



BEHIND THE
DESIGN **KOZMIC**



THE DESIGN STORY

The concept of Kozmic grew from observing everyday interactions. By watching how people interact with each other, with technology, and with furniture, our design team began thinking of ways that furniture could actually enhance a person's experience. By studying these interactions, whether people were in a space for a short period of time or an extended stay, the team realized there was a need for a new type of solution. Soon, ideas were flowing and designs were sketched.





IDEATION

Our design team observed individuals in an array of spaces to learn how furniture could support their needs. They traveled to various types of locations, including airports, colleges, and corporate environments to see how different types of users interacted with furniture in the public space. Through this research, they observed that individuals prefer spaces that allow them to be comfortable in a variety of positions. As more groups were observed, it became clear that the furniture needed to be flexible in the ways it could be used, yet comfortable and durable. From touchdown zones to common and social areas to study spaces, it was obvious that users were drawn to furniture that could be used in multiple ways.

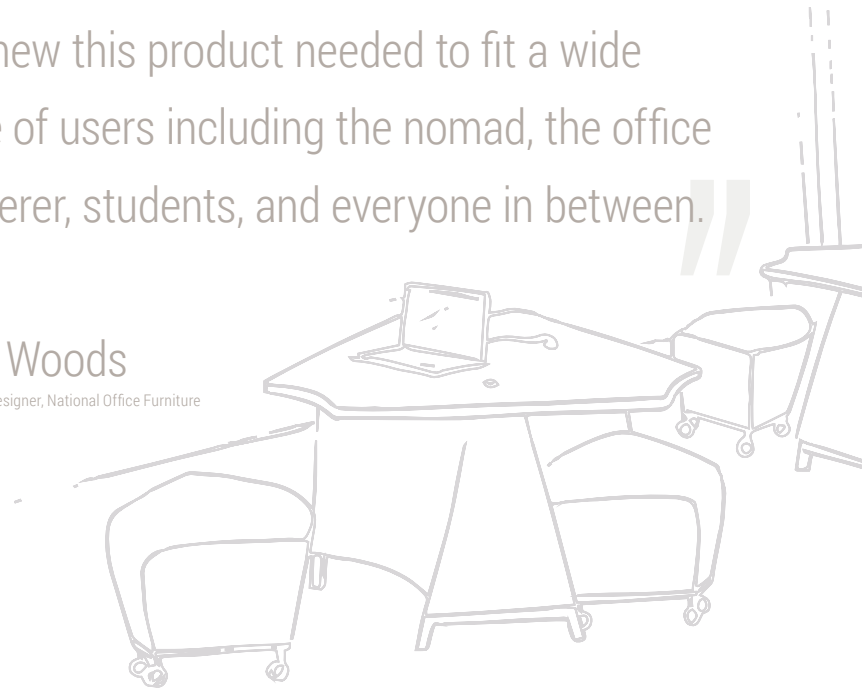
In addition to how people interacted with furniture, the team also observed how people gathered around electrical to power devices. Along with a flexible design, they knew the product needed to have power locations that were visible and easy to access.

“Throughout our research process, we noticed that when people use any type of furniture for a short period of time, they tend to stand, lean, or perch. When they are in a space for a longer period of time, they like to sit, get comfortable, and be able to move the furniture to fit their needs.”

“We knew this product needed to fit a wide range of users including the nomad, the office wanderer, students, and everyone in between.”

