



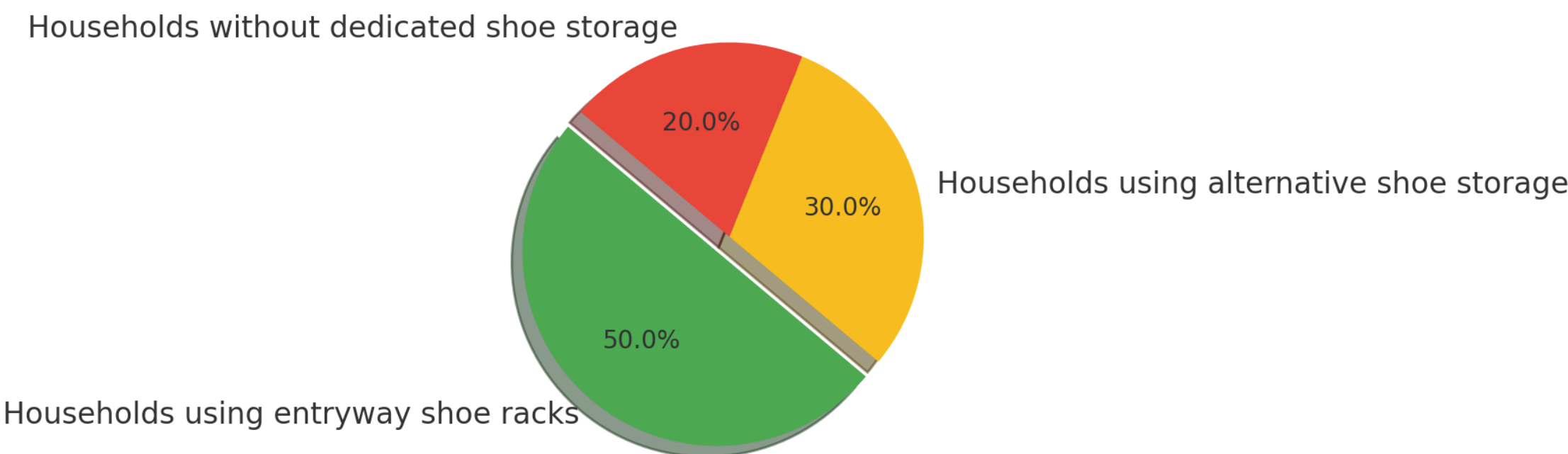
“Declutter Your Day, One Step at a Time”

What’s the Problem?

