

Active Furniture

Team Green
October 16, 2008
Mock-up Review



Espresso

Table



Introduction

Product Description:

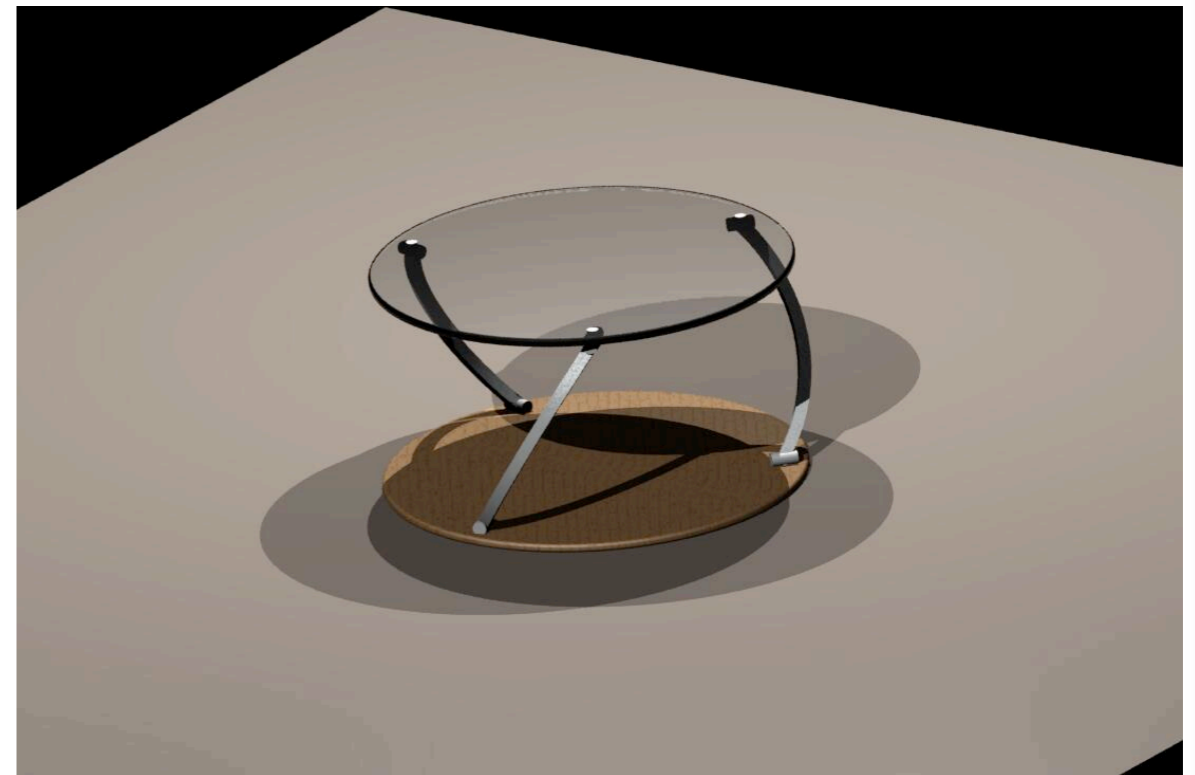
Collapsible, easily storable,
coffee table

Intended Customers:

Design conscious individuals

Market:

High-end, designer furniture



Introduction

Product Description:

