

# **PRESENTING DESIGN IDEAS**

V.Ryan © 2000 - 2010

On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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# IDEAS SHEET No \_\_\_\_\_

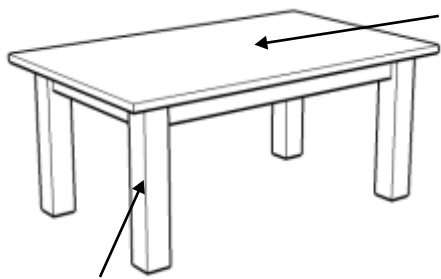
NOTE - KEY AREAS TO BE CONSIDERED

DESCRIPTION/EXPLANATION - HOW IT WORKS - FUNCTIONS AND FEATURES - MATERIALS AND PROPERTIES - COST - OVERALL SIZE - SAFETY - ERGONOMICS  
CUSTOMER / AGE GROUP - ENVIRONMENTAL ISSUES - ELECTRONIC CIRCUITS - COLOUR SCHEME - WHAT DO YOU THINK ? - WHAT DO OTHERS THINK?

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## PRODUCT: COFFEE TABLE

1. This is a plain and functional table to be manufactured from solid natural wood. It is a typical coffee table and although it lacks style, it is sturdy and very strong.  
Overall size - 600mm x 400mm x 400mm



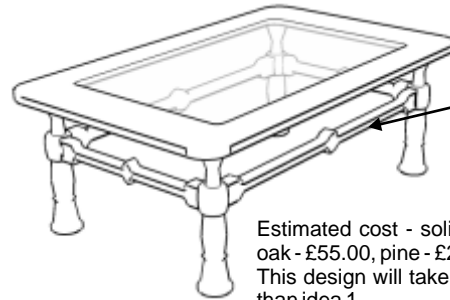
The table top will be varnished so that it will not be damaged by a spillage.

Estimated cost, solid mahogany - £50.00, oak - £45.00, pine - £15.00.

The legs could be damaged easily as the edges are straight and sharp. The edges could be rounded or plained to an angle. This type of edge is more likely to withstand minor damage.

Most people I asked thought this design was too plain and would prefer a more stylish table.

2. This is an ornate design. If manufactured from quality natural wood, it could be a popular product. The legs will be turned on a woodworkers lathe and could be manufactured in a range of profiles, selected by the customer.  
Overall size - 750mm x 450mm x 450mm



The rails add stability and strength to the table, making it unlikely to break under heavy weights.

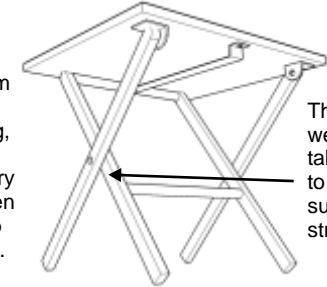
Estimated cost - solid mahogany - £70.00, oak - £55.00, pine - £25.00. This design will take longer to manufacture than idea 1.

The glass top can be wiped clean and is unlikely to be damaged by any spillage. For safety reasons, toughened glass would be used.

Most potential customers liked this design although they suggested that further development was required.

3. This folding table is based on a tried and tested design. The folding mechanism is simple although the table will be less stable than all the other designs.

Overall size - 500mm x 450mm x 450mm



A locking mechanism needs developing, so that the table is very stable when opened up and in use.

The legs are the weak point of this table. They need to be more substantial and stronger.

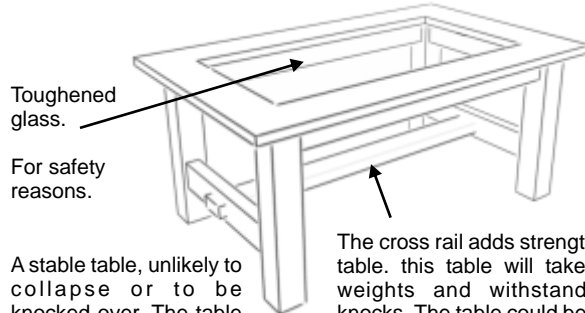
Most potential customers liked the idea of a folding table but only if it was very stable and firm, with no movement when in use.

The table top is too high, most coffee tables are quite low. The legs need shortening as the height makes the table unstable and likely to topple over if pushed from the side.

4. A rather plain coffee table although the glass top makes this design slightly more interesting than idea 1. The glass can be cleaned with a simple wipe of a cloth. This design would fit in with a room styled on minimalism.

A functional table, strong and sturdy.

Overall size - 580mm x 400mm x 400mm



Toughened glass.

For safety reasons.

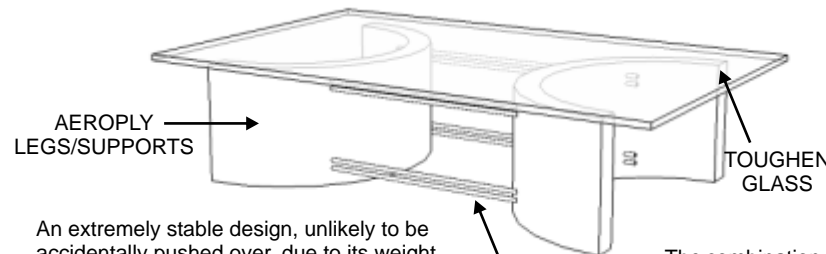
A stable table, unlikely to collapse or to be knocked over. The table has a low centre of gravity which means it cannot be knocked over in normal use.

