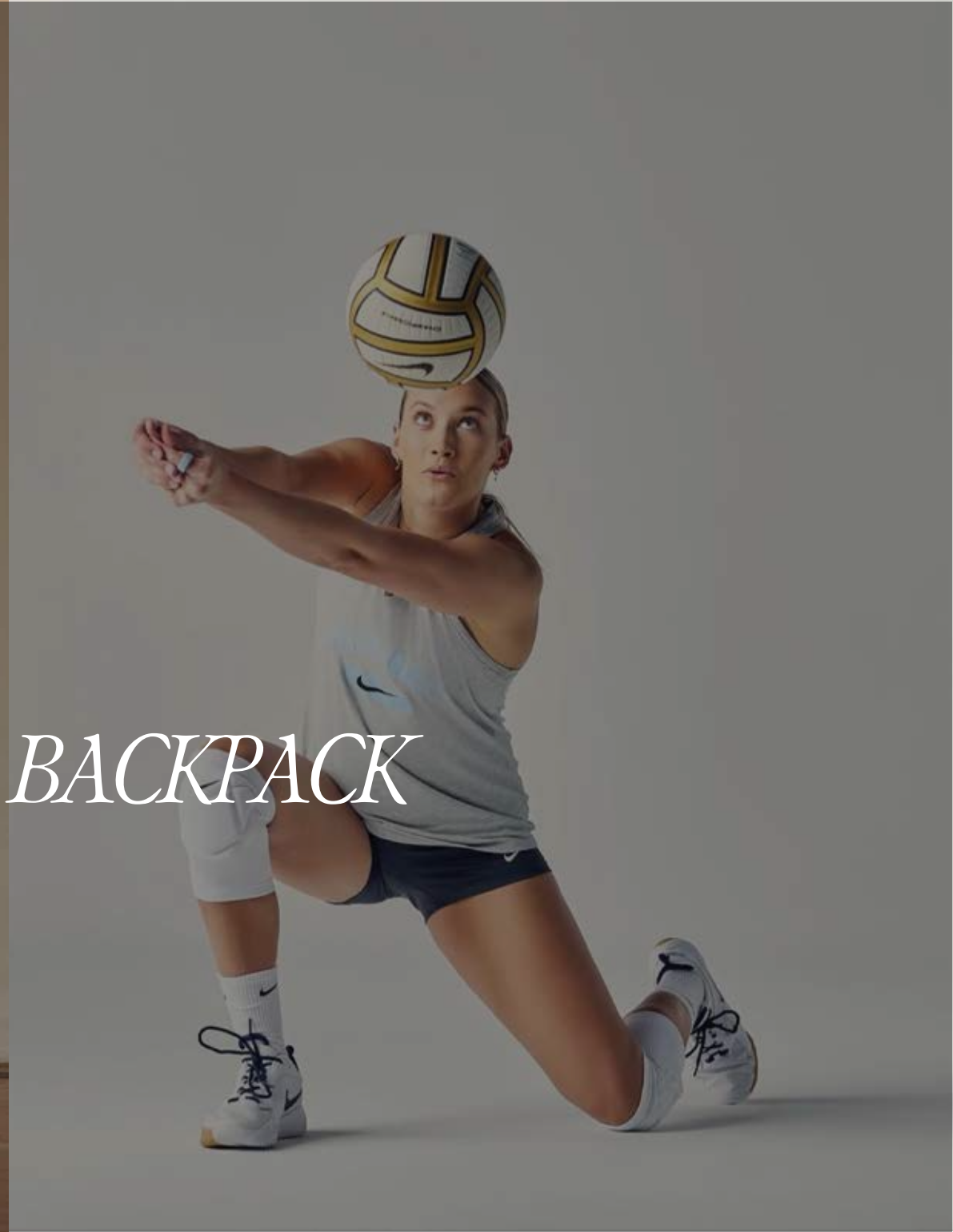




NIKE VOLLEYBALL BACKPACK



Brief

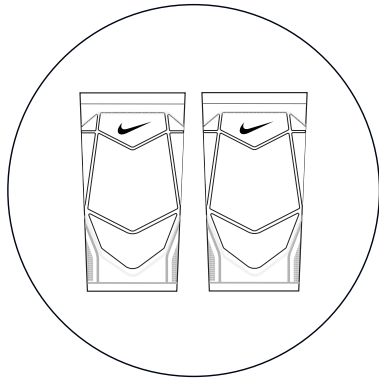
Completing the Elite Nike Volleyball Collection



*Championship
Volleyball*



*Essential Ball
Pump*



*Vapor Elite
Knee Pads*



*Pro Strong
Elbow Sleeve*



**An innovative addition to the volleyball ecosystem:
a specialized volleyball bag tailored for the elite club
player with no off-season.**

What are athletes packing?



