

BUHI: CODED OPEN ENDED SURVEY RESPONSES

What other features not listed would entice you to consider a luggage brand?

Waterproof Materials

- "I WOULD PREFER A BAG MADE OF WATERPROOF MATERIALS."
- "I'D BE ENTICED TO BUY LUGGAGE WITH WATERPROOF INTERIOR FABRIC, SO THE LUGGAGE ISN'T DAMAGED IF ONE OF MY TOILETRY BOTTLES LEAKS."
- "TO ME, AN ENTICING LUGGAGE FEATURE WOULD BE A WATERPROOF SOFT SHELL."
- "I WISH MY LUGGAGE WAS WATERPROOF."

Pockets

- "I WANT LUGGAGE THAT HAS LOTS OF POCKETS FOR ME TO ORGANIZE MY STUFF."
- "I'D CONSIDER BUYING LUGGAGE IF IT HAD A SPECIAL POCKET FOR MY LAPTOP AND OTHER ELECTRONICS."
- "I'D BUY LUGGAGE THAT COMES WITH SPECIAL POCKETS THAT HELPS KEEP MY NICE, WORK CLOTHES FROM WRINKLING."
- "LUGGAGE WITH SPECIAL POCKETS FOR SPECIFIC TYPES OF ITEMS WOULD BE PERFECT FOR ME. I LOVE TO STAY ORGANIZED."
- "I WOULD LOVE TO HAVE LUGGAGE WITH BUILT-IN POCKETS FOR ORGANIZING MY STUFF."
- "I'M ENTICED BY LUGGAGE WITH A SPECIAL SHOE POCKET OR BAG"
- "I LIKE IT WHEN LUGGAGE HAS A COMPARTMENT FOR MY LAPTOP AND OTHER FRAGILE ITEMS."

Bright Colors

- "LUGGAGE THAT COMES IN REALLY BRIGHT COLORS IS GREAT BECAUSE IT'S EASY TO SPOT ON THE LUGGAGE CAROUSELS AT AIRPORTS."
- "I NORMALLY BUY LUGGAGE THAT IS BRIGHT AND STANDS OUT BECAUSE I'M ALWAYS AFRAID I'LL MISPLACE IT IN AN AIRPORT OR SOMETHING."

Tie Down Straps

- "I LIKE LUGGAGE WITH THE STRETCHY STRAPS INSIDE THAT HELP ME COMPRESS MY CLOTHING."
- "I LIKE LUGGAGE WITH STRAPS ON THE INSIDE. IT HELPS ME KEEP THINGS ORGANIZED."

Motorized Wheels

- "AN ENTICING FEATURE WOULD BE MOTORIZED WHEELS."
- "I WANT A BAG WITH ELECTRIC WHEELS, SO I DON'T HAVE TO PULL IT AROUND MYSELF."

Durable Hardware

- "I WOULD LIKE MY LUGGAGE TO HAVE DURABLE HARDWARE, SO THE ZIPPERS AND THINGS DON'T BREAK EASILY."

Side Handles

- "I ALWAYS BUY LUGGAGE WITH AN EXTRA, SMALL HANDLE ON THE SIDE, SO I CAN PICK IT UP EASILY"
- "I PREFER TO USE SUITCASES WITH HANDLES THAT ALLOW ME TO CARRY THEM INSTEAD OF ROLLING THEM. TELESCOPIC HANDLES MAKE CARRYING LUGGAGE ON AN AIRPLANE DIFFICULT."

Collapsible Luggage

- "I WANT FOLDABLE LUGGAGE, SO IT'S EASY TO STORE."

Expander

- "I WOULD BE ENTICED TO BUY LUGGAGE WITH AN EXPANDER IN THE CENTER THAT ALLOWS ME TO PACK MORE IF I NEED TO."
- "I WANT TO BE ABLE TO MAKE MY LUGGAGE BIGGER DEPENDING ON HOW MUCH I NEED TO PACK."
- "I WOULD LIKE LUGGAGE WITH AN EXPANDABLE ZIPPER, SO IT CAN FIT MORE STUFF."
- "I'D LOVE TO BUY LUGGAGE THAT EXPANDS."
- "I WOULD BE ENTICED BY LUGGAGE WITH AN EXPANDABLE CENTER THAT ALLOWS ME TO PACK EXTRA ITEMS."

Durable Soft Shell

- "I WOULD LOVE A CASE WITH A REALLY STRONG SOFT SHELL."