The cross rail adds strength to the table. This table will take heavy weights and withstand most knocks. The table could be jointed using mortise and tenon joints or a flat pack version could be developed.

5. An unusual design, sturdy looking and modern. A large toughened glass top which will be unlikely to smash or shatter. A combination of materials will be integrated to form the table. These will include - glass, laminated aeroply for the legs/supports, chrome steel rods.

A functional table, strong and sturdy.

Overall size - 800mm x 500mm x 400mm



AEROPLY LEGS/SUPPORTS

TOUGHEN GLASS

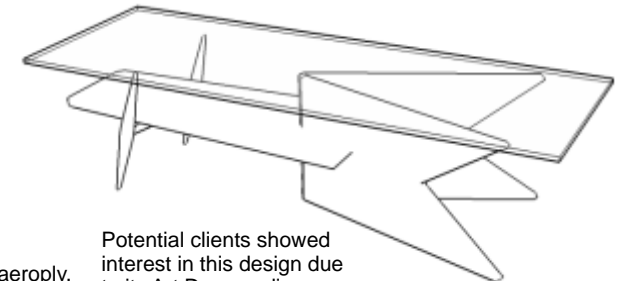
CHROME STEEL RODS

An extremely stable design, unlikely to be accidentally pushed over, due to its weight and design. The curved legs/supports will be very strong and support the glass over a wide area. This is aesthetically pleasing and a safety feature.

The combination of aeroply, chromed steel and toughen glass has created interest amongst potential clients.

6. An unusual coffee table, based on an Art Deco style. A functional table, with storage space/a shelf. The 'V' shaped support will ensure that the table is extremely stable and unlikely to topple over. The toughen glass top can be cleaned easily and meets health and safety regulations and standards.

Overall size - 800mm x 400mm x 400mm



Potential clients showed interest in this design due to its Art Deco pedigree. They thought it was both stylish and functional.

The table could be manufactured from plywood with a dark oak face/veneer. The legs could be turned on a lathe.

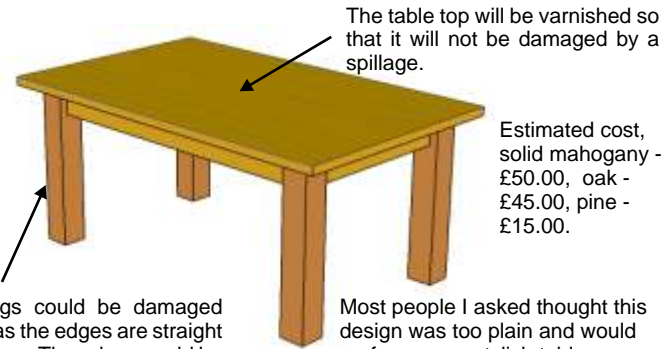
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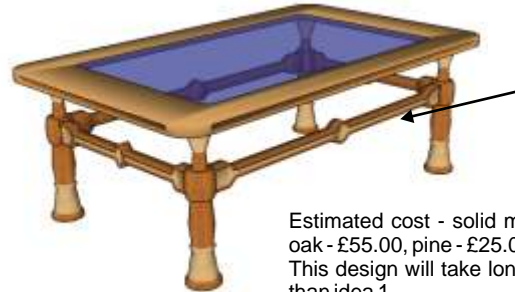


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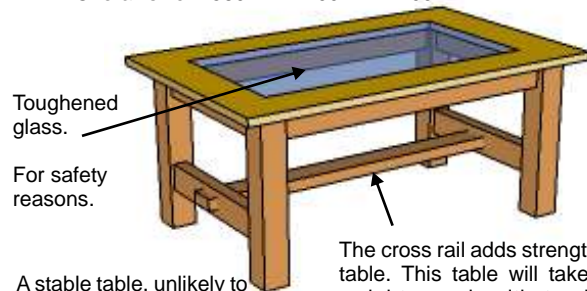
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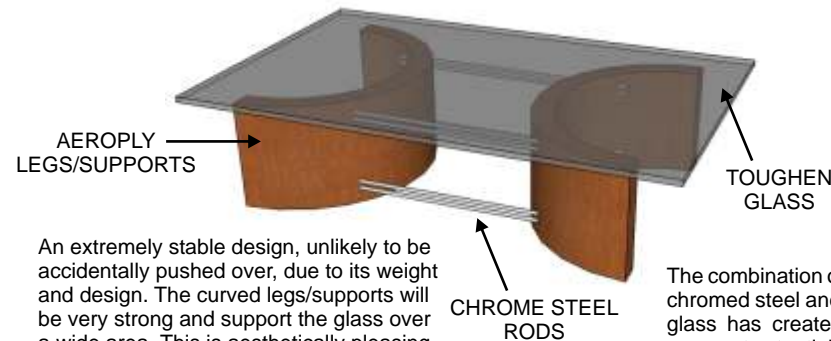
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