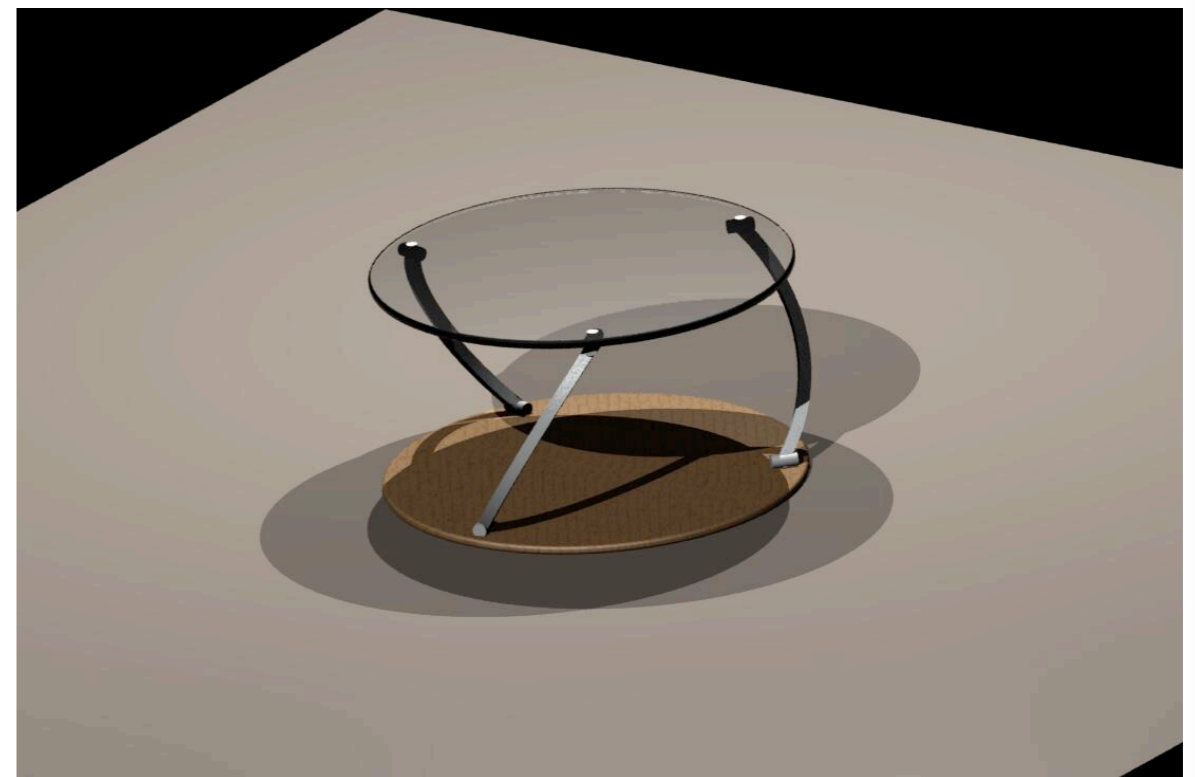
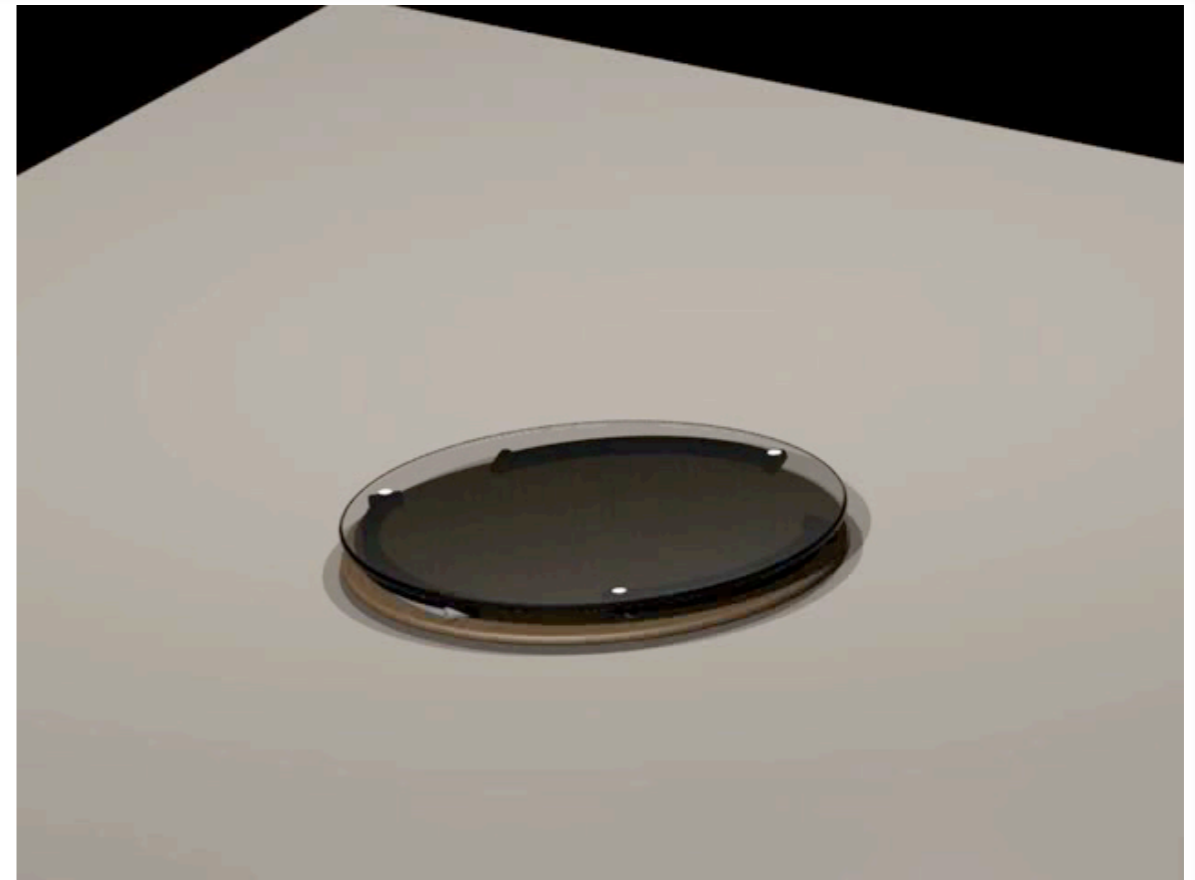
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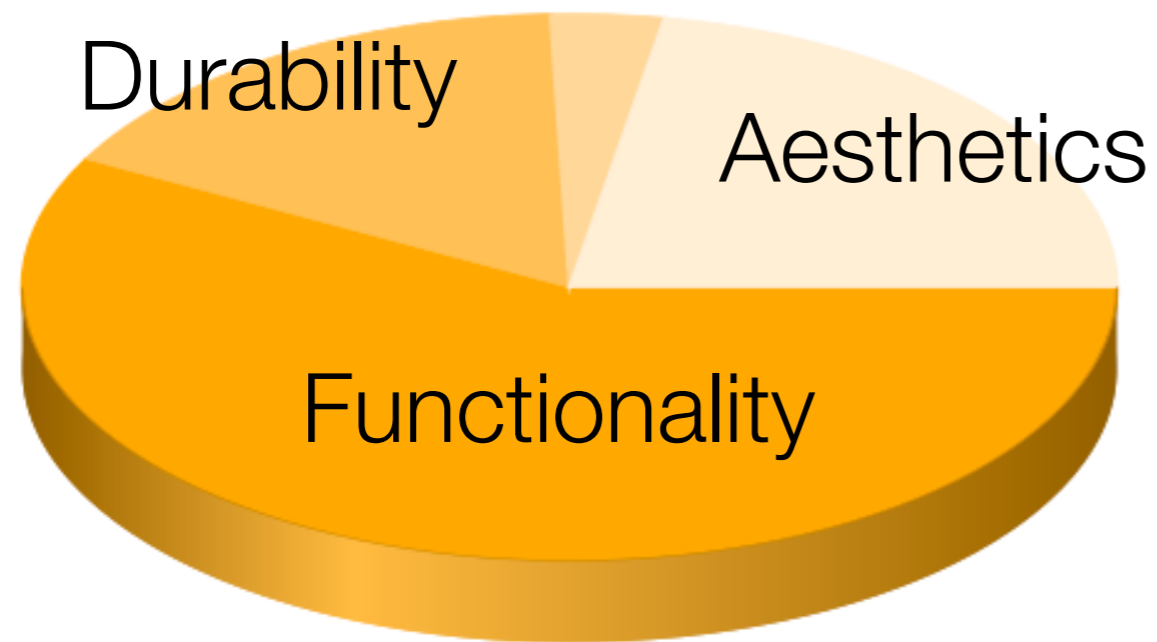
Market:

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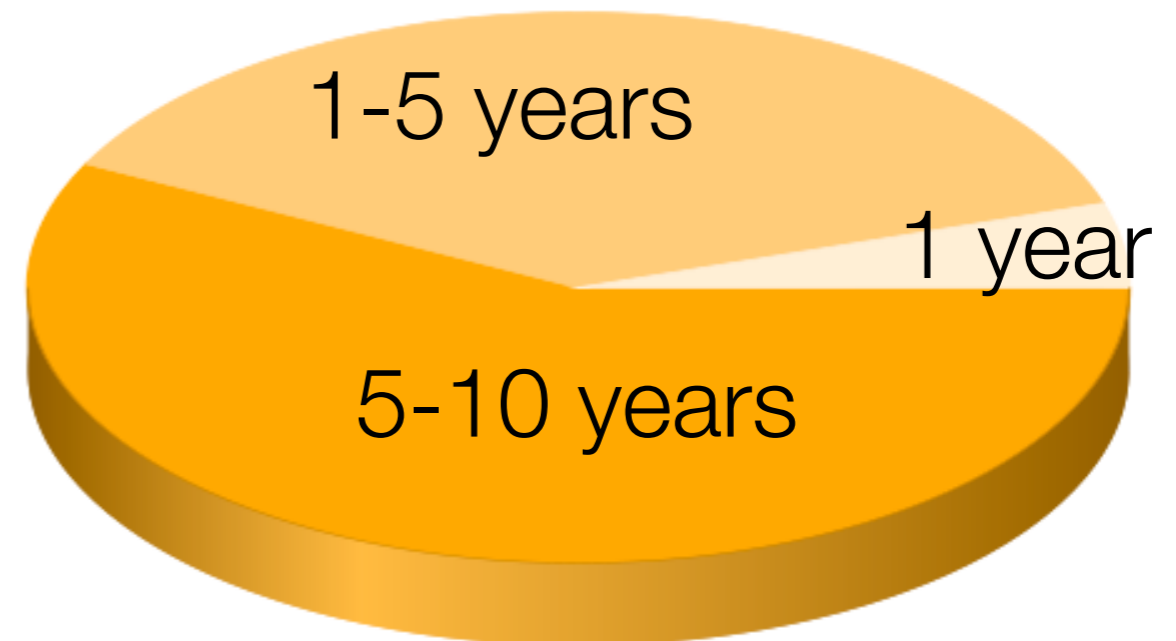