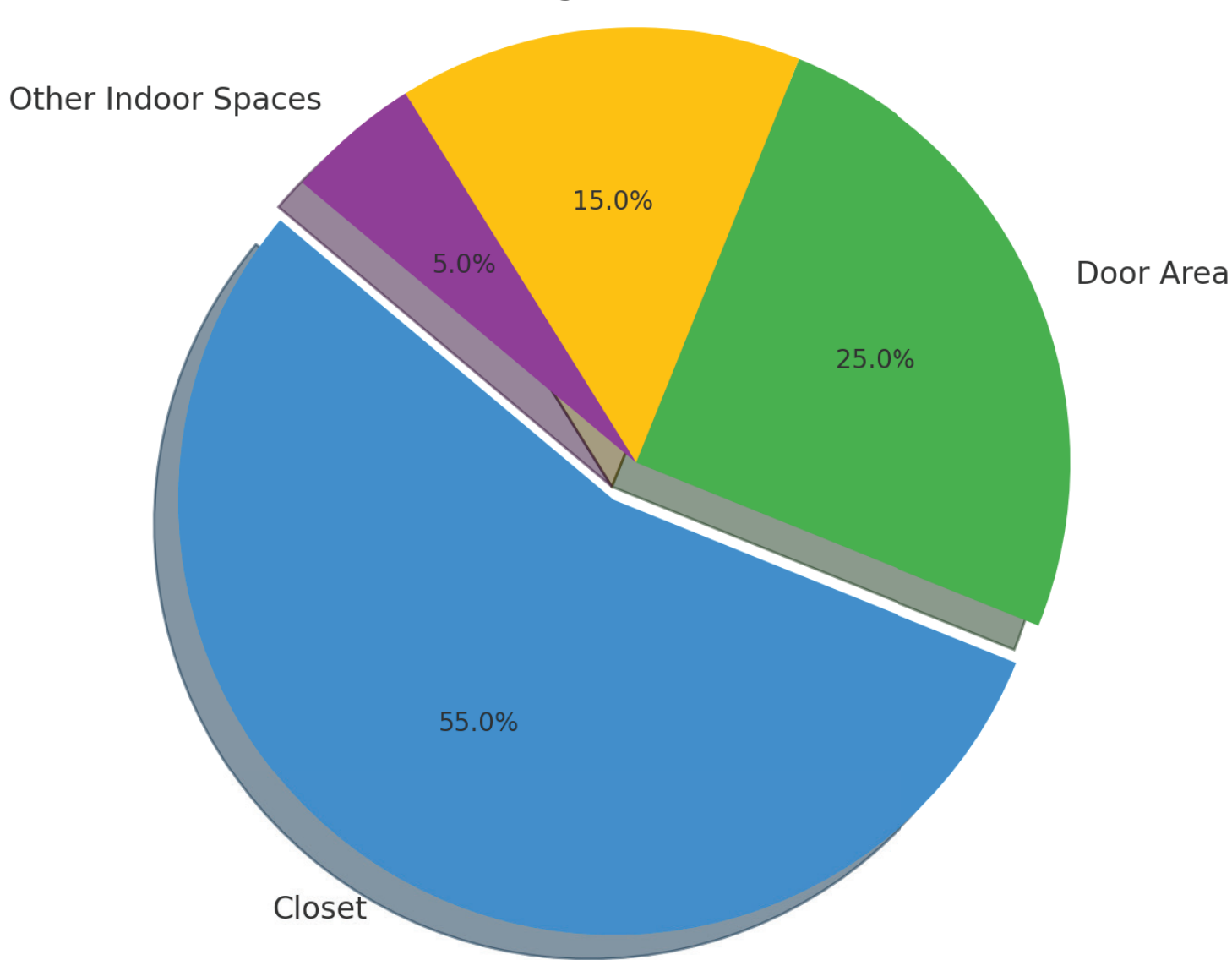
In many homes today, especially in cities where space is tight the entryway has become a spot for shoes, bags, coats, and everything in between. It’s the first space we see when we walk in and the last when we leave, yet it’s often overlooked when it comes to organization. This clutter doesn’t just create mess; it adds stress, disrupts the flow of the home, and wastes time looking for essentials. While there are plenty of shoe racks and storage bins out there, most don’t go beyond basic storage. There’s a real need for smarter, more functional solutions that help keep entryways clean, organized, and aligned with modern living.

Research

Estimated Distribution of Shoe Storage Solutions in Households



Common Locations for Free-Standing Shoe Racks in Homes



Increased Interest

Interest in entryway shoe racks has grown by 24% over the past year, with a current volume of 27,000 searches per month as of November 2024. This trend indicates a rising consumer focus on entryway organization solutions.

Maximizing Limited Space

In urban settings where living spaces are often constrained, multi-functional furniture offers practical solutions. For instance, a sofa that converts into a bed or a coffee table with built-in storage can free up valuable floor space, making rooms feel more spacious and organized .

Project Goals

The goal is to transform the everyday entryway into a cleaner and more efficient space. This project is designed to address common household frustrations like clutter and by offering a storage solution to enhanced organization.

Goals

- Design a modular shoe rack that improves organization, cleanliness, and quality of life.
- Merge aesthetics with functionality.
- Incorporate sustainability and wellness into product development.

Designers Statement

As a designer, I believe that everyday interactions with our home environments should be seamless, intuitive, and supportive of well-being. The Nest Rack was born out of observing the often overlooked stress caused by cluttered and inefficient entryways. This space where we transition between the outside world and the safety of our homes deserves a thoughtful design that promotes organization and cleanliness.

This project merges modular functionality and sustainable materials to create a product that not only solves a problem but also enhances the overall quality of life. It is my response to the growing need for multi-functional, and design-forward furniture in modern living. Through research, user testing, and an iterative design process, I developed a solution that brings together innovation, aesthetics, and purpose. My goal is to show how intelligent, human-centered design can transform even the smallest parts of our homes into spaces of clarity and care.

Insite

Target Audience

Urban dwellers, small apartment owners, and families seeking efficient storage solutions. This design is perfect for individuals with busy lifestyles who need quick access to everyday essentials.

