

## Public Summary

**Title:** Style-Frame: style, ergonomics, solidity and flexibility in one design.

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**Subject:** Design of a wall decoration system

'Style-Frame: style, ergonomics, solidity and flexibility in one design' discusses the design process of a flexible and modular wall decoration system. The client of this assignment is Cubiqz. The company is located in Enschede and makes furniture of cardboard (figure 1). Those cardboard products are used to make empty rooms more presentable. Cubiqz would like to enter a new market with a wall decoration system. The client has a clear idea about the style of the product and a few other requirements, but needed someone to translate those requirements to a real product.



Figure 1: living room with cardboard couches

The system is tested by four aspects: design, flexibility, solidity and ergonomics. The main question that will be answered during the process is: *How can be ensured that a stylish product is also ergonomic, solid and flexible?* The problem that is originated by this question is related to the conflicts those aspects could cause.

During the assignment, a standard design process is used. First a research is performed, then ideas are generated during the ideation phase, after that a few concepts are produced and finally a final design is chosen and optimized.

In the research phase, a few competitors are discussed. The products of those competitors are examined on characteristics like costs, usage and flexibility. Charts are made to show the positions of the products on the market. In figure 2 one of the charts is shown. Style-Frame is placed in some of the charts, so a clear view, of the expectations that the product should meet, is made. Another research that is performed, is based on the value of the product for the user. To answer the question 'Why do people want a wall decoration system?' the reason why people decorate their homes is examined. The results of this research show that decoration is a way to make an interior part of a personality. Style-Frame will contribute to this.

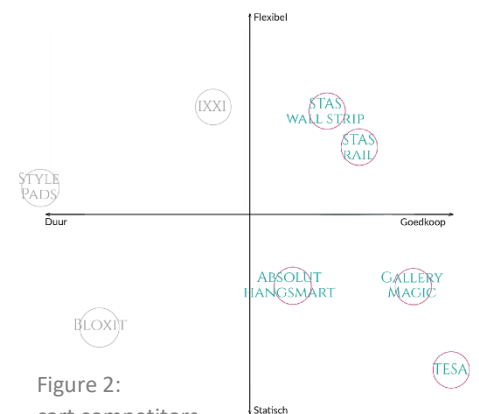


Figure 2:  
cart competitors,  
flexibility and costs

During all phases, the four aspects are central. For every idea in the ideation phase, the following question is answered: *'Is this idea stylish, ergonomic, solid, and flexible, or does the idea show any potential to become so?'*

The results of the conceptual phase and the detailing phase were also tested. In particular during the detailing phase, the results show conflicting aspects. Therefore, it has been researched how much influence a result has on the final design, so a decision could be made and the ideal balance between the aspects could be achieved.

Eventually, a final design is made. This design, called Style-Frame, consists of three parts: a connection to the wall, the wall panels that form the actual decoration and a flexible and solid system that connects the panels to the wall.

Different parts of the design are improved in geometrics, materials and production processes. The design is also evaluated and based on those evaluations, recommendations are

made. A few changes and optimisations should be made before the design appears on the market.

The answer of the main question consists of two parts. The first answer is the final design itself, because this is one possibility of a flexible, stylish, solid and ergonomic product design. The other answer is the process that caused the final design, because this shows a method that could realize a flexible, stylish, solid and ergonomic product.