



Catamountain



A set of camera accessories including a **camera bag**, a **shutter cap**, a **lens cap** and a **tripod** designed for **semi-professional young females** who use the **X-E4** camera to record their **outdoor activities**, with the **semantics** taken from a **courageous, agile and strong wildcat**.

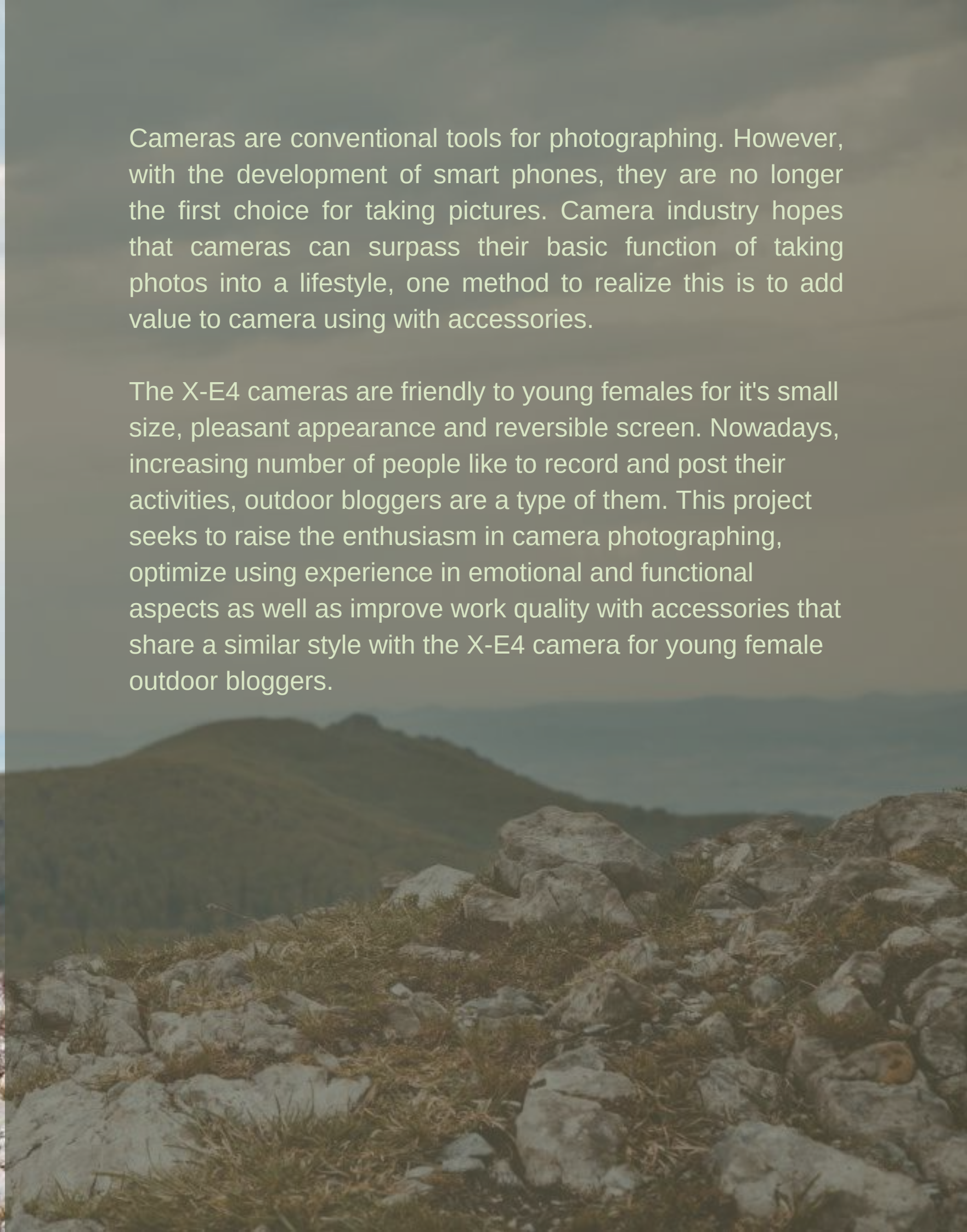
Group 2

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Introduction

Cameras are conventional tools for photographing. However, with the development of smart phones, they are no longer the first choice for taking pictures. Camera industry hopes that cameras can surpass their basic function of taking photos into a lifestyle, one method to realize this is to add value to camera using with accessories.

The X-E4 cameras are friendly to young females for it's small size, pleasant appearance and reversible screen. Nowadays, increasing number of people like to record and post their activities, outdoor bloggers are a type of them. This project seeks to raise the enthusiasm in camera photographing, optimize using experience in emotional and functional aspects as well as improve work quality with accessories that share a similar style with the X-E4 camera for young female outdoor bloggers.



Fujifilm and the X-E4 Camera

Fujifilm

Brand Culture

- Never stop
- Value from innovation

Design Principle

- Minimalism with a purpose
- Make more with less

X-E4 camera



121.3×72.9×32.7 (mm)
315g (364g including battery and memory card)
76.2mm reversible LCD

Comments

- Good looking with a **simple vintage** style, can be a **part of the outfit** as an accessory.
- Really **convenient to carry** out for its small size.
- **Excellent shooting ability** of continuous shooting and video shooting.
- It's suitable for **beginner photography**, especially female users, but also **meets the shooting needs of professional photography enthusiasts**.
- The **film-like photos of natural sceneries** taken by X-E4 camera are charming.

The X-E4 camera is friendly to **female** users of different professionalism for **outdoor shooting** for its **light weight, small size**, excellent ability of **recording and continuous shooting** and the **reversible LCD** designed for selfie taking.

User Research

Focus group: Young female outdoor bloggers

#Semi-professional

#Fit and independent

#Take the camera outside

#Value experience quality

#Medium income

#Demand good works

Interview

With a young lady who did outdoor location shooting

Q1: **Activities** relating outdoor photography

A1: Once took location shooting as a side hustle, mainly about **taking photos** for customers **in the mountains**.

Q2: Brief **routine** of outdoor shooting

A2: Usually **get up early** and arrive at the site in the morning. The shooting starts after settling all the equipment and **lasts for five to six hours**. **Leave the site at around 7 p.m.** if the customer doesn't require **night-time shooting**.

Q3: **Pain points** in outdoor shooting

A3: The batteries are running low quickly and there's **no power source** to charge them. When it rains, it's difficult to continue the work. There are always **small insects flying around** especially when I'm using a fill-flash.

Q4: **Accessories** used in outdoor shooting

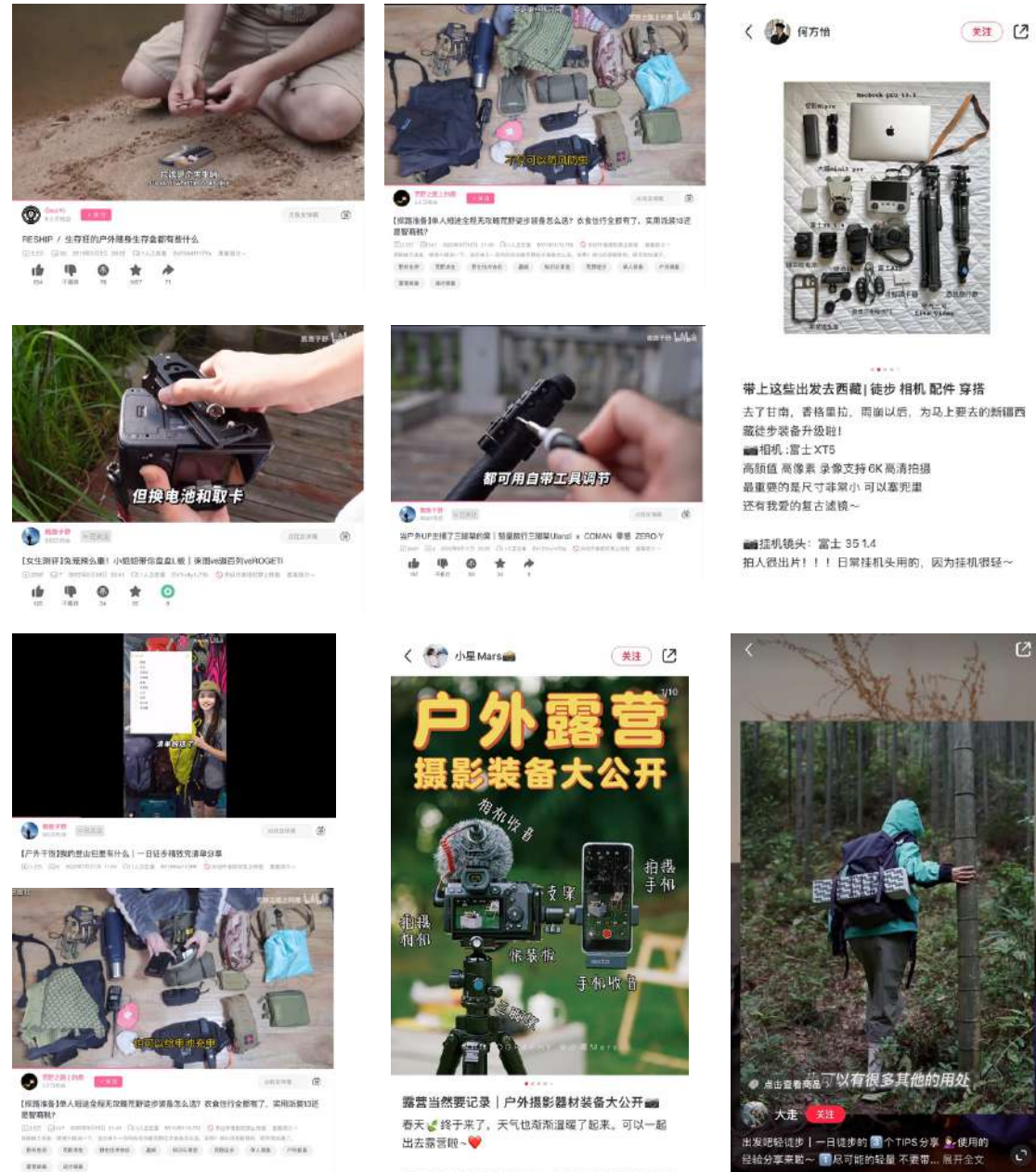
A4: I always took a **fill-flash** and a **strap** with me. I'll bring a **tripod or a pan-tilt** if there's a requirement for **recording**. I also have a **compass** attached to the strap in case of getting lost.

Q5: **Using experience** of the X-E4 camera

A5: Never bought one but used my friend's once. It was **light and easy to carry**, but it kept slipping down as there's **no handle** on the camera.

User Research

Secondary research



Accessories that are practical in outdoor shooting are **tripods/handles** and **porting cages**. All items are better to be **water-resistant**. Concerning outdoor activities, a power source, **outdoor equipment** such as whistles and compass are suggested. People should consider the disturbing of **flying insects**, they are common in the wild.

Persona



Name	Emilia
Gender	Female
Age	21
Occupation	Student, outdoor blogger
Height	160cm
Hand length	16cm
Residence	NBU Dormitory
Personality	Independent, Brave, Curious Cat fans

Activities

- Frequently goes on short **hiking and camping** at mountains, lakes and riverbanks outside the city, uploads **videos and pictures** of her trips on social media.
- Her photographing objects include **natural sceneries, wildlife, outdoor activities of herself, outdoor equipment and techniques**.
- Prefers **travel alone** to have more flexibility during the trips. The trip durations are **no longer than two days**.

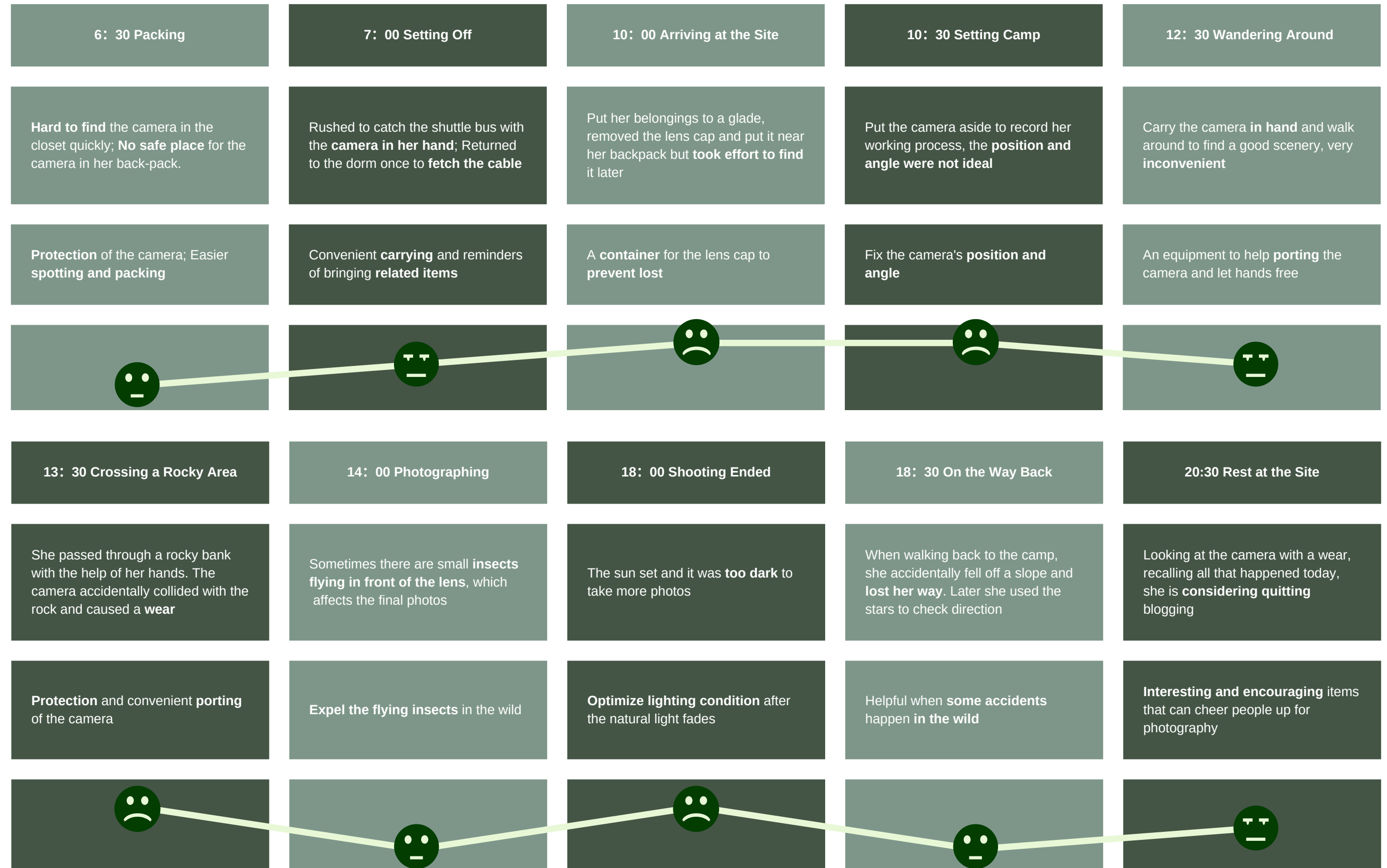
Pain points

- Comments complained that the **videos are always shaking**.
- She found out that it's **inconvenient to hold** her camera in her hand **all the way**.
- The out shell of the camera has **scratches and wear**.
- Her **lens once** fell to a sharp rock angle and broke.
- The camera is a bit **big** for her to use it **with one hand**.
- Once **got lost** and took huge effort to find the way back

User Research

Journey map

An unlucky camping day of Emilia in a mountain



User Research

User needs

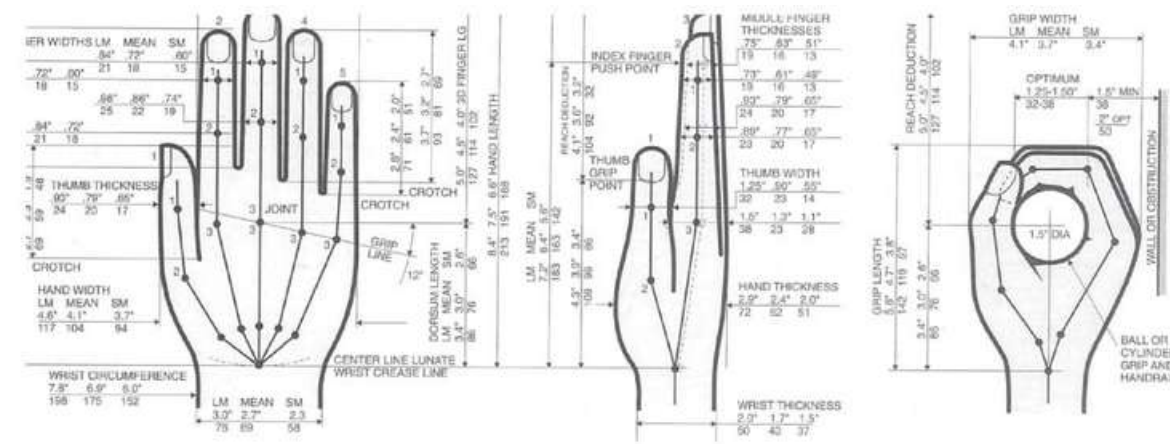
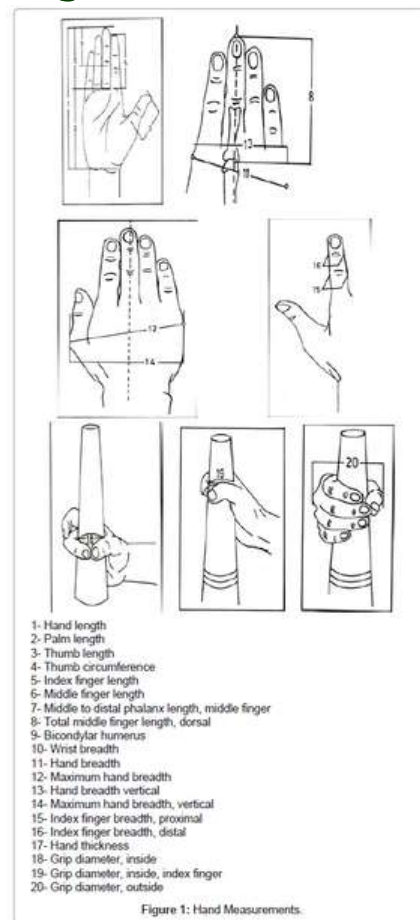
General properties desired:

portability, work-quality optimization, decoration, protection, supplement functions, physical comfortability

Specific needs:

1. **Protects** the camera on the way and during shooting
2. Offers better **gripping and portability** in the shooting process
3. Keep the camera at a fixed position when recording activities
4. Optimizes lighting condition when the natural light fades
5. **Decorative and interesting** to offer better emotional experience
6. Suitable for outdoor shooting, **helpful when outdoor accidents occur**

Ergonomics



Market Research

Accessory categories

Hot-shoe cover

Protect the electrical contacts beneath from dust, moisture and grime when not in use. Improves the **resilience of the hot shoe** and streamlines the contours of your camera. Slides in the hot shoe.

