

DUCK CHAIR



By Nordic Easy Chair 2013

SYNOPSIS

This Master Thesis project is titled “DUCK chair – by Nordic Easy Chair” and is based on a collaboration with the furniture company Nordic Easy Chair A/S. The company was interested in a new point of view on their existing products and strategy. The project started with an analysis of the market to find a less competitive market for Nordic Easy Chair to approach. The outcome of the analysis and research is a new recline chair for Nordic Easy Chair that approaches a younger segment through a new sales channel. The concept is a recliner that transforms between the active sitting position and relaxed reclined position. The product “DUCK chair” is the outcome of the concept and strategy and is visualized as a product in a new sub brand for Nordic Easy Chair’s current product portfolio.

The focus of this Master Thesis has been to incorporate functionality, comfort and aesthetics in the final product as well as strategic development for an existing company.



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INTRODUCTION

The DUCK chair is a recliner created during the Master Thesis project at Industrial Design, Aalborg University in collaboration with Nordic Easy Chair A/S. DUCK chair is part of a new brand and design series which has been developed through a four month period by the design team consisting of *Anders Dancker-Jensen, Betina Røge Jensen & Ditte Maria Buus Nielsen*.

This product report is addressed towards the collaboration company, Nordic Easy Chair, as a presentation of both the final product, brand universe and market strategy. The report will also include an estimated retail price in order to make a competitor comparison.







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THERE ARE TWO DIRECTIONS;
THE FIRST IS COMFORT AND THE
SECOND IS DESIGN. AND THERE
ARE PEOPLE WHO WANTS BOTH

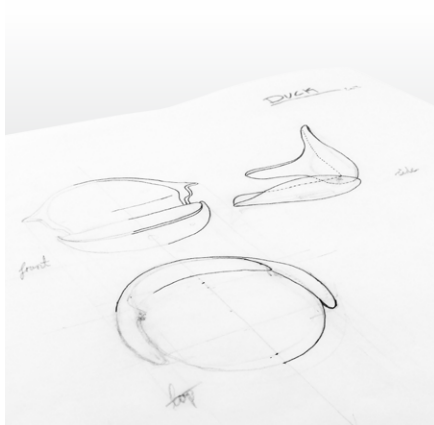
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DESIGN PROCESS



Ideation

A broad range of ideas and concepts were driven by a comprehensive market and user research. Comfort and styling were the primary parameters used in the concept development, but also ergonomic studies were necessary to keep proportions and form realistic in connection to the human body.



Visualization

Often sketching is not enough when visually understanding form and proportions in a concept development process. Throughout the process, scale models were used as form discussion and development subjects. The scale models was also a tool for understanding component connections and mechanical principles.



Testing

A 1:1 mock up model was a important tool for adjustments and ergonomically validating.

The concept was tested in terms of the human scale and comfort.



Drafting

The final stage of the design process the concept was taken into 3D modelling where all the elements have been joined, creating a complete and harmoniously chair.

VALUES

The Duck chair© represents the core values of Nordic Easy Chair and thereby it contributes to strengthen the company identity and the perception of the brand from existing customers and potential retailers and buyers.

Nordic

Nordic Easy Chair brands themselves on creating Nordic design. This identity is a strong representative for both quality and design not only in Scandinavia but also internationally. The DUCK chair exudes this value through the curved shape and simple details.

Quality

To be able to compete against numerous companies on the recline market, Nordic Easy Chair has appeared strong on the market as a quality conscious company. This approach is also found in the design of the DUCK chair which is made of strong materials with high durability for rough use and longevity.

Comfort

Comfort and customization is Nordic Easy Chairs' main selling point when approaching the customer. Comfort is also the key word of DUCK chair. Theory, decompression tests and focus group interviews form the basis for the comfort of the DUCK chair with versatile sitting positions and personal adjustability.

Timeless

The Nordic Easy Chair product range is characterized by timeless design - Designs that have not been influenced by trends and styles. Although timeless design is seen as a positive thing because it can be sold over a longer period of time, the Nordic Easy Chair current product range is approaching a more elderly segment and not the more design orientated mature generation. The DUCK chair represents a more contemporary design approach with references to Danish design classics.



