

Design means Business

Special Project

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Under Guidance of

Prof B K Chakravarthy

Approval

The Special Project titled “Design means business” by Roshan Lawrence Valder, is approved for partial fulfilment of the requirement for the degree of ‘Master of Design’ in Industrial Design.

Guide _____

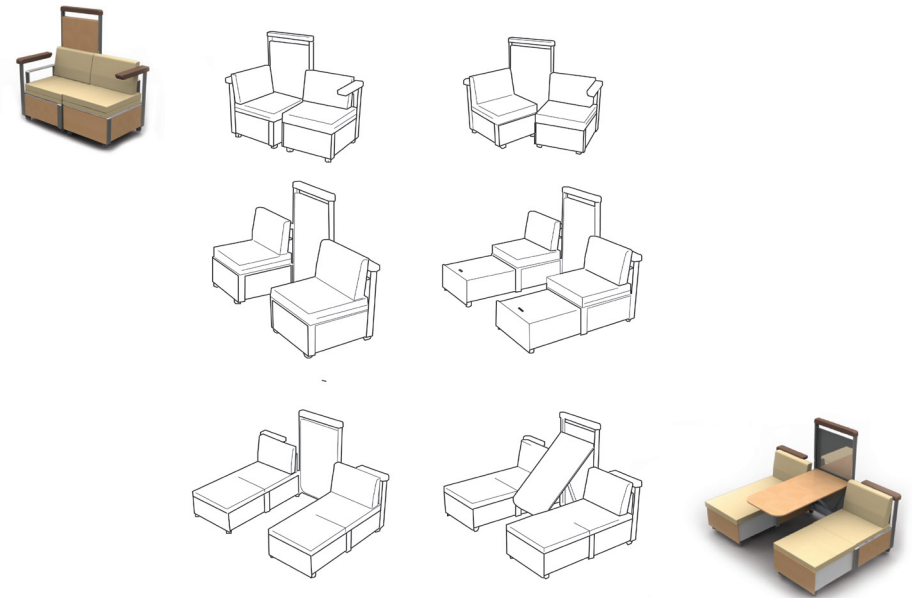
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SOFTA

FURNITURE FOR SMALL HOMES

Introduction

There are many ways to sell a product. During project 2, the product was conceived purely with the user in mind and the current manufacturing possibilities (see figure below) But to sell the product to a company, it must fit into a company's portfolio. It may have to look part of the company's range of products, be viable using the production methods of that company and fit into their philosophy of selling products. Another way of selling the product is to create a business model and start a business around the product. This project focuses on commercial viability of the product and designing the product to fit a company's product portfolio.



Analysis



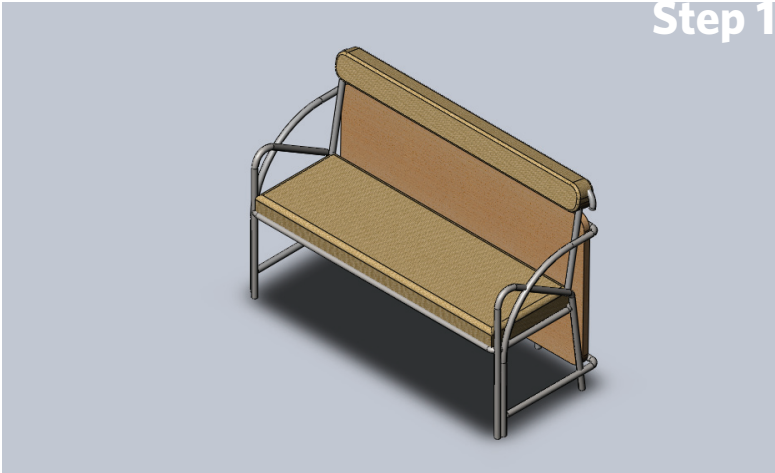
To determine the commercial viability of the product , a feed back session was done with Mr. Ghandilkar, Manager at @home, the retail division of Nilkamal pvt ltd.

Several points were pointed out.

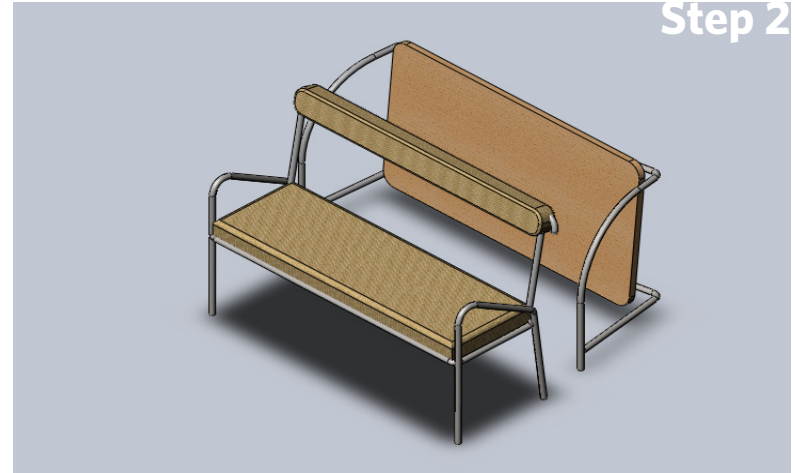
- 1** The product has many moving parts and they are a cause of failure in the long run. They need regular servicing and cost to consumer increases.
- 2** In its current form, the product would suit the lifestyles of south east asian houses in honk kong and japan.
- 3** The product needs to be sturdier as indian users demand that a product last 20 years
- 4** The concept is unique but simpler ways of building the product needs to be explored
- 5** The concept can be geared towards the carpentry model of manufacture, where a carpenter could make the product.
- 6** Based on the above feed back, various redesigns were proposed and the product evolved.