Lens cap

Cap used to keep lens **free of dust, scratches and impacts** when not in use. Comes in two positions: front and rear; three types: Snap-on, Screw-on, Push-on

Shell case

Protection from **cracking and wear**, decorates the camera, enhance grip. Structure based on the camera, fully-covered or half-covered, Of silicone, plastic or leather, etc

Strap and wristbands

Help **carries** the camera. Of various structure, texture and fabric

Handle and finger support

Enhance gripping. Connected to the camera through slots.

Fill-flash

Add light source to the photography object. Most of them are rotatable.

Shutter button

Protection, decoration, enhance tactile. Screw-in or stick-on.

Pan-tilt/holder

Increase steadiness of the camera.

Market Research

Competitive analysis and evaluation



Brand: FeiyuTech
Price: 2160 RMB
Material: Resin and aluminum alloy

Pros: Strong enough and stable enough. It has powerful anti-shaking function. Through the joystick can achieve focus control exposure and other functions.

Cons: The structure is a little more complicated. It's a **little heavy**. The price is a little for non-professional people.

Improvements: The dimensions are designed according to male anthropometry data, not suitable for a female user.



Brand: KingMa
Price: 184 RMB
Material: PVC

Pros: Light enough to carry easily. It can be hand-held or turned into a tripod.

Cons: The **grip** is not very good. Wired design has many inconveniences. The rotation adjustment Angle is not very smooth. You can't change the length.



Brand: Mr. Stone
Price: 268 RMB
Material: Leather, aluminum alloy

Pros: It has a nice texture. The open back design does not affect screen flipping. This protective shell adds the thumb holding position. The overall grip is great.

Cons: The **weight** is a little heavy and the price is a little high. The **water resistance** is not very good.

Improvements: Improve the holding-assistant and reduce the weight by combining the protective shell with the handle. A hard material can be used on the bottom of the case to protect the camera from falling damage.



Brand: BaiJia
Price: 68 RMB
Material: Man-made leather

Pros: The shoulder strap can be attached. This protective shell adds the thumb holding position.

Cons: The overall feel is not very good. The overall design **doesn't quite fit the camera itself**. Bottom is not wear-resistant.

Market Research

Case studies

1, Lens cap and hot-shoe cover set



Protection and decoration
20 rmb
PVC, ABS, glass
Dimensions fits the camera model and lens
Slip into the hot-shoe, Snap-On
Pikachu ip, with a Pikachu trapped in the lens

2, Camera case



Protection, enhance grip
55 rmb
PU, magnet
Dimensions suit the camera
Use the screw to connect
Leather texture, vintage and simple style

3, Strap



Help to carry the camera
97 rmb
Leather, cotton webbing
3.4cm (w), 0.45cm (t), adjustable length 95cm-129cm
Tie across the hoop on the camera
Bohemian braid, the camera pin is the highlight

4, Holder



Keep the camera steady, remote photography
148 rmb
ABS PC
40.4, 45.8, 193.5 mm
208g
Screw-in
Can transfer into a tripod or held by hand

5, Fill-flash



Improve lighting conditions
94 rmb
ABS, LED
91.5, 78, 25.9mm
Attached to the hot-shoe
Adjustable angles

6, Pendant



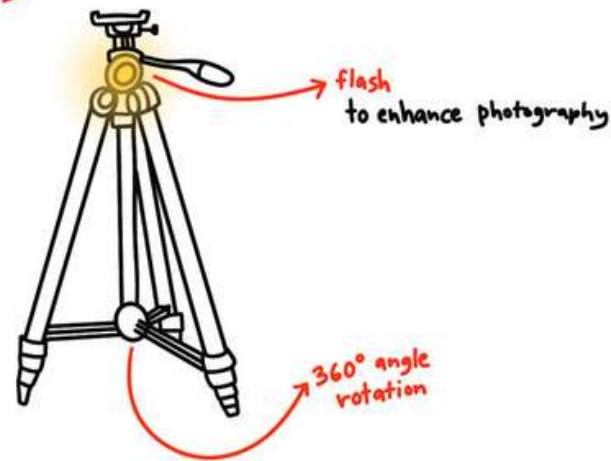
Decoration, consistent with the brand
18 rmb
ABS
28, 28, 50mm
Attach to the camera hoop
Film appearance, fits the film feeling of photos taken by Fujifilm camera

Brainstorming

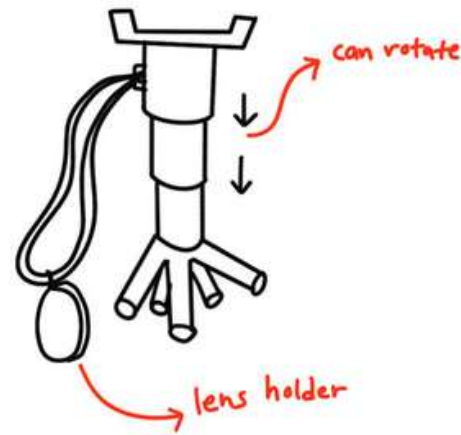


Ideation

Flash-Tripod

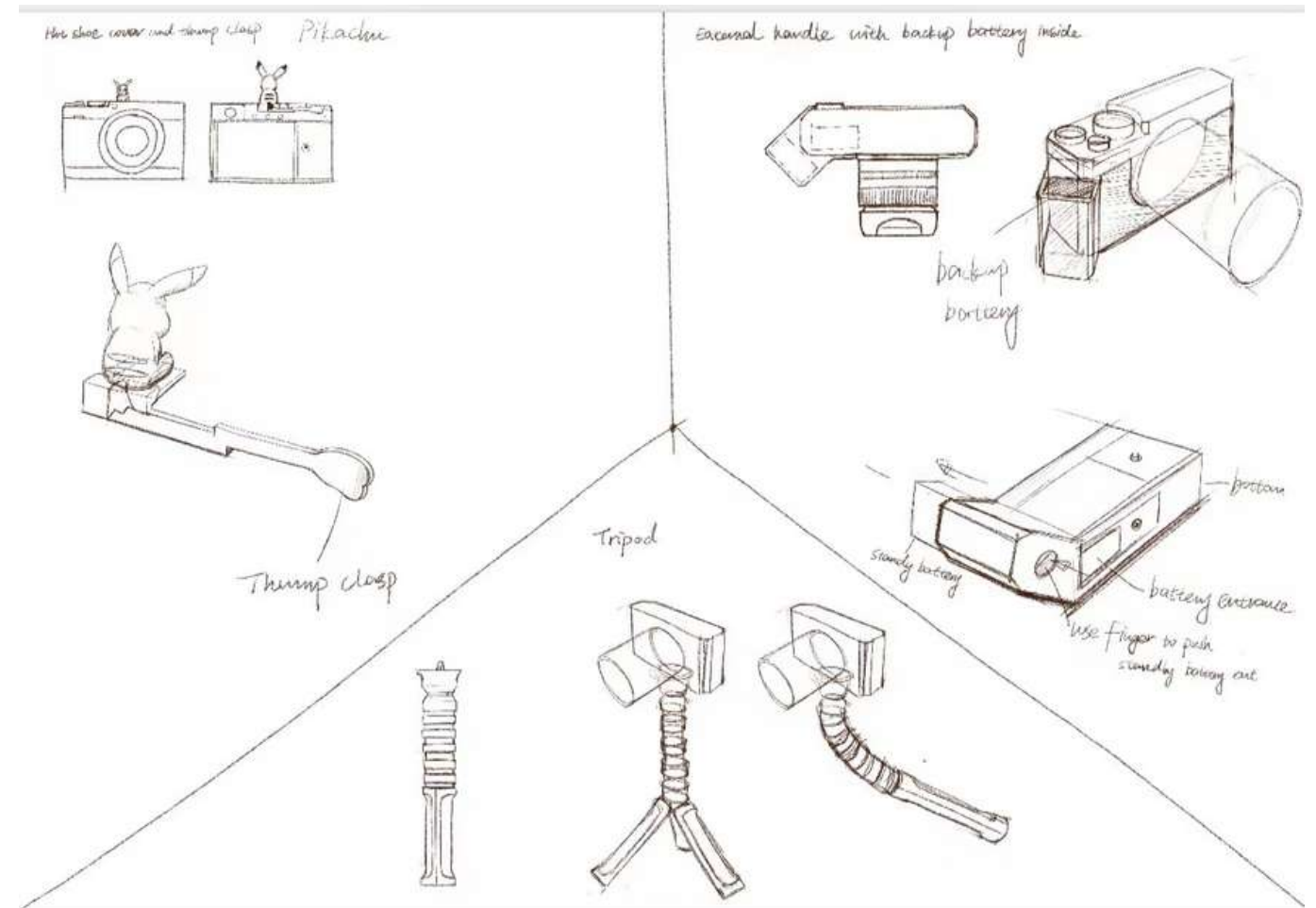


Sling-Tripod



Key innovation : combination of flash & tripod
 Materials: aluminium construction to ensure strong, durable, lightweight, and also sleek and compact tripod, to enhance portability
 Colors : vintage brown
 Estimated cost : 200-250rmb
 Attaching method : features standard 1/4 inch screw that can be attached to the camera's tripod mount

Ideas of tripod from Caidy Rudh

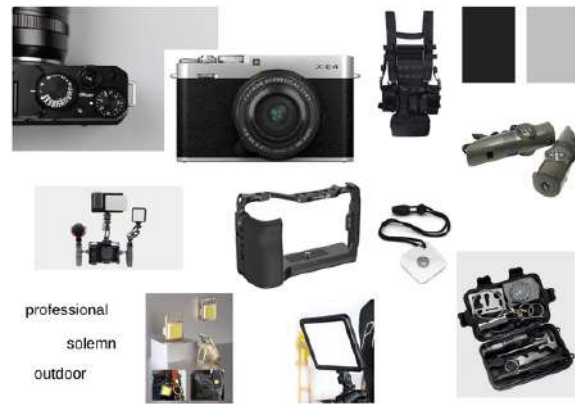


Accessory set from Zun Wang

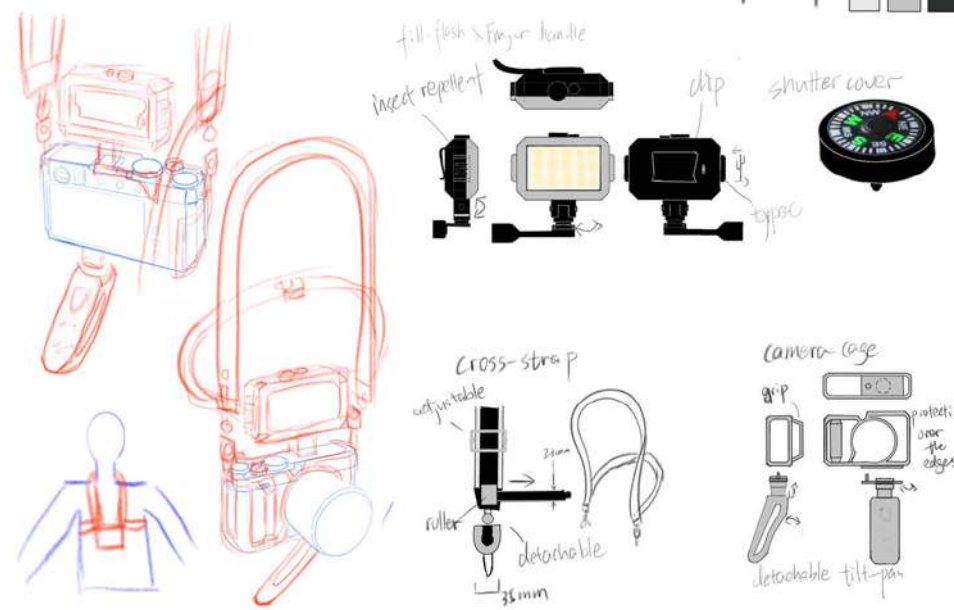
Ideation

Direction 1

Professional and cool



Set ① professional look



- Enhances gripping
- Offers protection
- Improves portability
- Improves lighting condition
- Steadiness

2, Shutter cap
Titanium alloy(tough, anti-corrosion),PVC
Combined a compass

3, Cross strap
Nylon, ABS
35°adjustable length
Additional strap to help fix to human body
Reflective edges
Detachable

1, Fill-flash
ABS(anti-corrosion, light, tough)
65*45*30
Finger handle to enhance gripping
360 degrees rotation
Expel the insects attracted by the light
Clip to human body as flash and as power bank in emergency

4, Cage
Liquid silica gel (Anti-shock, elastic, durable, water-proof)
Covers the edges
Hollowed out handle
Detachable tilt-pan with elastic handle

First set from Ning Xu

Direction 2

Co-branded in a casual and natural look



Set ②: casual look



- Enhances gripping
- Offers protection
- Improves portability
- Improves lighting condition
- Storage
- Co-branding

2, Cross strap
40*200 leather pad, double 1000 full length braided cotton rope
Fix to human body via both shoulders
Adjust length by knotting
Cap snap
Detachable

3, Fill-flash
50*50*25
PVC
External whistle used in emergency

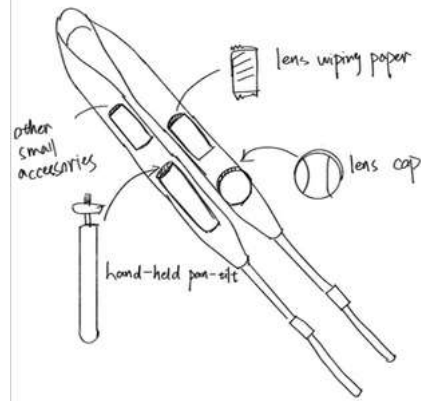
1, Shell case
Leather (friction, tough, water-proof)
Extra handle and band to enhance gripping
Luminous cat face to help find it
Consolidates the accessories

4, Cap set
ABS
Cat themed

Second set from Ning Xu

Ideation

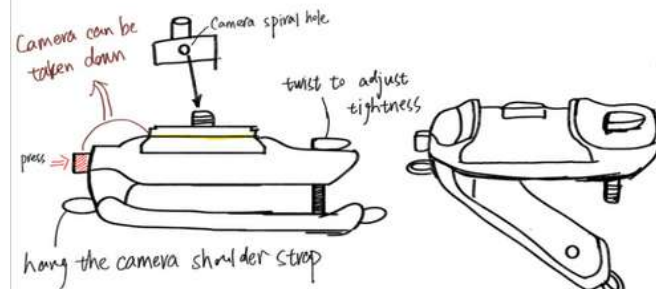
Camera shoulder strap



Giving the camera shoulder strap storage function makes travel more convenient.

Endowed with the camera shoulder strap storage function, you can store some kinds of camera accessories in the camera shoulder strap. It makes the travel more convenient, and easier to get camera accessories.

Camera quick attaching / detaching system (相机快拆/挂系统)

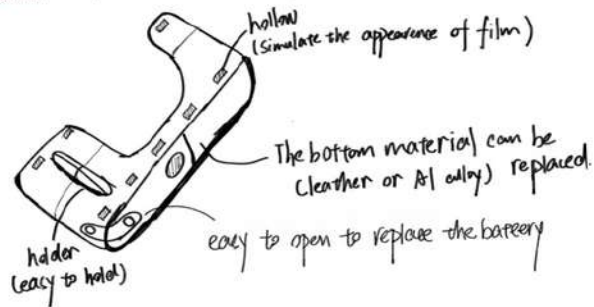


Can be clipped on the shoulder strap of school bag.

Quick camera removal system allows users to quickly take out the camera to use. Users can clip this to the shoulder strap of their school bag or use a camera strap to hang onto it. The camera can be easily removed and used with the press of a button. But the specific internal structure needs more consideration.

Protective shell

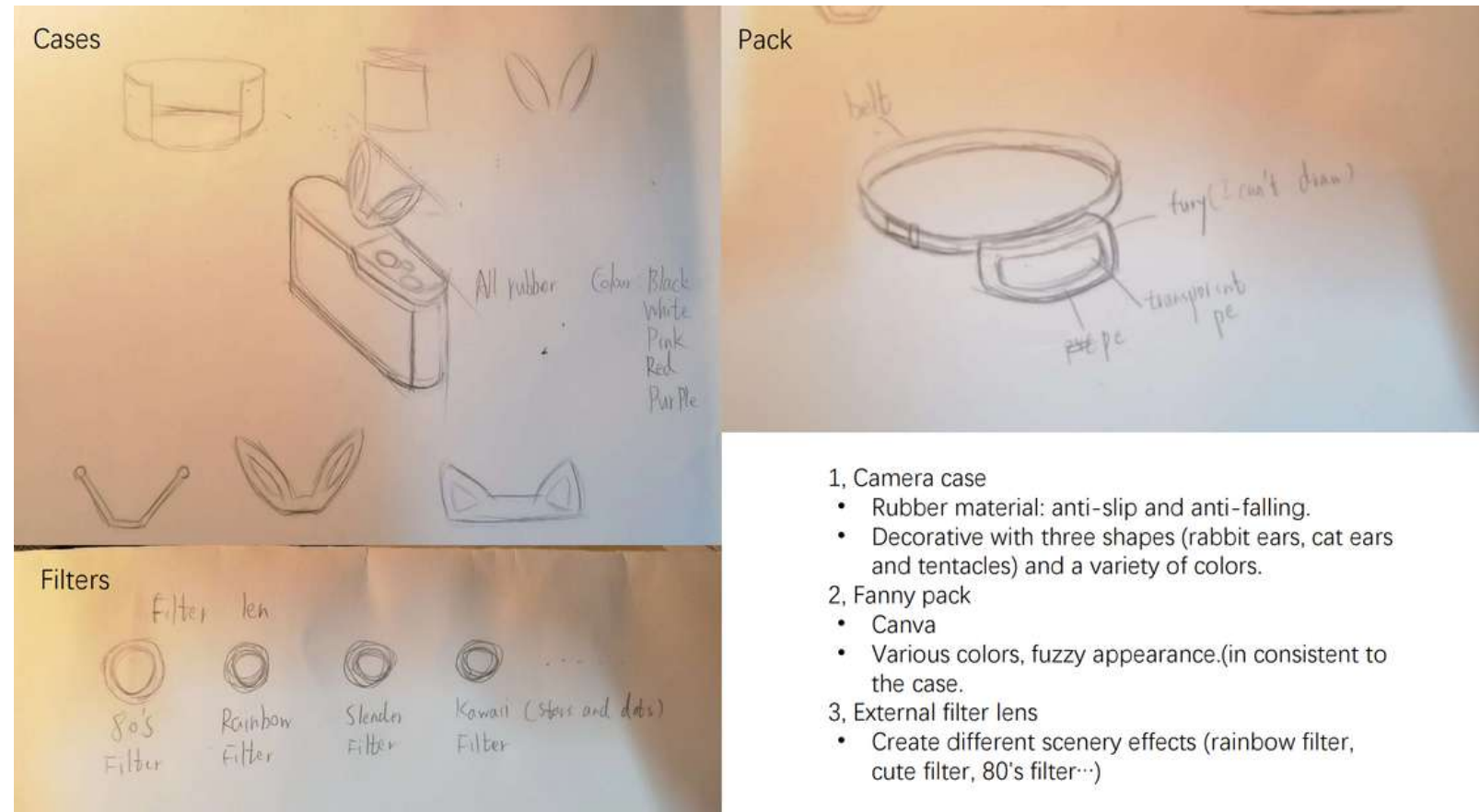
material: leather



Holder is combined with the camera protection case. Using leather material, the appearance simulates the appearance of film. The bottom material can be changed according to different use scenarios. If shooting today is light, use a leather material to reduce the weight. If today outdoor shooting more, and shooting intensity, you can use aluminium alloy material to protect the camera.

