

# GLAMPER

Outdoor Glamping Product Design

Group project  
2021.12–2022.4

GLAMPER is a camping tabletop system designed for novice glampers. It meets users' expectations for glamping products while helping MOBI GARDEN compete with a lower price and a more suitable combination.

My parts:

Opportunity point insights & Brand market analysis & Product design & Scene rendering

## // PHENOMENA

### GLAMPING IN CHINA

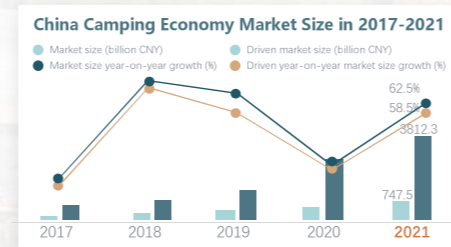
2021 is known as the "First Year of Camping" in China.

Glamping is a notion of Glamorous Camping, originating in Europe and the United States. Glamping means a camping culture with **individuality and aesthetics** in China, Japan and South Korea. According to statistics, the scale of the camping market in China is about **700 billion CNY** in 2021, with an annual growth rate of **50%**. It is expected that the market scale will reach **2 trillion** in 5-10 years. The crowd is concentrated between **21-45 years old**, dominated by the **young generation and young families**. So, 2021 is the "First Year of Camping" in China.

**700 BILLION CNY**  
Size of the Chinese camping market

**50 PERCENT**  
Growth rate of the camping industry

**2 TRILLION**  
Future market size



### WHY IS GLAMPING SO HOT?

#### 1 The pandemic prevents long-distance trips.

The globalised crisis caused by the epidemic has resulted in countries being blockaded from each other, airports being turned into tarmacs and travel distances being drastically reduced. Therefore, people have to travel close to home, and camping is the optimal choice for short-distance trips.

#### 2 Social media guides a refined, slow life.

In China's primary social media platforms, RED, for example, saw a 170% year-on-year increase in the number of camping notes in 2021.

**170 PERCENT**  
Growth rate of notes in RED

**Half of people**  
collect information online



#### 3 Introduction of camping brands

Foreign outdoor sports and camping brands, such as The North Face, Decathlon and Snow Peak, compete to enter the Chinese market, providing rich choices of products. Domestic brands, including Mobi Garden, are also developing gradually.



Beautiful and happy camping scenes become what people aspire to and an opportunity for brands.

Brands develop different sales strategies to cater to the market.



1. Cooperate with campsites
2. Cooperate with professional bloggers
3. Launch beautiful camping products

#### // WHAT WE FOUND

But no brand has launched a suitable series of products aimed at new users.

## // MARKET ANALYSIS

### PRODUCT CATEGORIES

To further understand the current market, we researched the product lines of existing camping brands.

	BP	TR	TO	HA	GL	OS	TE	SB	MU	LI	CA	ST	BB	RU	BU	HA	HM	T&C	ST	CL	CO	CAS	
The North Face	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Columbia	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
DECATHLON	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BSWOLF	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Discovery	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
ARC'TERYX	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Snow Peak	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Snowline	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
MOBI GARDEN	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

BP=Backpacks TR=Trousers TO=Tops HA=Hats GL=Gloves OS=Outdoor shoes TE=Tents SB=Sleeping bags MU=Mugs LI=Lights CA=Campers ST=Walking sticks BB=Barbecues RU=Rugs BU=Buckets HA=Hammers HM=Hammocks T&C=Tables and chairs ST=Harnesses Rope straps CL=Coolers CO=Cookware CAS=Cassette Ovens

● ORANGE MEANS FEW COMPETITORS IN THIS AREA IN THE MARKET. ● GREY MEANS NO COMPETITOR IN THIS AREA IN THE MARKET.

#### // CONCLUSION

Fewer brands produce campers, harnesses and coolers, and there is room for development. The campervan means saving energy and convenience, the harness and rope belt means safety and stability, and the cooler means freshness and food. In China, camping activities mainly revolve around food, so we believe there are many design opportunities for coolers and related products.