Concept 1

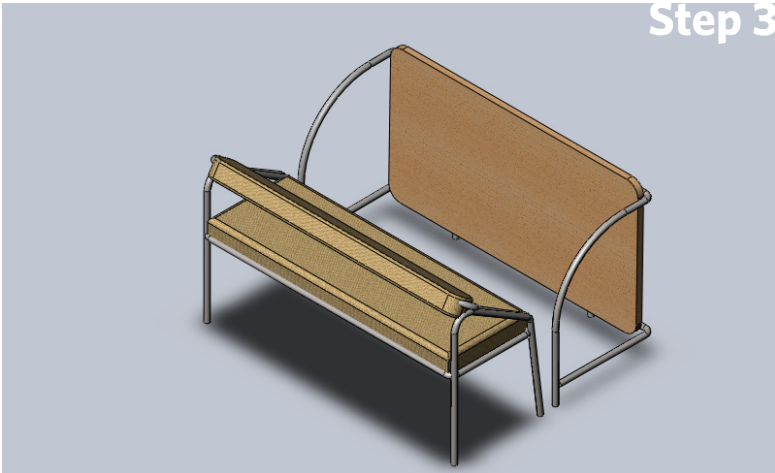
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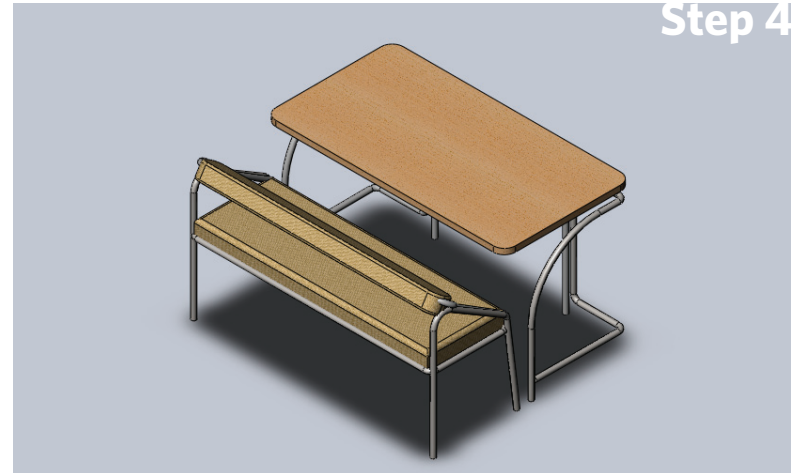
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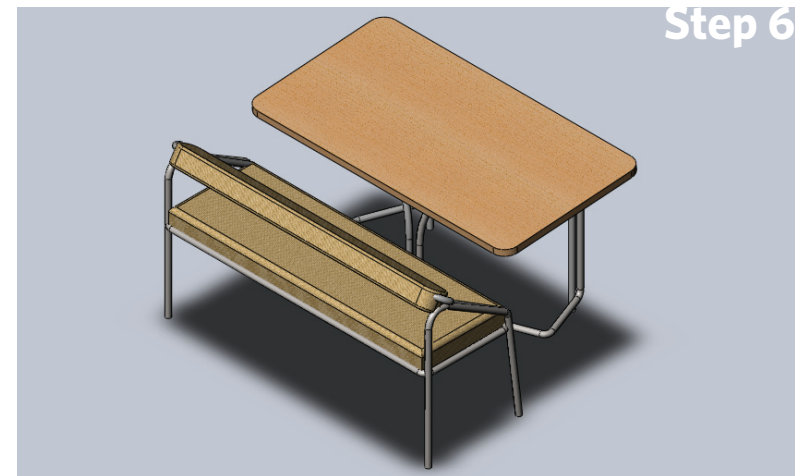
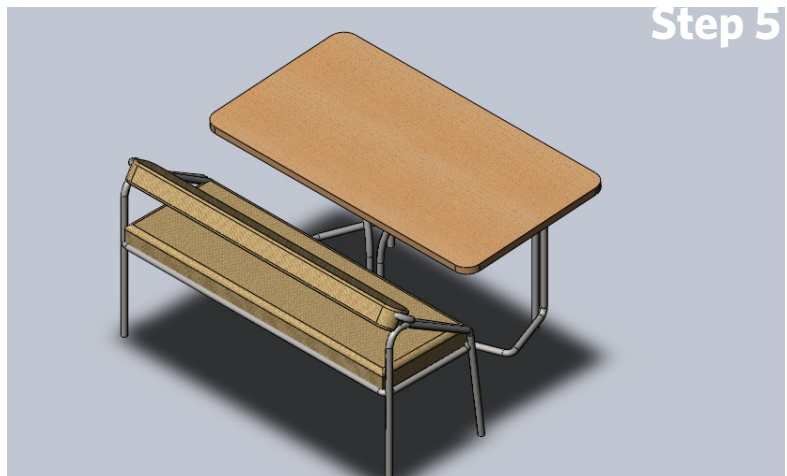


Step 3



Step 4

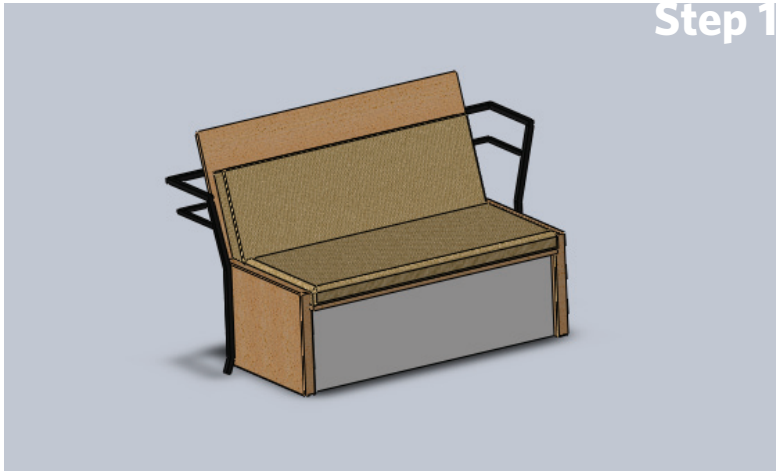




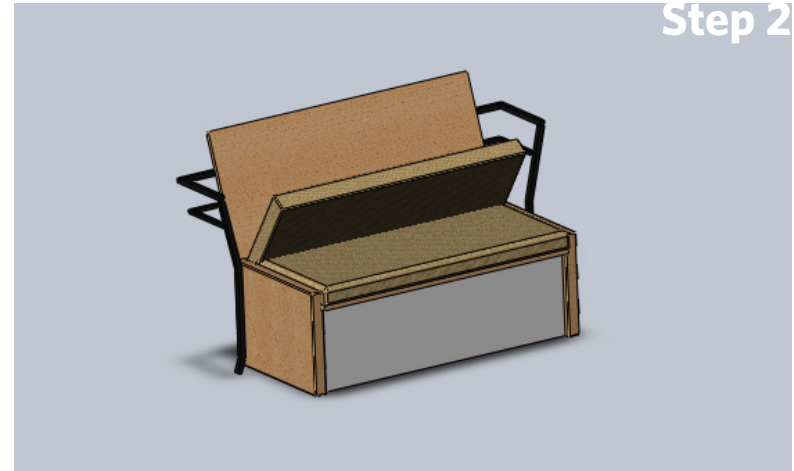
In this Idea, metal pipes are used to form the frame over which the cushions are placed, making the whole product lighter to detach

