

TRIP TRAP

BY SKAGERAK

PRODUCT REPORT

MSc4-ID7

HILLSIDE DESK

MAY, 2014

JESPER THEIL JAKOBSEN

Summary

Hillside desk is a product designed for the international design company named TRIP TRAP DENMARK A/S. Through a systematic project scoping, it has been developed out from specific design criteria and user needs. The result is a home office desk that besides emphasising personal design values accommodates teleworking from home. This product is therefore a new product that tries to combine the everyday life with the professional life through its ergonomics and features.

The desk consists of a storage box, a lamp and a cable holder. The storage box is designed for documents, and other home office accessories such as pen and paper. The lamp and the cable holder have been integrated into a combined solution that is easily replaceable.

Furthermore, the desk is an attempt to attract TRIP TRAP's young customers aged +30 by using design elements inspired by the company's GEORGE and OCEAN product series. Through here, **Hillside desk** creates a coherent connection between the home office desks' design with existing TRIP TRAP products, attempting to attract other customers through existing design values.

TITLE SHEET

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SEMESTER:	MSc4-ID7, Spring 2014, Architecture, Design, and Media Technology, Aalborg University
SEMESTER THEME:	MASTER'S THESIS
PROJECT TITLE:	TRIP TRAP HILLSIDE DESK
PROJECT PERIOD:	3rd of February to 28th of May, 2014
COLLABORATOR:	TRIP TRAP DENMARK A/S
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Pages:	23
Characters:	2750
Appendix:	CD

Jesper Theil Jakobsen

Introduction

This short master thesis project revolves around the Danish international design company named TRIP TRAP DENMARK A/S. The company is interested in expanding into the home office market while trying to attract its young customer base. In this connection, the undersigned has taken the opportunity to design and develop one or more product proposals within home offices that aim to accommodate new as well as current customers for the company.

Since the company hasn't expanded to the home office market yet, the product proposal seeks to give TRIP TRAP a starting point, while focusing on new technical aspects to help differentiating itself within this market sector. In addition, the product design is an attempt to bring innovative design to TRIP TRAP without devaluing its existing design DNA, thus possibly creating a design value connection to its existing products.

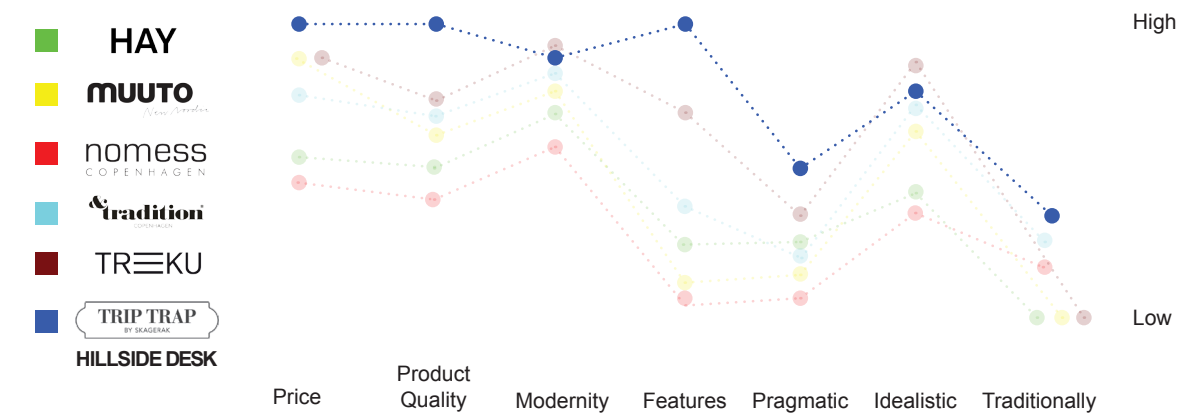
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HILLSIDE DESK

The name of this product emerged from its design process. A hill forms and shapes the landscape, where everything come together down in the hillsides. In the hillside desk, everything come together, creating an aesthetic work space that emphasises the beautiful essence of movements coming to a hold to re-group and form the world once again.