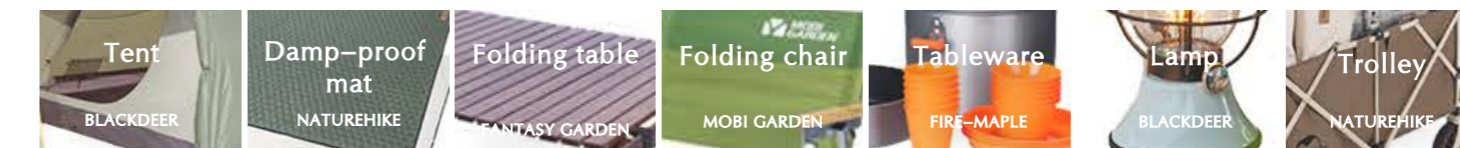
## CONTENT OF SOCIAL MEDIA PROMOTIONS

Social media is the Top 1 channel to get information about camping.

Among the content shared on social media platforms, the following product categories appear most frequently in glamping.

- Tent
- Damp-proof mats
- Folding table
- Folding chair
- Tableware
- Camping lamp
- Trolley

The most popular of these products are favoured by professional bloggers and are becoming the standard in people's camping choices.



## CONCLUSION

Cookware and table tops are closely linked to the cooler. No one brand sells all these categories, and different brands have their specialities.

## // BRANDING

### MOBI GARDEN

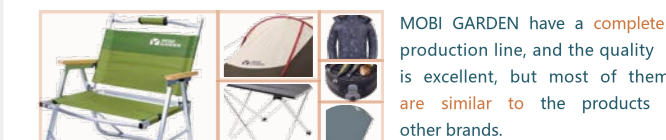
Design Competition —Call for innovative products



#### Why MOBI GARDEN

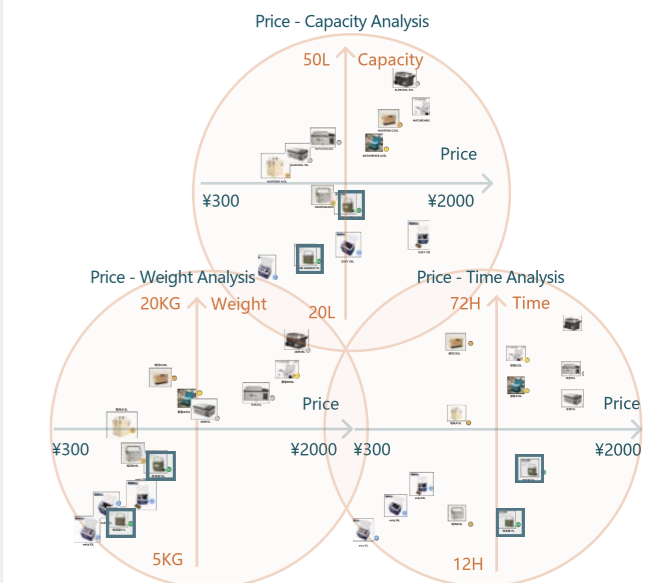
**Brand Status:** A company initially developing and seeking to innovate and transform in the glamping field.

#### Existing product lines



MOBI GARDEN have a complete production line, and the quality is excellent, but most of them are similar to the products of other brands.

#### Market positioning of coolers



**CAPACITY:** limited optional range, no careful consideration of capacity design;  
**WEIGHT:** lack large-size products, lack mid-to-high-end products, fierce competition in small-size products;  
**PRESERVATION TIME:** better performance in time length of preservation and energy consumption

# // SCENARIO ANALYSIS

## WHAT DOES THE GLAMPING SCENE LOOK LIKE NOW?

### 1 Foldable Chair

Basic functions: stackable seats, that are both easy to move and space saving  
 Price range: ¥59-459  
 Advantageous brands: MOBIGARDEN, TILLAK TILLAK

### 2 Storage Box

Basic functions: for organising odds and ends, lightweight and flexible variety  
 Price range: ¥17-799  
 Advantageous brand: RISU

### 3 Cutlery Set

Basic function: utensil sets for cooking  
 Price range: ¥139-795  
 Advantageous Brand: FIRE MAPLE

### 4 Tent

Basic functions: shade and shelter from the heat, have a rest on the ground  
 Price range: ¥138-4999  
 Advantageous brands: Vidalito, BLACKDEER, SNOWPEAK

### 5 Camping Light

Basic functions: lighting, insect repellent, usually paraffin lamps  
 Price range: ¥19-699  
 Advantageous brands: Black Stag, DOD, Korman