Concept 2

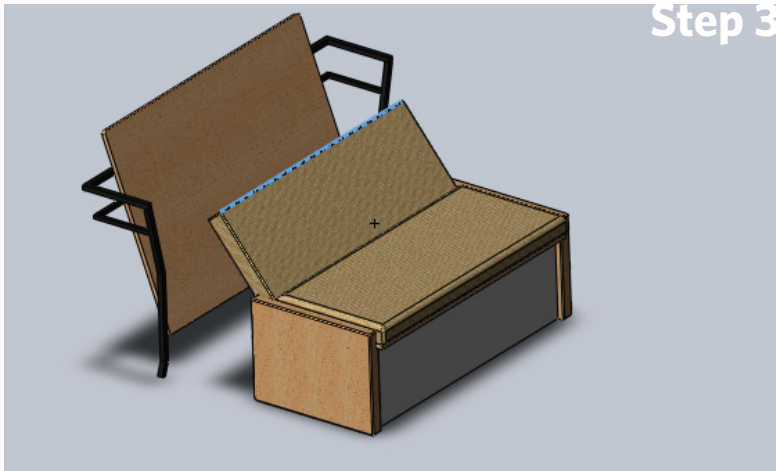
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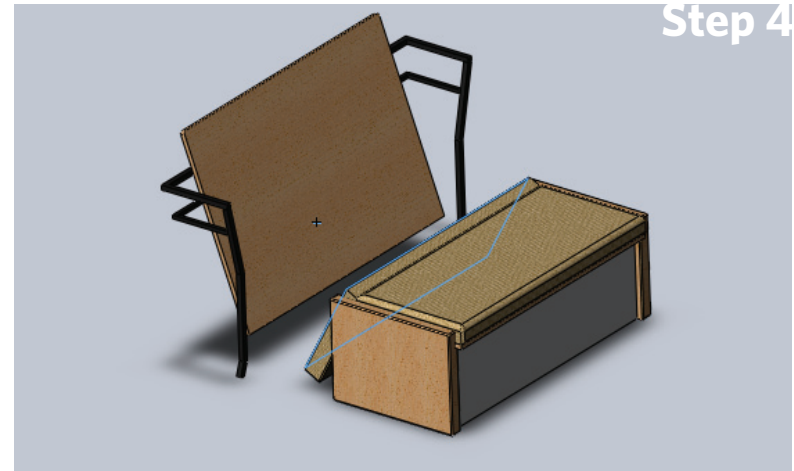
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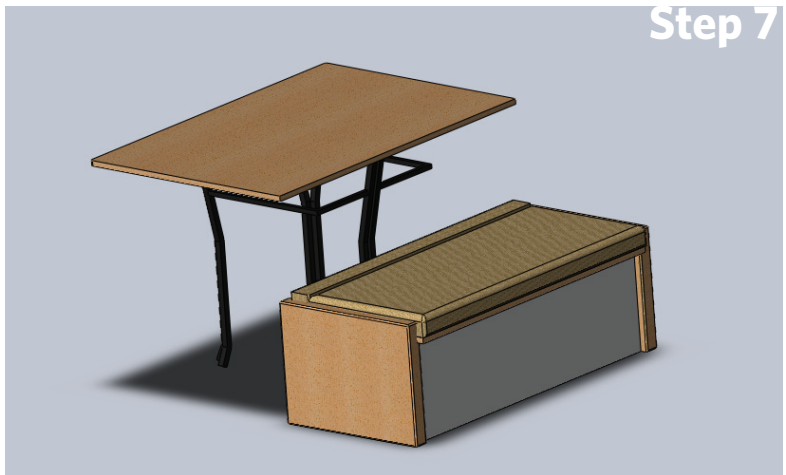
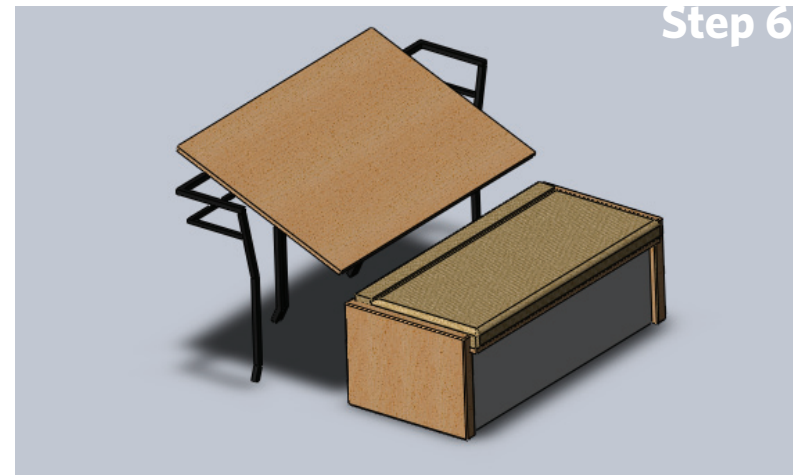
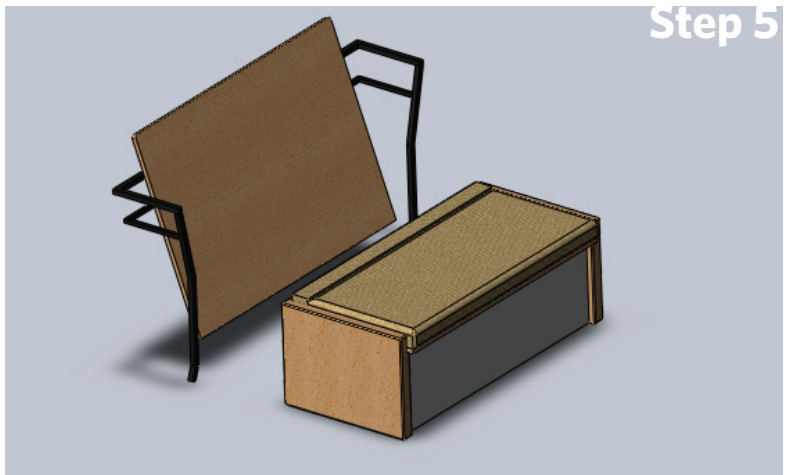


Step 3



Step 4

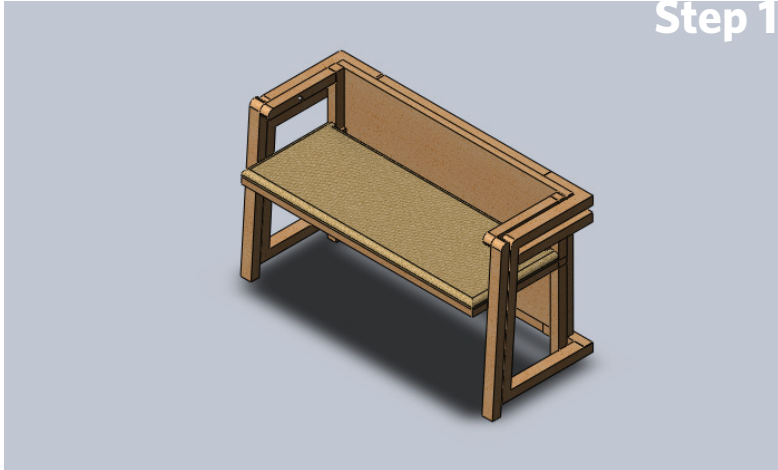




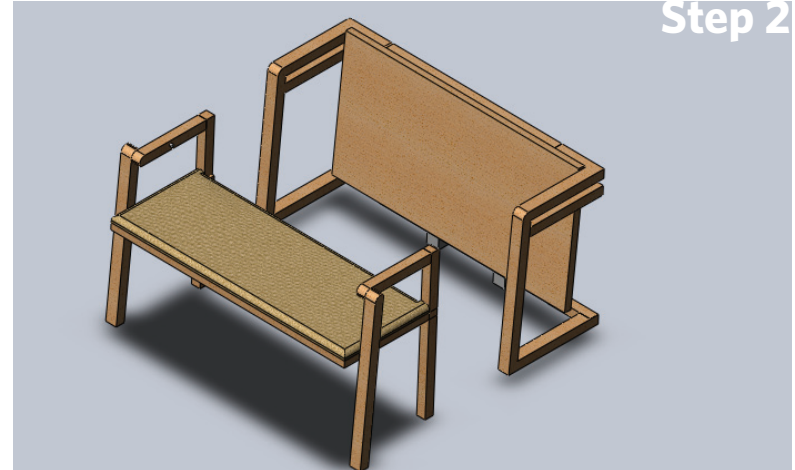
In this Idea, the backrest and lower part of the sofa detach using castors and the hidden table folds up to form a table