Set from Hengyi Guo

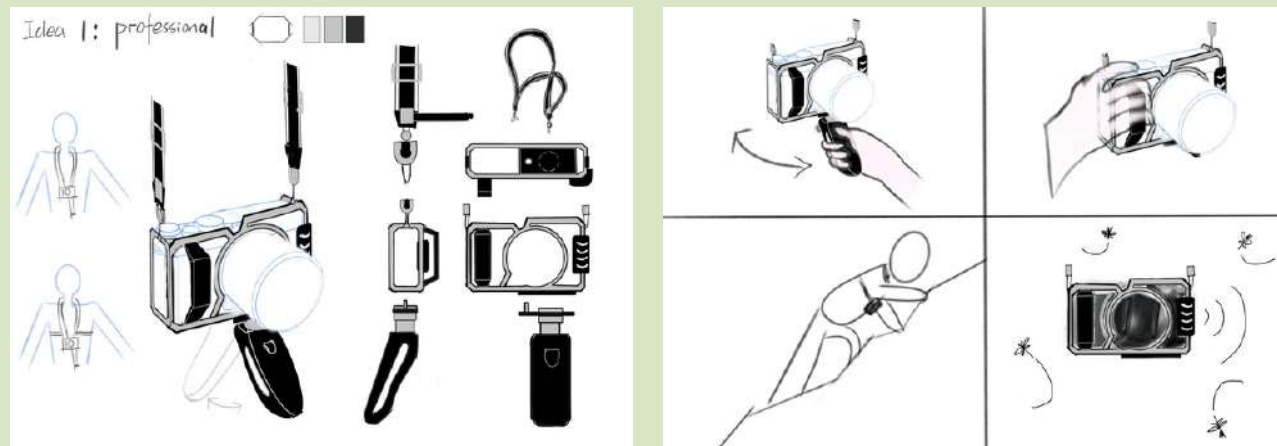
Ideas from Zheyu Lai



- 1, Camera case
 - Rubber material: anti-slip and anti-falling.
 - Decorative with three shapes (rabbit ears, cat ears and tentacles) and a variety of colors.
- 2, Fanny pack
 - Canva
 - Various colors, fuzzy appearance.(in consistent to the case.
- 3, External filter lens
 - Create different scenery effects (rainbow filter, cute filter, 80's filter...)

Direction Integrating

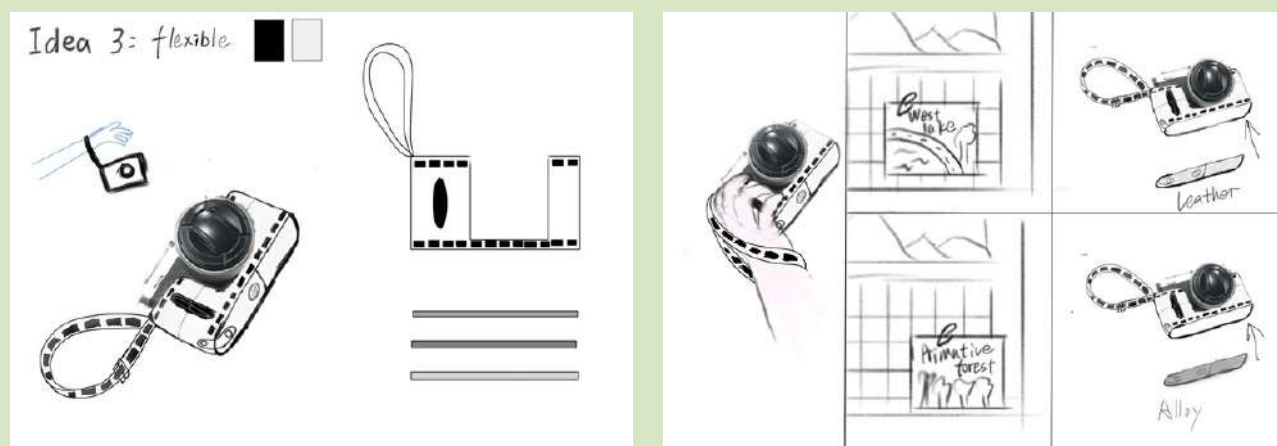
Direction 1: Secure and convenient carrying



Porting cage

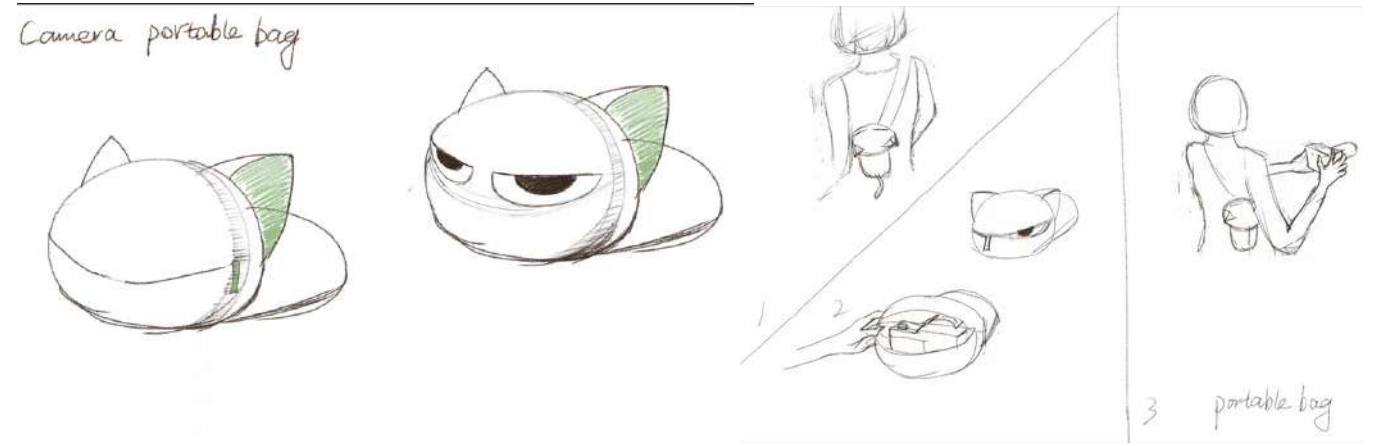
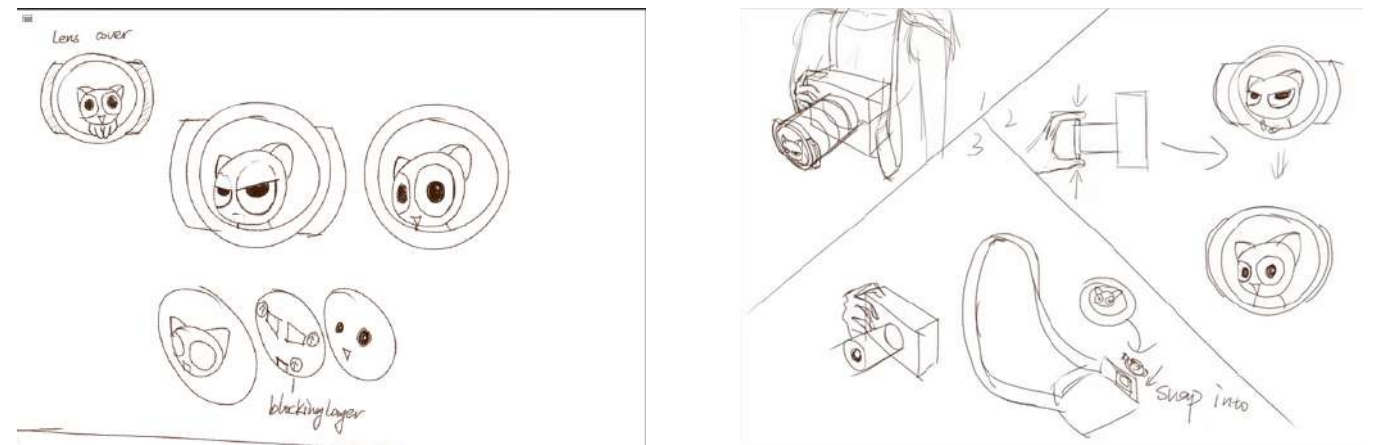
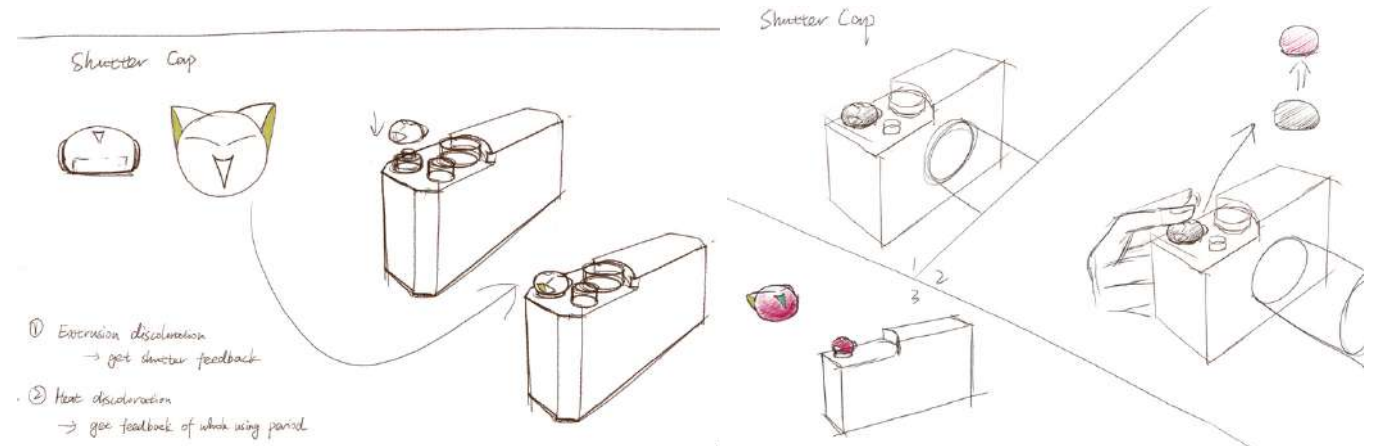


Casual bag



The trans-shield

Direction 2: Semantics adding



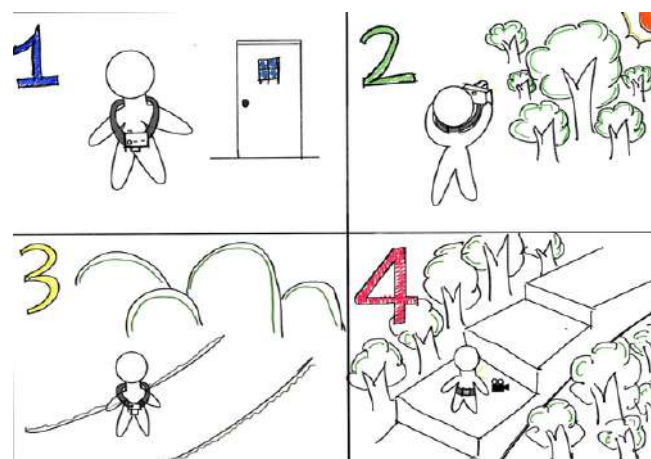
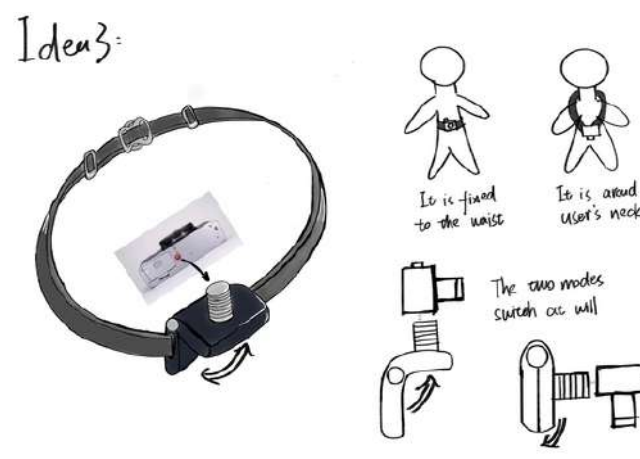
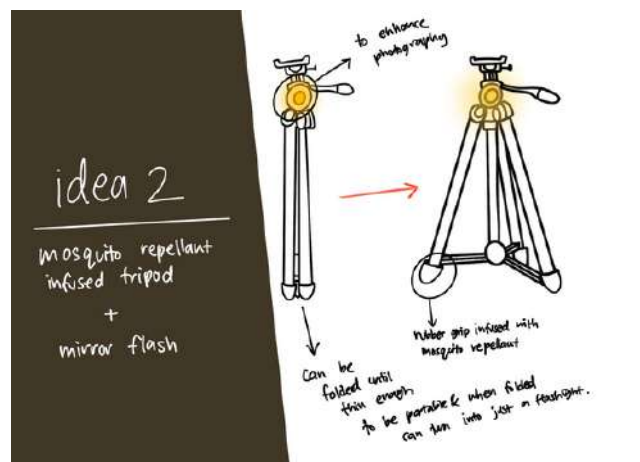
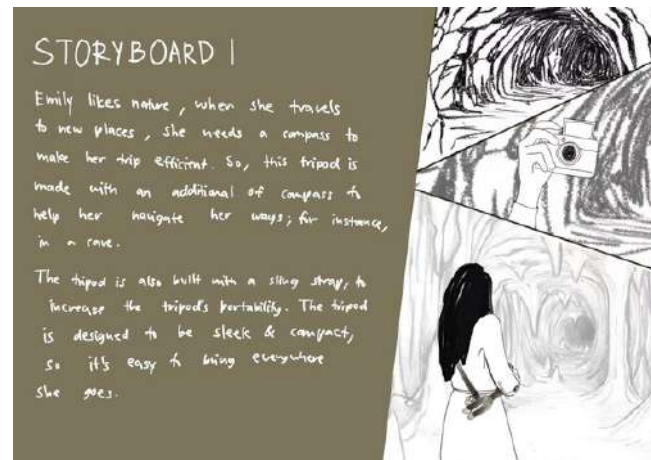
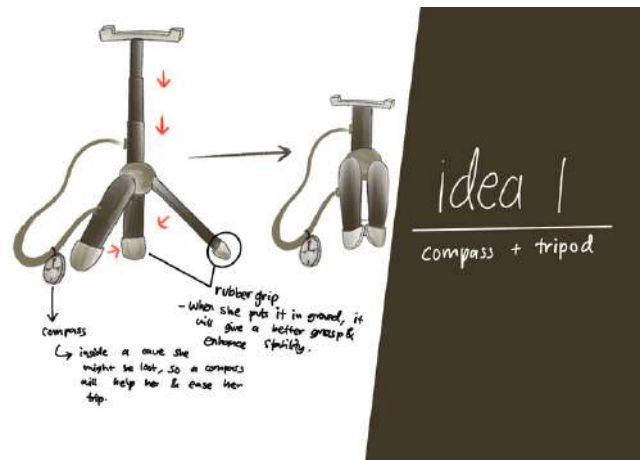
The character **LuoXiaoHei**

Appearance: Sweet and delicate

Nature and personality: wild, ungovernable, energetic, courageous

Symbolizing the independence of young female, self-confidence, self-reliance, self-improvement and fight the social stereotypes

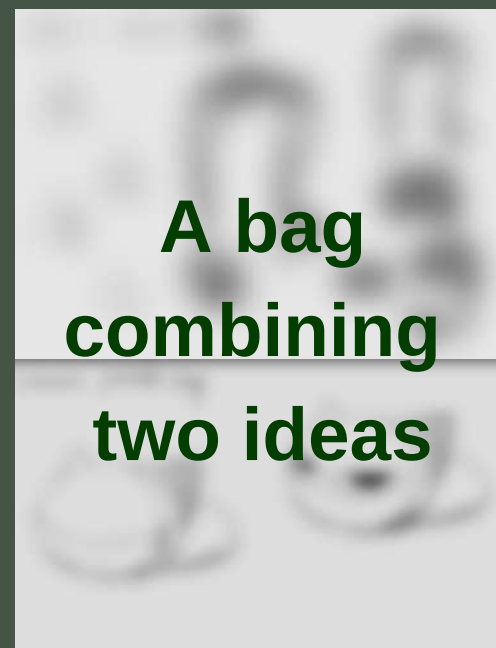
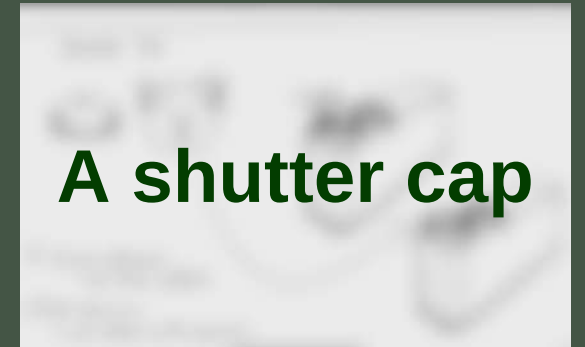
Direction 3: Fix shooting position



General feedback

- Whole set of accessories including lens cap, shell case and strap
- Try co-branding strategy. Use IPs or certain feature
- Add semantics
- Less professional, more decorative
- Think about interactions

The concepts to be developed further...



Concept development

Camera bag

1

- Use single strap
- Add cat head and cat paw features to the bag

- The structure and material of strap should be further considered.



