

**Bynn,
the simplified utility cart**



Current utility carts are troublesome!

This type of hand cart is synonymous to multiple thousands of New Yorkers. They have been helping many maneuvering around the city not only with their groceries but other personal items. They are brought into stores, laundromats, onto buses and metros, yet they don't receive the attention they deserve as a user-friendly object.

Rather, they are usually bulky and heavy making it hard to carry it up and down stairs or store in a small home. From personal experience, it hurts the hands while carrying these up staircases. They also suffer from quality. Sometimes, the steel frame chassis deforms due to heavy weights or sudden forces while maneuvering through tight spaces. When this happens, the cart no longer works as it can no longer fold.



User-friendly
How operable and easy it is
for storage, maneuvering around

The cart which is
both user-friendly
and versatile
doesn't exist yet.

Versatility

How many roles can it take
as a multi-purpose product



Bynn is simply a good utility cart.

Inspired rather by the lack of a well-designed and user-friendly personal utility cart in the market, Bynn is designed to ease the struggle in every heavy trip you make to the local supermarket or laundromat, as if these chores weren't already so bothersome!

It is a 4-wheels (with front swivel) utility cart with a basket that can be padded with 2 exchangeable paddings for multiple purposes. The cart folds small and the bag folds flat, easy to store, easy to carry. Bynn is made of lighter materials and more versatile, best suited for tighter homes in more crowded cities, like ones in New York City.





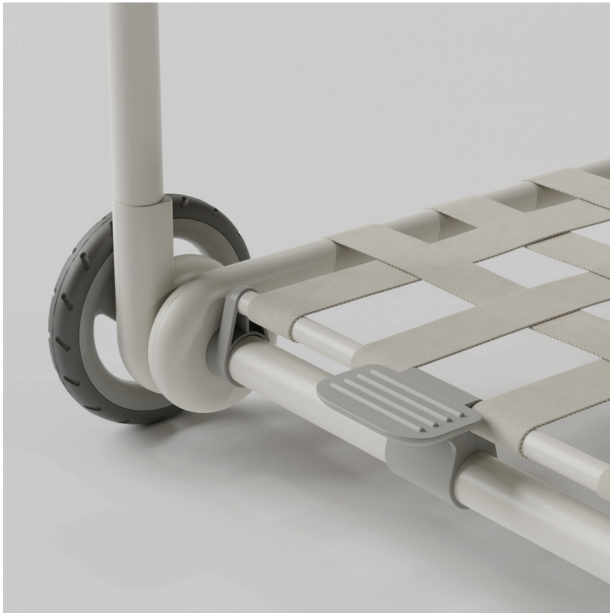
Lighter materials

Chassis consisting of plastics parts + aluminum tubes + fabric belt woven across the frame

Basket made of thick canvas and foam inner lining + sturdy polyester base + fabric belts as handles

Nomadic chassis

Can be attached onto the basket allowing both the contents and the chassis to be carried into tight spaces



Foot lever
Assists with collapsing the chassis



Multi-purpose rear strap
Secures the basket to the chassis
(and hold the cart together while undeployed)



Adjustable height
Release latch to adjust the handle height
(similar to that of the bike seat)



Exchangeable insulated padding
Can be switched in for grocery trips and
machine washable



Exchangeable all-purpose padding
Can be switched in for other tasks like
laundry, also machine washable