DUCK CHAIR

The DUCK chair is a product of a design philosophy that expresses nature's ability to adapt the surrounding environment and activities.

DUCK chair is developed with the end-user in mind and the fact that sitting furniture needs to adjust to many different activities. The curved body and wings take reference in one of nature's silent and idyllic creations in nature - the duck. This is also what allows the user to take different positions while being in the DUCK chair.

The DUCK chair is placed on a geometrically and sharply cut base in matt stainless steel, which creates the contrast to the organic upper body. In the base the user will find height adjustment and swivel function which both can be controlled while seated.

The DUCK chair invites to movement and activity by its widely curved back and open front and the incorporated functionalities such as adjustable neck rest, integrated leg rest and height adjustment makes the seating and reclining positions a great experience in terms of comfort.





ACTIVE-PASSIVE

Recline chairs on the market are heavy and functions mainly as a private space for recreation. This is in contrast to younger recline users who are much more active people and enjoy to take their work and hobbies with them in the chair. The DUCK chair invites to active, seating positions and the user is able to follow and interact with life in the living room without compromising on comfort.

When peace and recreation is required the DUCK chair can be transformed into a relaxing and cosy atmosphere. The DUCK chair can recline to a ideal ergonomic lying position and as the armrest follows along it provides support when reading. A leg rest comes automatically forward when reclining in order to make the whole body relax.

The headrest can be pulled up both in

upright and lying position when a private atmosphere is needed. Together with the collar it provides the essential enclosure for immersion and recreation.





TRANSFORMATION

1 - Active, seating positions in the chair. The armrest provide great comfort to the forearm while doing activities i.e. reading. The swivel base makes it easy for the user to be a part of conversations in the room.

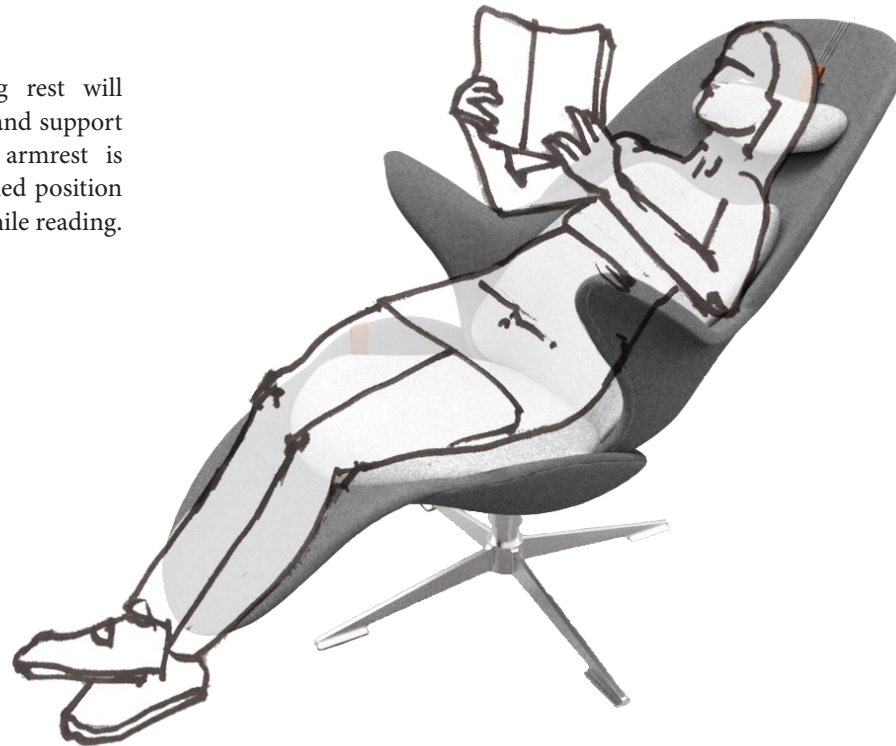


2 - If height adjustment is needed the strap, on the right side of the seat, is pulled upward to release the gas spring.