### 6 Barbecue Grill

Basic functions: grill equipment, heated by a heat source, food can be cooked in various forms  
 Price range: ¥ 239 - 2699  
 Advantageous brand: FIRE MAPLE

#### What are the factors that influence the price?

the size of the grill, whether it is easy to fold for storage, whether it has a cast iron grill grid, whether it has an electric fork burner, whether it has a separate carbon door and whether it comes with a drawer cleaning tray

### 7 Foldable table

Basic functions: stackable seats that are both easy to move and space saving  
 Price range: ¥59-459  
 Advantageous brands: SNOWPEAK, Fantasy Garden

#### Factors influencing price:

the size of the table top, whether it is made of aluminium, whether it is adjustable in height, whether it is reinforced with double rods for stability, whether it has non-slip feet

### 8 Cooler

Basic functions: insulate luggage, in a variety of materials  
 Price range: ¥99-1599  
 Advantageous brands: ESKY, ALPICOOL

#### Factors influencing price:

whether with food-grade PP liner/ polyurethane foam insulation, painted galvanised sheet/ compressor/ Bluetooth / mobile tyres



**// CONCLUSION**  
 For a small family of 3-5 people, it costs at least 849CNY to buy folding tables, barbecues and coolers from different brands, respectively, and the low adaptability of the products makes it difficult to combine them.

# // USER RESEARCH

## INTERVIEWE & PERSONA

### INTERVIEW FOCUS: activity, food storage, site

Q1: How do you handle the ingredients before camping?  
 Q2: What kind of food do you like most in camping?  
 Q3: What is most enjoyable about camping?



### PANG DI Novice User

Postgraduate student 24 Female  
 "Love the feeling of cooking my food"  
 Frequency: 1-2 times a year  
 Number of campers: 4-5 classmates together

Food choices: BBQ, pizza and seafood  
 Food handling: buy some semi-finished products from supermarket, grill directly  
 Food storage: plastic bags  
 Camping activities: table games

### Pains & Goals

The table is **too small**. Large tables are **too expensive**. Camping products are not used most of the time and are **difficult to store**

- More desktop space
- Relatively cheap price
- Easy to store

### INTERVIEW FOCUS: Consumer Behaviour & Characteristics

Q1: How do you handle the ingredients before camping?  
 Q2: How do you cook while camping?  
 Q3: What is the most important piece of equipment you want to update?

### ANDY LEE Professional User

Glamping blogger 31 Male



"Like Unique, well-designed and beautiful products"

Interests: Sports, walking, coffee  
 Consumer habits: Aesthetically conscious and willing to pay for good looks;  
 Behaviour: Enjoy showing off their lives;

### Pains & Goals

No suitable cooler for families in terms of size. Don't like campsites that provide food and are **too expensive**. Available coolers do not fit in with other camping products.