UNIFORMS & CLOTHES



SHOES



WATER BOTTLES



KNEE PADS



SNACKS



BRACES & SLEEVES



JEWELRY



COSMETICS



FIRST AID KIT

Athlete Insight

I visited multiple college campuses to interview volleyball athletes, gathering firsthand insights on what they pack and which functional features would optimize their ideal Volleyball backpack.



MULTI USE STRAPS

“We like to put our shoes in these straps so our shoes can air out without making the bag smell bad.”



HANG POINTS FOR PERSONALIZATION

“It’s important for us to have spots to hang tags and accessories so we can tell our bags apart from each other.”

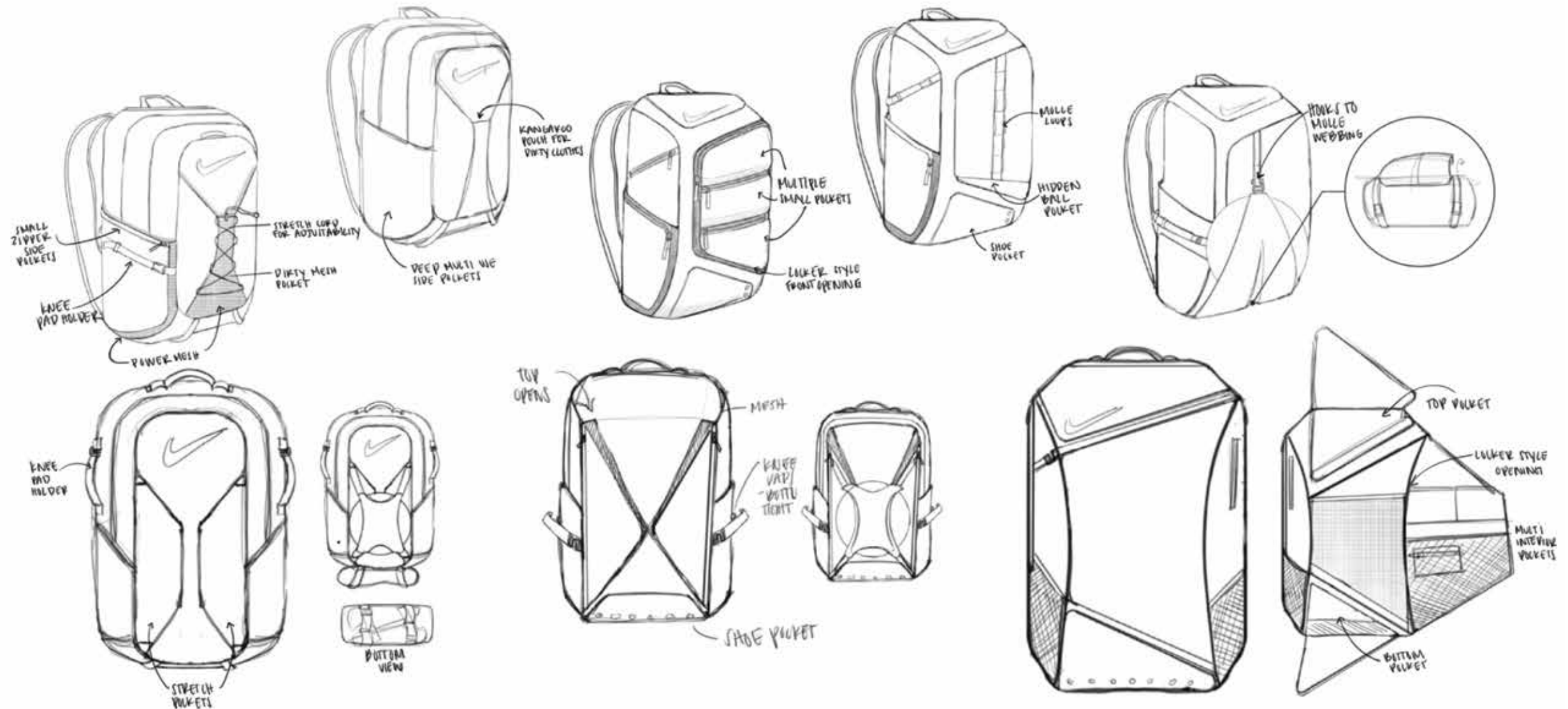


COMPARTMENTALIZATION

“Small pockets are important for us because we carry a lot of small things like cosmetics, first aid, deodorant, snacks, and other small accessories.”

