

OBELISK

BY RED A



PRODUCT CONTRACT

Product: Obelisk

Description: customizable collaboration framework.

Intended Customers: owners of coffee shops and group study spaces.

Market: coffee shops, student study spaces, libraries.

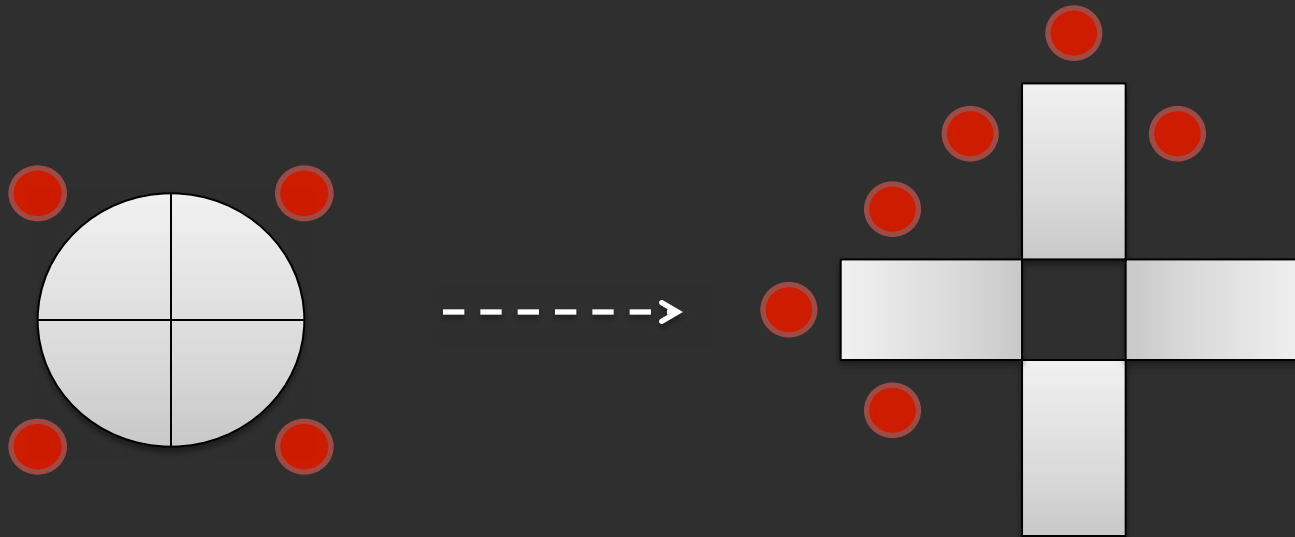
User: students

PRODUCT CONTRACT

<u>Customer Need</u>	<u>Attribute</u>	<u>Metric</u>	<u>Engineering Specs</u>
Customer can brainstorm at a desk and present work seamlessly	Writing surfaces change from vertical to flat	Binary	Yes/No
Fosters Collaboration	Table dimensions	# of people who fit around the table	3-5
Ergonomics	Table dimensions	Inches	>30" wide, 19" deep, 27" high (Ergonomics and ADA compliance)
Customer can move table	Weight & height	Pounds Feet	< 200 lbs. < 6'8" tall

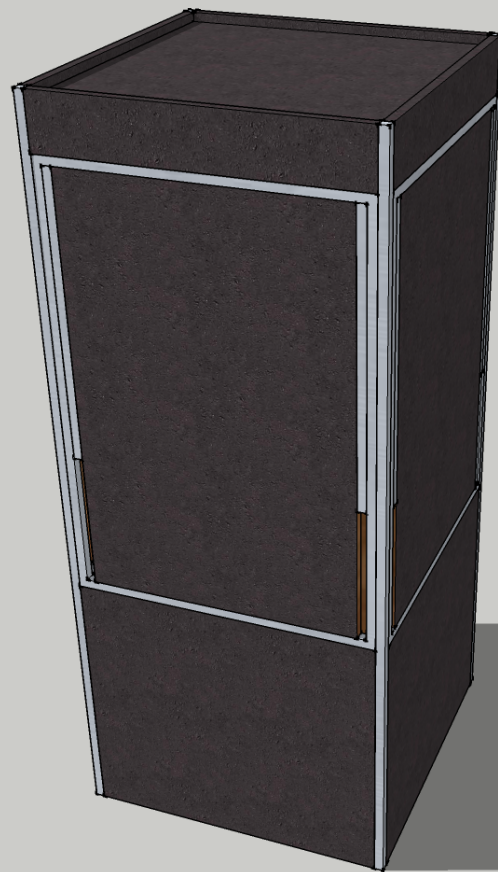
INITIAL QUESTION

How can we change the product footprint to encourage cross-table interaction?

