

JOSEPHINE EVANS

MEET JOSEPHINE EVANS.

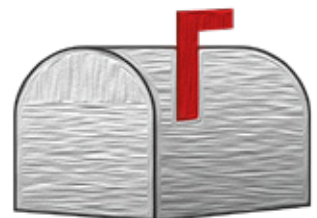
AN ASPIRING PRODUCT DESIGNER and her own biggest critic, Josephine's goal is to do what she loves everyday. With a strong family and a foundation in education, Josephine seeks to find ways to improve anything she can. It is this drive, which has become a skill, that helps her find gaps or problems in the market, create working solutions, and turn problems into advantages. "My love for design comes from my ability to critique anything, this power (or curse) came from my mother."

Josephine came into this project looking to solve a problem and gain valuable skills, but never expected to be selected as one of the production winners. Her humility and drive helped create an outstanding product. Says Josephine, "I have gained so much. First and foremost, a bit of confidence. I always have imposter syndrome but, the knowledge that I am here for a reason eases those tensions. I have also gained experience. This side of the design process is usually described to us. The ability to live it will

make the next time that much easier, and it won't seem so daunting when I have to go out on my own. It also gives me some human connection during the pandemic. So much of my life is now spent talking to people about COVID; I'm so grateful for the opportunity to talk about something uplifting, or at least something that has problems I can solve."

Josephine set out with humorously selfish goals and ended up with the solution she needed. "I wanted to design a product that all but guaranteed I would get my packages promptly. My current mailbox requires someone to be home to receive packages, and I cannot send mail from it. As the project evolved, I learned that people from all sides had this issue. My user was a tenured USPS mail carrier who also hated my mailbox due to the same problems. The personal reasons behind the initial idea fueled the entire process."

ULTIMATELY MY INITIAL GOALS WERE SELFISH. I WANTED TO DESIGN A PRODUCT THAT ALL BUT GUARANTEED I WOULD GET MY PACKAGES PROMPTLY. _____ JOSEPHINE EVANS





JOSEPHINE EVANS - HER PROJECT IN HER OWN WORDS

FROM THE BEGINNING, THE MAILBOX

was designed for people like me—those who receive way too many packages and who do their primary shopping online. I was ultimately concerned with my desire to receive packages promptly. Because of this, I reached out to a USPS carrier with eight years of experience for help. His opinion was critical to me, and I knew that whether my purchase arrived on time depended mainly on people like him. So, I wanted to know what I could do with my box to make his life easier. Fortunately, we had a lot of the same goals. We both wanted a post-mounted mailbox, big enough to fit the average daily load of mail pieces that was weatherproof and secure. With these goals in mind, I had the right ingredients to make the Robust.

I want this product to be available and accessible for people across a range of geographic and socioeconomic backgrounds. The Robust is already part of a pair. If it works out, I would love to sell its sibling along with it. If nothing else comes of this, I hope that people start making bigger and more effective mailboxes due to the surge in online ordering.

Throughout this process I worked entirely from home. While we had access to studio and shop spaces, I tried to avoid them because of COVID. So, I took over my living room and began there. I started by finding boxes around my house.

I typically received four from Amazon per week at the time, so I focused on making a space that could fit my average daily packages. That's how I figured out the dimensions for the box, which was the most important part of prototyping. Once that was done, I focused on making partial prototypes to finalize the box's profiles to make sure it looked good from all angles and sides. Lastly, I made the handle more comfortable while maintaining the sharp, angular look of the design.

HAVING KIERSTEN GUIDE ME, AND GRACE TO PARTNER WITH, IS A GREAT ASSET; I'M NOT ALONE DURING THIS PROCESS. _____ JOSEPHINE EVANS

The biggest challenge for me was what the quintessential mailbox looked like. I've never owned one of them, but I could not get the form out of my head when I was trying to ideate. So I eventually just drew it a bunch of times to get it out of my system before I was able to move on. Then, I was finally able to focus on the box that I wanted to create. For prototyping, I used chipboard. Everyone in the class received a few sheets for this purpose. I also had access to some stainless-steel sheet metal to explore sheet metal manipulation and its properties.

Outside of strictly class time, I spent most of my time working out the digital modeling. Around eight extra hours per week were spent on this. Once the class was over, the only time I have spent on this is during our weekly meetings - except for a few extra hours. Initially, I didn't want to spend too much time on the CADs, and I thought I could just make it look good – but not operational. Fortunately, I decided to make my Fusion360 models entirely accurate. This meant when we transitioned into production mode, I could send the files directly to the team without having to make changes during the winter break. The time I spent during the term was very well worth it.