Market Survey: User Needs

In furniture they prefer...



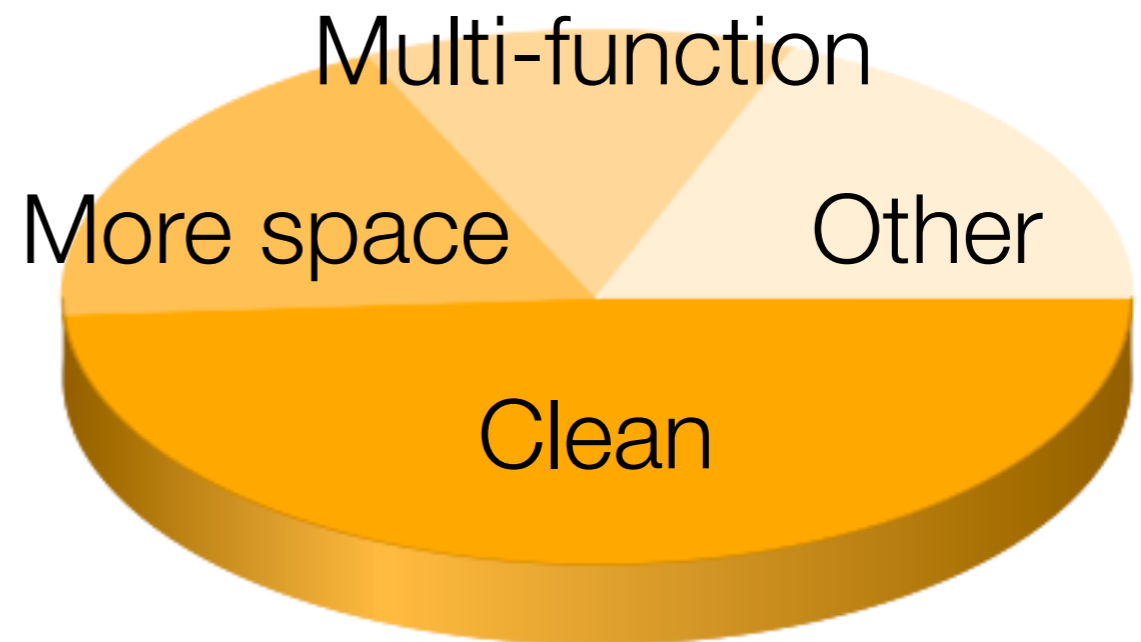
They replace furniture every...