2

- Remove the wrist band
- Use pin structure for the strap adjustment

-Further enhancement in appearance and function according to our persona



3

- Make the grip more organic
- Added fixtures
- Use nylon straps
- Insert the insect repellent into the bottom board
- Full cat head
- Added cat paw features



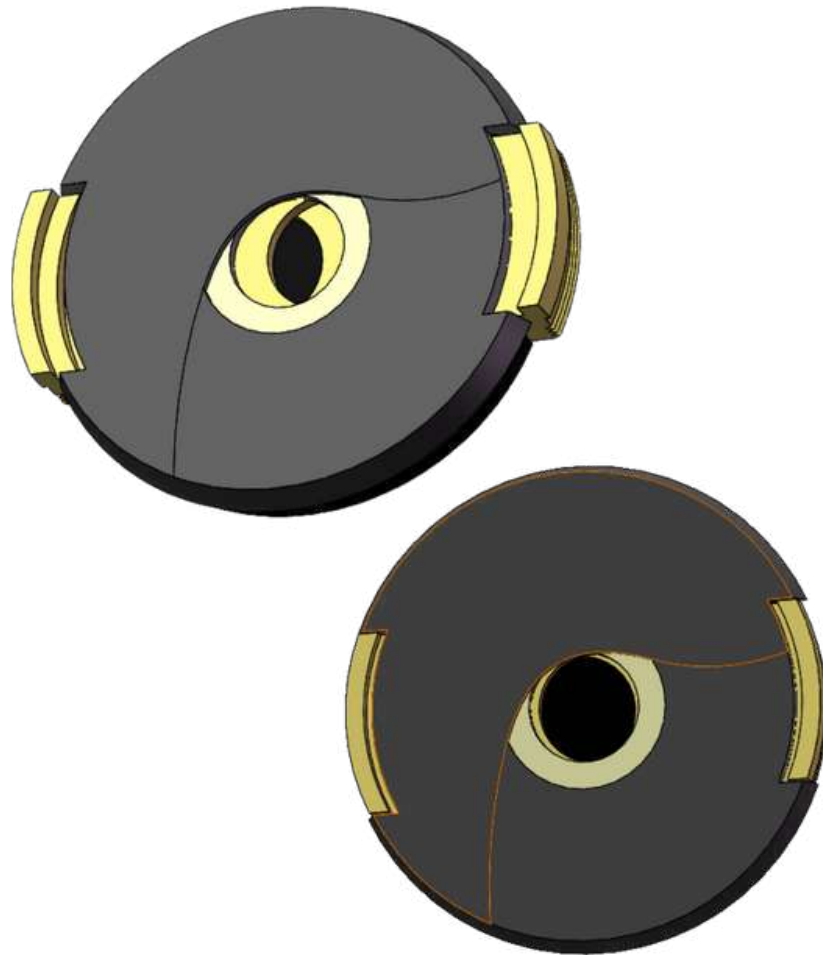
Concept development

Lens cap



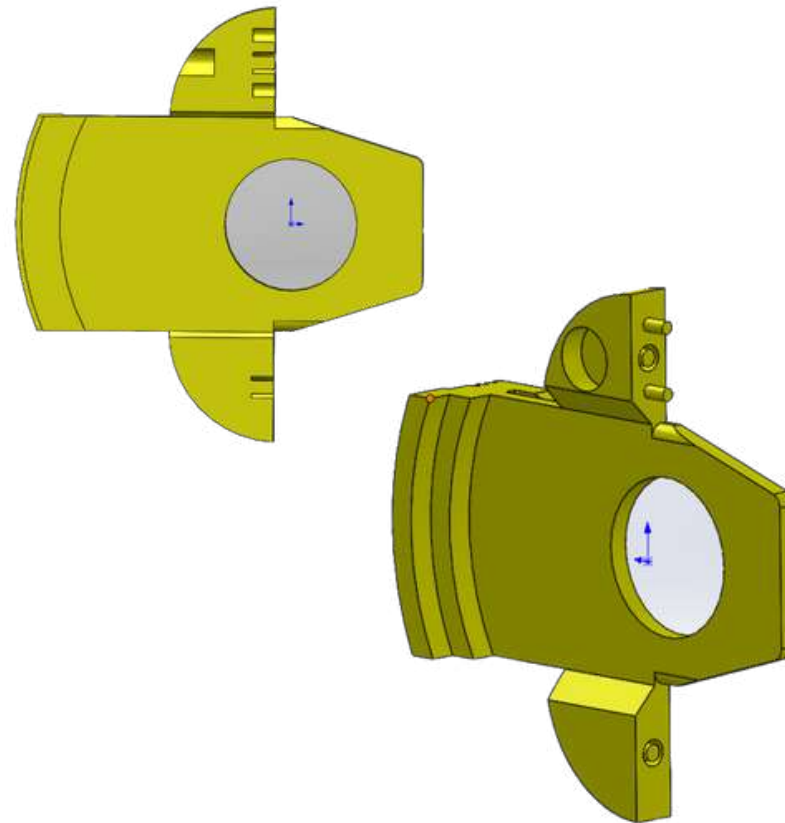
- General cat character
- Constrictive pupil

- Increase the functionality of products and make it more creative.

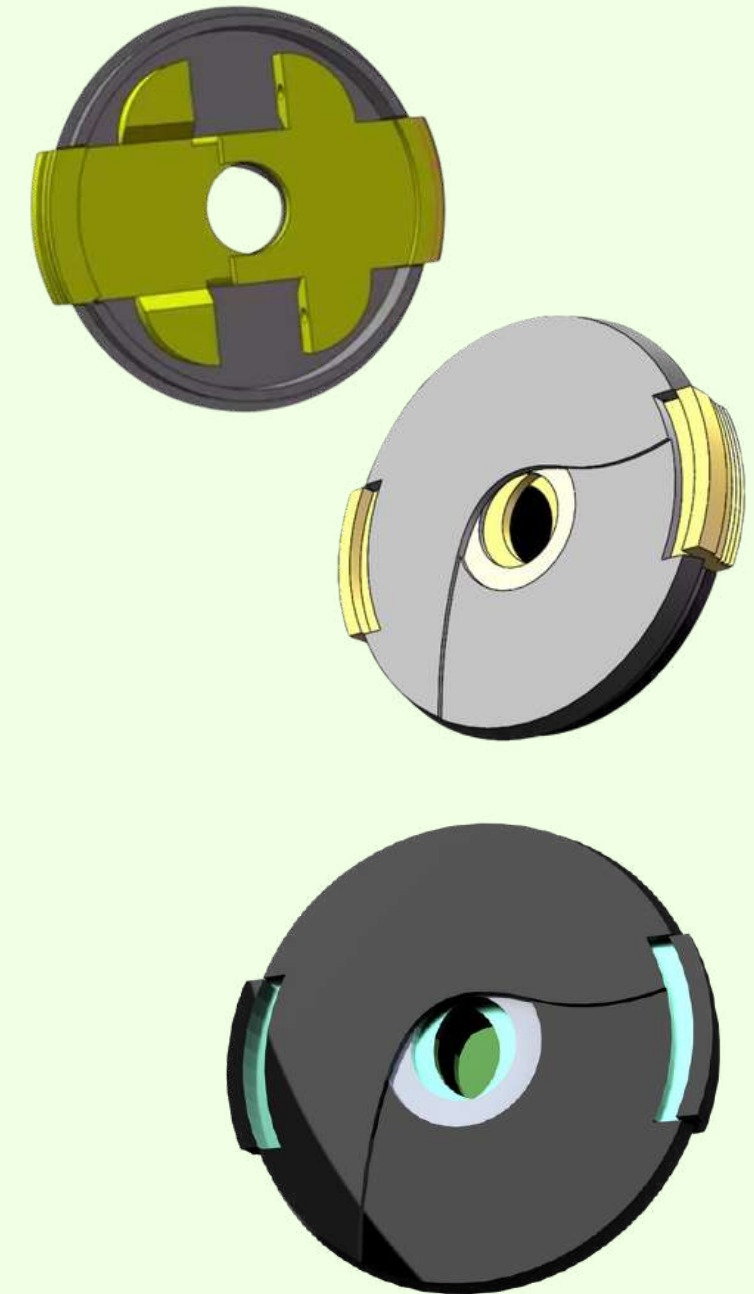


- SOS signal device
- Press inner pieces to release

- The function is too complicated and weakens the essential function of the product. Further optimize the appearance to make it look more like a cat's eye.



- Remove SOS device
- Refine appearance - A line divides two layers



Concept development

Tripod



- Three adjustable pole with a centre lock
- It was a designed functional to be more appropriate for wild blogging

- Further consideration of innovations in materials and functions.



- Light weighted body of carbon fiber
- Added compass, light source, and the cat paw figure on its bottom

- The appearance could be improved.



shutter cap



- The feature of a cat's paw was adopted
- The cat paw part is made of light-sensitive material

- Further improvement in shape. Consider the relationship between the accessory and the camera.



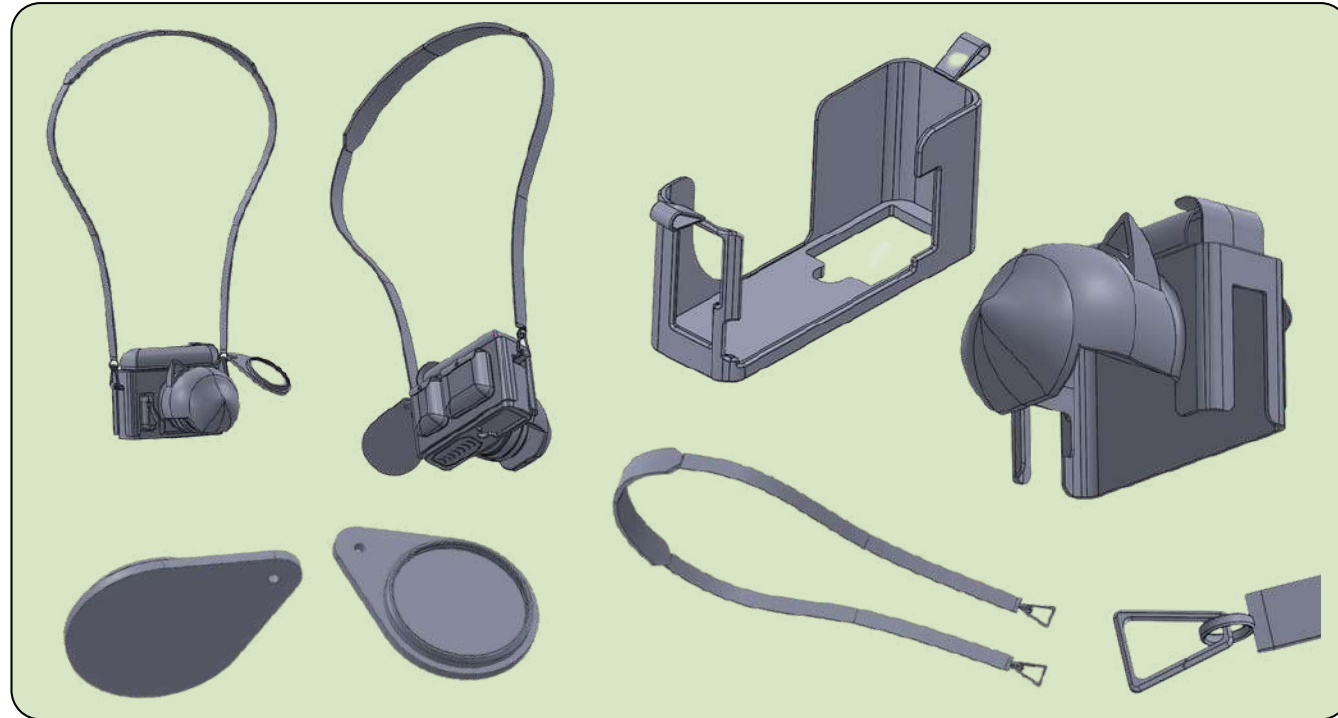
- Change the flat plane to a cured surface
- Make it thinner
- Cat paw changed to fluorescent material

- There can be more rich color schemes and graphics about cats.

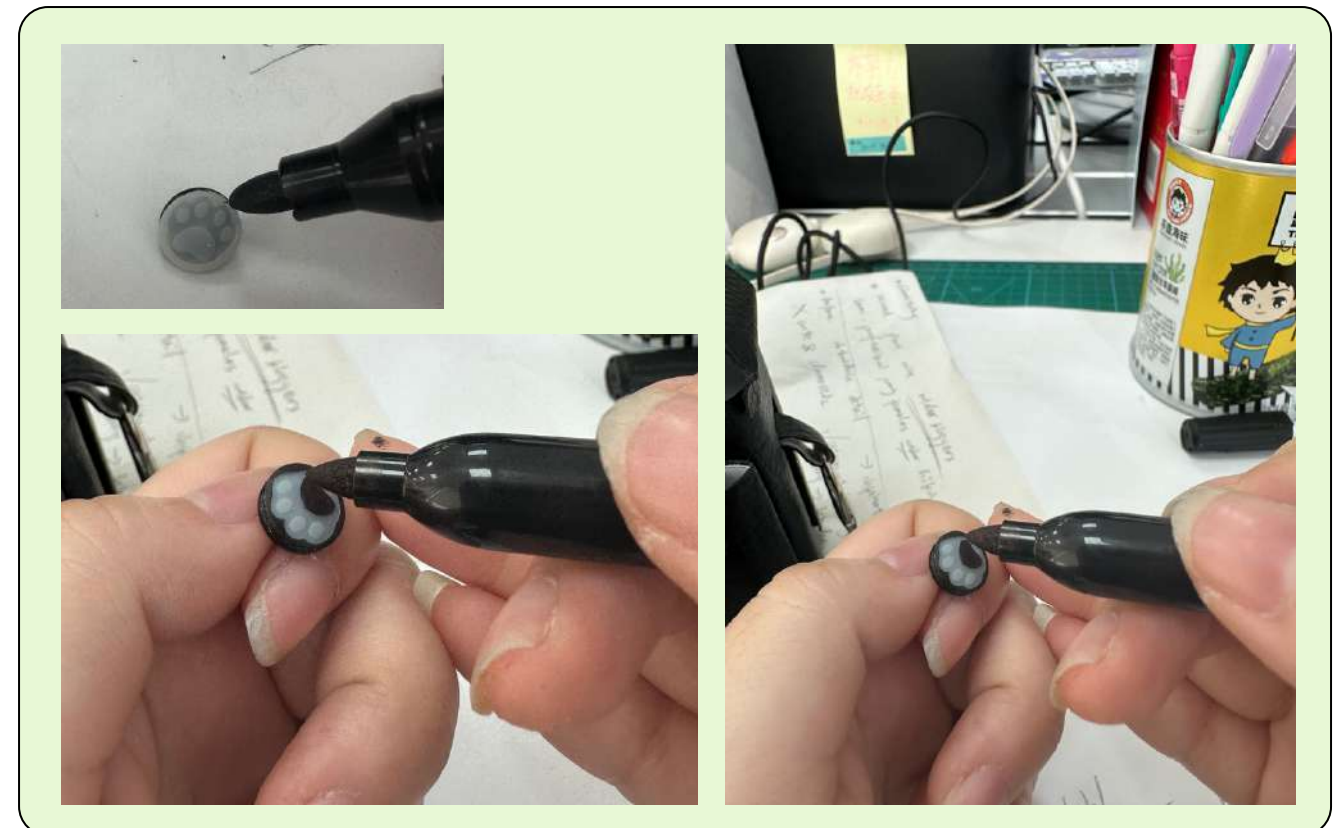
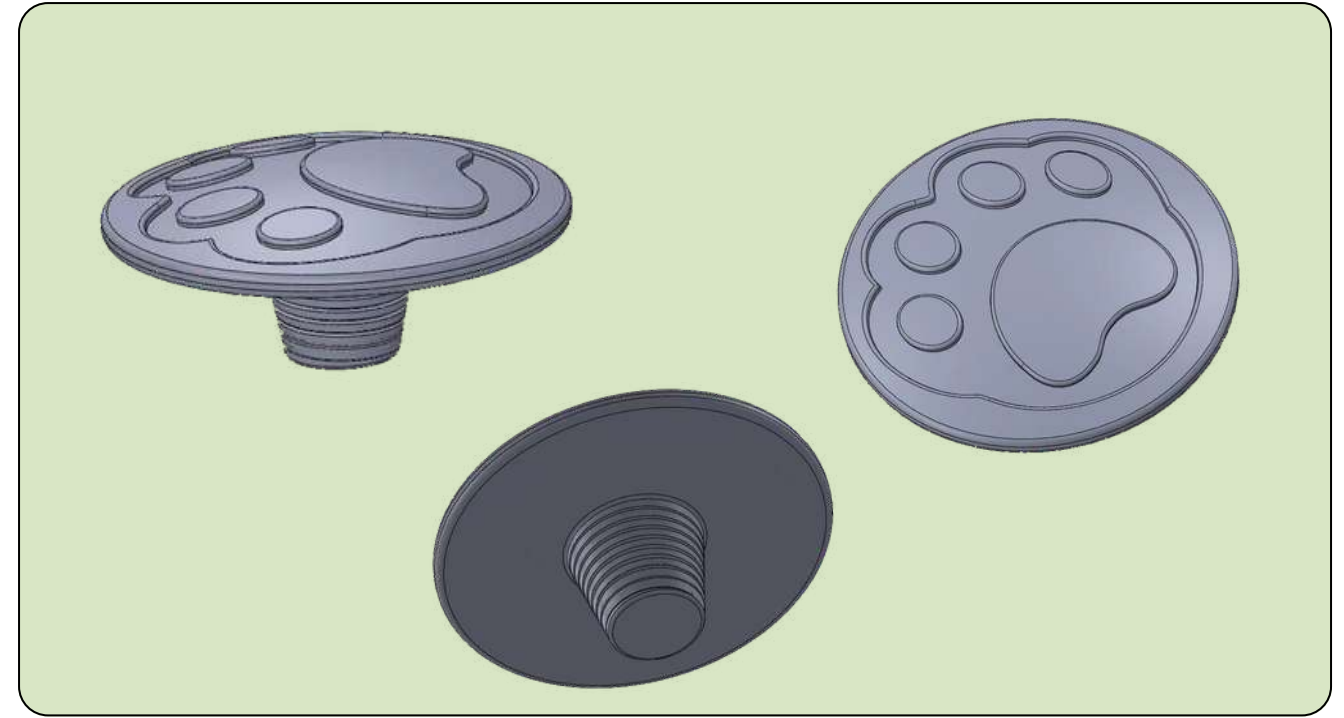


