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

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

Product contract items: Ergonomics and Fostering collaboration.
PRODUCT VISION
PRODUCT VISION
Mock Up Model
Mock Up Model
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.