Concept 3

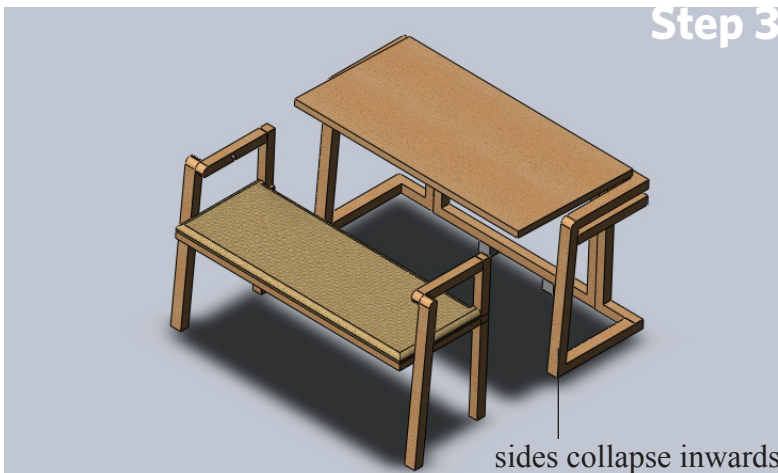
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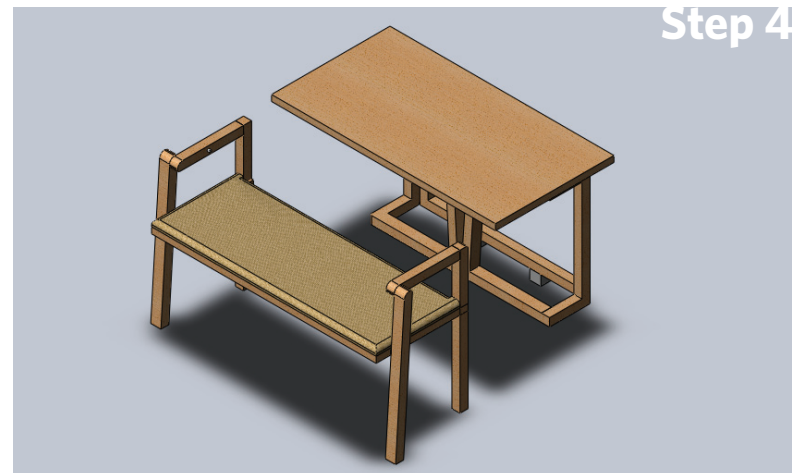
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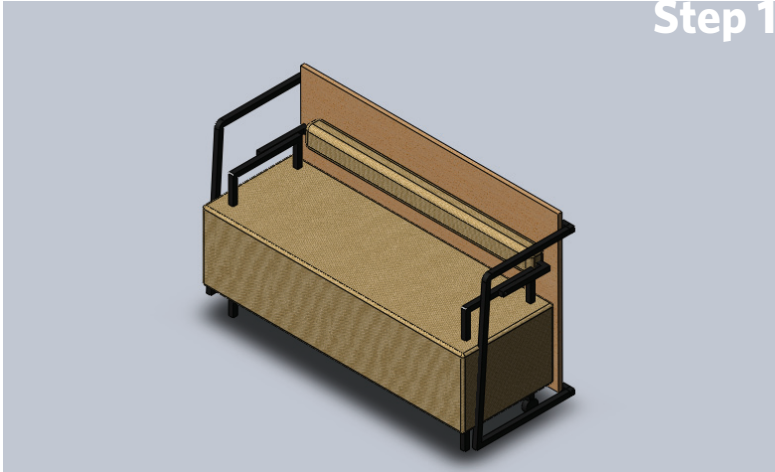


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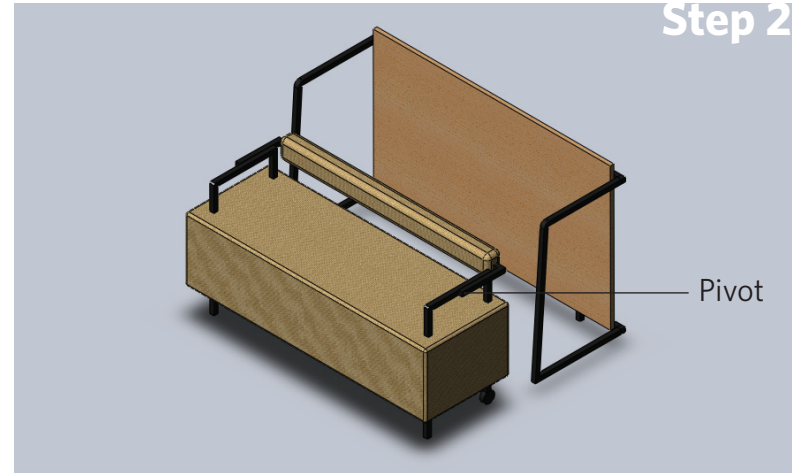


Concept 4

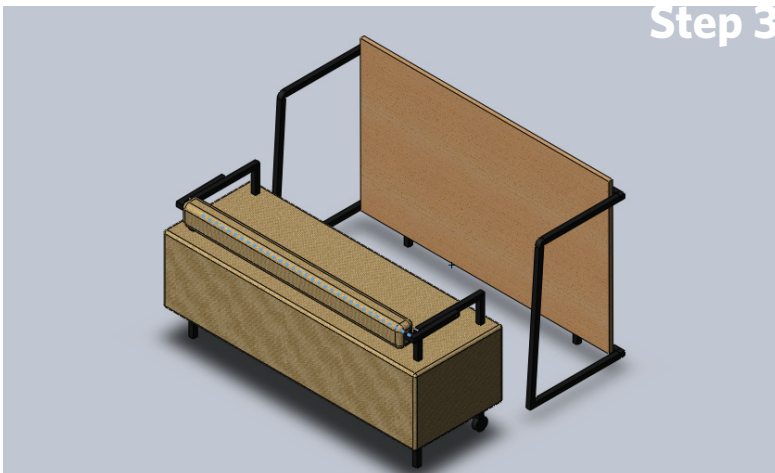
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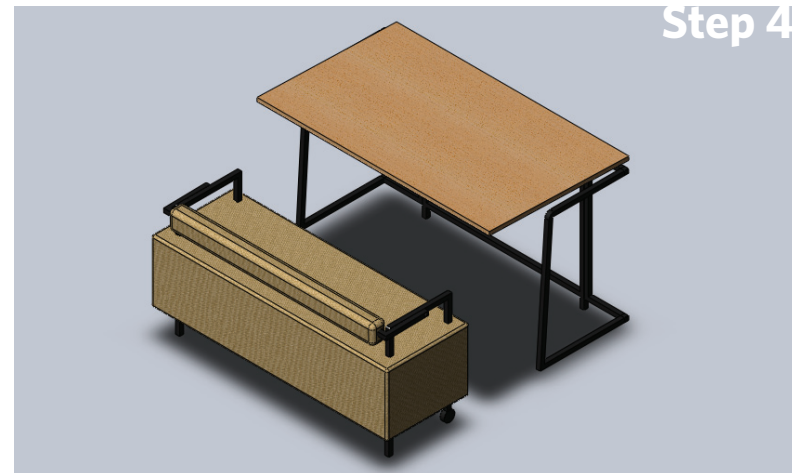
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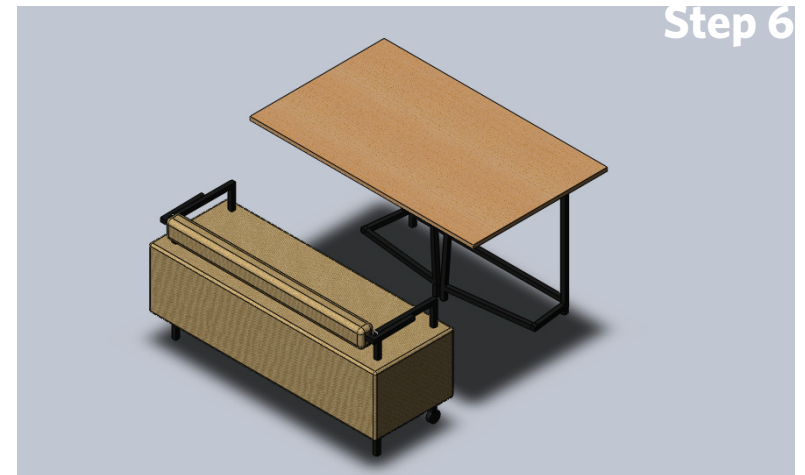
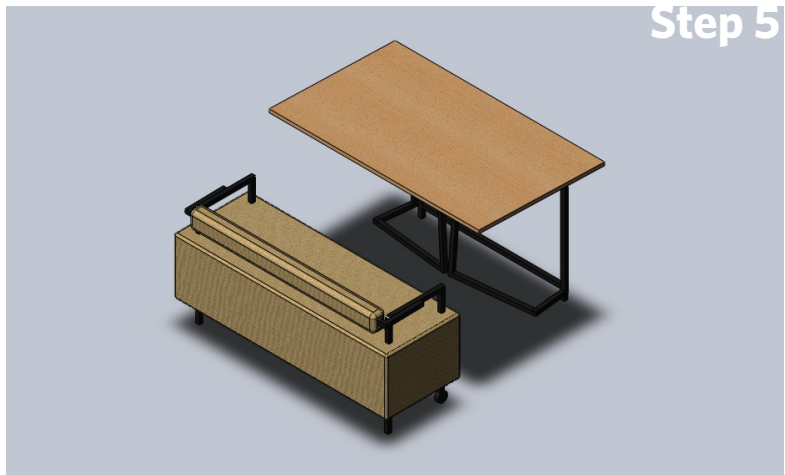