Accepted Consumer Beliefs

1. Organization Improves Productivity – Consumers believe that a clutter-free home leads to a more efficient and stress-free lifestyle.
2. Health and Hygiene Are Top Priorities – Cleanliness, and sanitization are increasingly important, especially after the COVID-19 pandemic.
3. Sustainability Matters – More consumers prefer sustainable products that align with their values of reducing waste and energy consumption.
4. Convenience Drives Purchase Decisions – Time-saving, and user-friendly products are highly desirable.
5. Aesthetic Appeal is Essential – Functional home items should also look stylish and complement interior design.



Name: Dillon Hodge

Age: 24

Occupation:
Waitress

Place of Residence:
Carbondale, Illinois

Problem Statement: Wet shoes and boots drip onto other footwear when put on current shoe rack.

End Results

The results of this issue were answered by incorporating elevated drip trays and ventilated compartments that isolate wet footwear from dry pairs. This keeps your entire entryway clean, dry, and organized.

Persona Interviews



Name: Kenneth Young

Age: 25

Occupation: Sports
Camera Operator

Place of Residence:
Carbondale, Illinois

Problem Statement: Has issues with shoe organization.



Name: Jason Henry

Age: 30

Occupation:
Electrical Engineer

Place of Residence: Houston,
Texas

Problem Statement: Issues tracking dirt and debree when walking into the house.



Name: Kayla Arnold

Age: 27

Occupation:
Healthcare Data analyst

Place of Residence: Chicago,
Illinois

Problem Statement: Snow covered shoes with rock salt makes a mess at her home entryway.



Name: Jonah Torres

Age: 25

Occupation: Retail
store assosiate

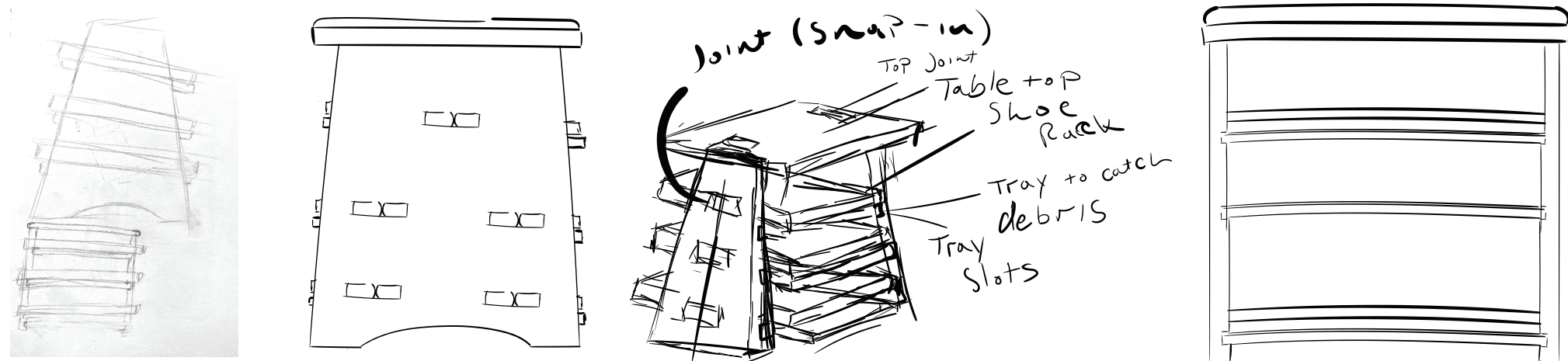
Place of Residence: Chicago,
Illinois

Problem Statement: Needs help with arragment of shoes at his front door.

Nest Rack

"Declutter Your Day, One Step at a Time"