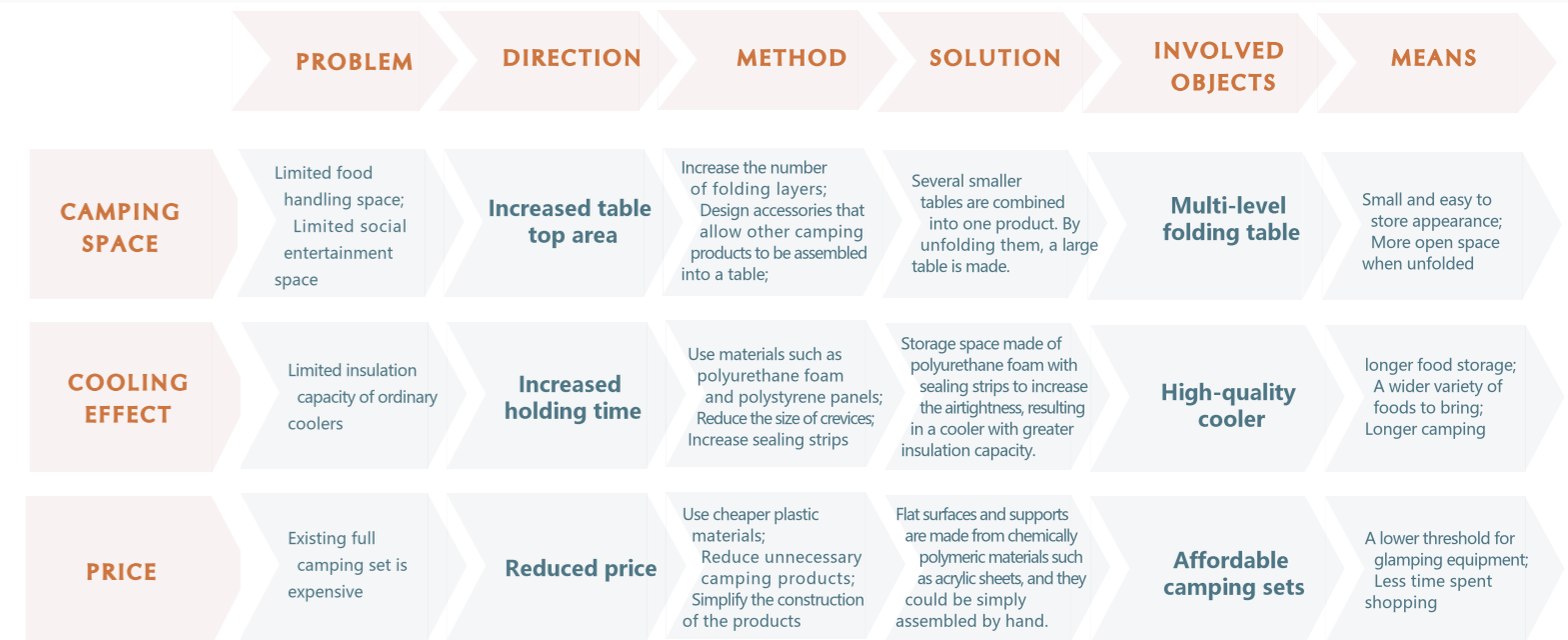
- Right size
- Nice appearance
- Affordable price
- Easy to store

# // DESIGN OPPORTUNITIES TOOLIZE

## WHAT ARE THE COMMON NEEDS FOR USERS?

Barbecue Ample food handling platform  
 Fast ingredient cooking device  
 Affordable playful social platform  
 Reliable ingredient preservation device

## OPPORTUNITIES



**// CONCLUSION** Therefore, an integrated camping product that could meet the needs of users for outdoor cooking and socialising, as well as the unique Chinese camping habits, and provide a lower barrier to purchase for users is needed.

## DESIGN CONCEPT

Based on preliminary user research and opportunities analysis, our product will have the following features:

### Large space of 2 square metres

It will consist of 3-5 tiers of folding tables to form a larger and more open space for small families of 3-5 people or friends from school to play and socialise in.

### Food-centric

It will be centred around a **crisper**, with a shaped table top and a charcoal grill to allow **grilling and cooking**.

### Less than ¥1,000

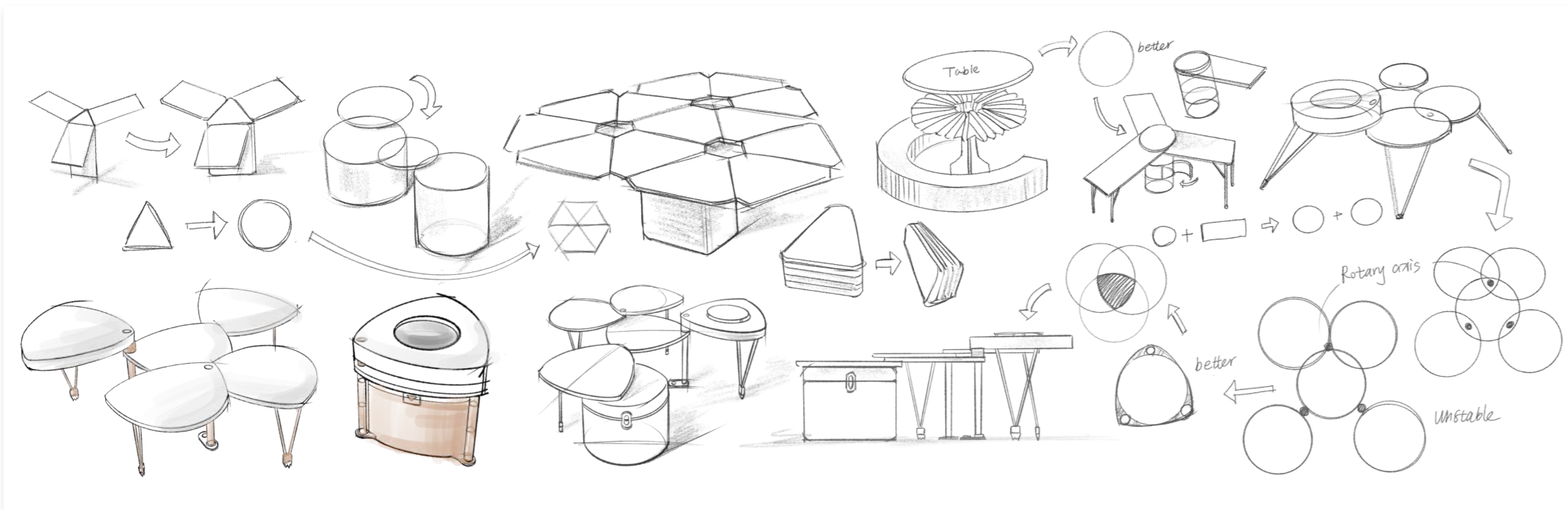
It will consist of **three core products** (folding table, grill, and cooler) in a camping set that is **cheaper** than buying them **separately** on the market.