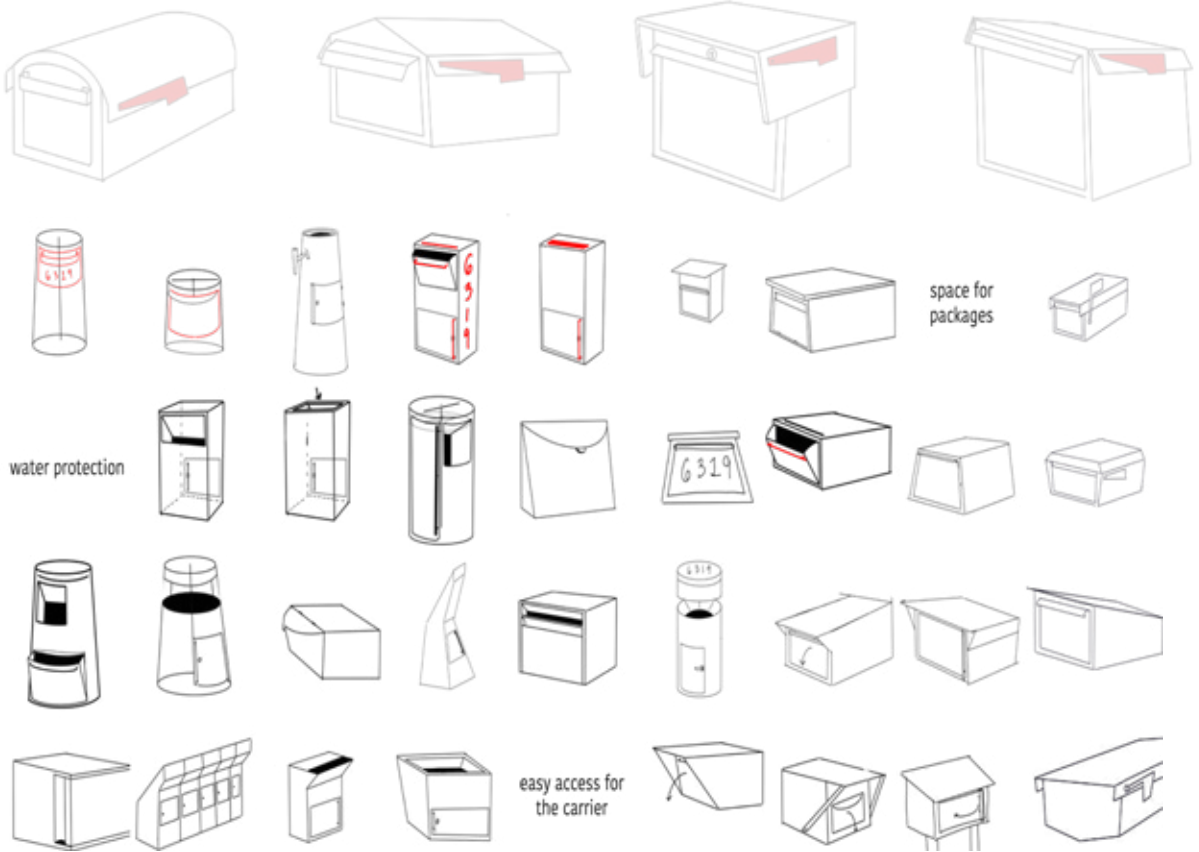


I love the breadth of the UO Product Design program. There are so many different areas of product design that we can explore without much trouble. When I began here at the UO, I never had to worry about being stuck with something I wasn't passionate about. At the same time, the faculty are also thoroughly engaged in their respective areas of study, so you can quickly deepen your knowledge across a range of fields as well.

MY BIGGEST HOPE IS THAT PEOPLE, LIKE ME, WHO OFTEN FIND THEMSELVES GETTING THEIR PACKAGES LATE, SOLELY BECAUSE OF THEIR MAILBOX DESIGN, CAN FINALLY GET THEIR PURCHASES PROMPTLY. _____ JOSEPHINE EVANS

SKETCHES

JOSEPHINE EVANS



When discussing her ideation process, Josephine commented about the research that led to her drawings, “We both wanted a post-mounted mailbox, big enough to fit the average daily load of mail pieces that was weatherproof and secure. With these goals in mind, I had the right ingredients to make the postbox.” _____ JOSEPHINE EVANS

These sketches show how precisely a package’s volume can fit into its own shelter. _____ KIERSTEN MUECHINGER

USER PROFILE

JOSEPHINE EVANS



COLE

USPS Mail Carrier in Georgia for 12 years
Hobbyist Drummer

90% of the mailboxes on Cole's route requires him to leave his truck and seek it out near the house.