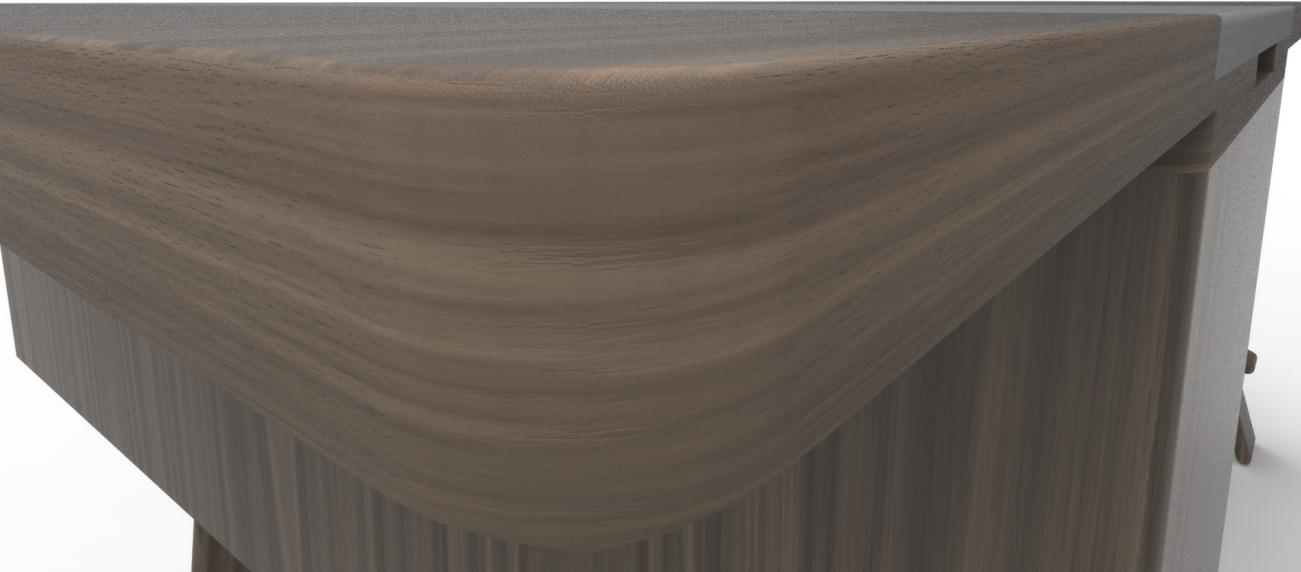
This new TRIP TRAP product is the result of systematic design processes with the goal to challenge the company to become more modern and innovative in terms of features. It's features are a lamp, a cable holder, and a storage box, fulfilling acquired user needs and TRIP TRAP design criteria while accommodating teleworking from home.