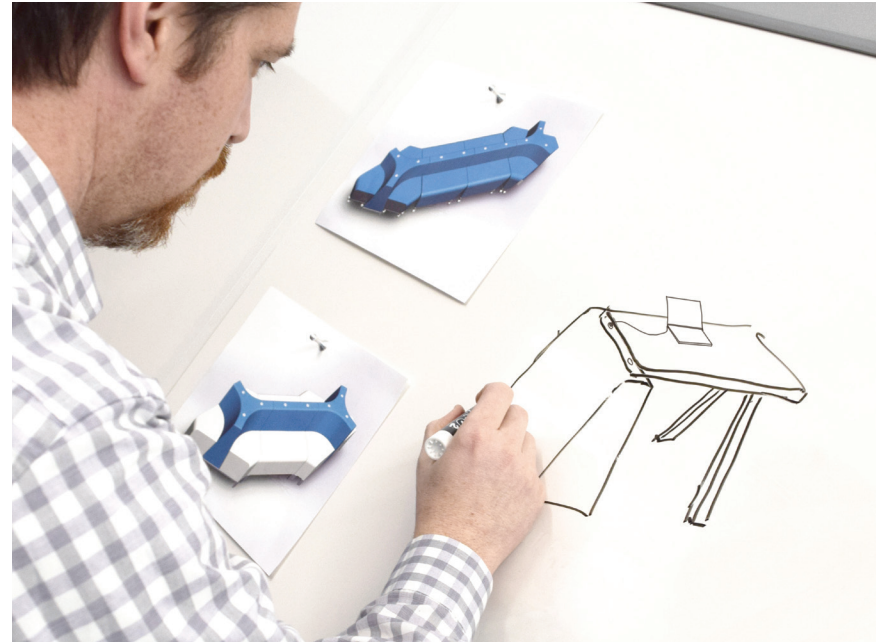
- Don Woods

Industrial Designer, National Office Furniture





DEVELOPMENT



“People are always looking to charge devices. Incorporating power into Kozmic was a key design element.”





The team worked on designing furniture that was built upon the fundamental concept that form follows function. Throughout the process, they developed and tweaked each portion of the offering. They built multiple prototypes and reviewed them, while staying true to the design intent. They challenged themselves on how to make this solution fit the market need yet stand apart from the crowd.

Trial and error, hit or miss, the team worked through challenges and created opportunities to make Kozmic even more exceptional. By offering three main elements, the spine, seating, and tables, the simple yet versatile breadth of line was developed. By thoughtfully designing each element, the team developed a solution that was the answer for all users.

As with any design process, the team was mindful of upcoming trends. This project was no exception. During development, the team continually reviewed the product to ensure that the intuitive flexibility they hoped to achieve could be accomplished while maintaining a simple statement of line. They ensured that every piece, every angle, every shape, was thoughtfully designed and executed to make sure it was the right fit for Kozmic's portfolio.





“We were right about so many of our original concepts, so it was satisfying to be able to validate the design. We saw students perch or lean if they were only present for a short period of time.”

Once the team agreed on a design that stayed true to the original intent and provided the flexibility users craved in a manageable kit of parts, mock-ups were created and placed in a local college campus for observation.

The team reviewed video footage to see how the students actually used the products and how they interacted with each other while using Kozmic. After the furniture was removed, the team surveyed the students to better understand their opinions on the design, the functionality of the electrical options, and their overall thoughts of Kozmic. This process was a key element in solidifying the final offering of Kozmic.

VALIDATION

“We saw them get comfortable and even rearrange the furniture when they were there for a longer period of time. We enjoyed seeing them plug in their devices, easily, without having to look for hidden power grommets. They were using the product as we had designed it.”

CAMPUS SURVEY RESULTS

Longest time spent in the student lounge?

1-3 hours (98%)

Favorite spot in the arrangement?

Table with Impromptu Seating (70%)

Top two expectations in a student lounge environment.

Comfort (80%) + Table Space (74%)



INFINITE POSSIBILITIES



“As a team, we reflect on the product even after launch. We look for trends to see if we need any future enhancements. We listen to customer feedback to make sure the product is easy to specify and install. When a product launches, the process is far from over.”

After validation, the team continued to work with production and marketing to bring the final product to life. Between trade shows and National showrooms, Kozmic started to pop up around the nation. Images and products were spread around and shared as the excitement built about this new, innovative product.

As with any introduction, even when the product is introduced to the market, that's not the end. The process continues and the team is constantly challenging themselves on what's next. Product development is a continuum to ensure products are meeting needs or trends in the marketplace.







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