Internal Lights

- "I LIKE LUGGAGE WITH LIGHTS ON THE INSIDE, SO I CAN SEE INSIDE MY LUGGAGE IN THE DARK."

Cup Holder

- "I'D TOTALLY BUY LUGGAGE WITH A CUP HOLDER FOR MY WATER BOTTLE."
- "I'D LOVE ONE OF THOSE BAGS WITH A BUILT-IN CUP HOLDER."

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What does “luggage inspired by global design” mean to you?

Multicultural

- “THAT MEANS LUGGAGE DESIGNS ARE INSPIRED BY CULTURES FROM ALL OVER THE WORLD.”
- “I THINK OF LUGGAGE THAT'S DESIGNED WITH LOTS OF CULTURES AND COUNTRIES IN MIND.”
- “IT MEANS THAT LUGGAGE TAKES INSPIRATION FROM ALL PEOPLE AND CULTURES.”
- “I THINK IT MEANS THE LUGGAGE IS INSPIRED BY DIFFERENT CULTURES AND TRENDS FROM ALL AROUND THE WORLD.”
- “IT MEANS THE LUGGAGE IS STYLED AFTER GLOBAL TRENDS, NOT JUST NATIONAL OR LOCAL TRENDS.”
- “I ENVISION LUGGAGE THAT IS DESIGNED BASED ON STYLES FROM AROUND THE WORLD.”

Functional

- “I THINK ABOUT FUNCTIONAL LUGGAGE THAT IS EASY TO USE.”
- “I THINK OF LUGGAGE WITH FEATURES THAT MAKE IT EASY FOR ANYONE TO USE.”
- “I THINK THIS MEANS LUGGAGE IS USER FRIENDLY.”
- “I IMAGINE LUGGAGE WITH FEATURES THAT PROVIDE CONVENIENCE AND ORGANIZATION FOR THE OWNER.”
- “I THINK ABOUT A LUGGAGE THAT HAS FEATURES THAT MAKE IT EASY TO USE ANYWHERE.”

Professional

- “I SEE PROFESSIONAL LUGGAGE THAT COULD BE USED FOR ANY KIND OF TRAVEL. WHETHER YOU'RE GOING ON A NICE VACATION OR TO A WORK CONFERENCE.”

Designer

- “I THINK OF DESIGNER LUGGAGE.”

Sustainable

- “I ENVISION LUGGAGE MADE OF SUSTAINABLE MATERIALS.”

High Tech

- “I IMAGINE SMART, TECH-SAVVY LUGGAGE.”
- “TO ME IT MEANS THAT LUGGAGE HAS A LOT OF TECH FEATURES THAT MAKE IT FEEL MODERN.”
- “IT MEANS LUGGAGE IS HIGH TECH.”

Durable

- “I THINK ABOUT LUGGAGE THAT IS DURABLE.”
- “I IMAGINE LUGGAGE THAT IS REALLY DURABLE AND HOLDS UP WELL OVER TIME AND USE.”

Unique

- “I THINK OF LUGGAGE THAT IS UNIQUE.”
- “I BELIEVE THAT MEANS LUGGAGE IS UNIQUE AND STANDS OUT FROM OTHER LUGGAGE.”
- “IT MEANS THAT LUGGAGE IS UNIQUE AND DIFFERENT FROM OTHER PRODUCTS ON THE MARKET.”

On trend

- “I IMAGINE TRENDY LUGGAGE.”
- “I SEE LUGGAGE THAT IS MODERN AND STYLISH, KEEPING UP WITH TRENDS.”
- “I THINK IT MEANS THAT THE LUGGAGE IS FASHIONABLE AND MODERN.”

Versatile

- “I ENVISION LUGGAGE THAT HAS A LOT OF NICE FEATURES THAT HELP OUT IN A BUNCH OF DIFFERENT SITUATIONS.”
- ““LUGGAGE INSPIRED BY GLOBAL DESIGNS” MEANS THAT THE LUGGAGE IS SIMPLE AND VERSATILE.”
- “I ENVISION LUGGAGE THAT I CAN USE FOR ALL SORTS OF TRAVEL, ANYWHERE IN THE WORLD.”
- “I ENVISION LUGGAGE FIT FOR BOTH THE BIG-CITY EXECUTIVE AND THE SMALL-TOWN FARMER.”
- “I THINK ABOUT LUGGAGE THAT'S VERSATILE AND COULD BE USED BY ANYONE ANYWHERE.”