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HILLSIDE DESK





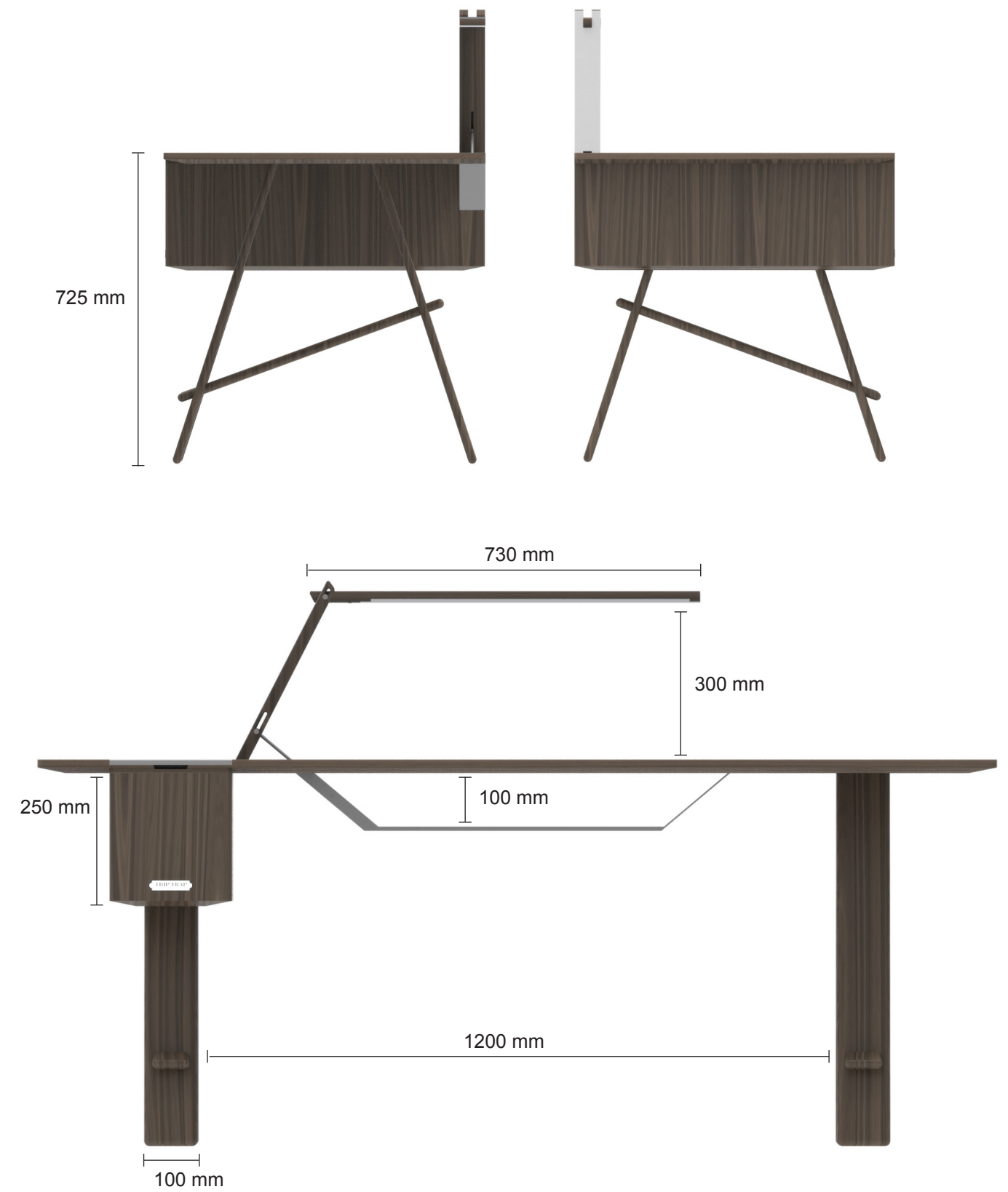


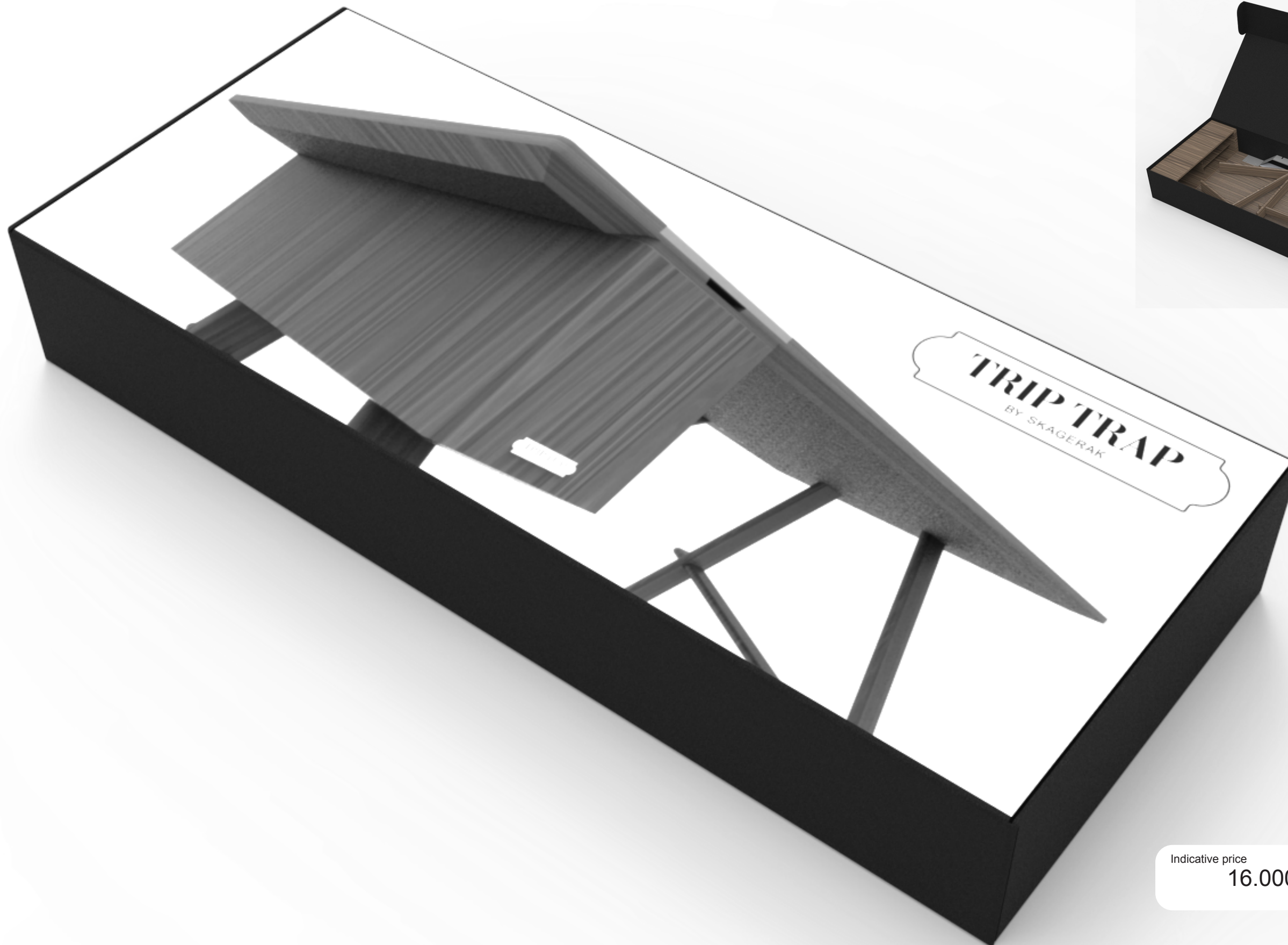