Concept Ideation



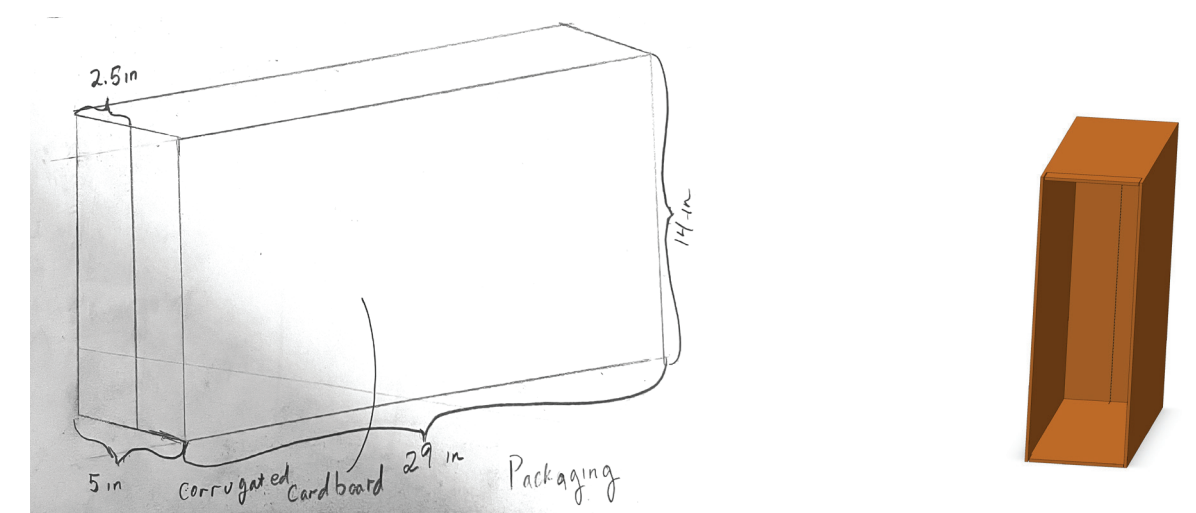
Logo Ideation



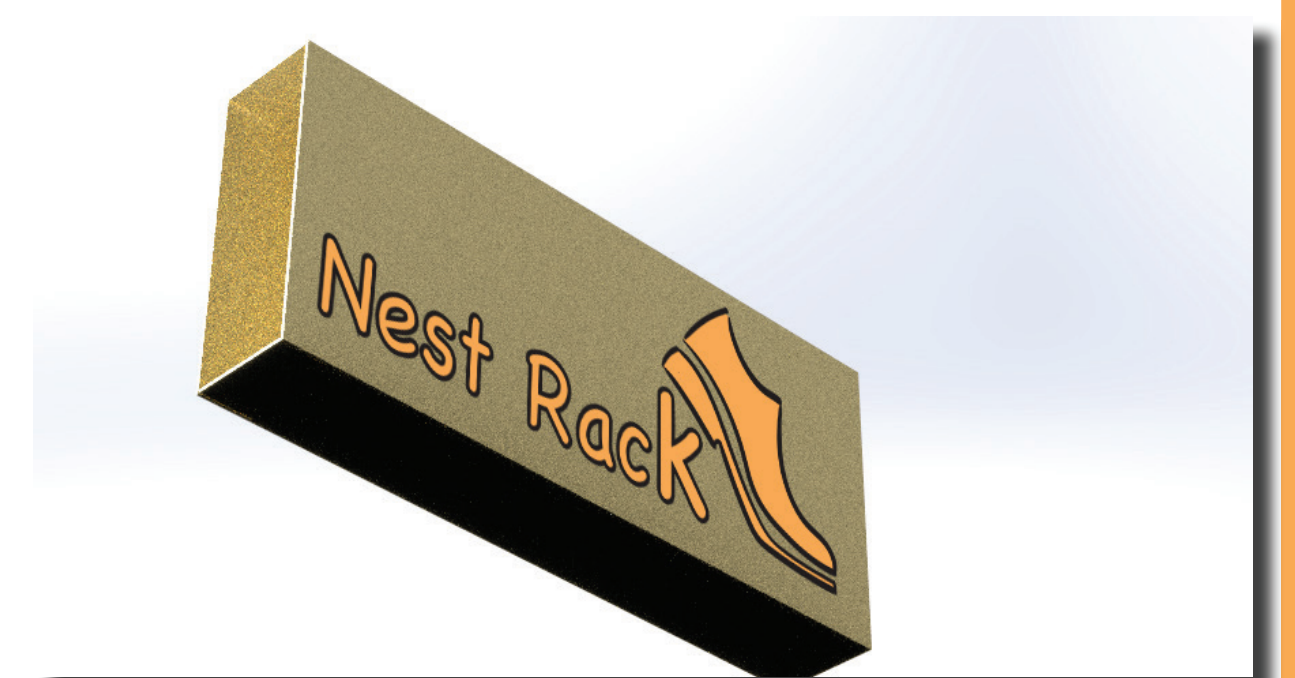
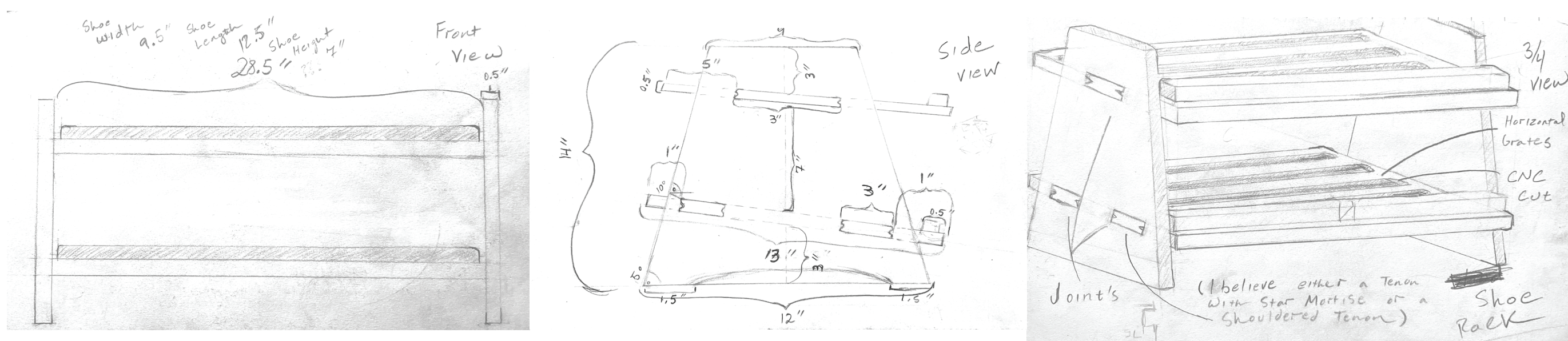
Chosen Logo