Ideation

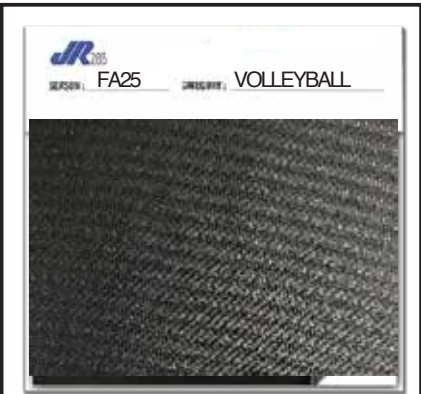
After exploring multiple silhouettes, I moved forward with this direction. Inspired by the Nike Elite Backpack, it combines asymmetrical style lines, locker-style compartments, and multi-zone pocketing to provide the most intuitive, quick-access solution for the volleyball court."



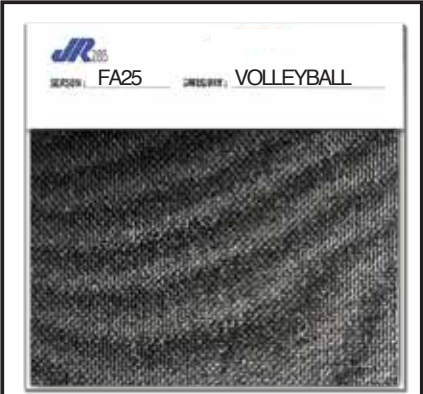
Material Selection

I carefully selected materials and trims that aligned with the performance sport backpack category while staying within our target cost. It was essential to source highly durable fabrics that take color exceptionally well, ensuring the final product was both resilient and visually striking.

FABRIC:



Waterproof Lining
Pocket Liner



Coated Polyester
Main Body Exterior



Waterproof Lining
Main Inner Liner



Microfiber
Valuables Pocket Liner

TRIMS:



20mm Webbing



#7 Coil Zipper



#7 Zipper Pull & Head



Strap Adjuster

Nike Volleyball Backpack

BRIEF:

An elite volleyball backpack that can be used frequently for practices and matches. A bag that accommodates a volleyball players essentials so they're prepared on and off the court.

INSIGHTS:

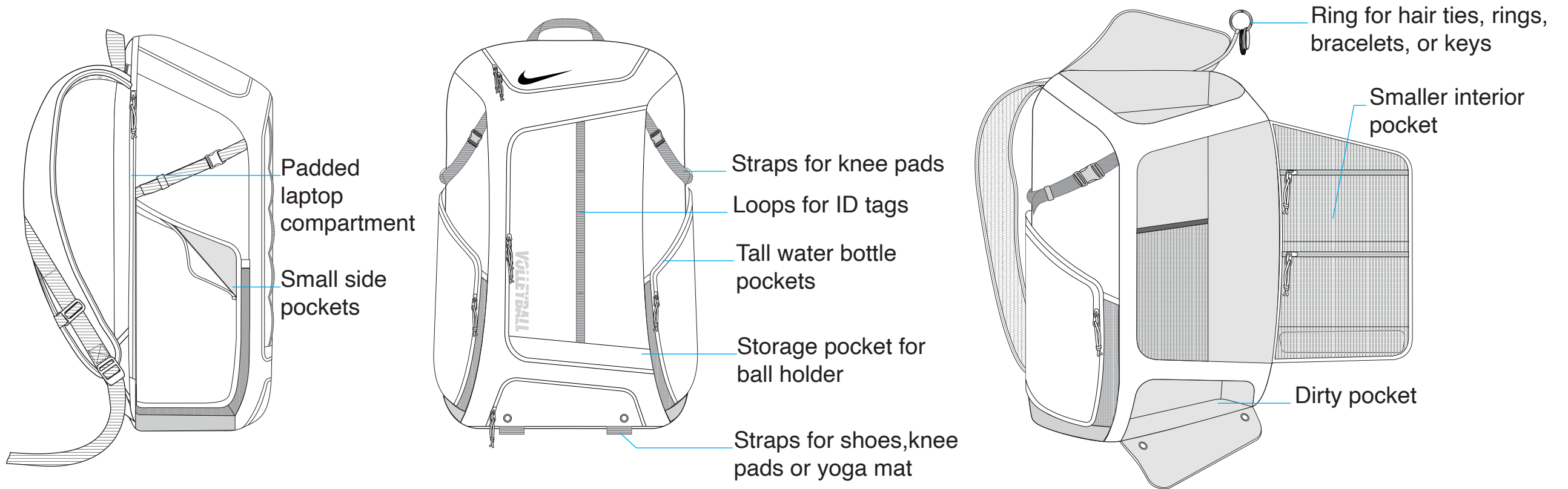
- Accesible** attachment points on the bag for shoes and sweaty knee pads.
- Small Storage Compartments** for small items such as toiletries, cosmetics, and medical products
- Hi-vis Branding** that showcases Nike volleyball verbiage
- Inflate Storage** to hold a full size volleyball
- Personalization** options for players to add personal ID tags