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HILLSIDE DESK

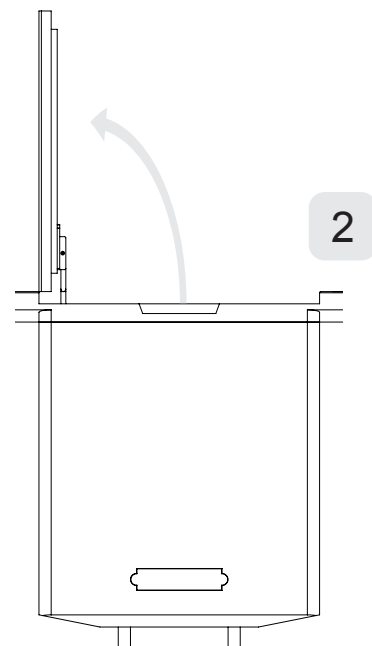
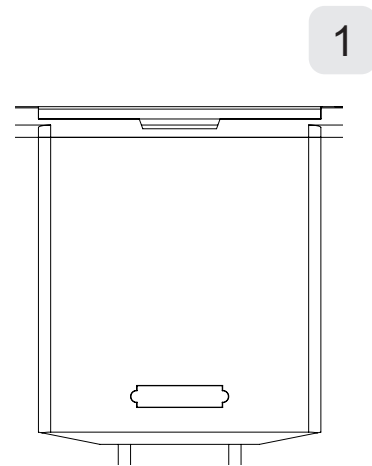