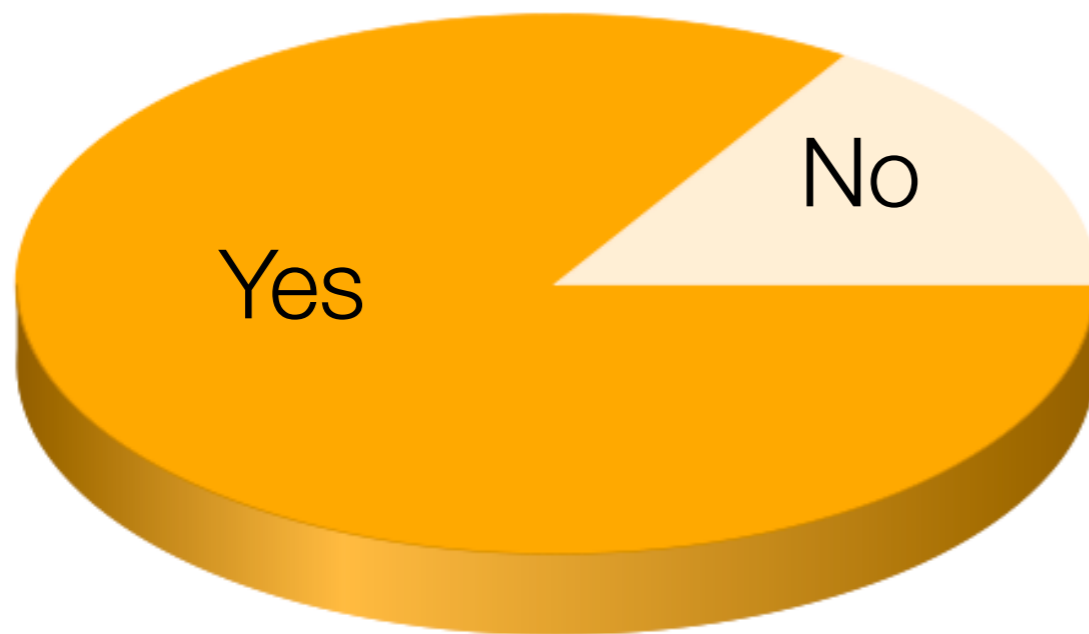
Note: 93 people surveyed
77% over the age of 35

Market Survey: User Needs

Most common reason to move table is...



Own a coffee table...



Market: Existing Products

Collapsible, variable height, modular

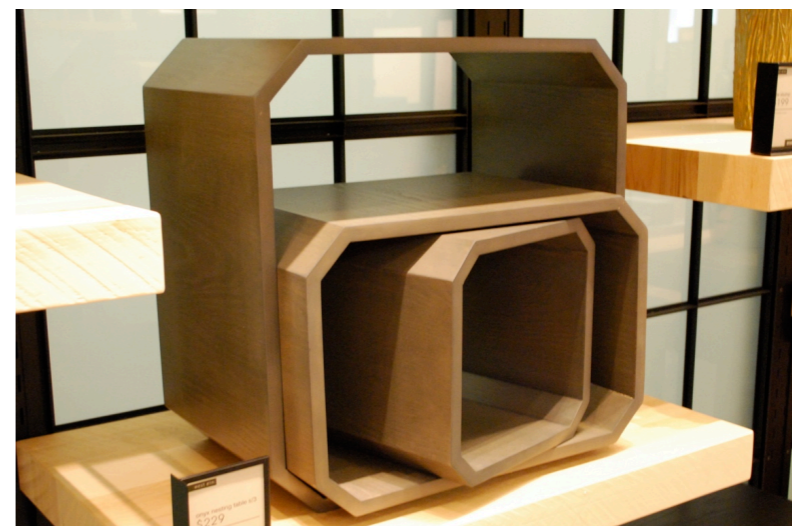


Market: Target

Consumer Base



Market Niche
(model: West Elm)