CAD modeling and prototyping

Camera bag

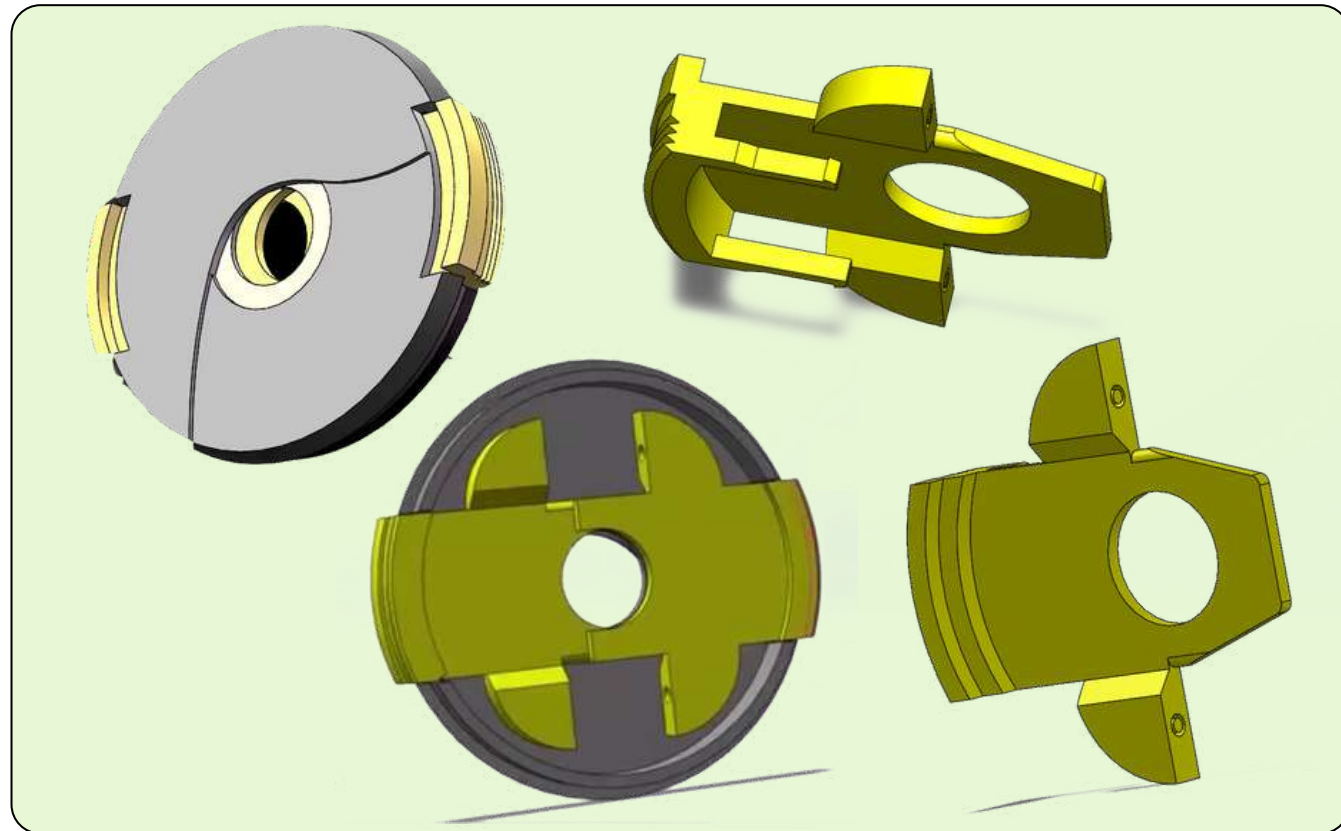


Shutter cap

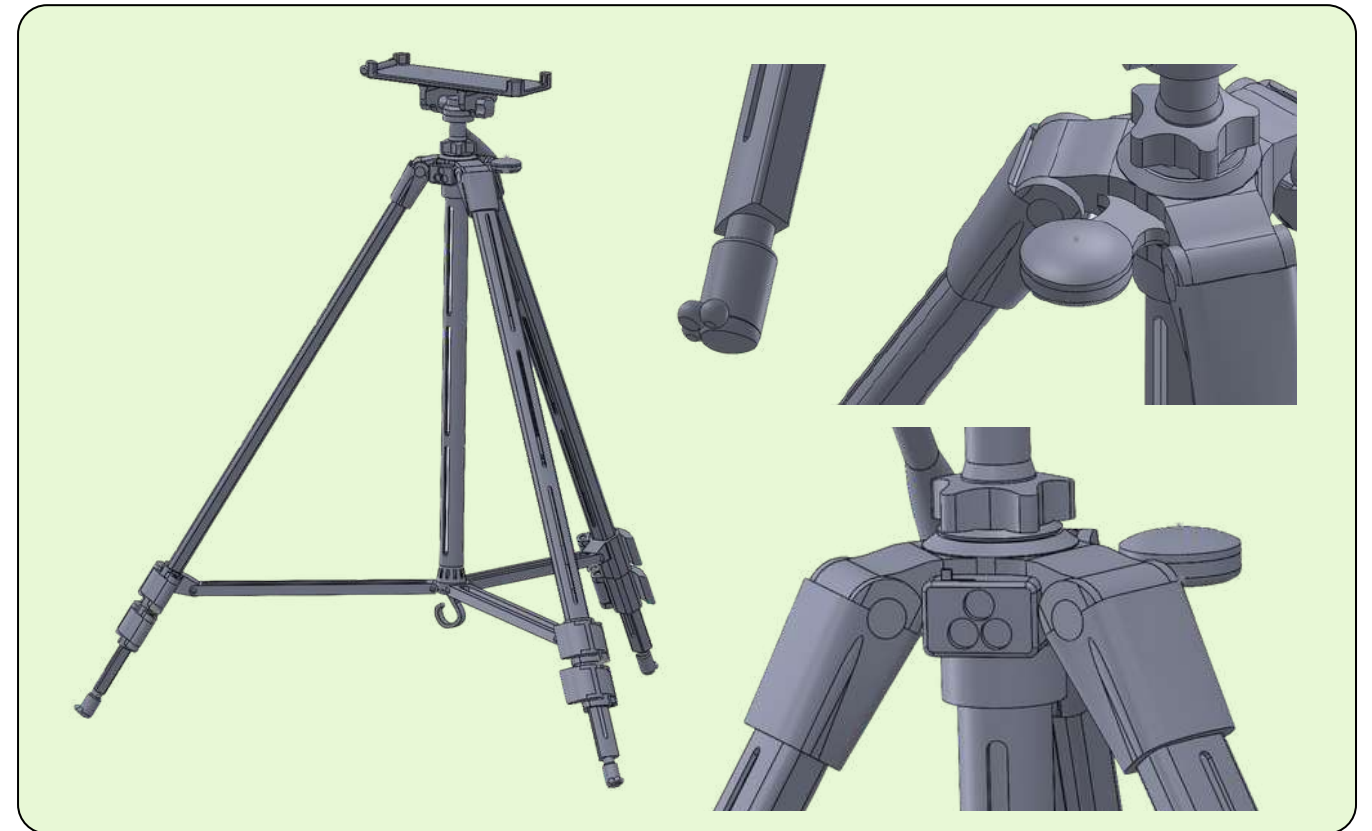


CAD modeling and prototyping

Lens cap



tripod



Testing



Assembly with camera



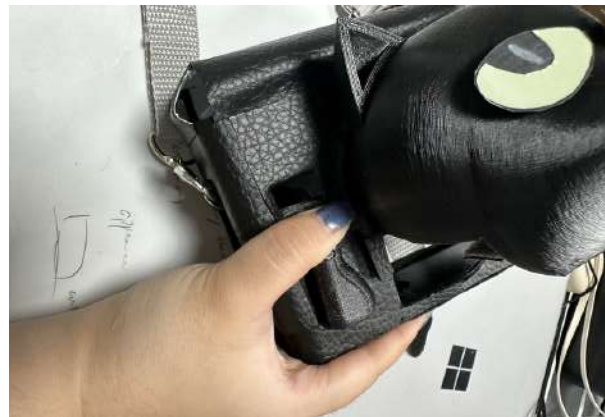
Compartment opening



Carrying



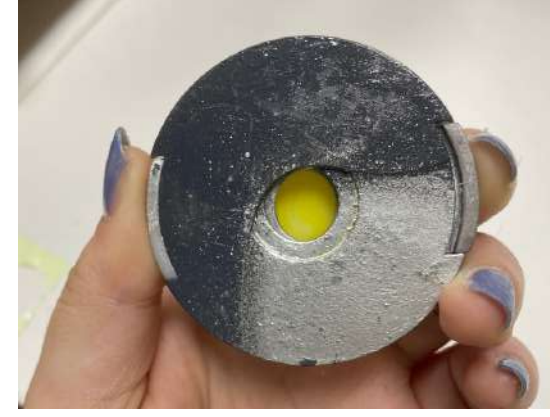
Standing



Bag opening ergonomics



capacity test



Interaction



Light effect



Lens cap dimension and fixture



Bag sealing



Ergonomics



Linking platform connection



Assembly with shutter



Decoration attachment



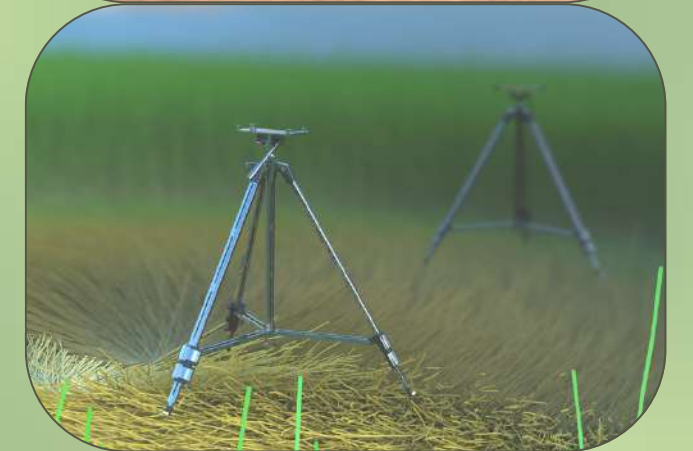
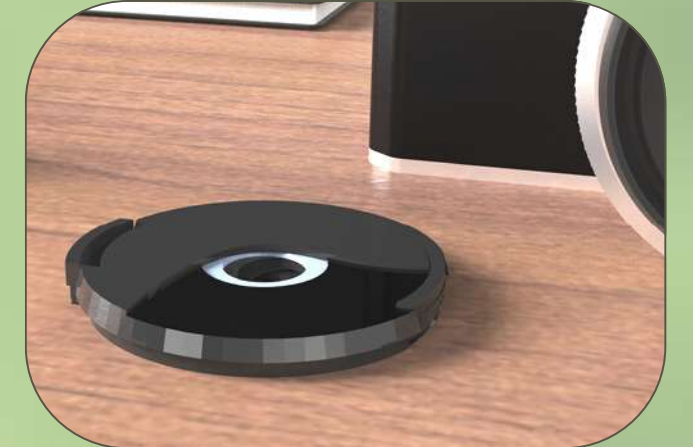
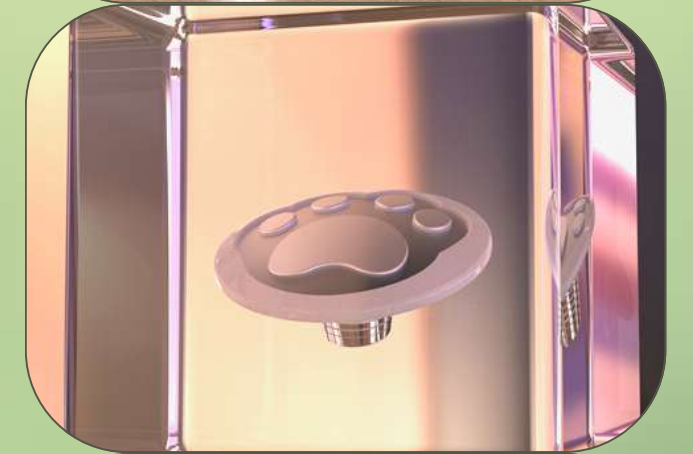
Assembly



Compass function

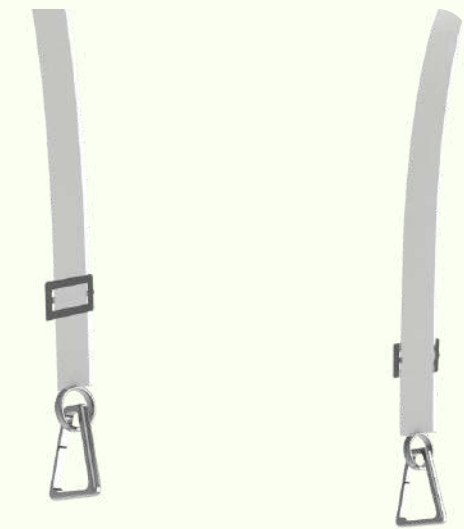
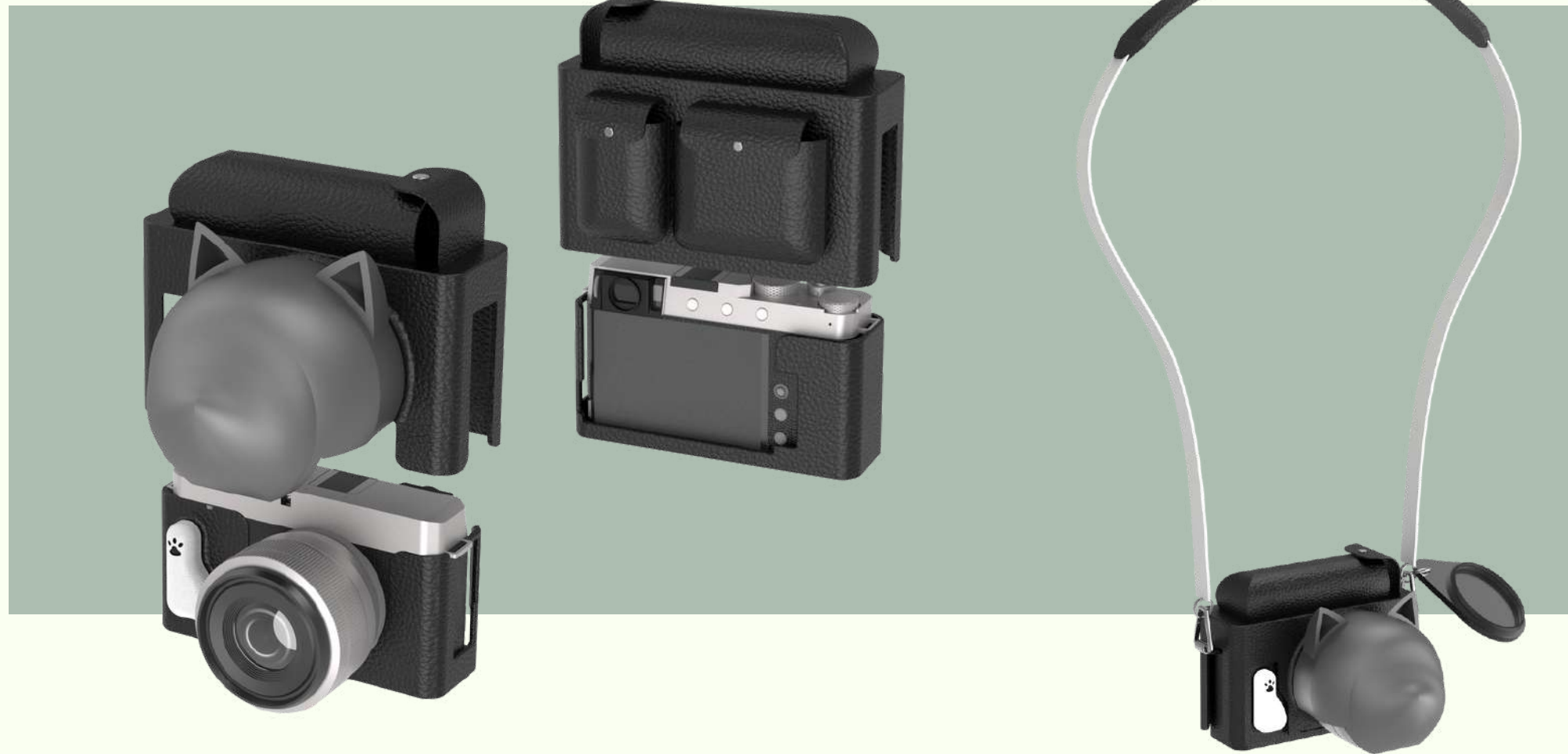
Final concepts