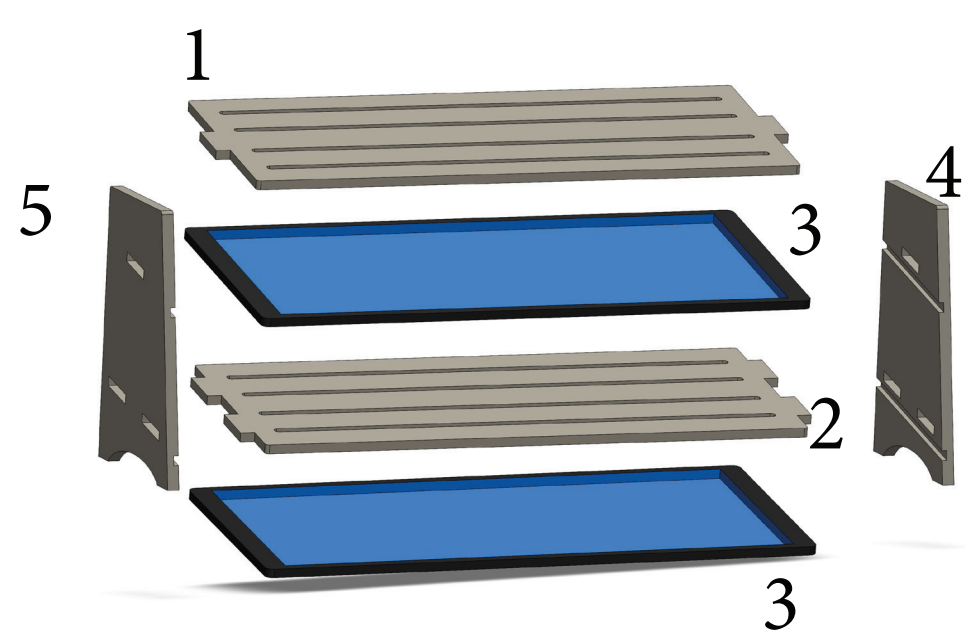
Packaging



Concept Layout

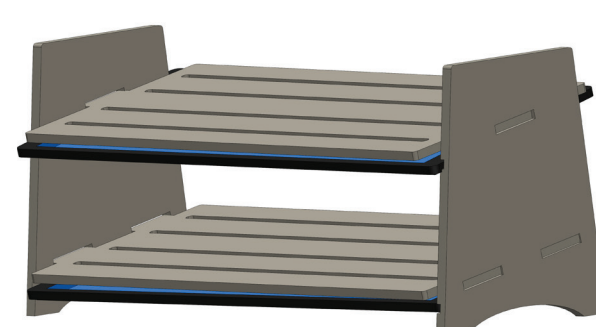
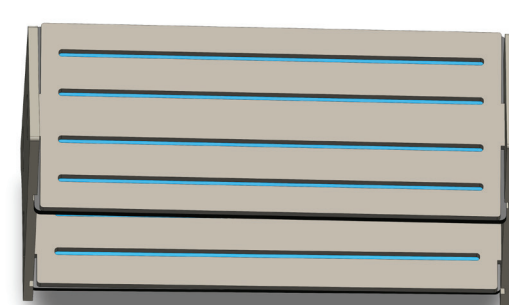


Parts Breakdown



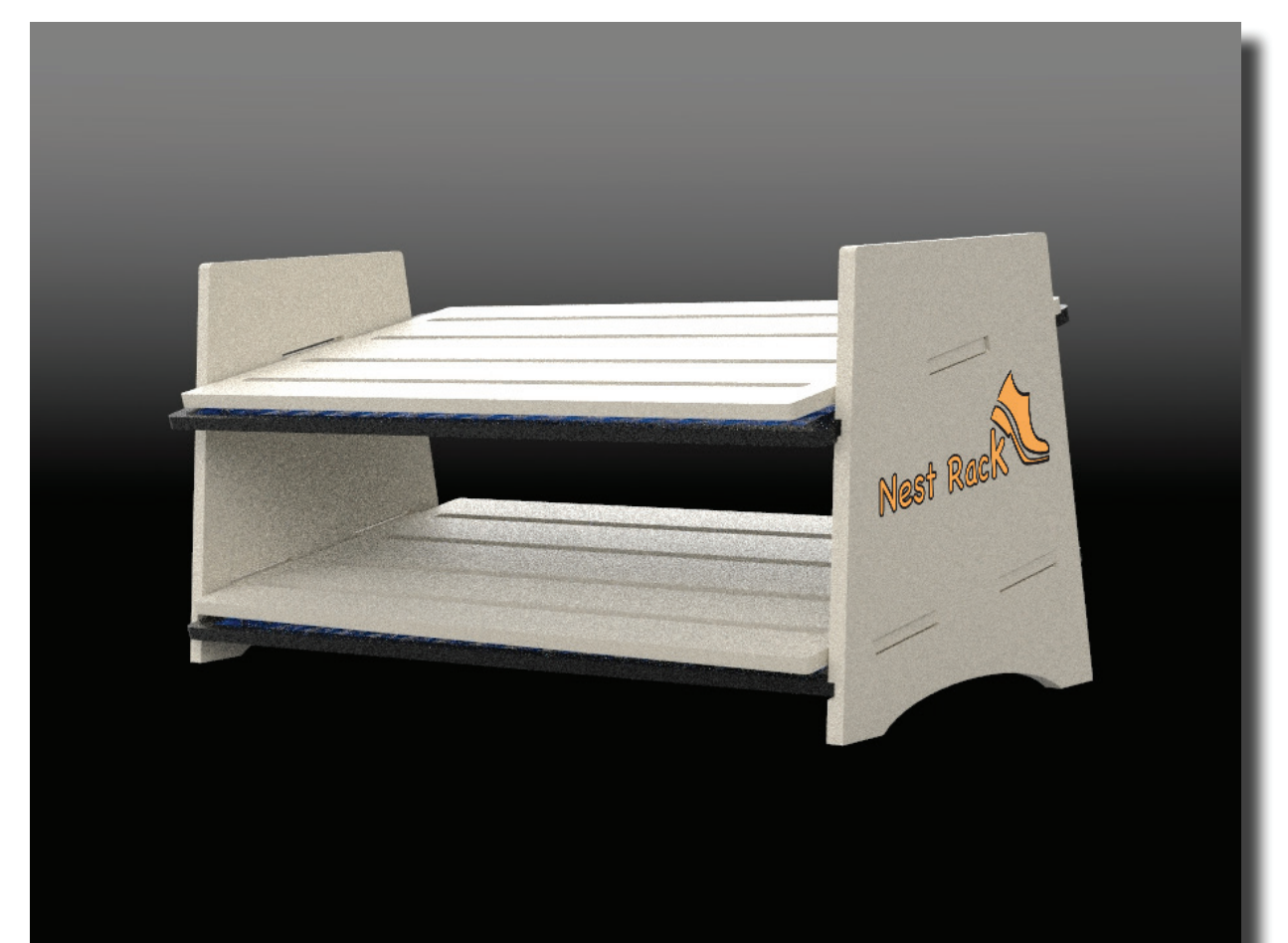
1. Top Rack
2. Bottom Rack
3. Drain Tray
4. Right Side Panel
5. Left Side Panel

Made with Polypropylene (PP plastic). Known for its durability and chemical resistance while also staying cost effective.