FEATURES:

- Water Bottle Holder, 32oz
- Volleyball Inflate Storage attachment
- Nike Volleyball Branding
- Shoe Storage
- Breathable Pockets



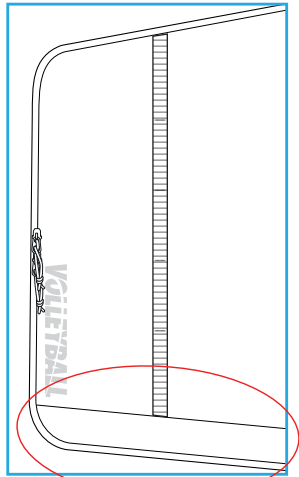
Features Explained



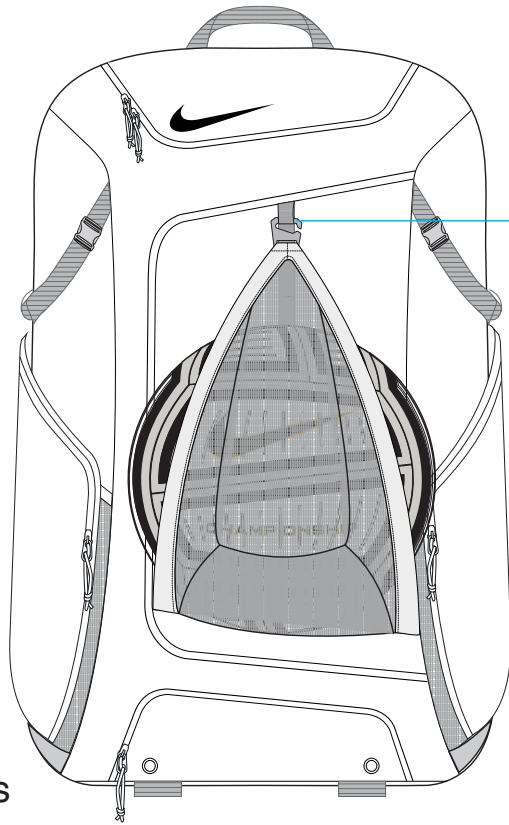
Features Explained

FRONT VIEW

BALL POCKET
EXTERIOR

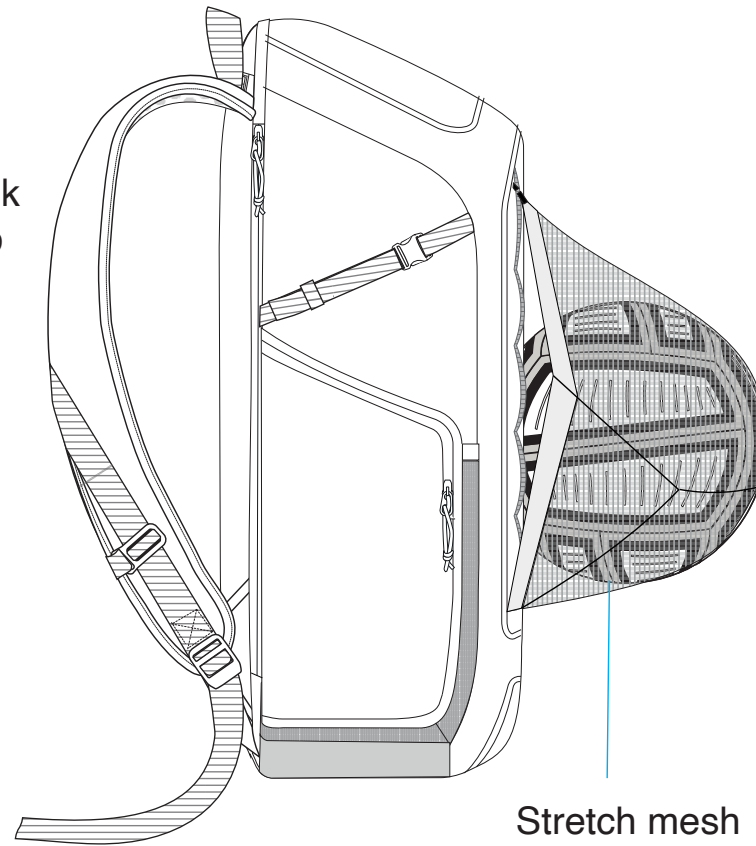


Ball holder sits