- Camera Bag
- Shutter Cap
- Lens Cap
- Tripod



Features and details

Camera Bag----A cat is free of harm after falling from a height



Detachable and adjustable strap



Cat paw buttons



Luminous handle



Herbal insect repellent



Hook & loop sealing



Optional cat eye decoration

Features and details

Tripod----A cat can always **stand steadily** on complex landform



Light switch installed



Carbon fibre material



Gradienter



Integrated compass



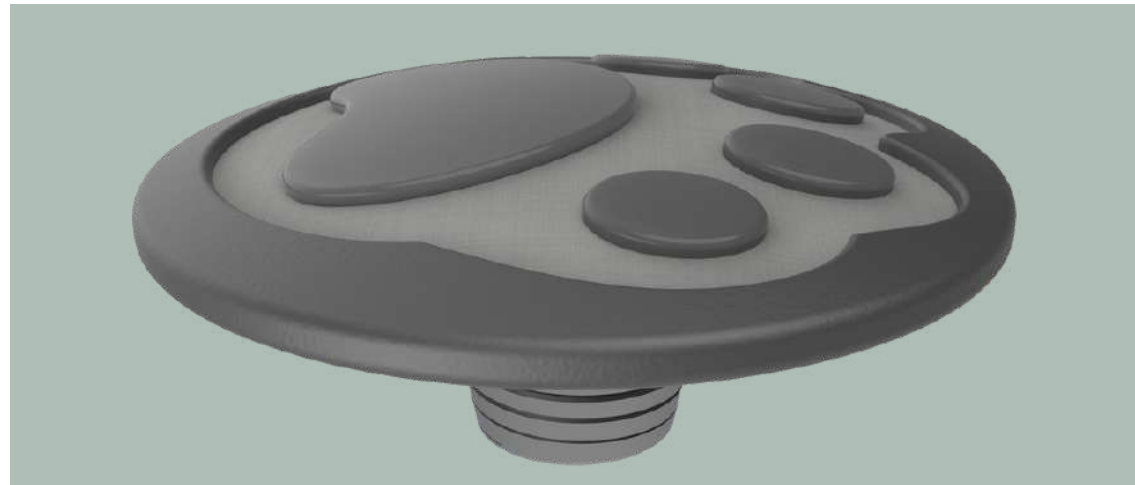
Cat paws feet



Linking platform

Features and details

Shutter cap---- Each scratch is a nice shot



Overview

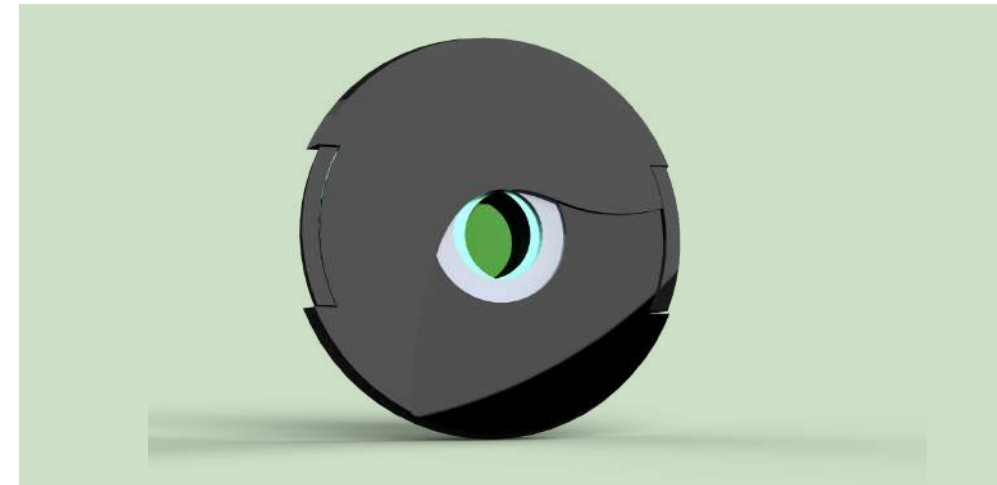


The thread is connected to the shutter button

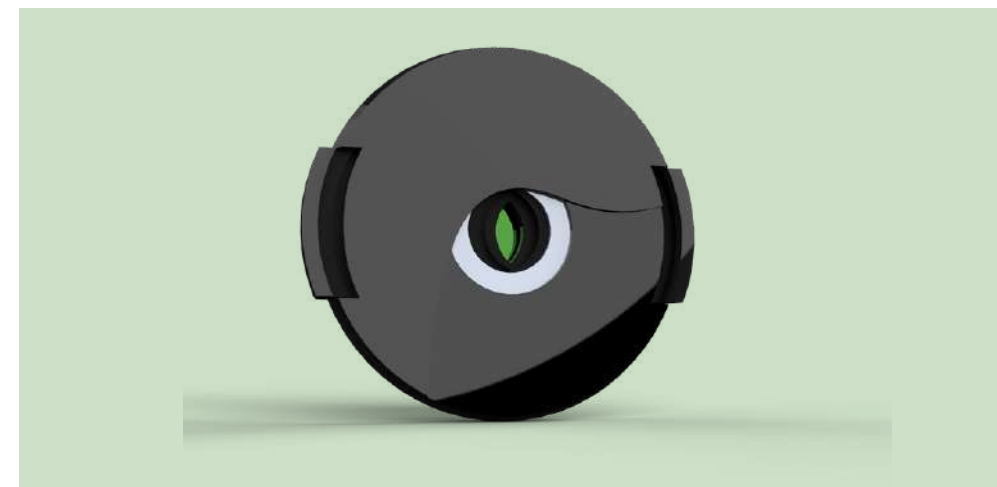


Luminous image

Lens cap----It's time for hunting



Dilated pupil

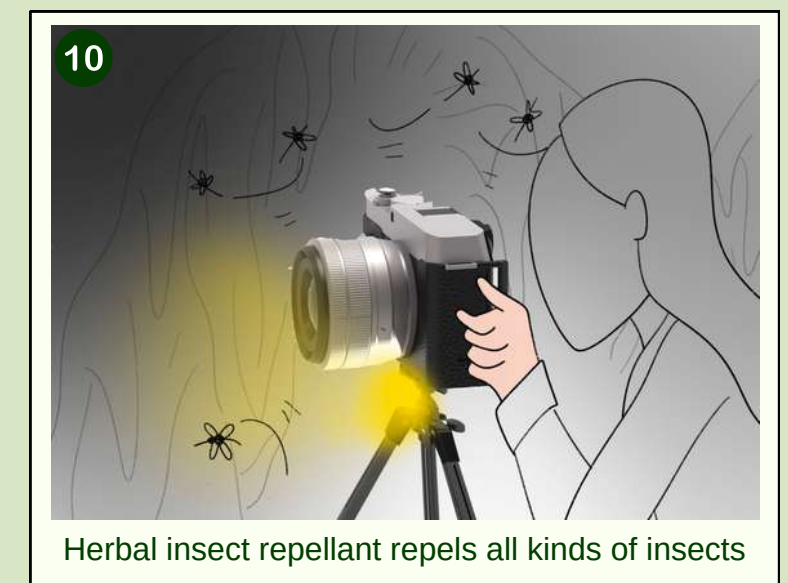
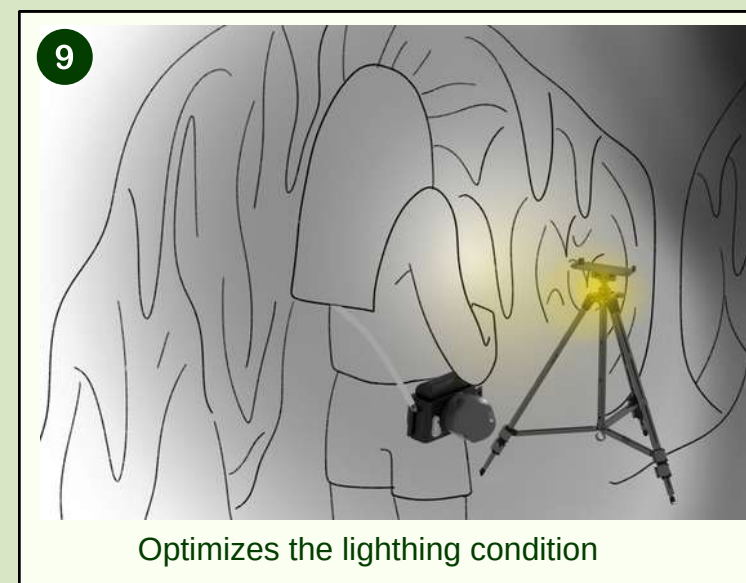
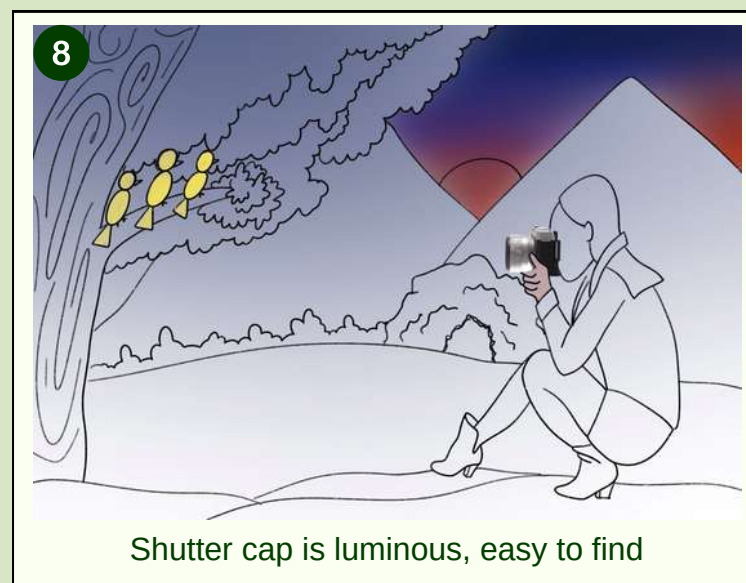
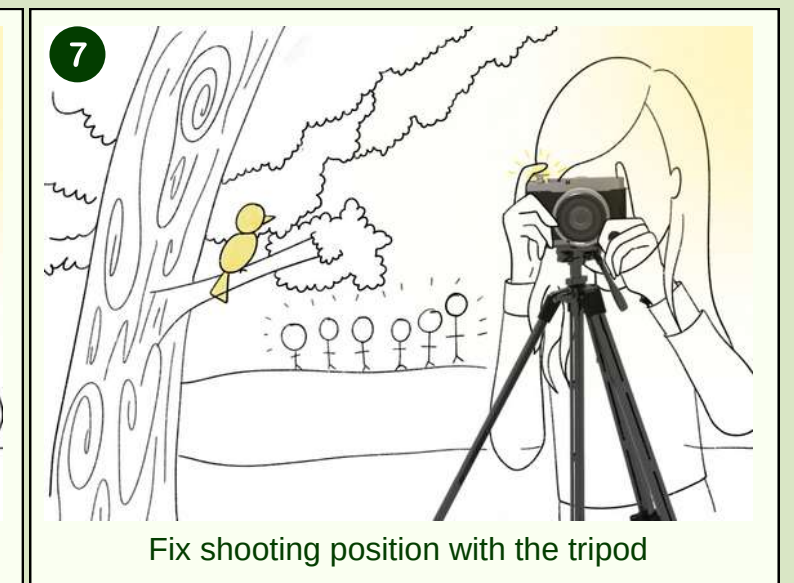
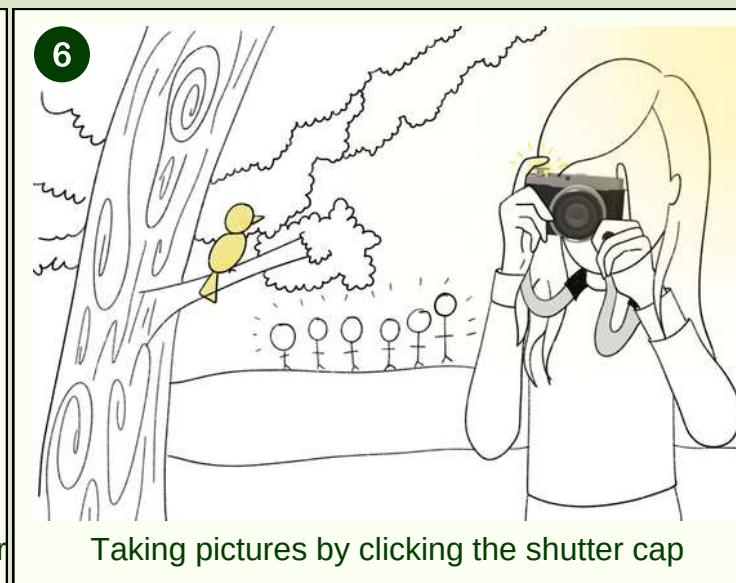
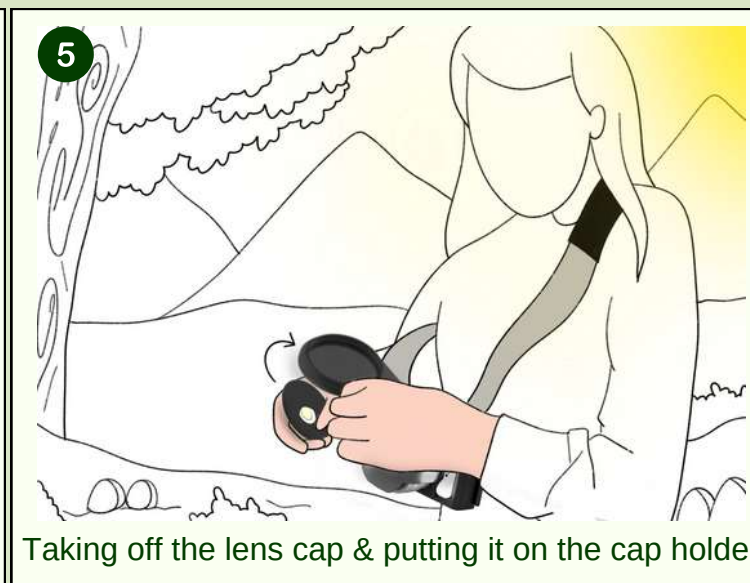
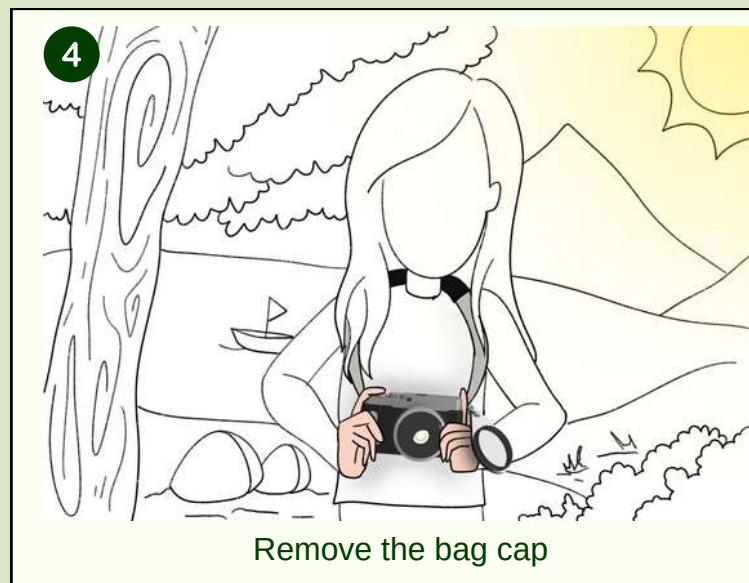
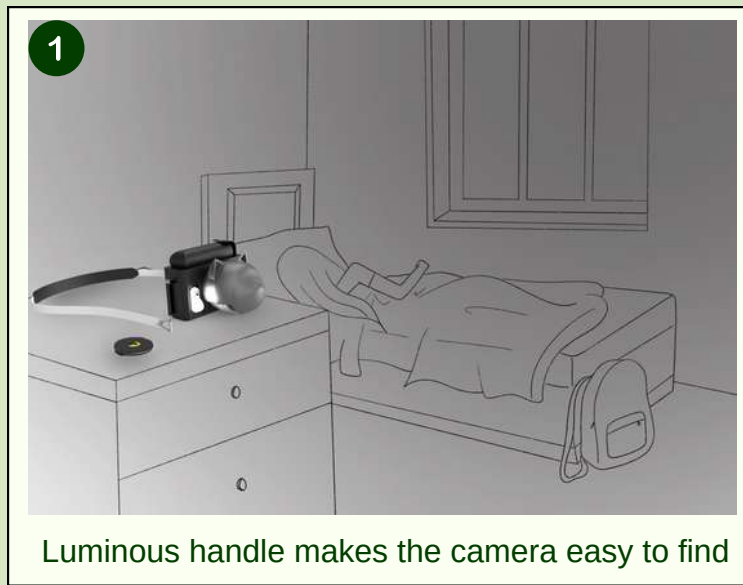


Contracted pupil

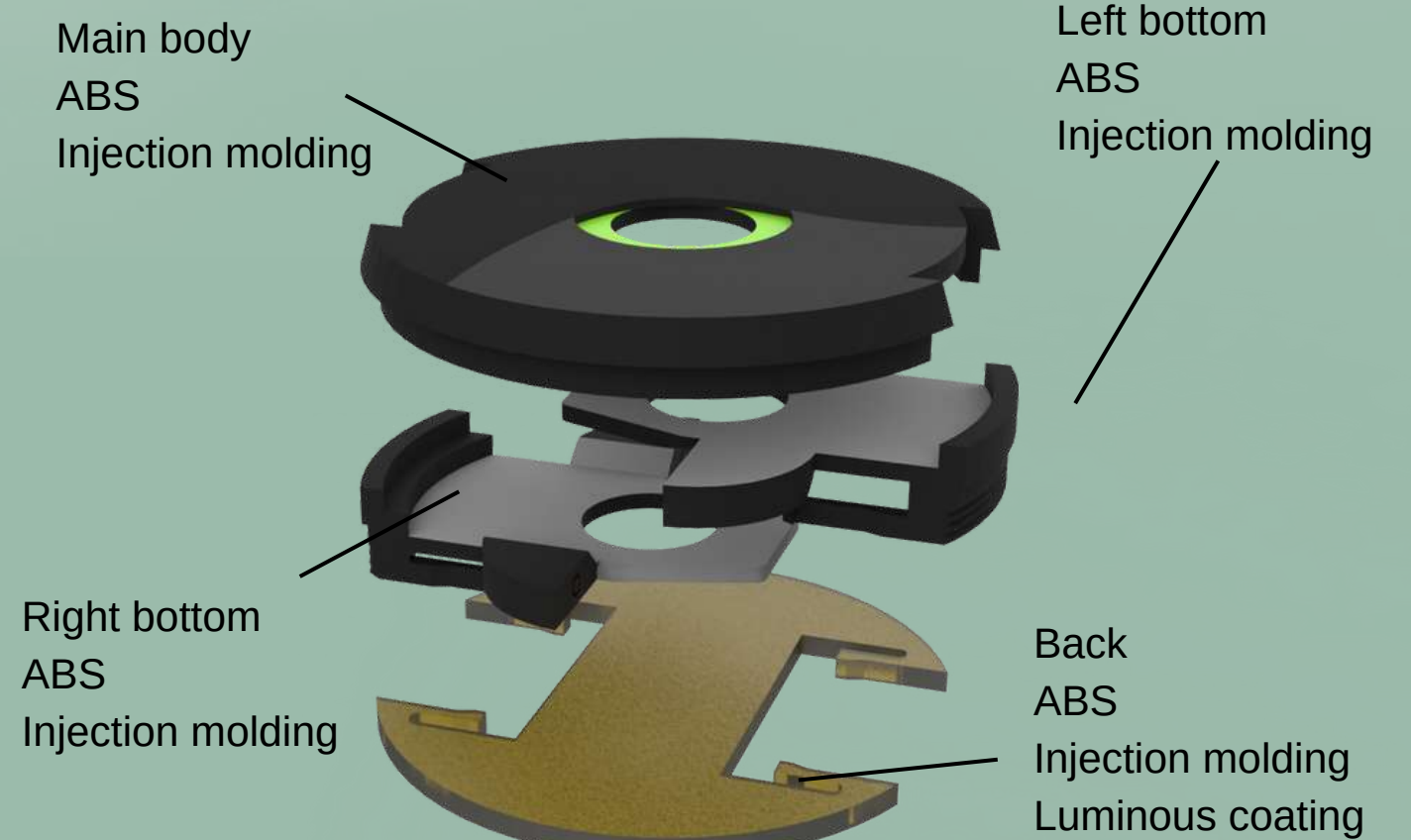
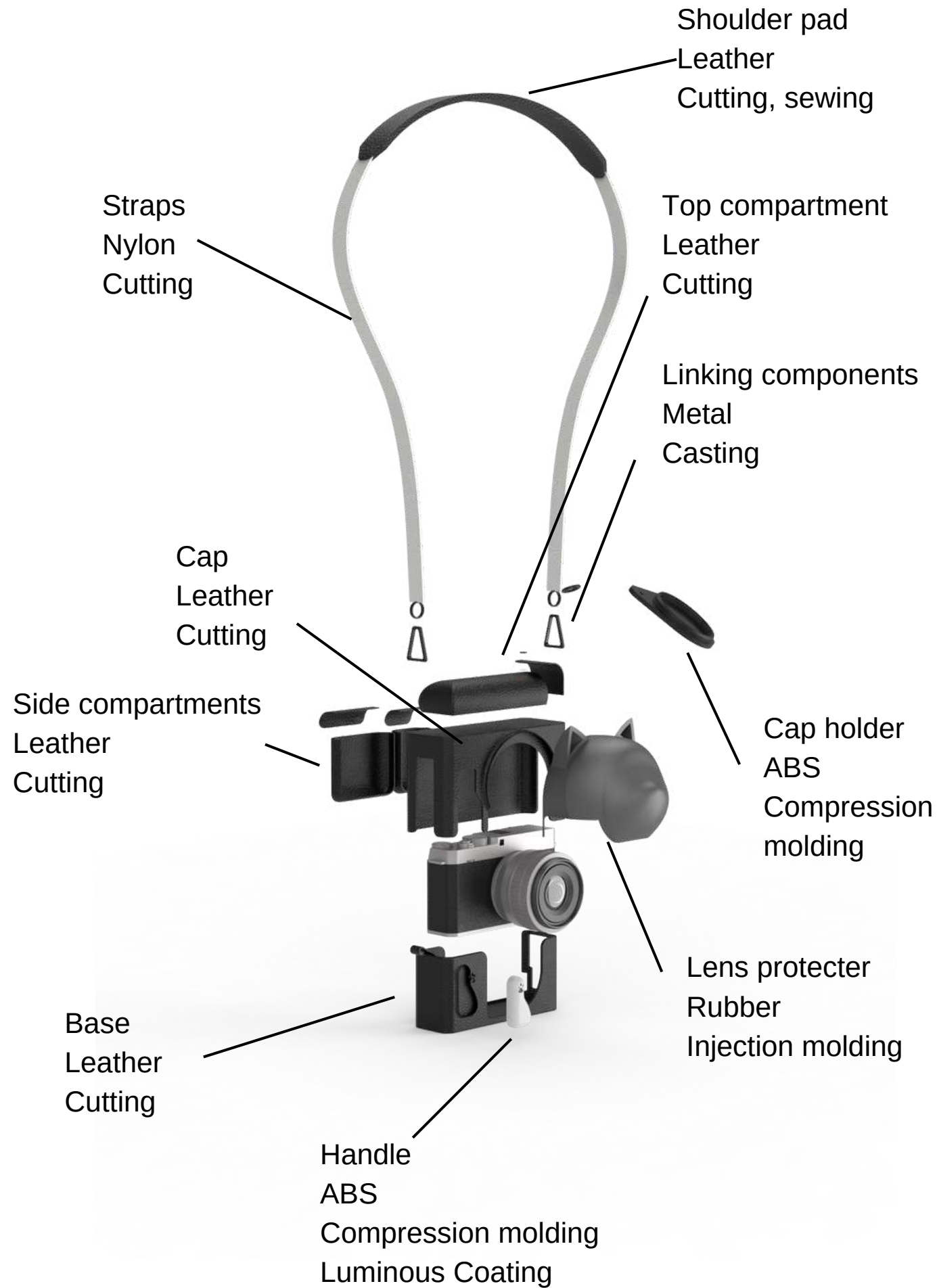