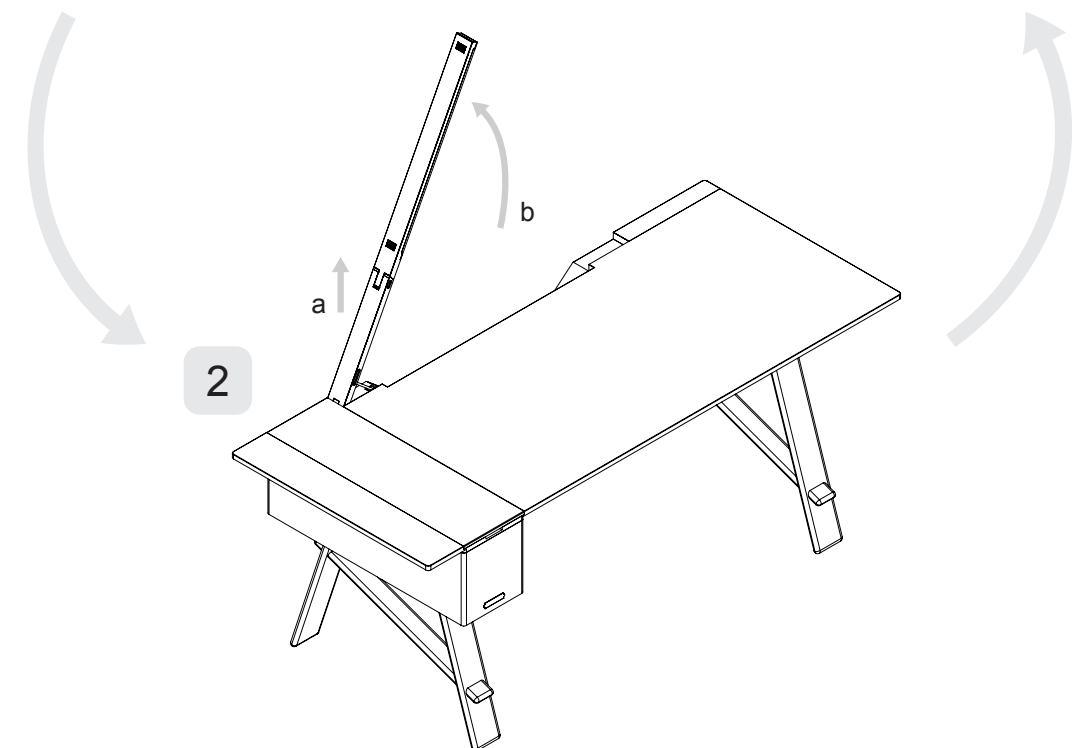
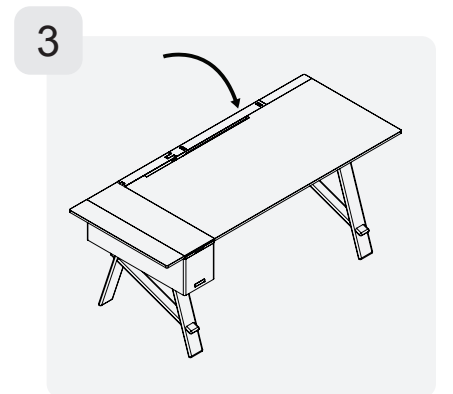
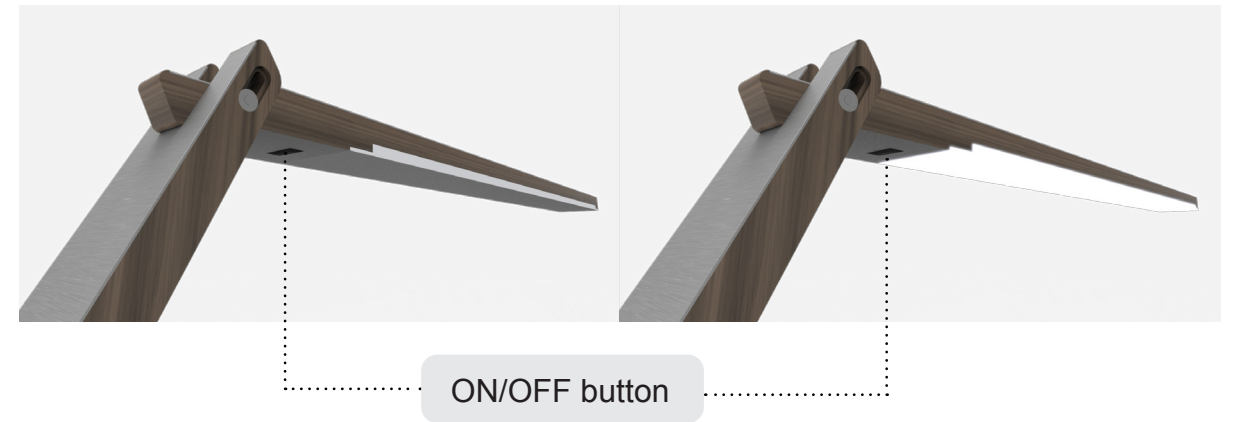


