Active Furniture

Team Green
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Mock-up Review
Espresso Table
Introduction

Product Description:
Collapsible, easily storable, coffee table

Intended Customers:
Design conscious individuals

Market:
High-end, designer furniture
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Market Survey: User Needs

In furniture they prefer...

- Durability
- Aesthetics
- Functionality

They replace furniture every...

- 1 year
- 1-5 years
- 5-10 years

Note: 93 people surveyed
77% over the age of 35
Market Survey: User Needs

Own a coffee table...

- Yes
- No

Most common reason to move table is...

- Clean
- More space
- Multi-function
- Other
Market: Existing Products

Collapsible, variable height, modular
Market: Target

Consumer Base

Market Niche
(model: West Elm)
## Preliminary Contract

<table>
<thead>
<tr>
<th>Customer Needs</th>
<th>Product Attributes</th>
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| 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
Hinge Designs

Pipe  Ball n Socket  Caster
See you soon!