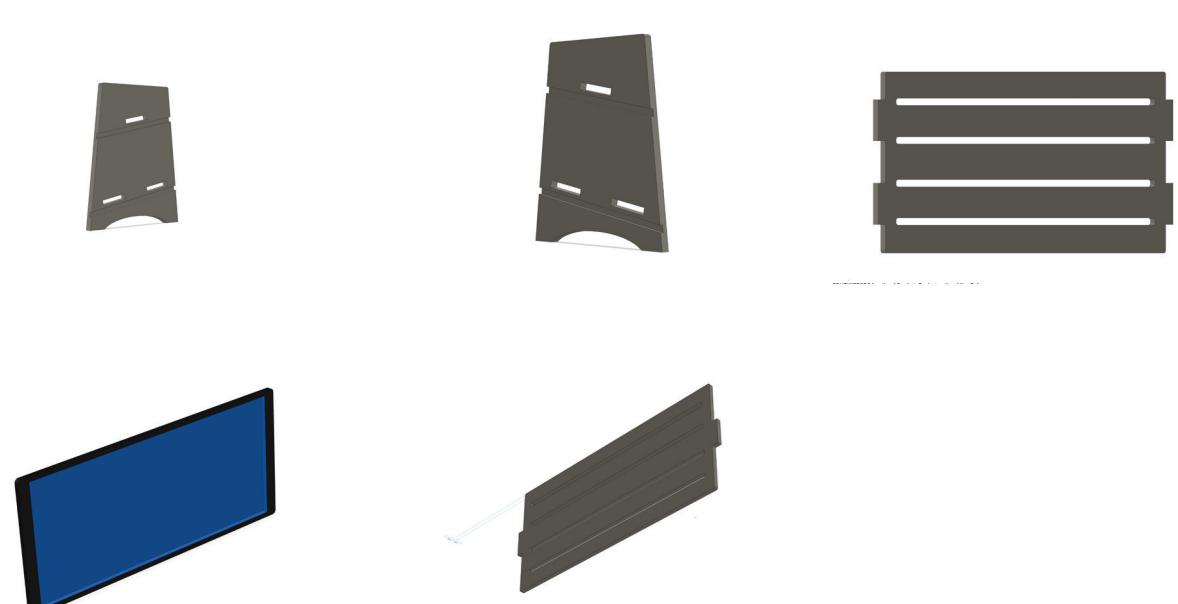


The Price of PP plastic can generally rspan from \$0.08 to \$0.17 per pound.

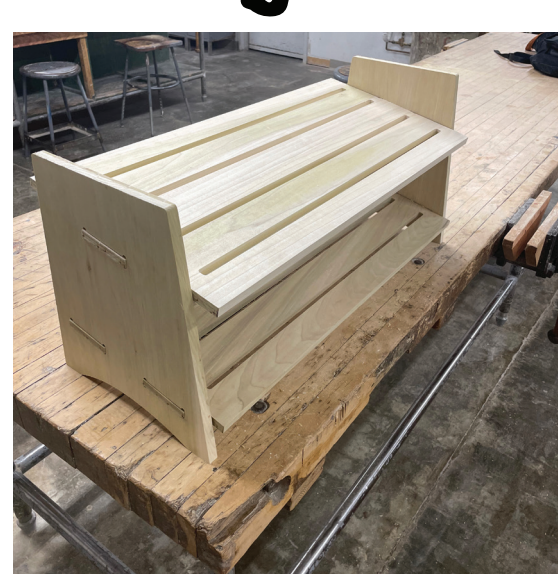
The Solution



Mock-Ups



Prototyping & Testing



Ideal size that I am look for



Drain Grates for water and debree to go into



Gaps for joints to slide in