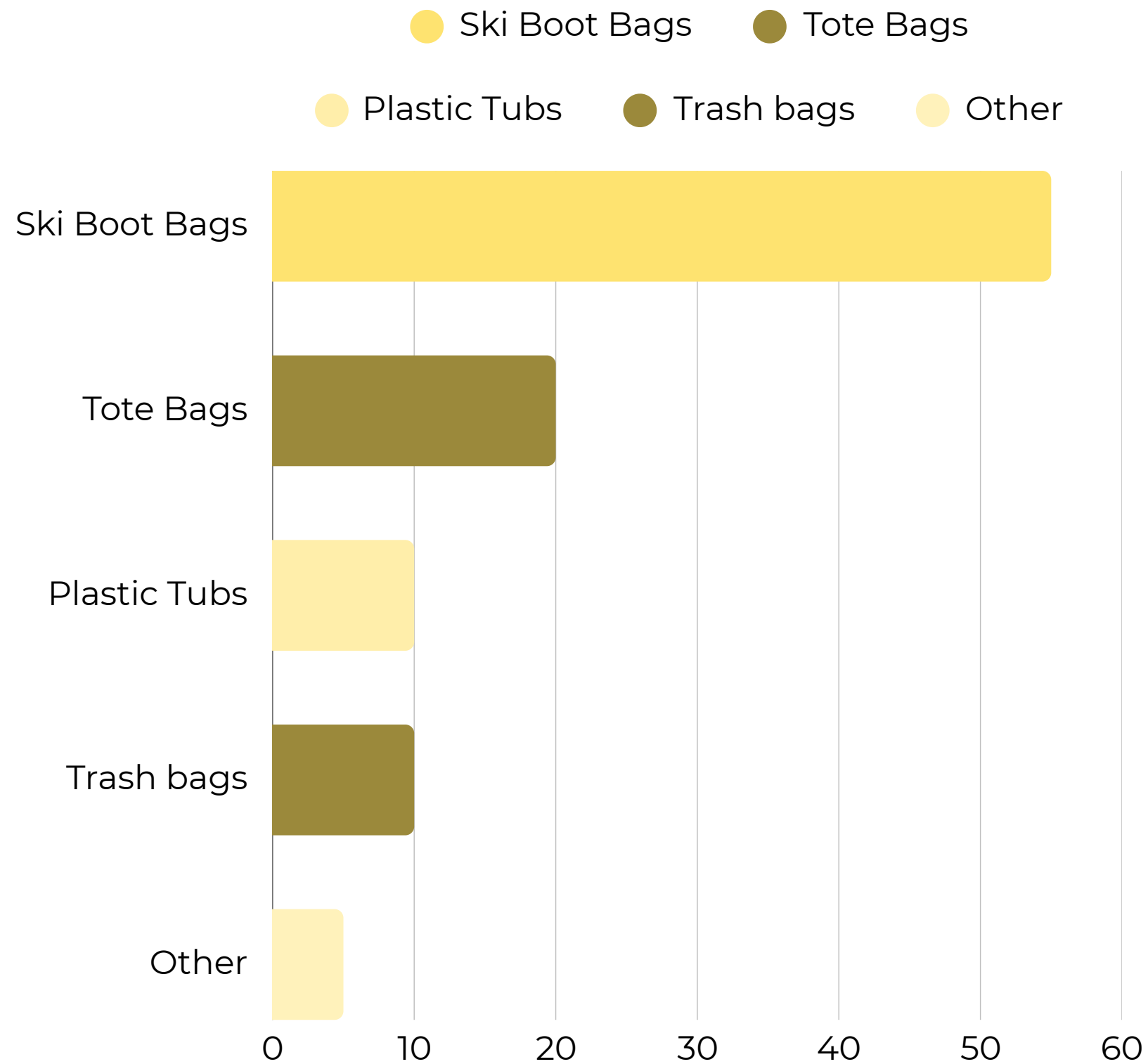
Ideation

Our **open air design** keeps liners from getting scrunched and **damaged**

An open design allows them to **dry quicker**, while enclosed designs lead to bacterial build up. The design offers **quick and easy access** and allows children carry their own boots, encouraging **independence**. With its bright colors, soft shapes, and durable materials, the design promotes **visibility**, **safety**, and a **friendly**, approachable aesthetic that fits Pure Mountain Fun's brand identity and mission.



