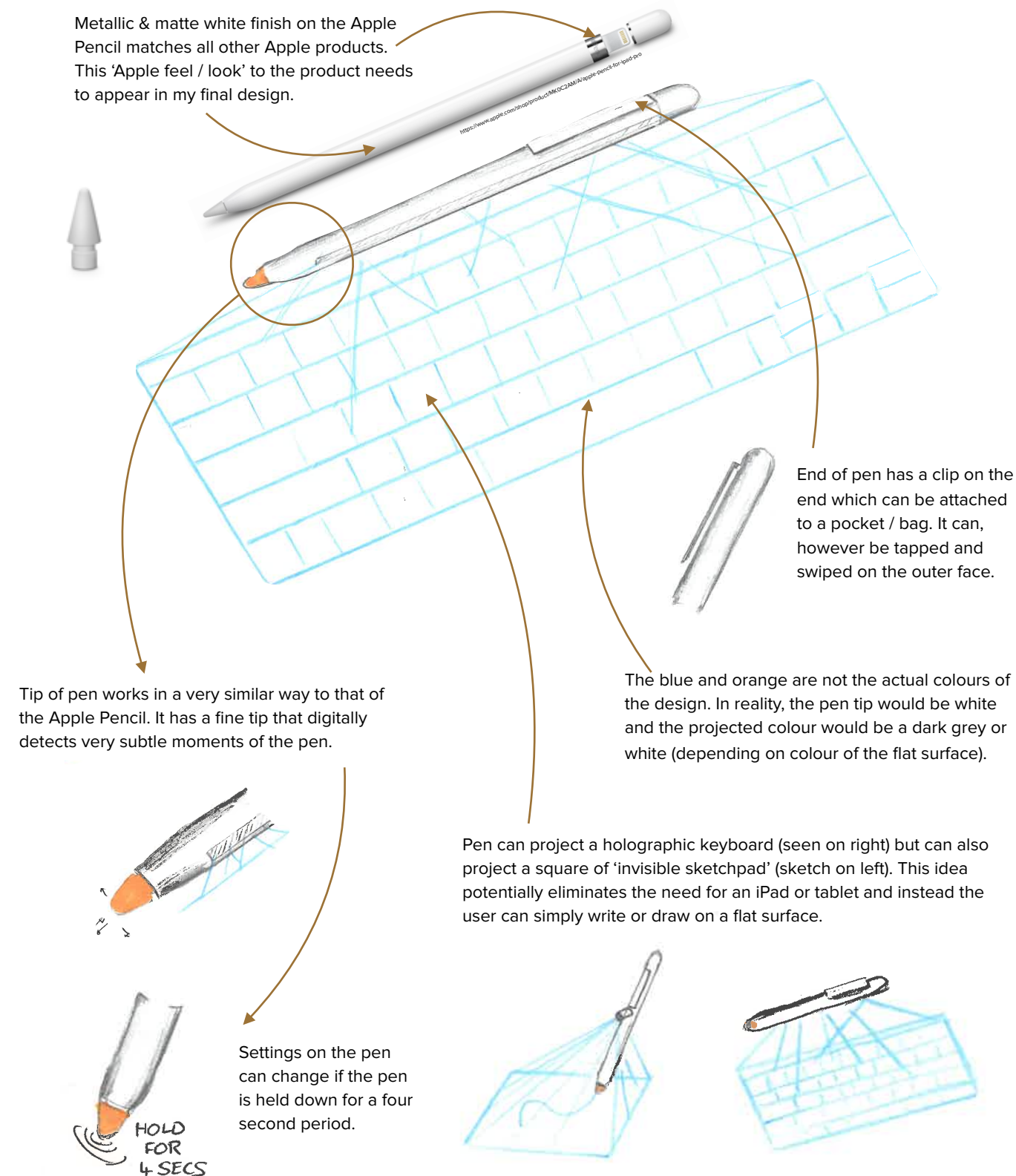




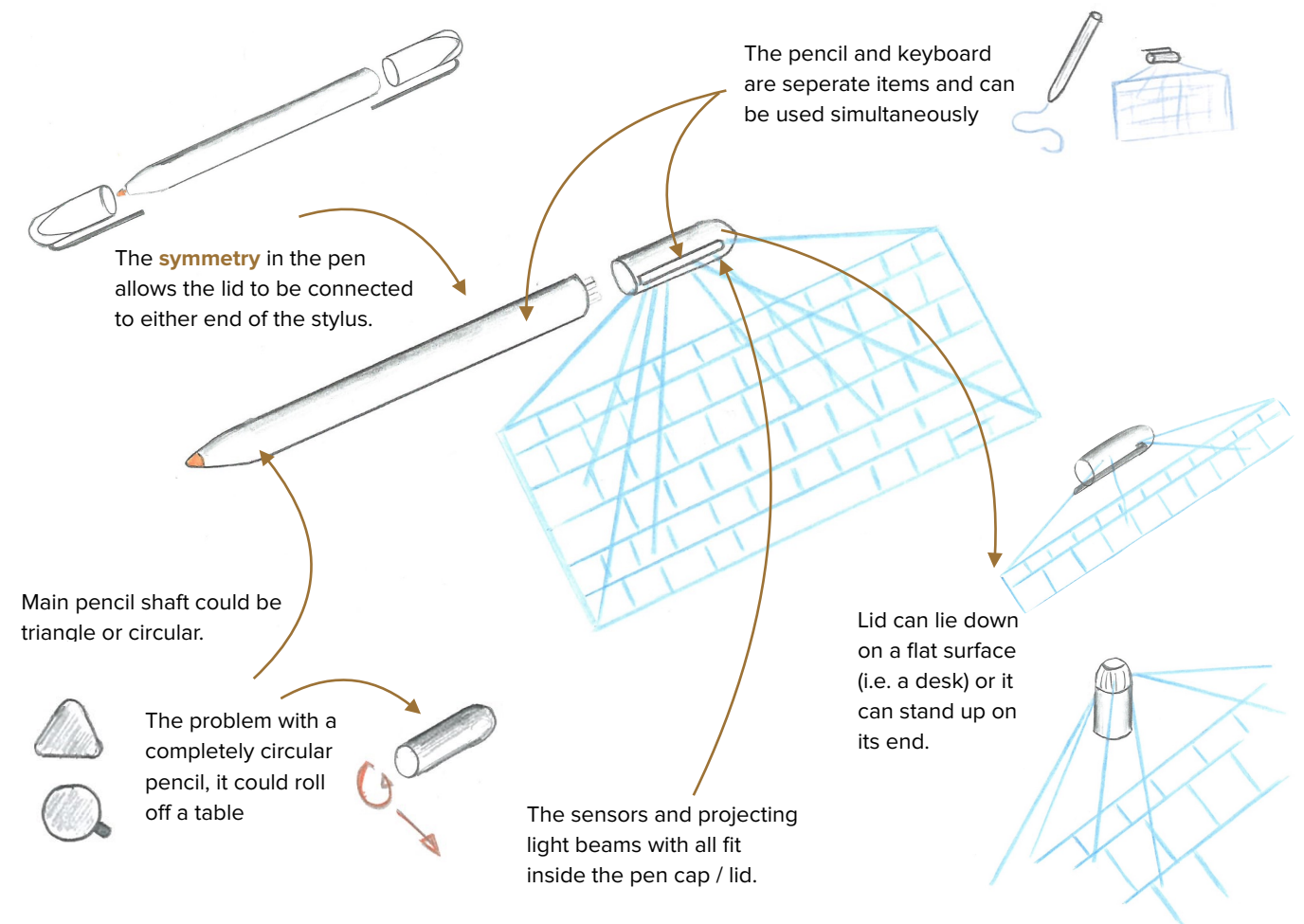
## CONCEPT 4

Inspiration for Concept 4 came from the Apple Pencil. At this stage the Apple Pencil only works in conjunction with the iPad Pro. The Concept 4 sketches however takes this idea further. The pencil / pen when lying down on a flat surface will have the ability to project a holographic keyboard.



## CONCEPT 5

Concept 5 further develops the idea explored in concept 4 however plays around with the idea of a 'pop-off' lid that itself projects the holographical display.



## CONCEPT ANALYSIS

It was at this stage that I had to decide which concepts I should further develop and carry on into the later stages of the design process. These 5 design concepts all work to solve the same problem and each design acknowledges the brief. My two final concepts (2 and 4) were the two that I thought would best present to the target market and would ultimately lead to the most successful product design for Apple.