Back

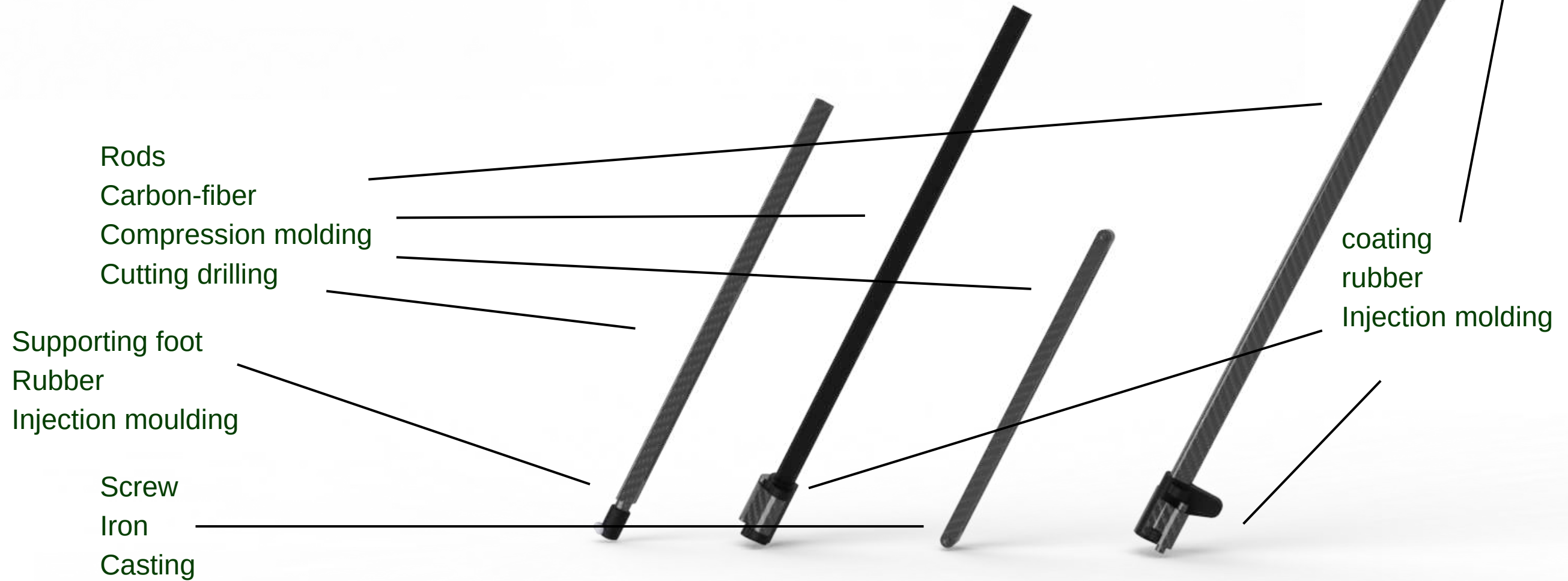
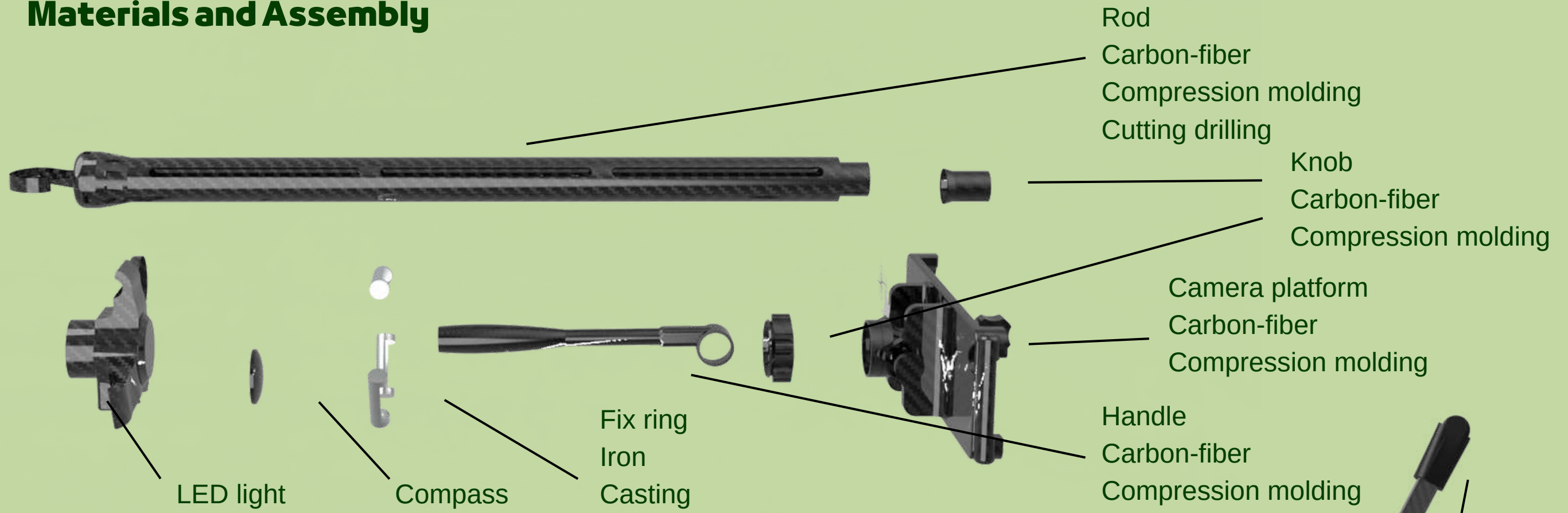
Using storyboard



Materials and Assembly



Materials and Assembly



Concepts Self-evaluation

Concept	PROS	CONS
Camera bag	<ol style="list-style-type: none">1. Sufficient storage space for related items2. Proper use of materials3. Lens cap holder is practical4. Novel appearance	<ol style="list-style-type: none">1. The holder shape can be more decorative2. A bit bulky compared to simple cases3. The placing of the cap can be improved
Shutter cap	<ol style="list-style-type: none">1. Easy spotting of the shutter with the luminous cap2. Wear-prevention of the shutter3. Encouraging interaction	<ol style="list-style-type: none">1. Subtle and less functional2. Easy to get lost
Lens cap	<ol style="list-style-type: none">1. Interesting interaction with dynamic effect2. Delicate appearance3. Strong protection of the lens	<ol style="list-style-type: none">1. Less functional2. The actual effect can be more fascinating
Tripod	<ol style="list-style-type: none">1. Light weight with carved carbon fibre material2. Functional and practical3. Interesting integration of cat foot figures4. Addition functions suit the scenario	<ol style="list-style-type: none">1. Compass is less necessary to be incorporated2. Insufficient innovation compared to the current products3. Can add more semantics in functions and appearances
Full Set	<ol style="list-style-type: none">1. Nice integration of cat related semantics2. Consistent simple style, total work of art3. Corresponds the using scenario and persona4. Good use of luminous materials	<ol style="list-style-type: none">1. The repeated cat features may limit potential customers2. More of appearance design than functional design

Group Reflection

The Fujifilm Accessories Design team project aims to develop innovative camera accessory concepts to enhance the photography experience for Fujifilm camera users and enrich the brand image. Our team focused our design efforts on the uniquely elegant and compact X-E4, a distinguished member of the Fujifilm camera lineup, and we envisioned our target user as Emilia, a young independent woman who appreciates petite and cat-loving aesthetics.

Initially, due to the high level of expertise and long history of optical cameras, we encountered significant design limitations during the brainstorming and ideation stages. Any ideas related to imaging quality ultimately encountered technical constraints. As a result, we shifted our design focus to the aesthetics and user experience optimization of the accessories. Although we made some attempts to enhance functionality during subsequent iterations, we found it unacceptable to compromise the overall usability of the accessories. Moreover, our design concept, centered around enhancing visual appeal and emotional value, aligned closely with the user persona of "young independent women."

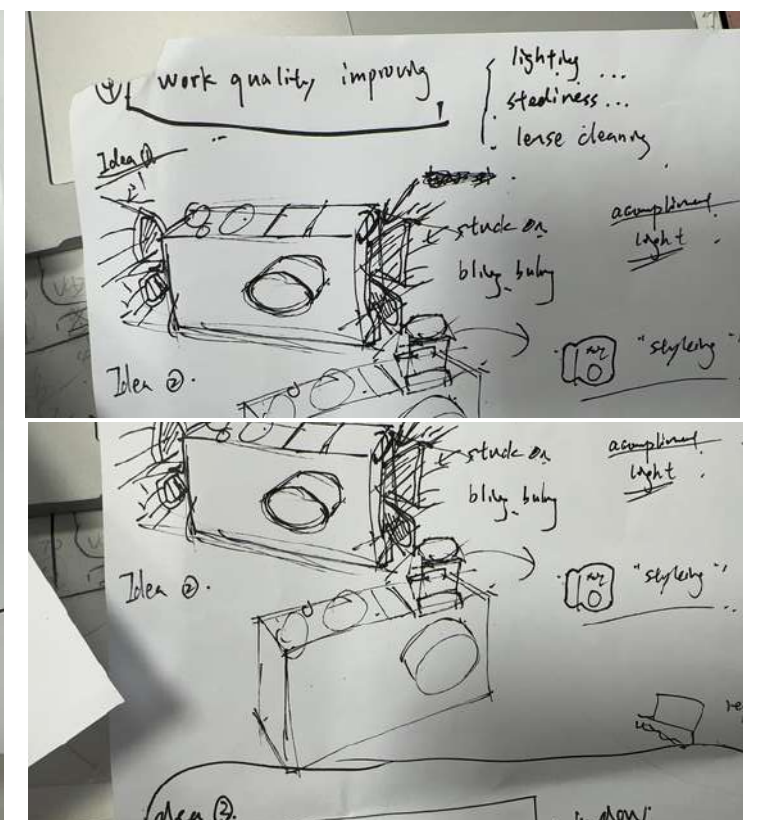
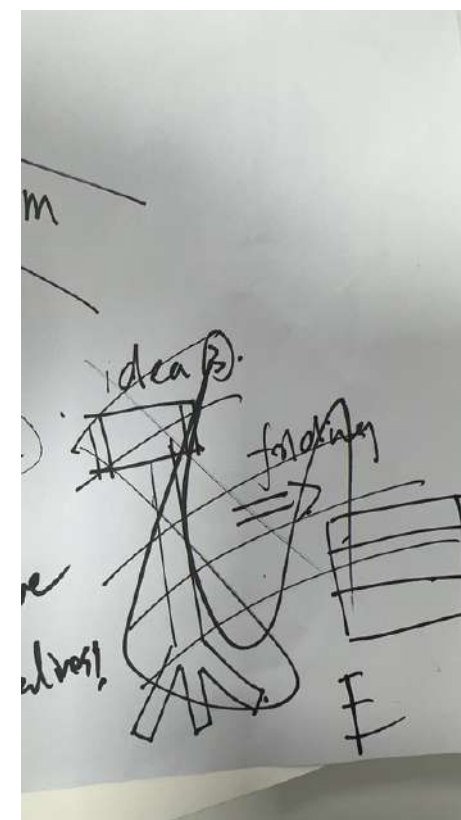
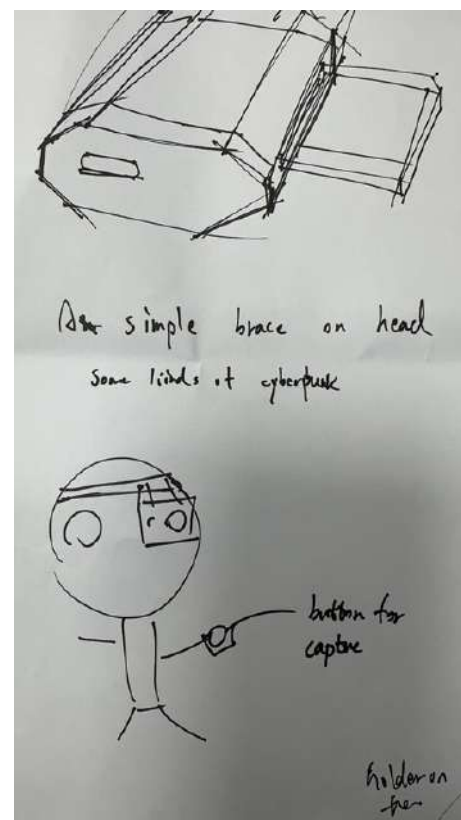
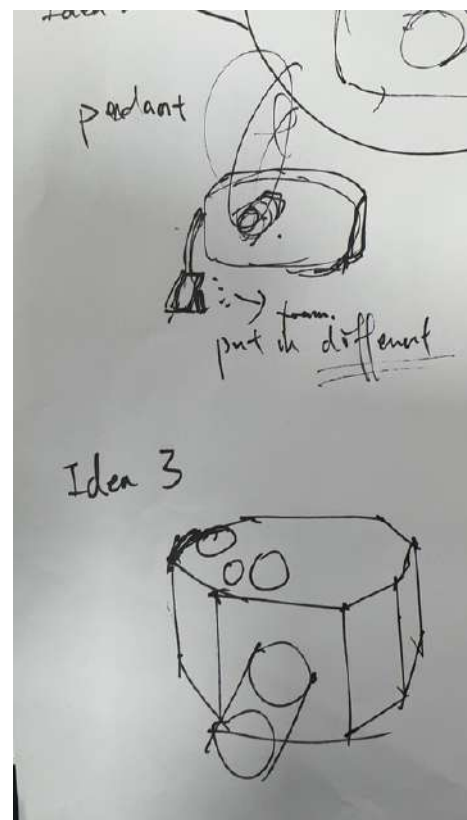
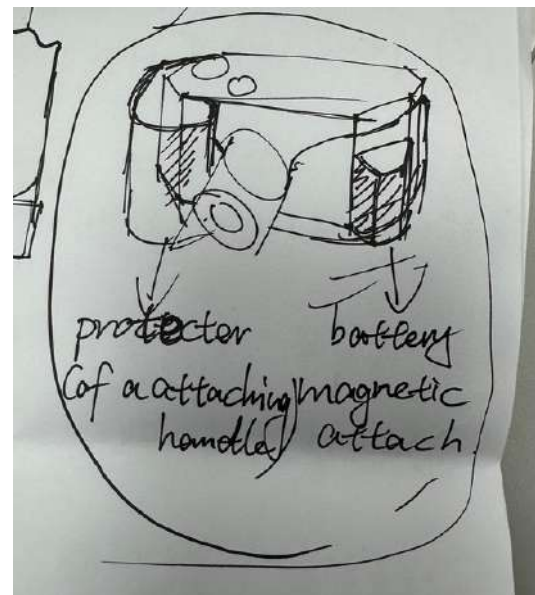
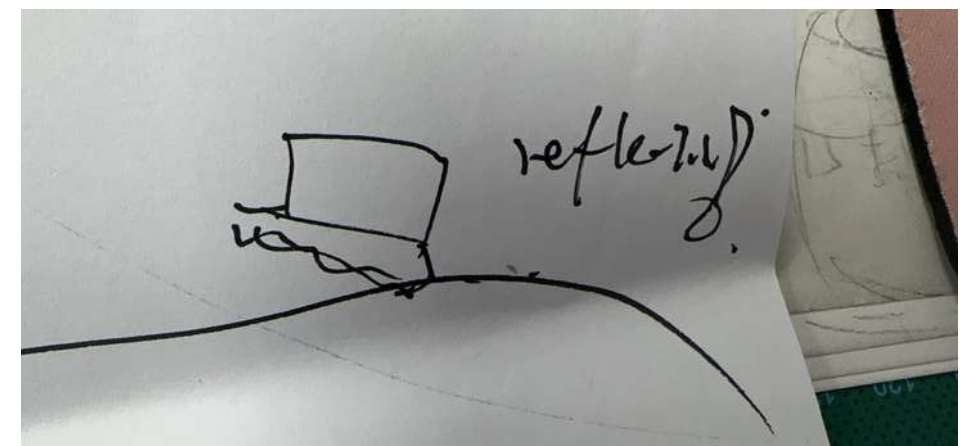
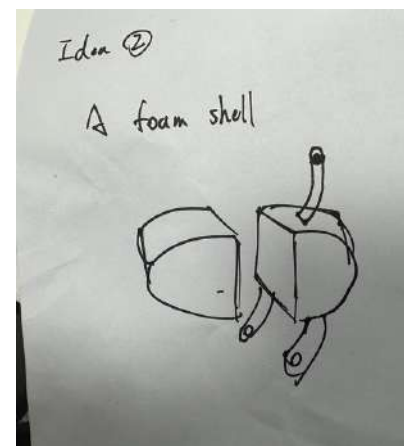
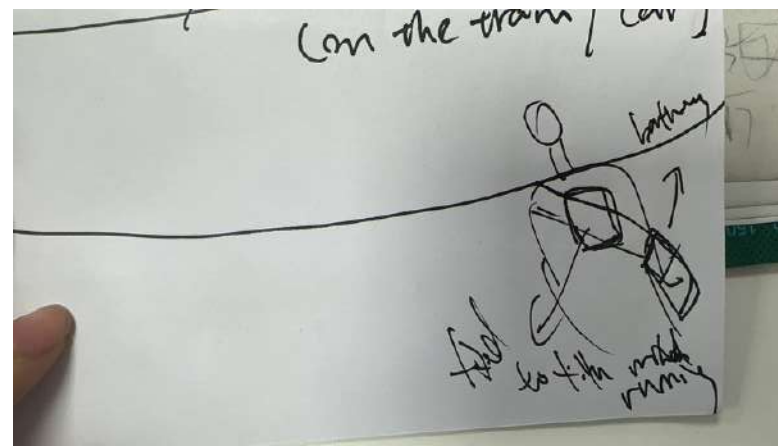
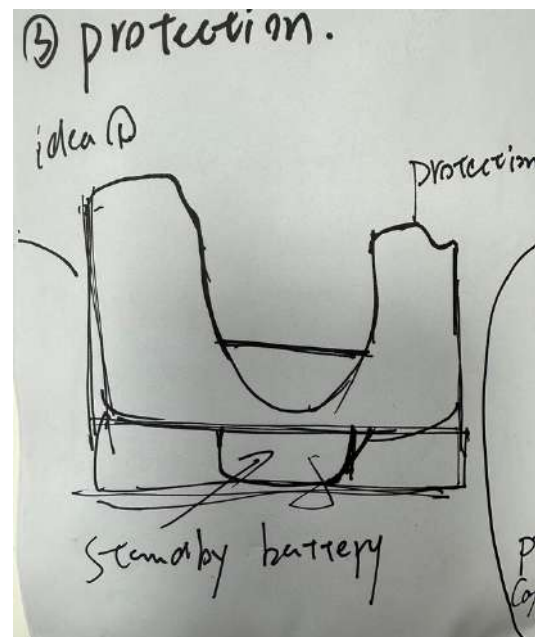
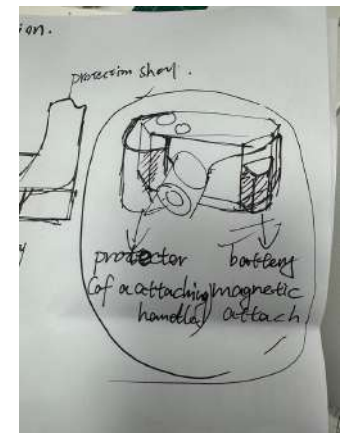
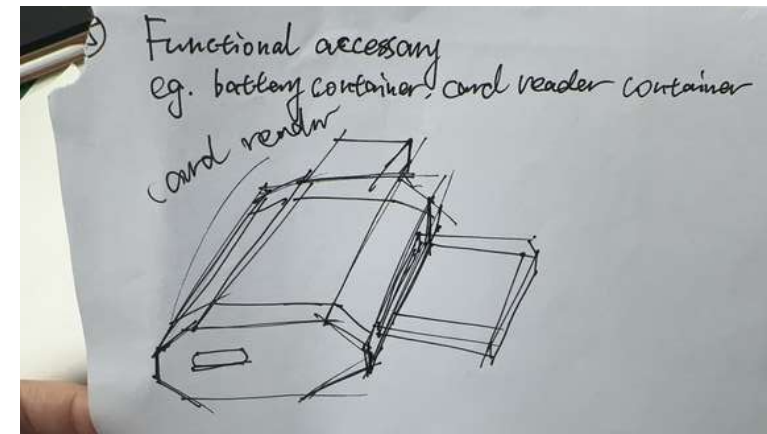
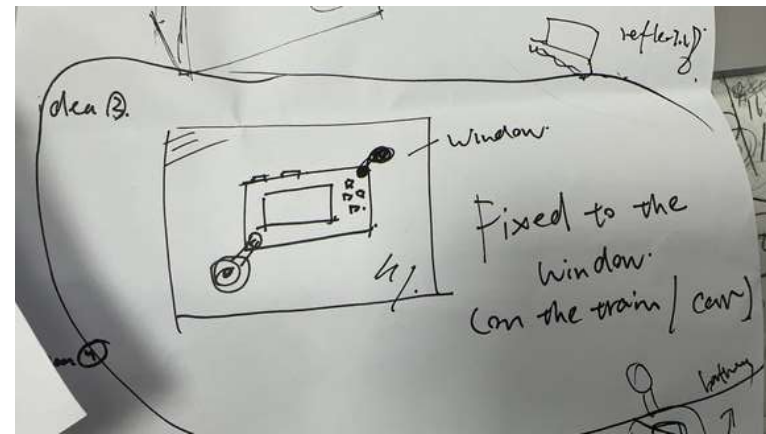
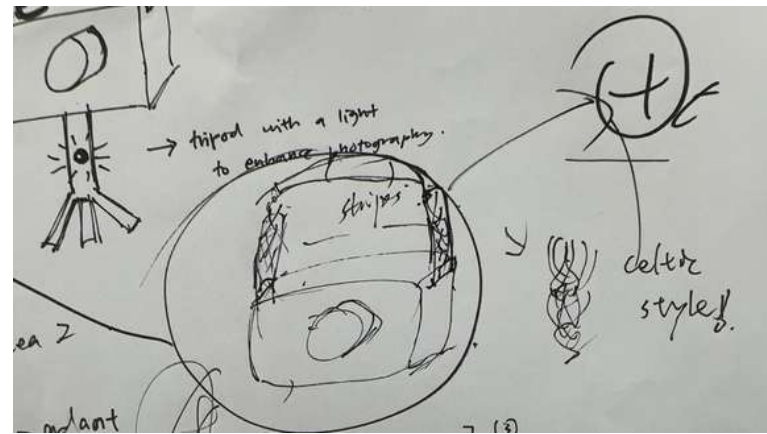
Despite some communication challenges caused by language barriers among international team members, our team successfully demonstrated exceptional collaboration skills. Throughout the project, we effectively conveyed ideas, assigned tasks, and supported each other's work. We generated a wide range of unique accessory concepts, showcasing our creativity and ability to think outside the box. By predefining a clear positioning for our target users and products, our ideas were able to develop and be tailored to precisely meet the needs and preferences of our target users. While we faced some challenges during the project, under the guidance of our group leader, we effectively managed the timeline and successfully executed tasks. Furthermore, our market research was comprehensive, incorporating precise camera hardware and software data, expert evaluations of cameras, and extensive competitor analysis, including user feedback. This further strengthened our understanding of the market landscape and provided significant help during the concept development process.