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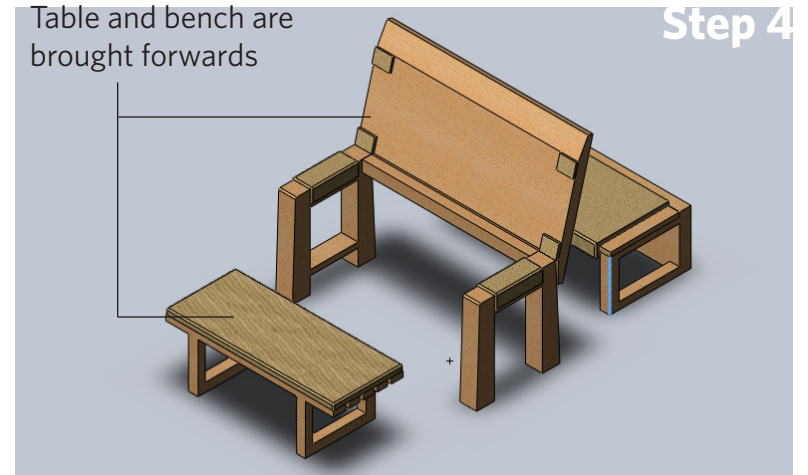
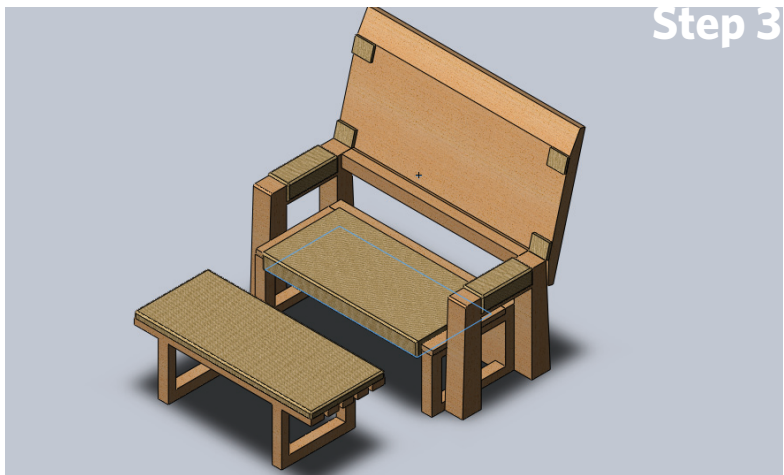
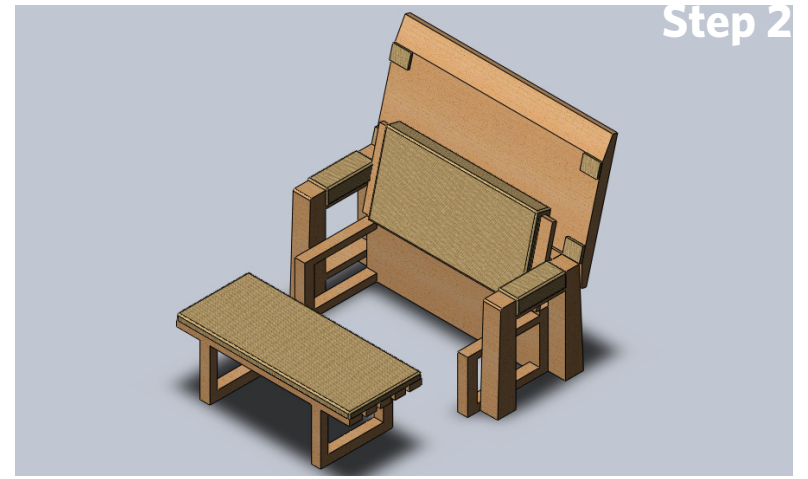
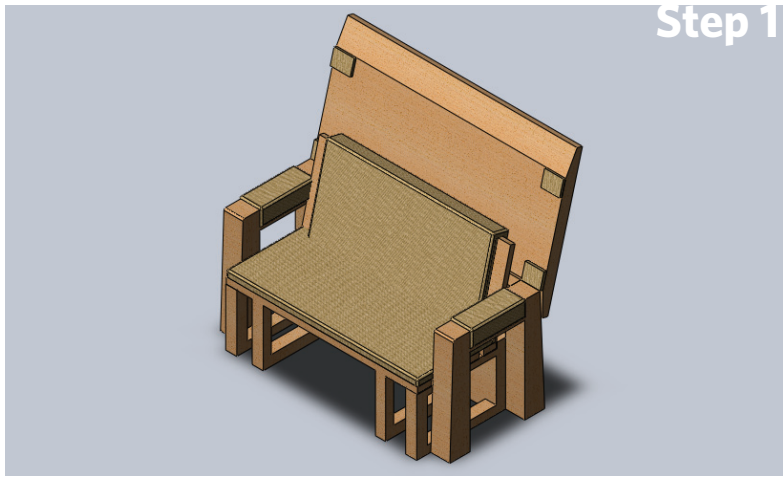
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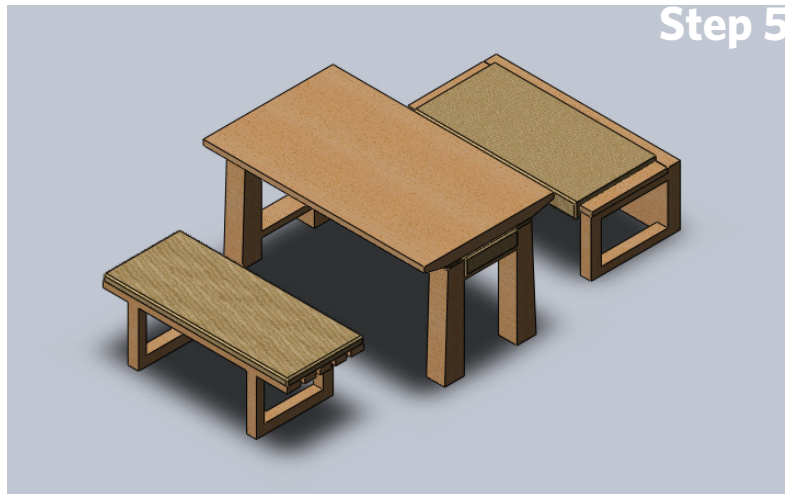