3 - When the user decides to take a rest the strap behind the neck rest is pushed upward into the preferred position.

5 - While reclining the leg rest will appear underneath the seat and support the legs. In addition the armrest is designed to follow the reclined position which gives great comfort while reading.



4 - The relaxed, reclined position is achieved by pushing the leather handle, on the right side of the seat, forward. The user will then be able to recline by leaning the upper body backwards.



6 - While reclined the user will be able to finely adjust the neck rest for optimal comfort. In addition the arm rest is designed to follow the reclined position which gives great comfort while reading.

TRENDS 2013-

A visit to Stockholm Furniture Fair 2013 and research on future trends by PEJ-gruppen and MIX magazine, which is frontrunners with trends, made the foundation of the DUCK chair's styling. Quiet design, alpine and structure/construction were some of the key words that were used during the design development and the outcome of the

research is a chair that looks forward in terms of the recliner market. The contrast between the soft, curved and upholstered upper body and the light, stringent stainless steel base gives the DUCK chair a contemporary approach. The approach for the overall form is quiet design with structured details in the straps and stitchings.

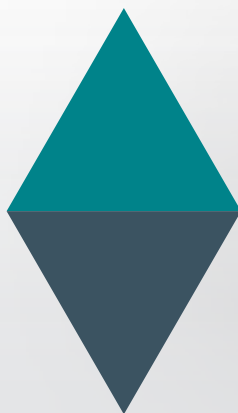






NATURAL GREY

Novo 200 (ice grey)
Europost 66056 (ocean grey)



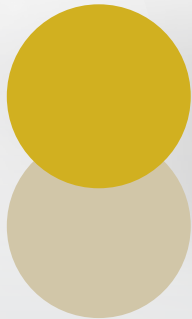
Europost 67016 (petrol)
Europost 60017 (navy grey)



BRIGHT TEAL



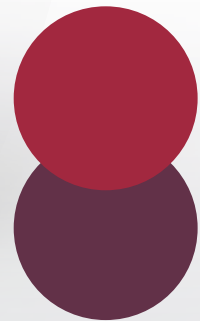
Novo 62019 (yellow)
Europost 61107 (sand)



SOFT YELLOW



Europost 64035 (bordeaux)
Europost 64045 (violet)