Overall, the Fujifilm Accessories Design team project concluded with satisfactory results, receiving recognition from Fujifilm stakeholders who provided valuable suggestions. For example, one of our accessory concepts presented significant design opportunities worth exploring. This project has accumulated valuable learning experiences for all members of our team.

References

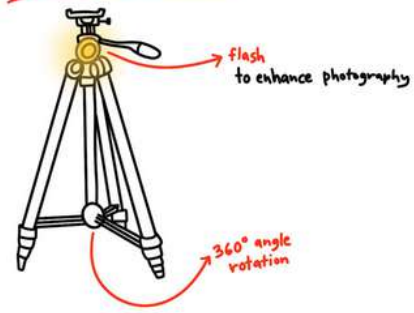
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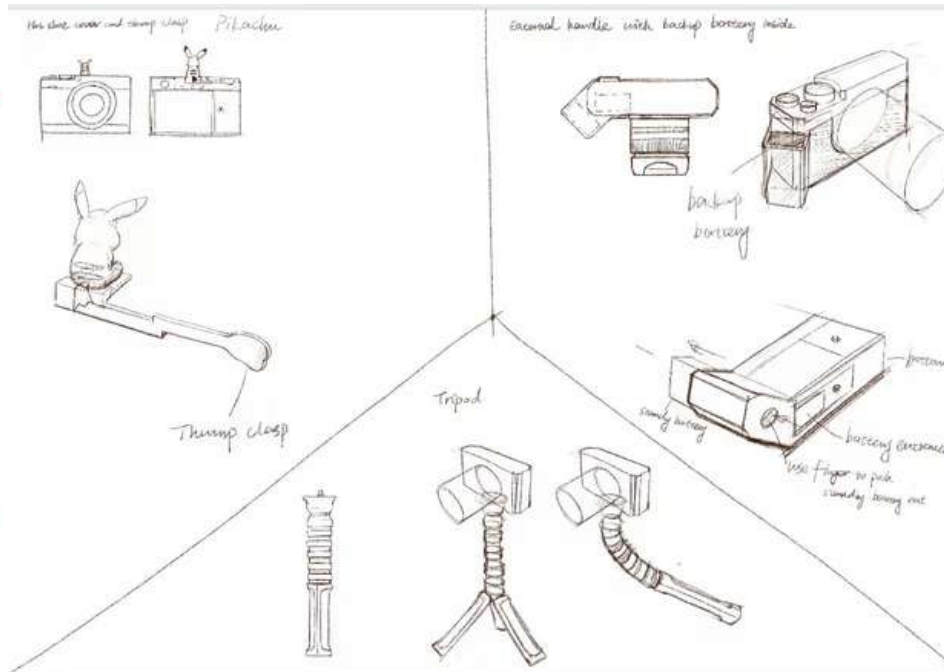
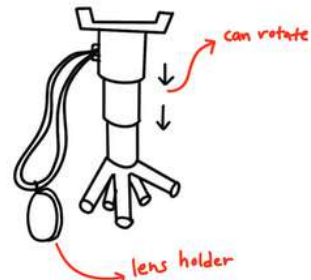
Raw works created in the design process

Flash-Tripod

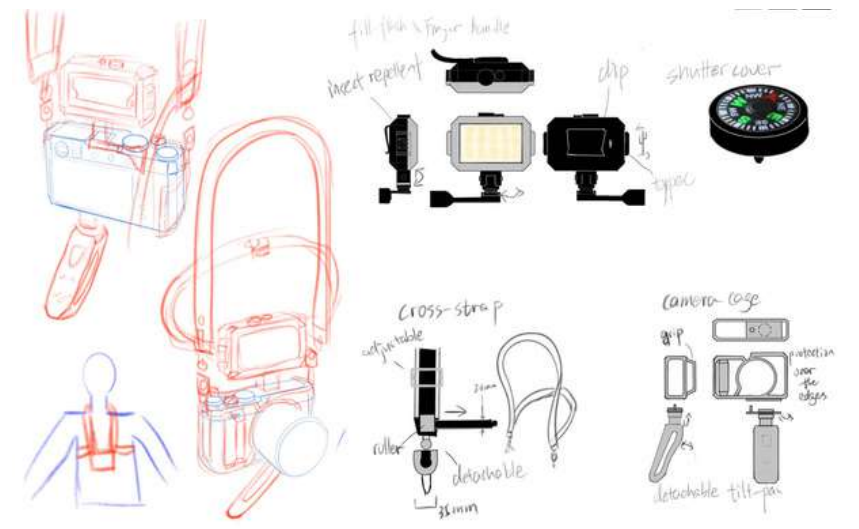


Key innovation : combination of flash & tripod
Materials: aluminium construction to ensure strong, durable, lightweight, and also sleek and compact tripod, to enhance portability
Colors : vintage brown
Estimated cost : 200-250rmb
Attaching method : features standard 1/4 inch screw that can be attached to the camera's tripod mount

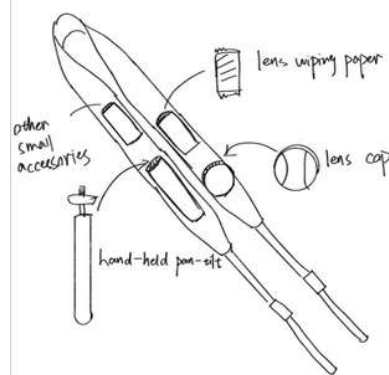
Sling-Tripod



Set 2: Casual look



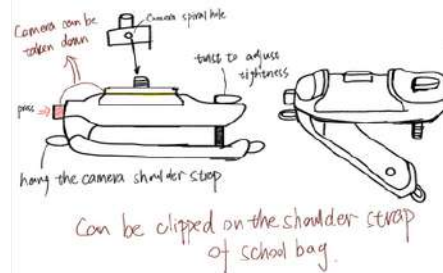
Camera shoulder strap



Giving the camera shoulder strap storage function makes travel more convenient.

Endowed with the camera shoulder strap storage function, you can store some kinds of camera accessories in the camera shoulder strap. It makes the travel more convenient, and easier to get camera accessories.

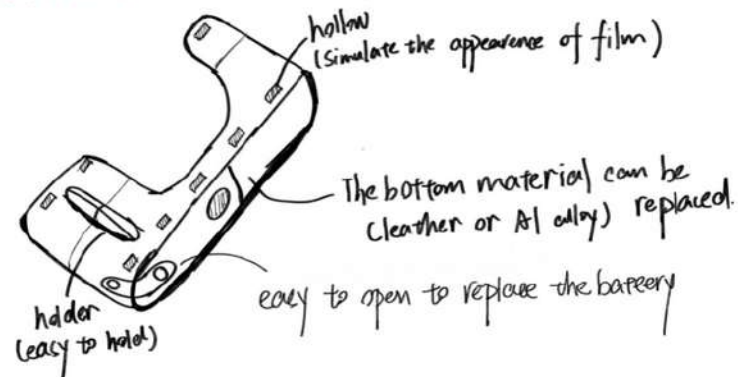
Camera quick attaching / detaching system



Quick camera removal system allows users to quickly take out the camera to use. Users can clip this to the shoulder strap of their school bag or use a camera strap to hang onto it. The camera can be easily removed and used with the press of a button. But the specific internal structure needs more consideration.

Protective shell

material: leather

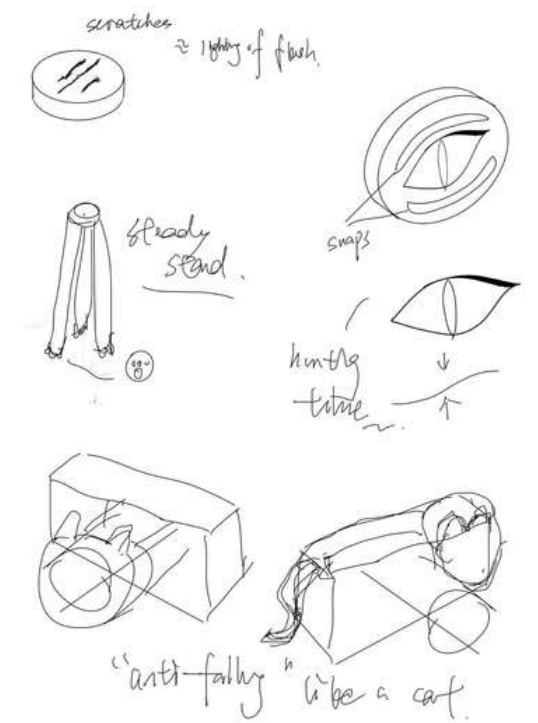
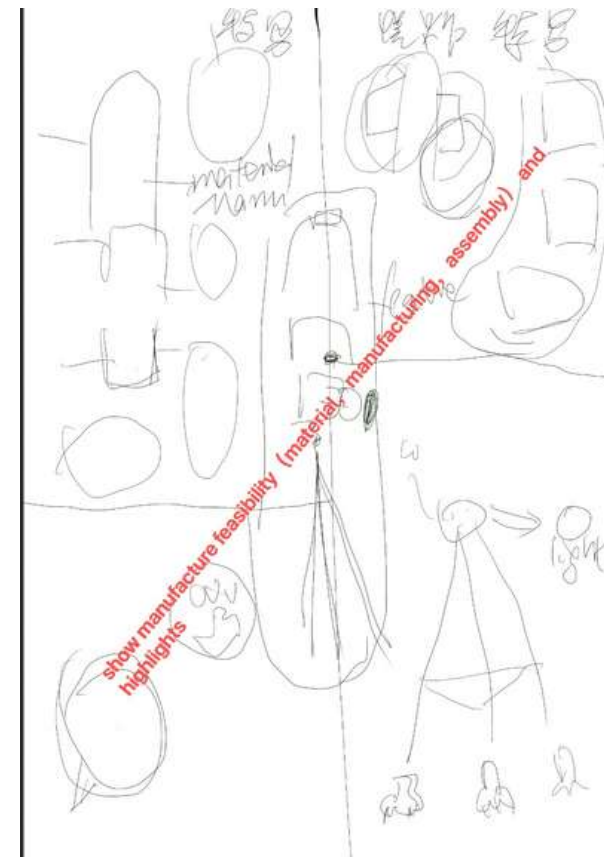
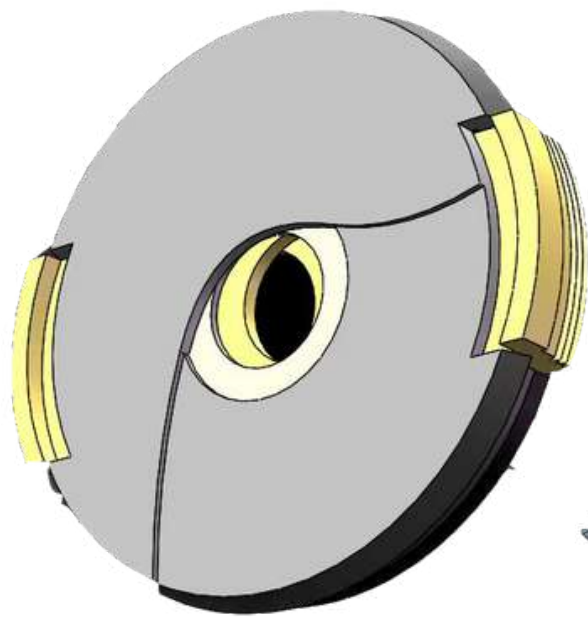
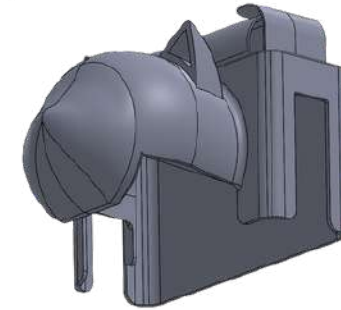
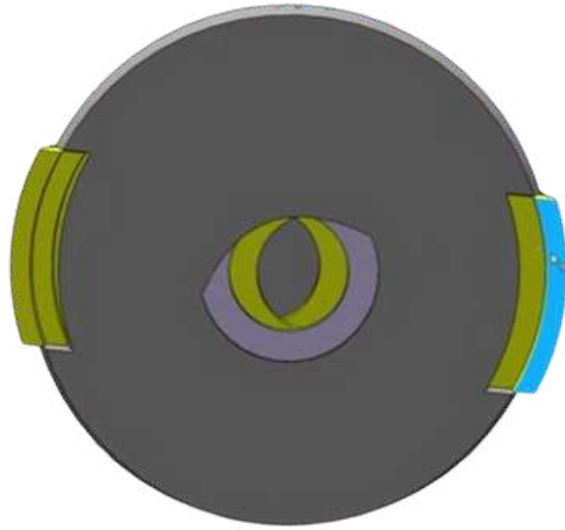
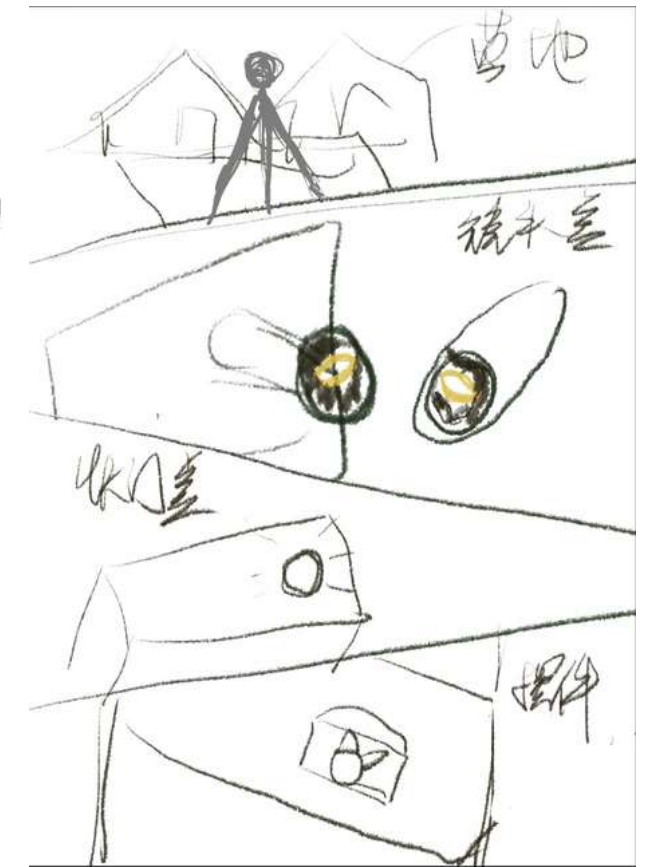
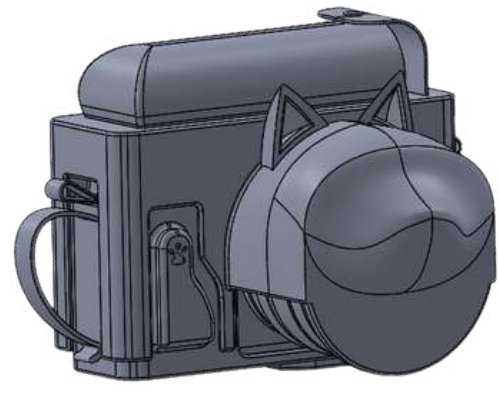


Holder is combined with the camera protection case. Using leather material, the appearance simulates the appearance of film. The bottom material can be changed according to different use scenarios. If shooting today is light, use a leather material to reduce the weight. If today outdoor shooting more, and shooting intensity, you can use aluminium alloy material to protect the camera.



1. Camera case
 - Rubber material: anti-slip and anti-falling.
 - Decorative with three shapes (rabbit ears, cat ears and tentacles) and a variety of colors.
2. Fanny pack
 - Canva
 - Various colors, fuzzy appearance (in consistent to the case).
3. External filter lens
 - Create different scenery effects (rainbow filter, cute filter, 80's filter...)

Raw works created in the design process



Raw works created in the design process