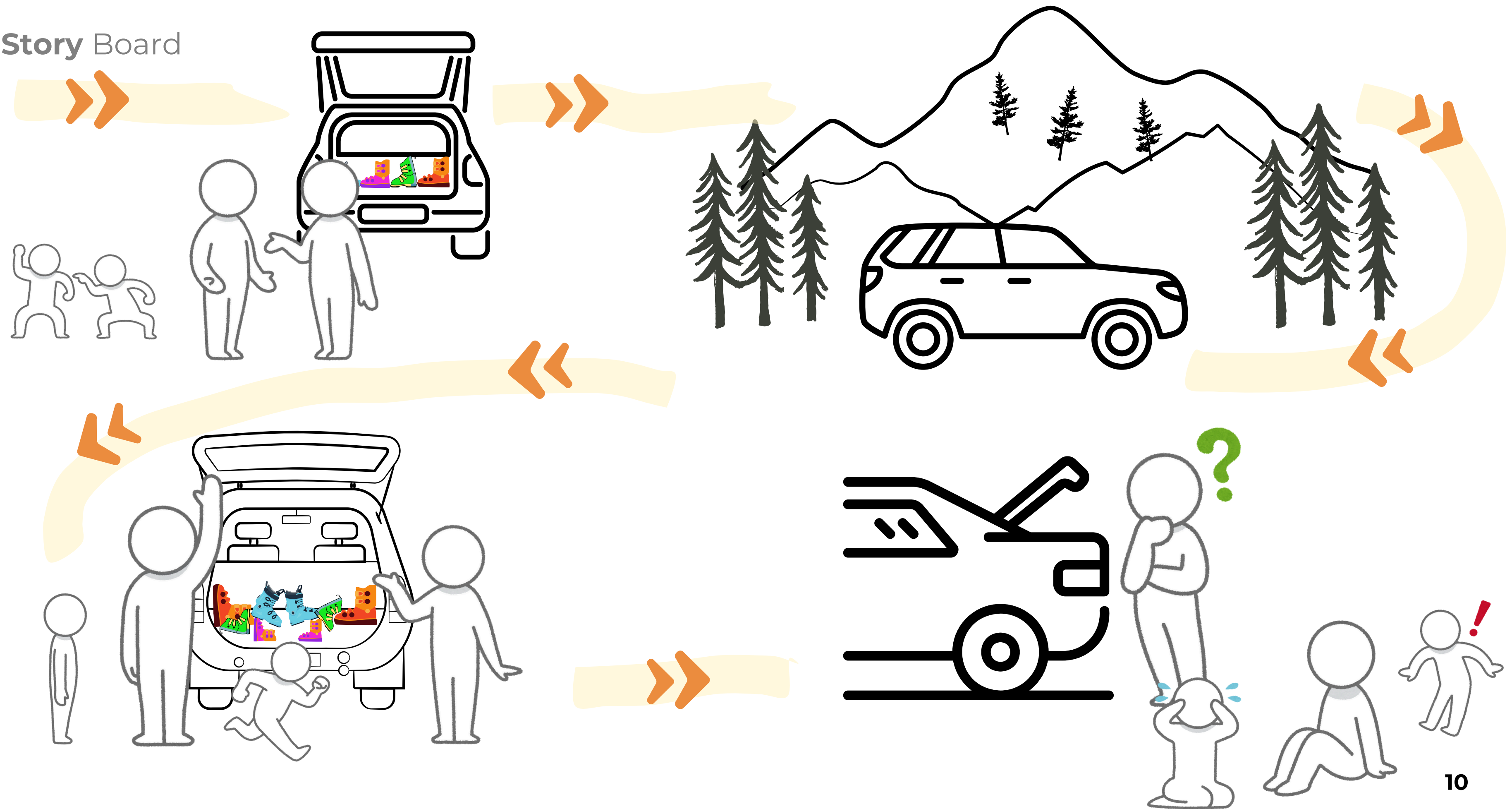
Market Fit



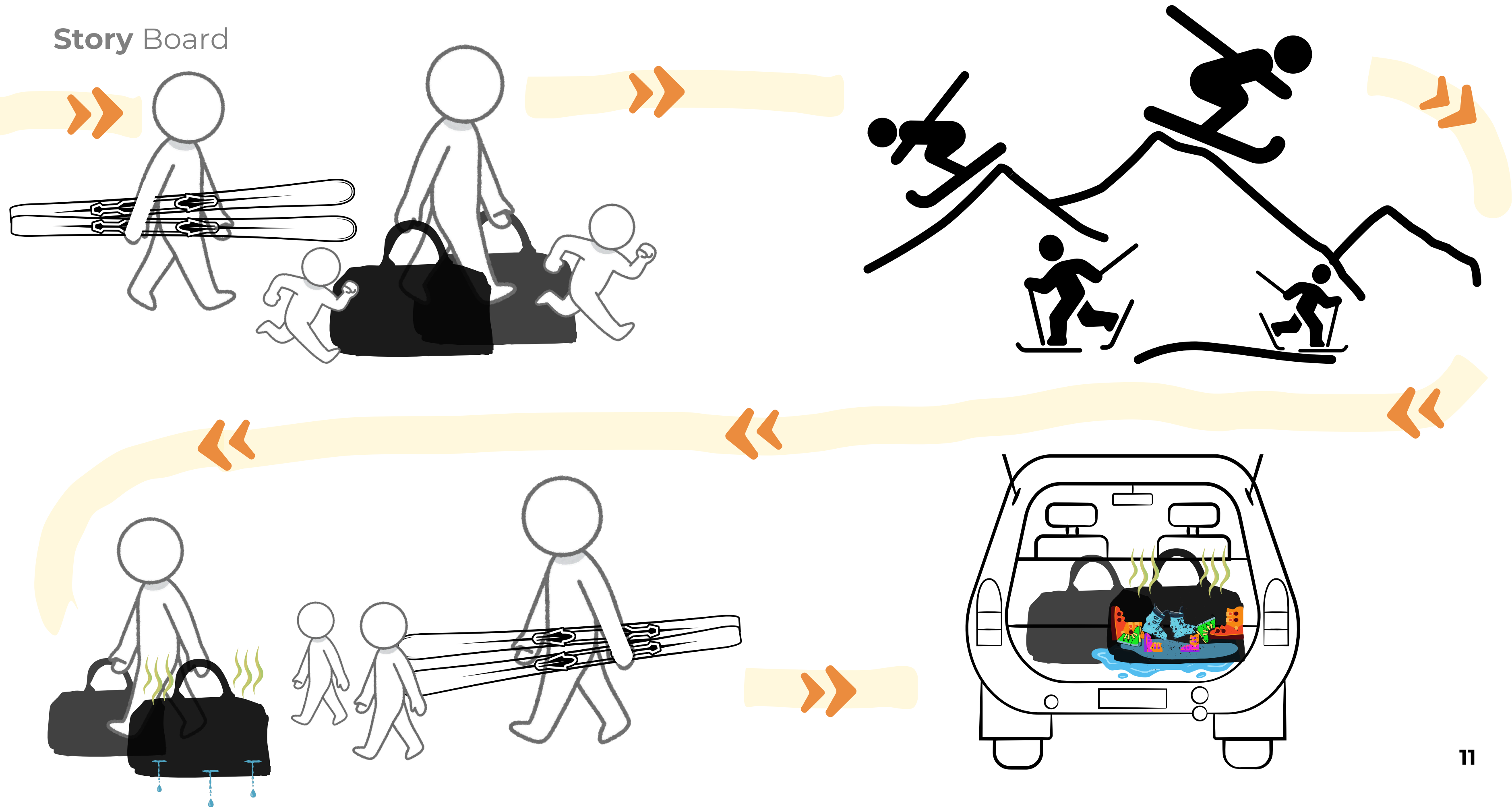
Market Gaps

- Family Use: Few products designed for multiple pairs of boots in one system.
- In-Vehicle Integration: Existing solutions don't attach to SUV coat hooks or organize gear off the floor.
- Wet Gear Management: No standard product with water absorption + drainage for meltwater.
- Sustainability: Most products are single-material plastics, non-recyclable, not eco-positioned.
- Modularity & Identity: Families want color-coded or personalizable storage — competitors rarely offer this.