The best mailboxes are the ones that are large enough to fit all the mailpieces or that day's delivery.

Most mail recipients blame the carrier for bent mailpieces rather than attributing the decision to the size of the mailbox.

My user was a tenured USPS mail carrier who also hated my mailbox due to the same problems. The personal reasons behind the initial idea fueled the entire process. His opinion was critical to me, and I knew that whether my purchase arrived on time depended mainly on people like him. _____ JOSEPHINE EVANS

Josephine shows that Cole doesn't like leaving his truck. Cole will definitely like the mailbox, and maybe even his job better if parcels fit into them neatly and didn't get bent. _____ KIERSTEN MUENCHINGER

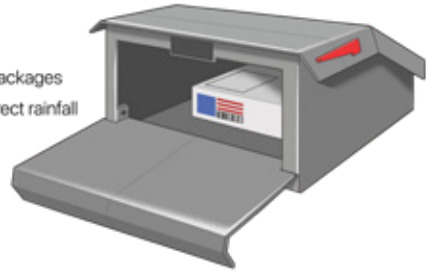
3D MOCKUPS

JOSEPHINE EVANS

kept scalloped edges
reduced width by 30%
maintained ability to hold large packages



Easily fits large packages
Sloped edges direct rainfall to the ground
scalloped edges
flag design

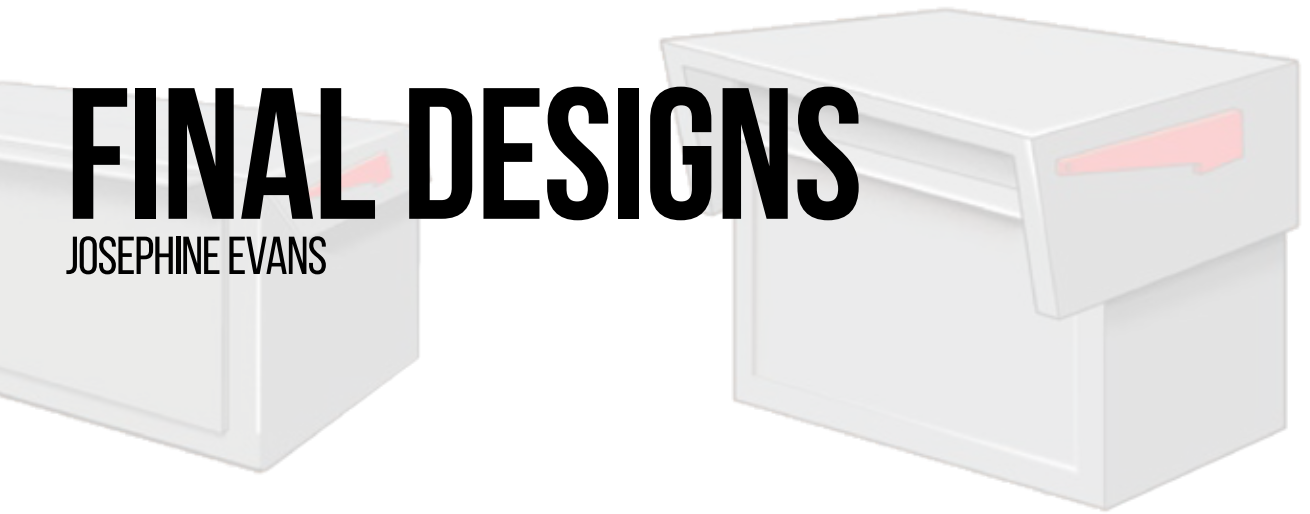


I took over my living room and began there. I started by finding boxes around my house – I typically received four from Amazon per week at the time, so I focused on making a space that could fit my average daily packages. _____ JOSEPHINE EVANS

These mockups show me efficiency and safety. There is ample space for parcels to fit and be protected. _____ KIERSTEN MUENCHINGER

FINAL DESIGNS

JOSEPHINE EVANS



Actually seeing them in person was a whole different experience. I knew the boxes were heavy, but picking up each piece, I really got a better sense of how and why they became so big. For some reason I just couldn't stop picking things up. I loved it. _____ JOSEPHINE EVANS

The Postbox is so safe! _____ KIERSTEN MUENCHINGER

THE MAILBOXES IN THE WILD



ROBUST
MAILBOX