Here, the seat has a pivoted back rest which upon flipping can change the seating orientation of the user. thus in sofa mode the user can face front and in the dinning mode he can face the table

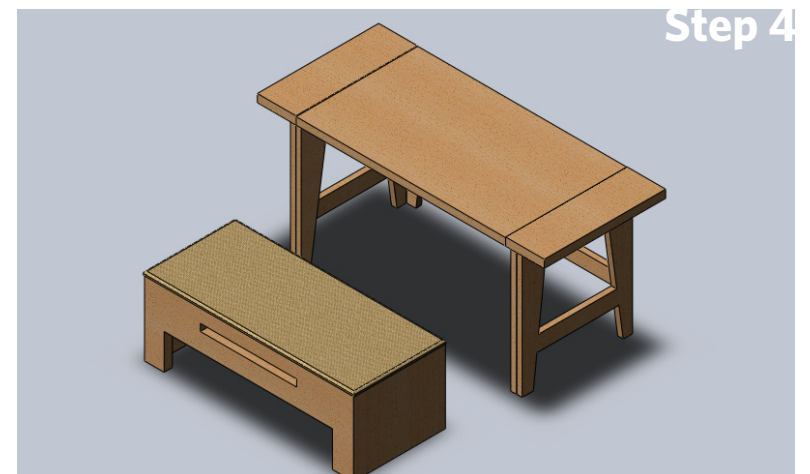
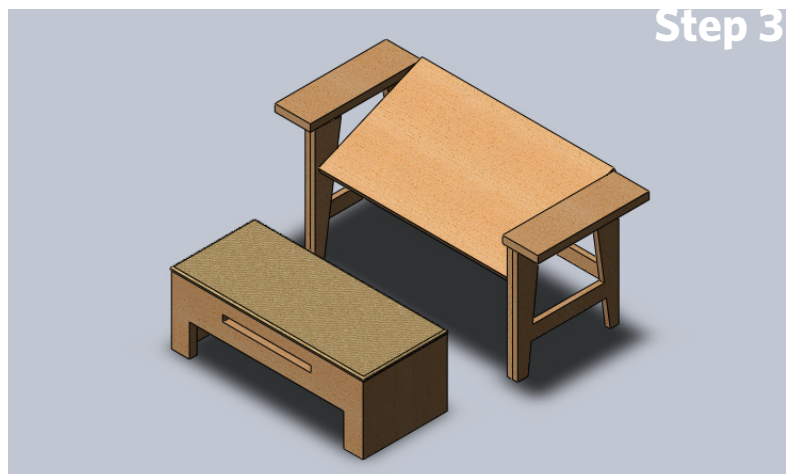
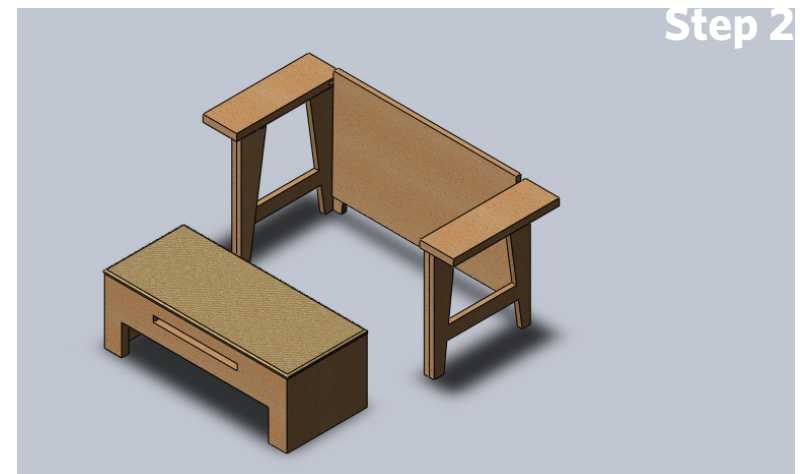
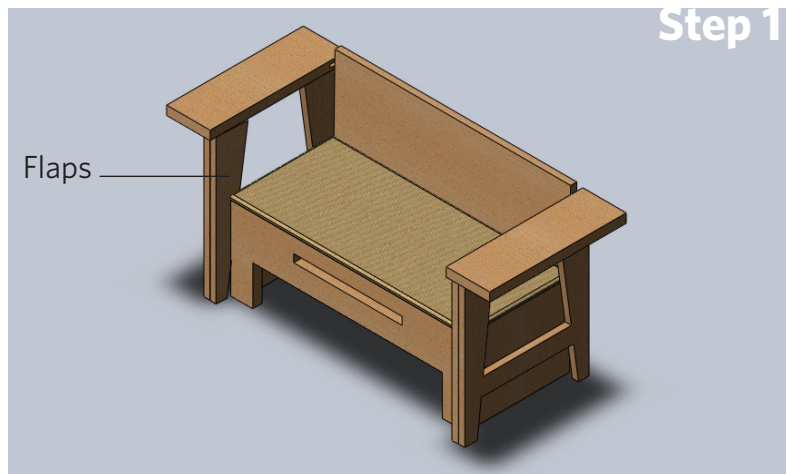
Concept 5

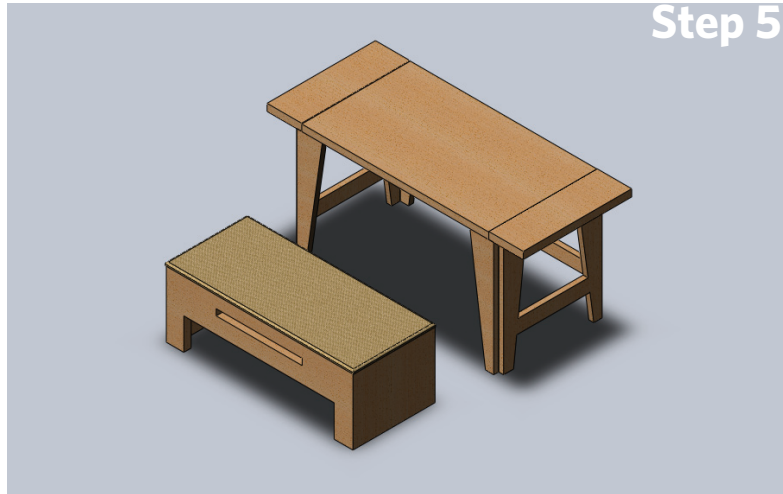




here the sofa splits into three parts. This requires dragging the table forwards along with one of the benches. This can prove quite cumbersome.