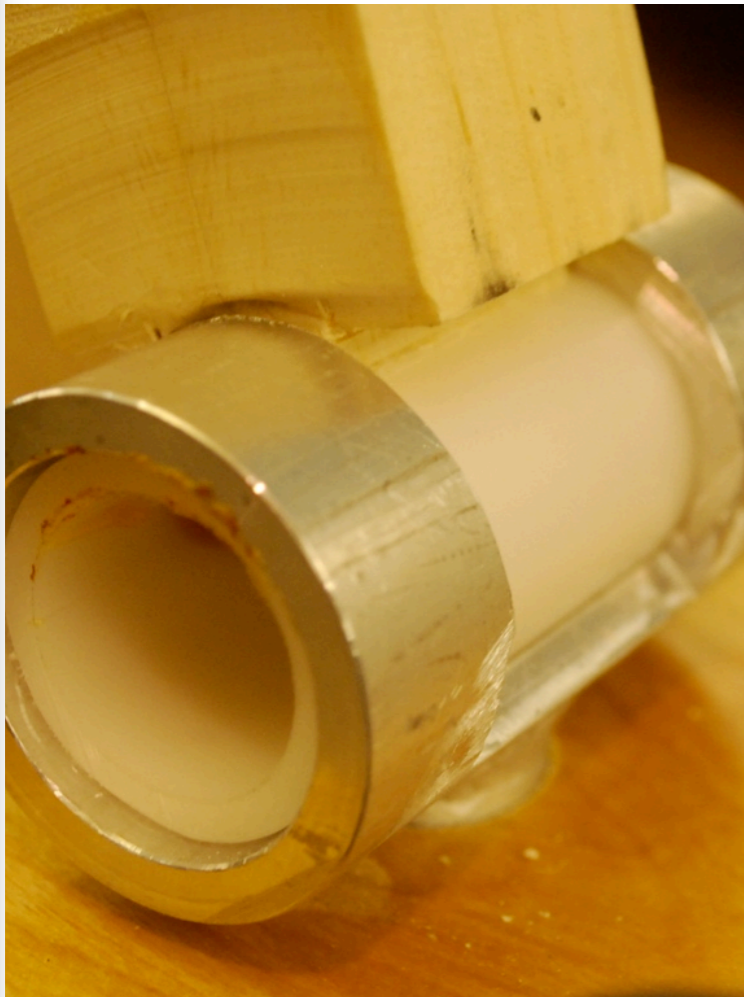
Preliminary Contract

Customer Needs	Product Attributes
User can raise and lower table without assistance	Actuation force of hinge mechanism Average user time to raise and lower table Grasp points for lifting Stability Freefall speed of tabletop
Has sufficient usable table space	Surface area
Is durable under repeated use	Number of times product can be opened and closed in product lifetime
Fit design aesthetic of intended user's home	User Acceptance
Safe to operate and use	Low number of pinch points Maximum falling force Load capacity
Can be easily stored by customer	Geometry Size of table Typical user storage area Work required to move table Low weight

Critical Design Issues - Hinge

- Strength
- Damping
- Form
- Manufacturing
- Constraints

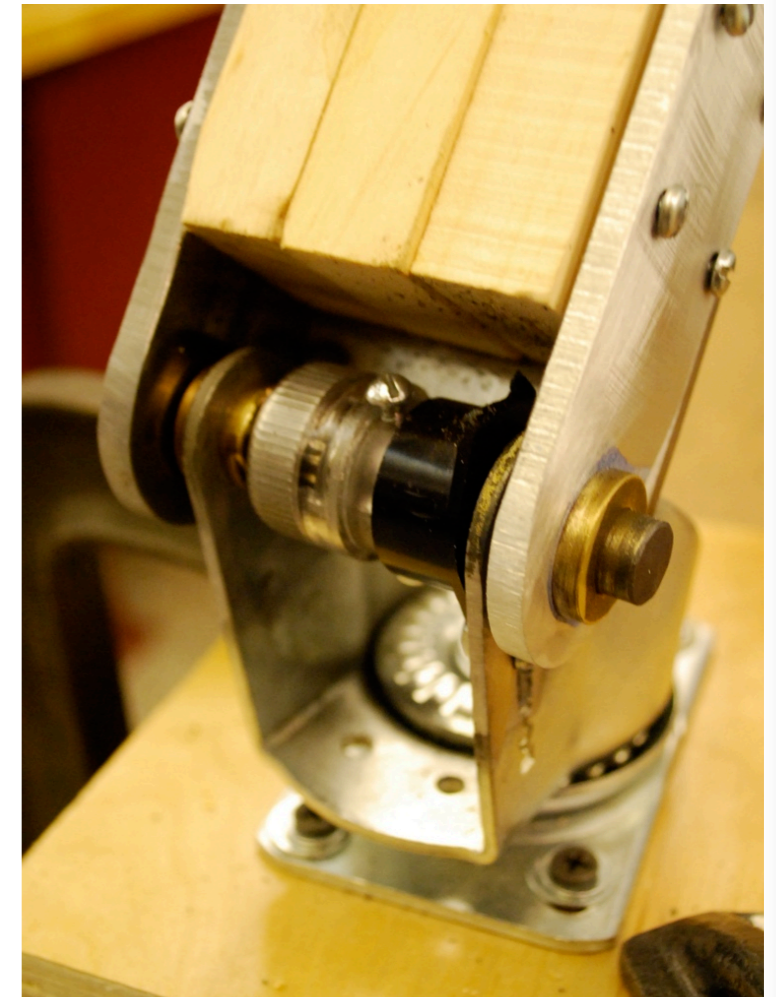
Pipe



Ball n Socket



Caster



Hinge Designs

See you soon!