# // DESIGN

## IDEA GENERATION

Sketching process: folding structure — folding shape appearance — determining the connection form — determining the final form



## PROTOTYPE

The process of making a prototype: making a simple model — determining the structure of the product — measuring the human scale — piecing together parts to create the final product



# // USAGE SCENARIO



# // REVISIT

A revisit was made for **novice users**. Their comments were taken to **improve** the design.

- DEFINITE**
  - The product integrates some of the camping products, and users have the **desire** to buy them.
  - Like the **barbecue section**, tend to use it when barbecuing for **more than one person**.
- WORRIED**
  - Worried that charcoal grilling will affect the cleanliness of the product and find it **difficult to clean**;
  - Worry about food rolling down;
  - There is **no protective material** for the table legs, which tends to get stuck in the mud and is not conducive to keeping the table stable.
- NEGATIVE**
  - Too much **plastic** is used. Product lacks a **premium look**.

	PROBLEM	DIRECTION	METHOD	SOLUTION	COMBINATION	TOOL
<b>CLEANING</b>	The cleanliness of the product after charcoal grilling	<b>Improve charcoal grill module; Add modular options</b>	Add a grill plate; Add a detachable structure to the charcoal grill; Provide different removable pans	Enlarge the grill pan; Add Teflon non-stick grill pan and stainless steel grill; Add removable charcoal stoves	The Teflon grill pan and stainless steel grill are attached to the table by a shape fit; The charcoal grill is attached to the table by a slide.	INVOLVED OBJECTS: <b>Non-stick baking tray; Stainless steel grill; Removable charcoal burner</b> MEANS: Enhance product grilling; Offer a wide range of barbecue options; Easier to dismantle and clean
<b>STABILITY</b>	Unstable table tops	<b>Increase fixity of table legs</b>	Add adjustment to table legs; Add anti-slip measures	Add height adjustment components to table legs; Add non-slip pads to table legs	Add telescopic folding clips to the legs for infinite adjustment; Add adjustable u-shaped snaps at the connection between the table leg and table top; Add PVC anti-slip mats at the bottom of the table legs	<b>Retractable carabiner; PVC anti-slip mats</b> Greater adaptability to a wide range of outdoor terrain; Increase desktop stability; Avoid dirt and grime
<b>FOOD</b>	Food rolling off	<b>Add anti-slip material</b>	Add non-slip layers to table tops	Add suitably shaped frosted films to table tops	Engrave frosted film on the table top by electroplating	<b>Electroplated frosted film</b> Reduce the possibility of food rolling off while cooking
<b>TEXTURE</b>	Lacking in premium feel	<b>Replace partly plastic materials</b>	Modify shape for more aesthetic appeal; Replace the plastic material of the components with metal materials	Replace table legs and joints with aluminium	Melt aluminium alloys and cast them into different parts by die-casting	<b>Aluminium alloy material</b> Lighter weight; A more refined look