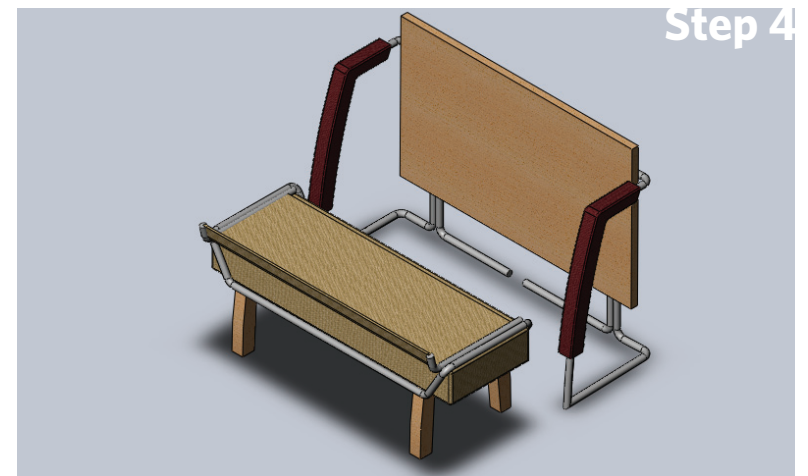
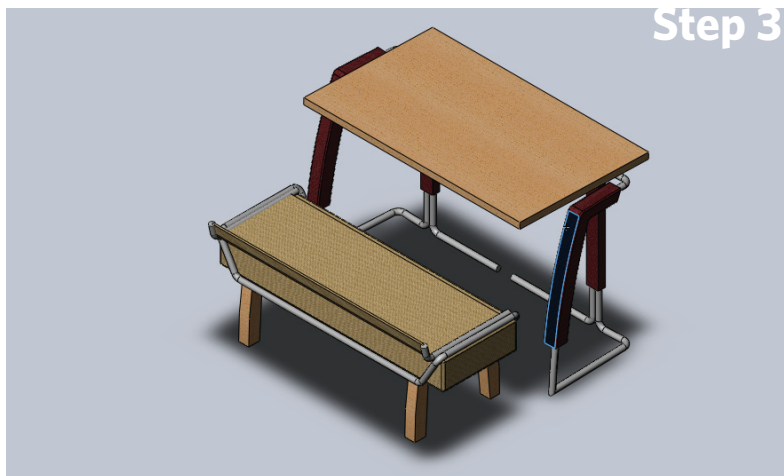
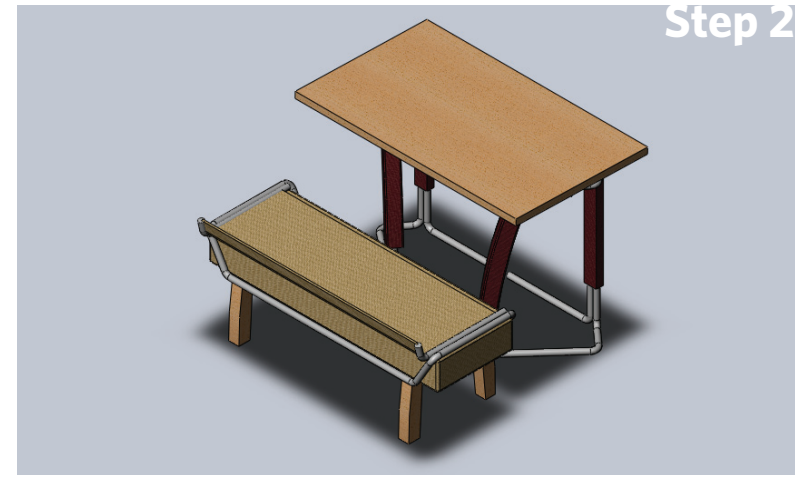
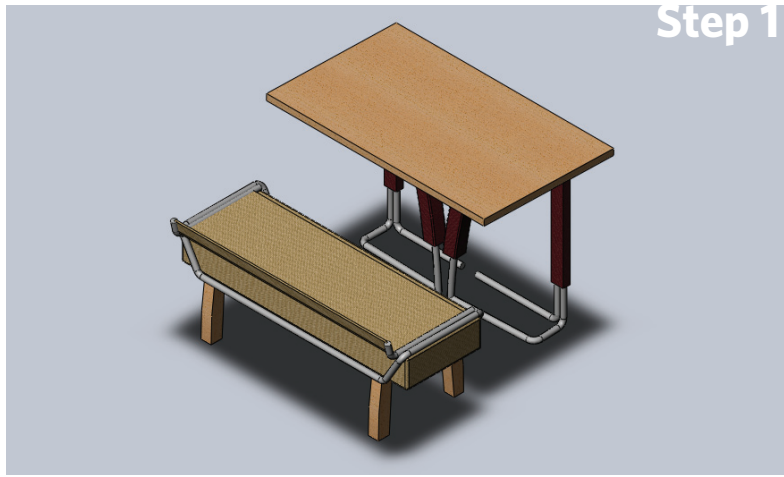
Concept 6

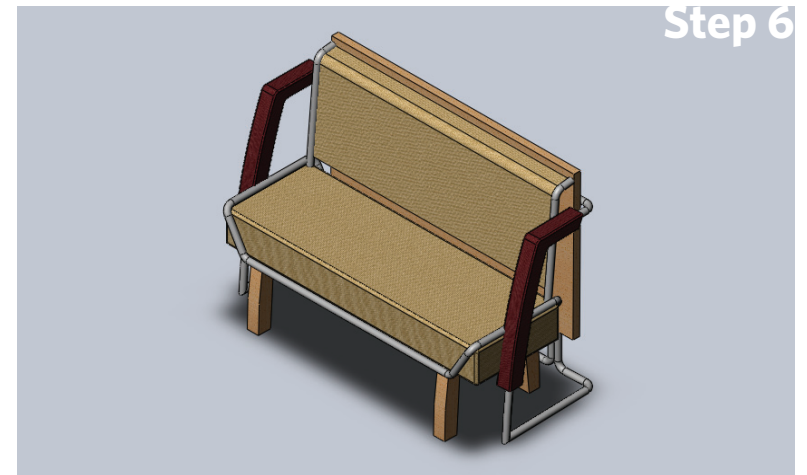
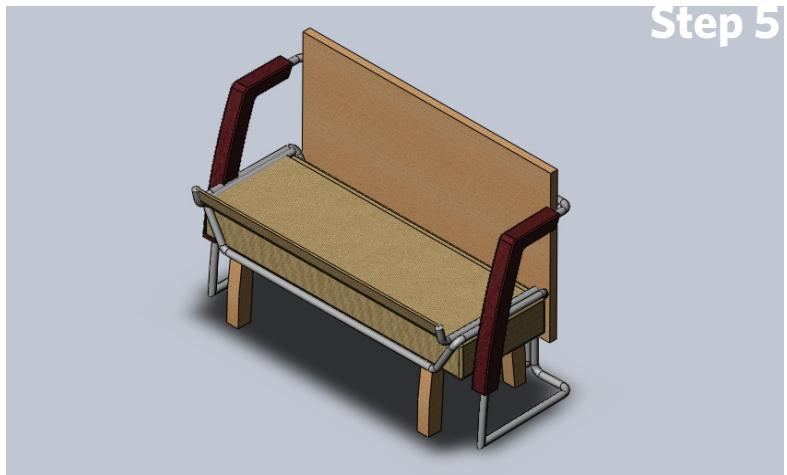




The concept uses leaf flaps folded with the table legs to help keep the table upright. But there is no backrest.