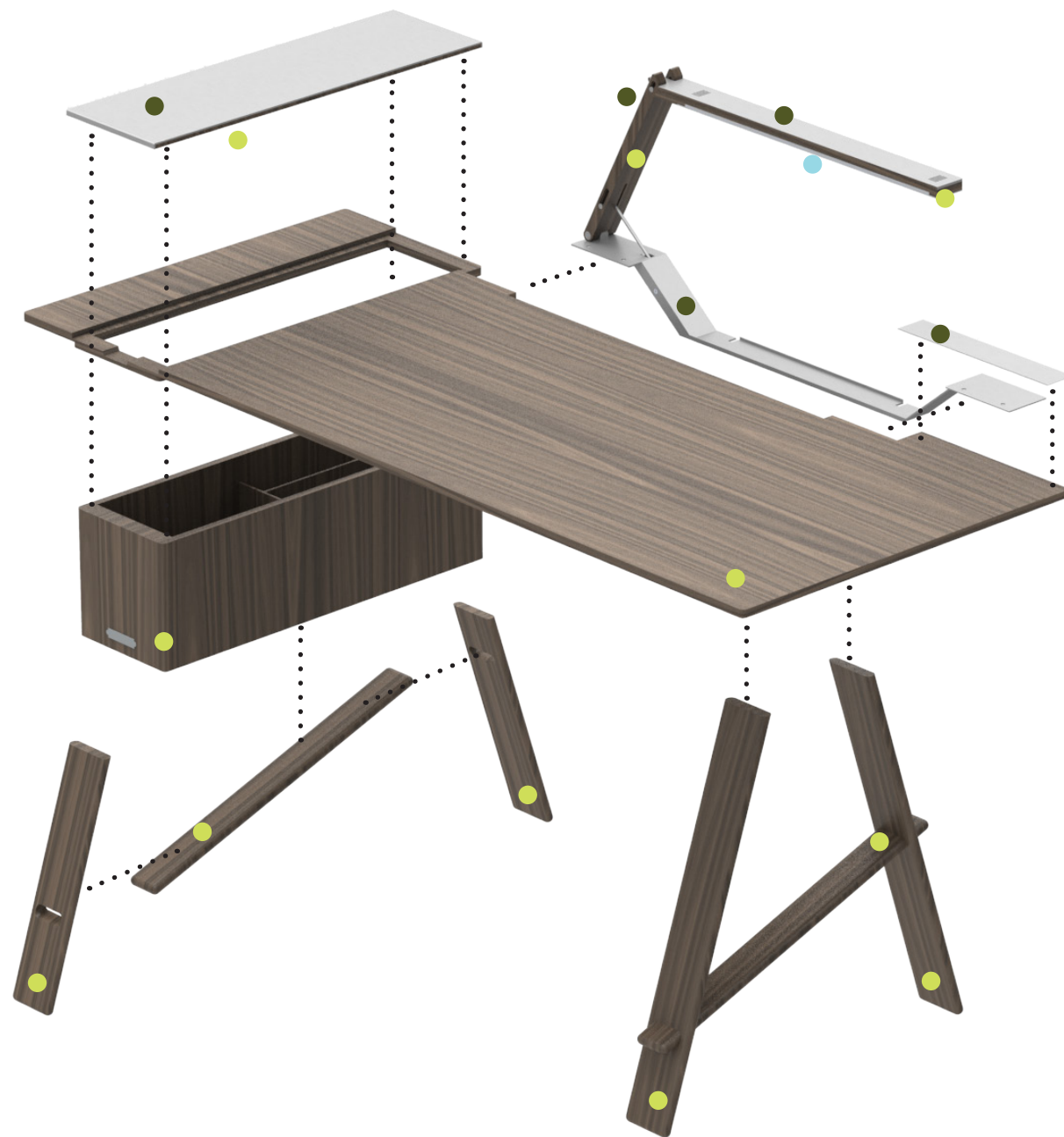


Indicative price
16.000 DKK



Home office accessories	Documents
	Documents
	Documents





- FSC Oak
- Stainless steel
- Matt plastic