# // DETAILS OF IMPROVEMENTS

## DIMENSIONAL DRAWING



## CMF ANALYSIS

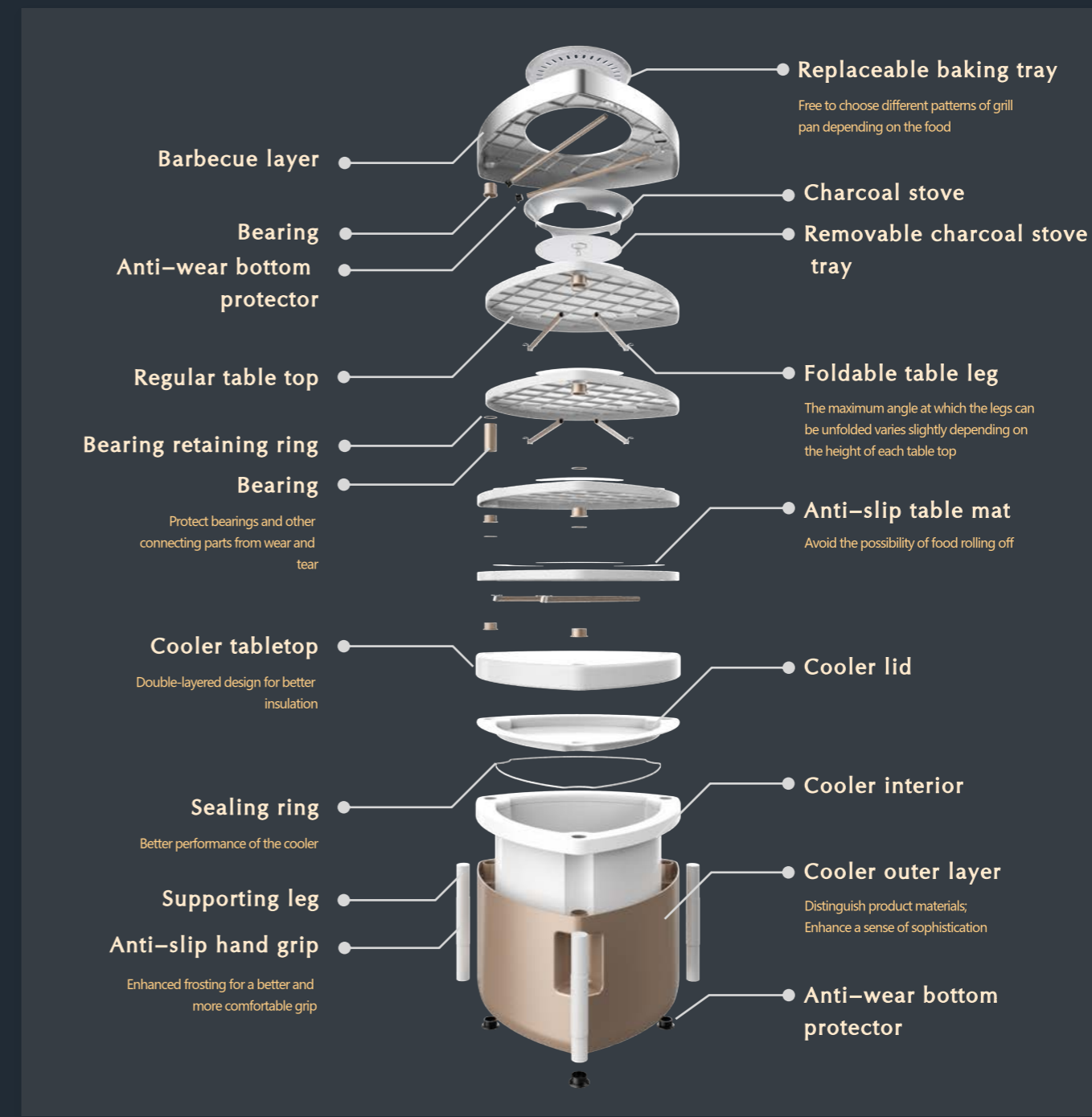


## DETAILS



# // DETAILS OF IMPROVEMENTS

## EXPLOSIVE VIEW



// RENDERING

# GLAMPER

A FAMILY THAT GLAMPS TOGETHER STAYS TOGETHER.



Family Edition

¥ 699

Cooler

Foldable table

Barbecue pans

Charcoal burner

After-sales service

Buy now!