Concept 7

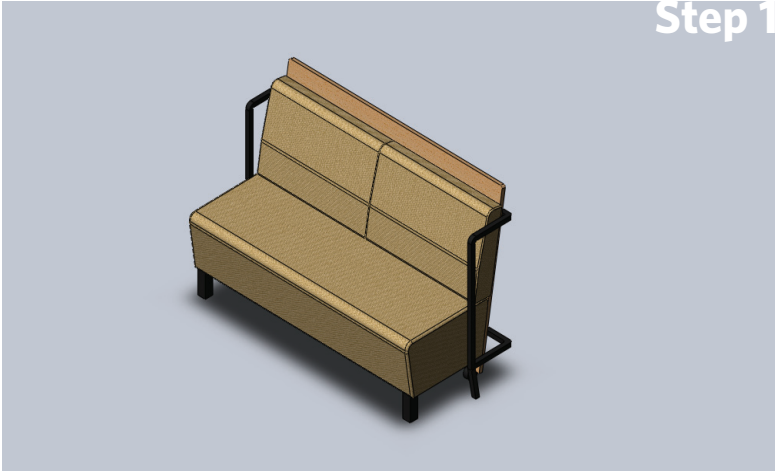




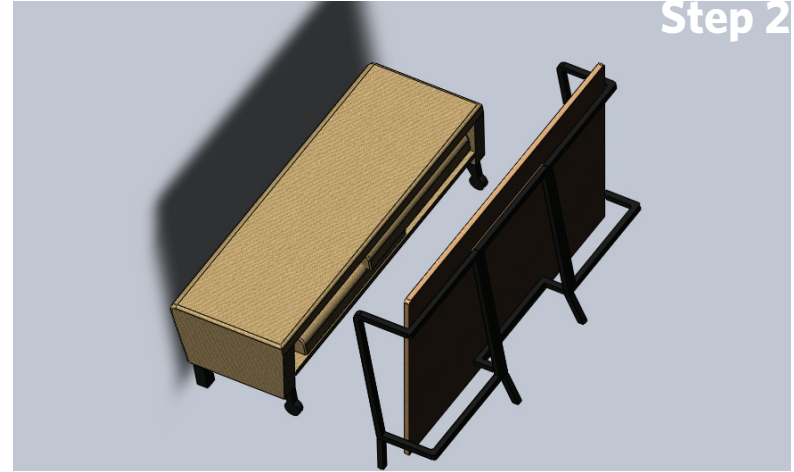
This concept features a completely detached sofa, the table is only used to rest the backrest on it .

Concept 8

Step 1



Step 2



Step 3



Step 4





The concept , although featuring detached elements manages to be cohesive in the original sofa form



Analysis

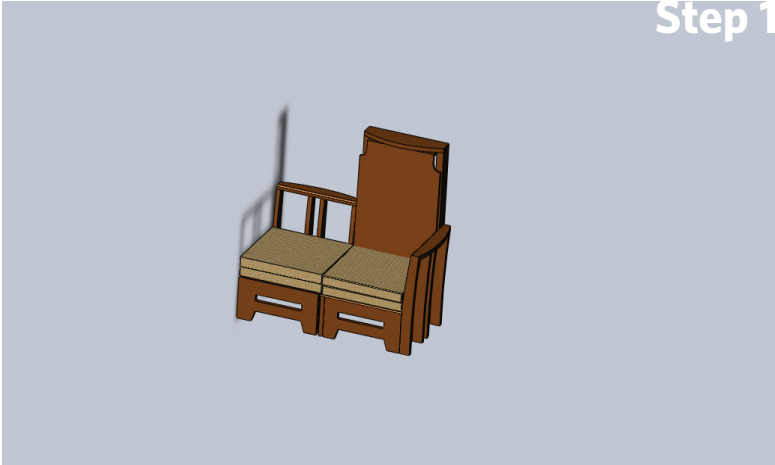
A second analysis was done with respect to Fab India. Fab India sells a lot of ethnic furniture that range from Sofa beds, futon-beds and expanding tables. In essence, transform ability is built into their designs. They also do not incorporate high tech hinges but simple tried and tested clamps and butt hinges.

Based on the look of fab India product, the original sofa was styled for fab india in the following way

- 1** By incorporating slats, that allow for retaining of heights when the sofa extends
- 2** Design completely based on hardwood with concealed aluminum extrusions
- 3** removing castors- Mumbai homes donot have carpets which translates into elimination of castors.
- 4** Here the essence of the original Softa is retained. A lot of Fab India products already have moving parts which justifies for the retention of moving parts in this concepts

Concept 9

Step 1



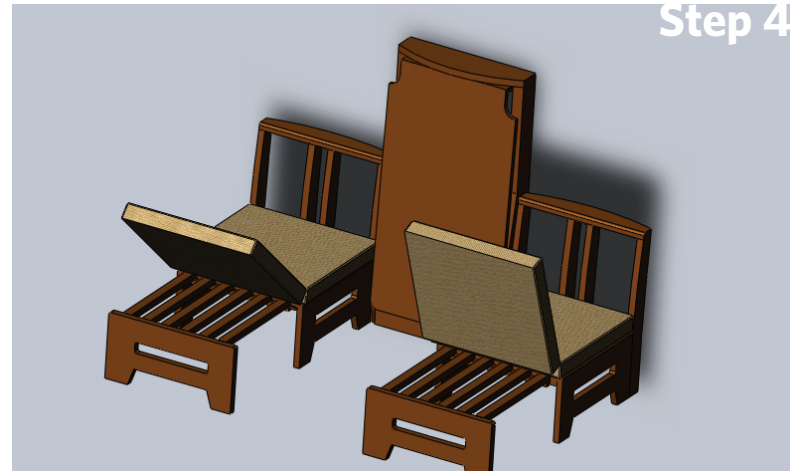
Step 2



Step 3



Step 4



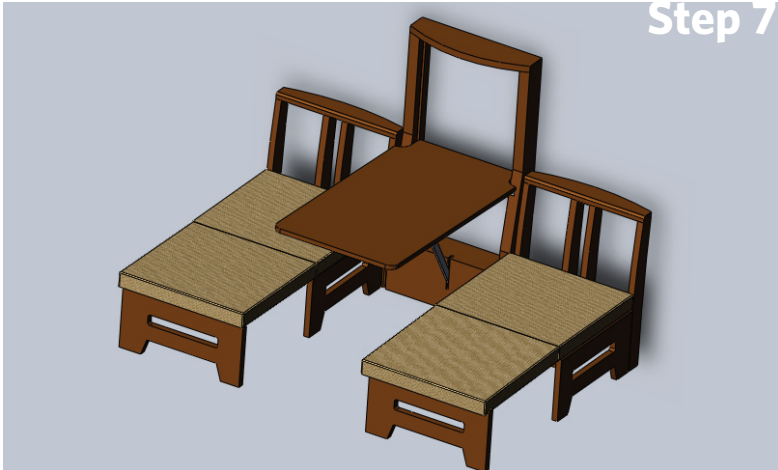
Step 5



Step 6



Step 7



The semantics follow the vintage ethnic approach as seen in Fab India products. There is an absence of backrest. It will be provided by free lying pillows

Conclusion

Two concepts were generated that were suitable to the business for which the original product was meant to be sold. One for the @home furniture stores and the other for the Fab india furniture store. Both were built on the core idea of a hidden table and extra seating.

The original product was redesigned on the basis of the target company's existing product philosophy and design language. The redesign also took into the consideration the type of market which is different for each company.