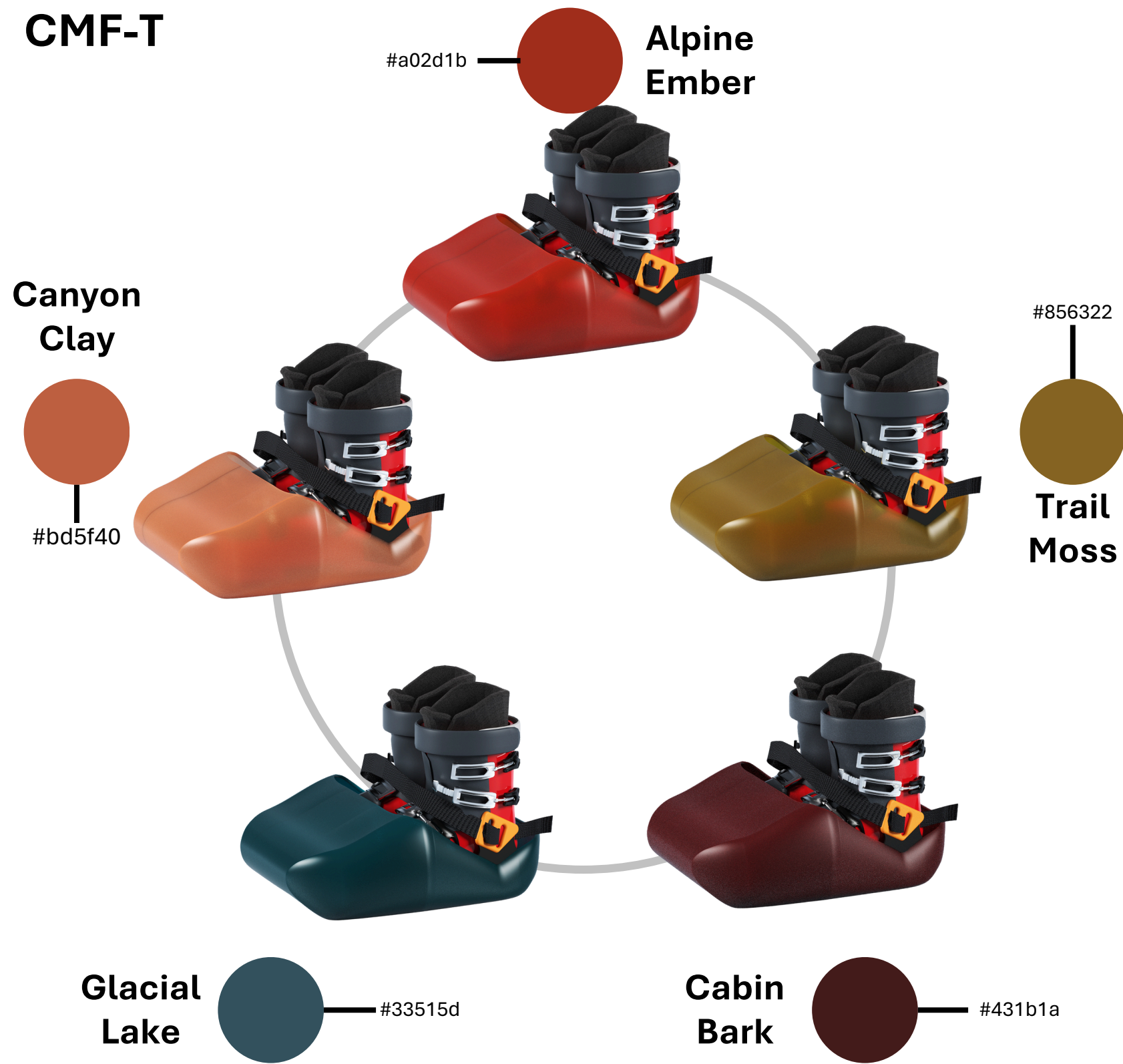
Story Board



Story Board



CMF-T



Material: TPE

- Flexible, durable
- Cold-resistant
- Grippy, lightweight
- Low-cost molding
- Recyclable

Finish: Matte / Low-gloss

- No coating
- Hides wear
- Simple tooling
- Low VOC

Texture: Stippled / Pebbled

- Anti-slip
- Scratch-hide
- Durable
- Mold-in, no paint



Glamour Shot

Looking at Pure Mountain Fun's current catalogue would lead you to question if something like our product would even fit in? With a rapidly evolving design world, we have to keep up with it. Prototyping using TPU, instantly cuts down cost, time spent manufacturing, with designing being done digitally. We chose to break the mold, pun intended, and consider what if we can alter the user flow to properly store/ dry/ and transport boots. Approaching with abstract cues from PMF influenced our CMF choices alongside the decision to add a carrying strap, something taken directly from the Ski Pack