in pocket when
not in use

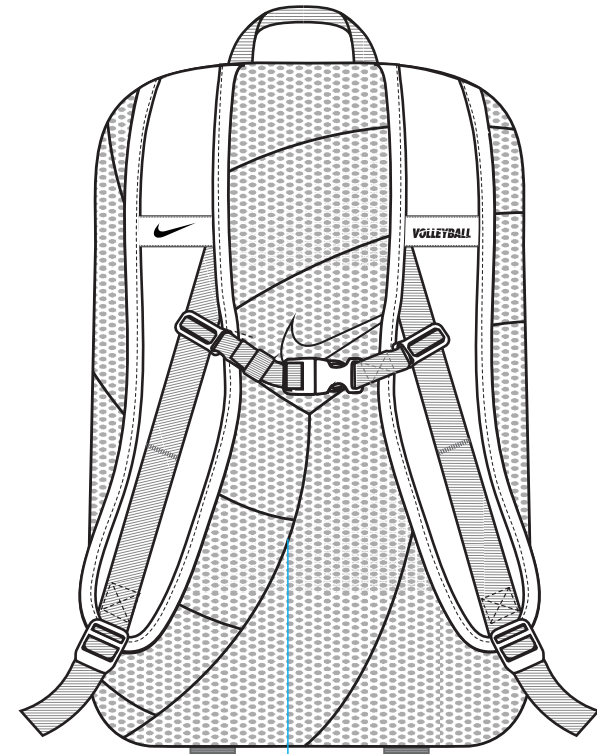


Tension hook
hooks to top
loop

SIDE VIEW

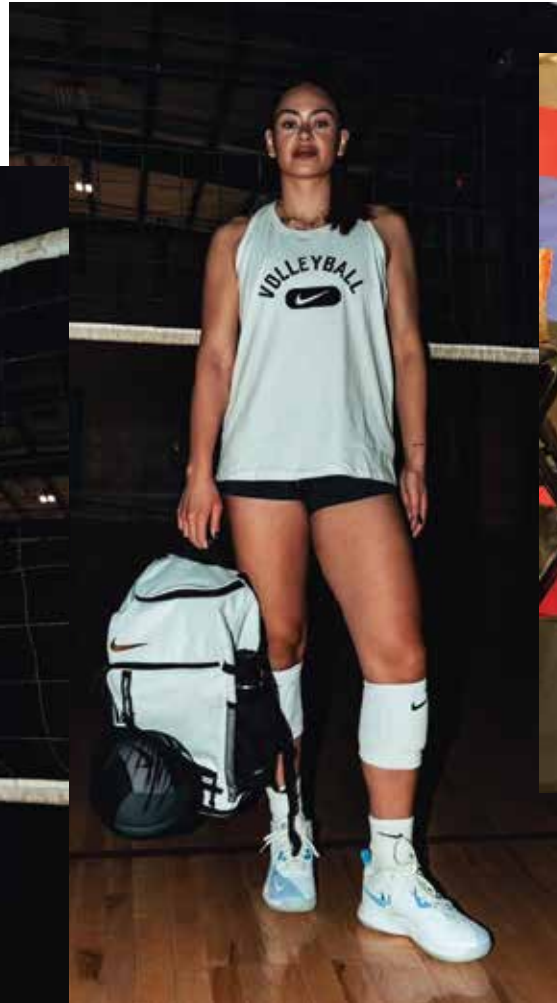


Stretch mesh
stretches to fit full
size volleyball



Volleyball stitch
pattern on lumbar
panel

Backpack in Use





THANK YOU



Click links below to see product reviews:

Nike

Dicks Sporting Goods