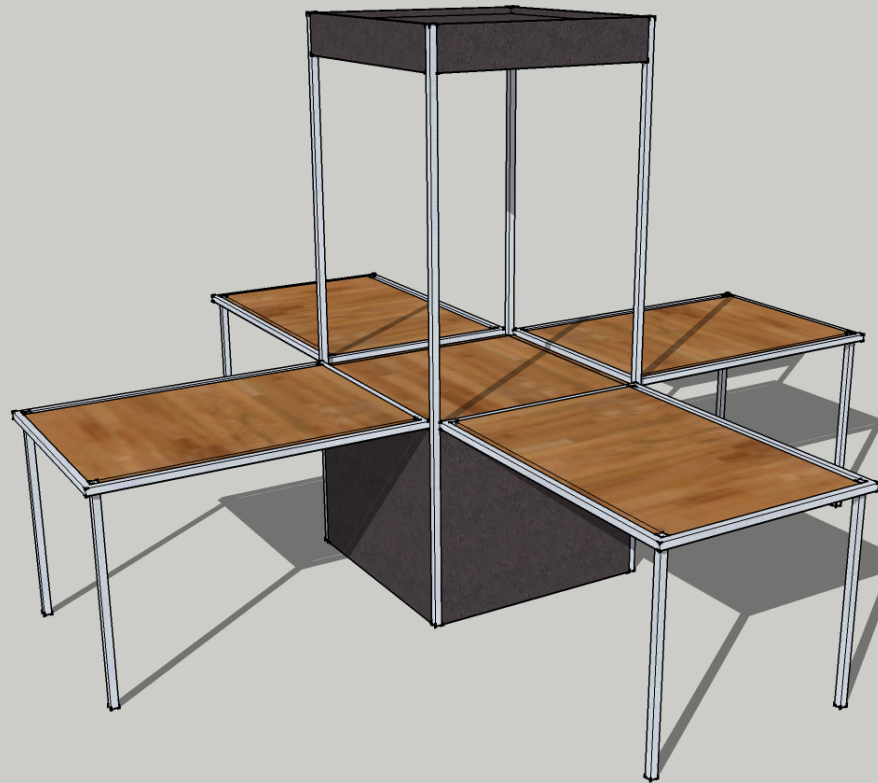


Product contract items: Ergonomics and Fostering collaboration.

PRODUCT VISION



PRODUCT VISION



Mock Up Model



Mock Up Model



KEY FINDINGS

The movement intrigues people, but still too many unfolding steps.

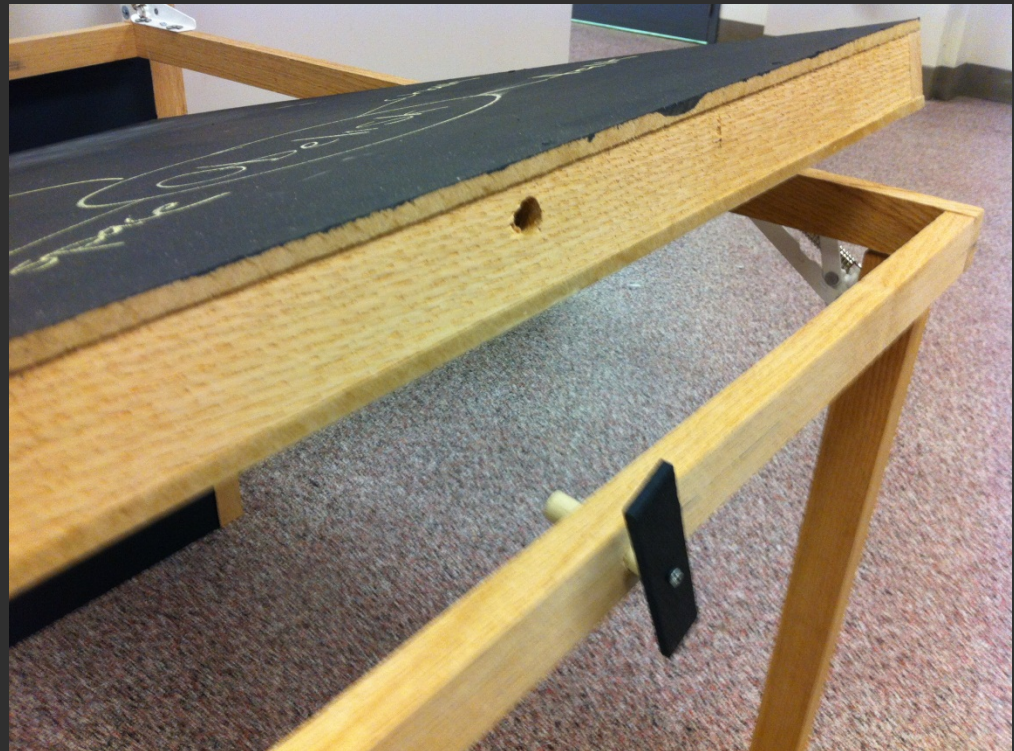
Each panel could be used separately.

Single panel use could reduce Obelisk size.



REMAINING CONCERNS

Table locking mechanism.



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