WARM BORDEAUX

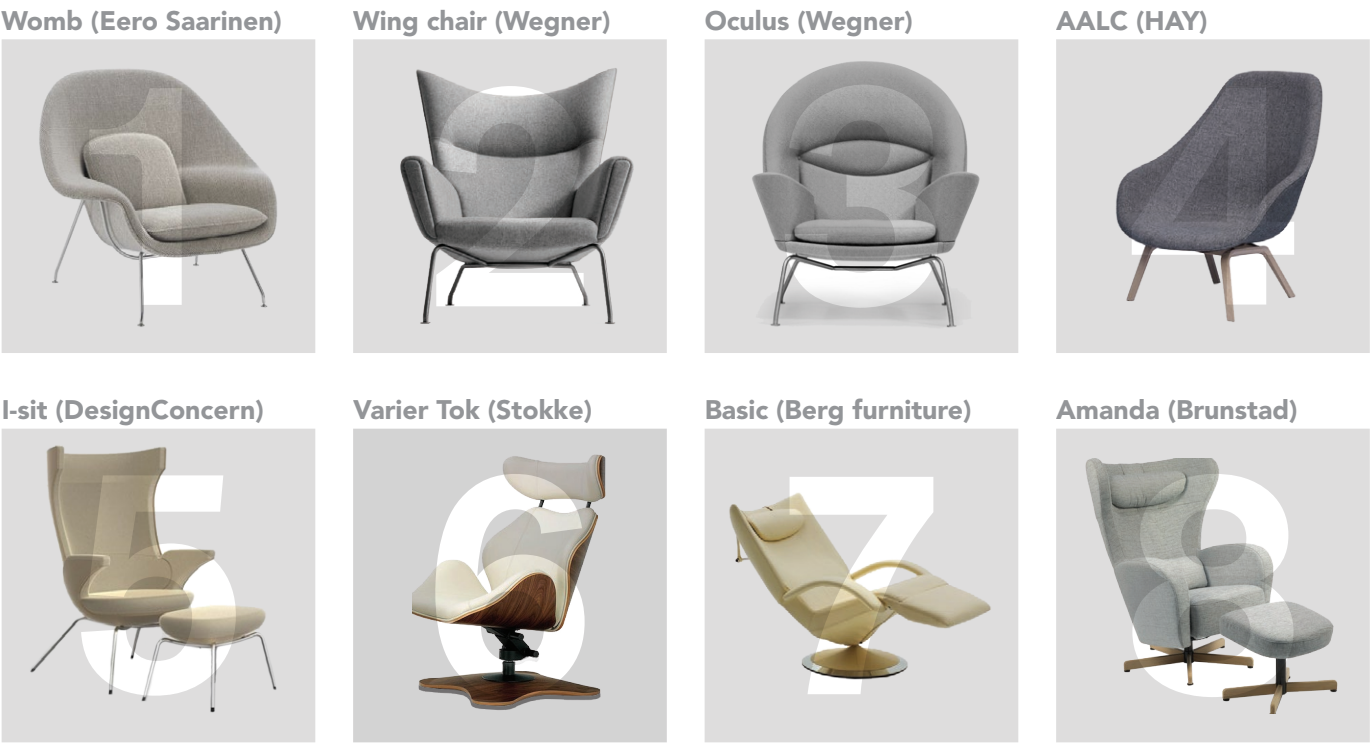
SALES STRATEGY

The DUCK chair approaches a younger, design-conscious customer but who still demands comfort in their sitting furniture. The strategy for the new brand by Nordic Easy Chairm which features DUCK chair, is aimed at Bolia as a shop-in-shop. This is because the product will not suit Nordic Easy Chair's existing product range and retailers. The current product range by Bolia do not feature a recliner where comfort and styling meets and with user-adjustable, ergonomic features.

A collaboration between Nordic Easy Chair and Bolia is beneficial for both parts. The collection, were DUCK chair is featured, will be placed in a shop-in-shop environment where Nordic Easy Chair's name will be featured. The co-branding will provide Bolia with a product that they do not have in their existing portfolio, while for Nordic Easy Chair it will give an access to potential customers.



NEW COMPETITORS

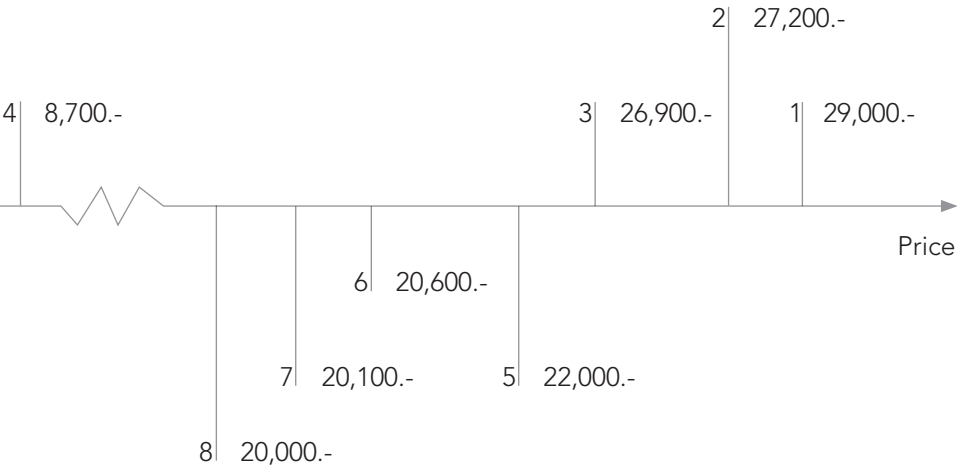


Lounge chairs

Compete on flexible sitting positions and aesthetic appeal. The differentiate on low or tall back but invites to activities. The do not provide a reclining position which do not make them suitable for relaxation.

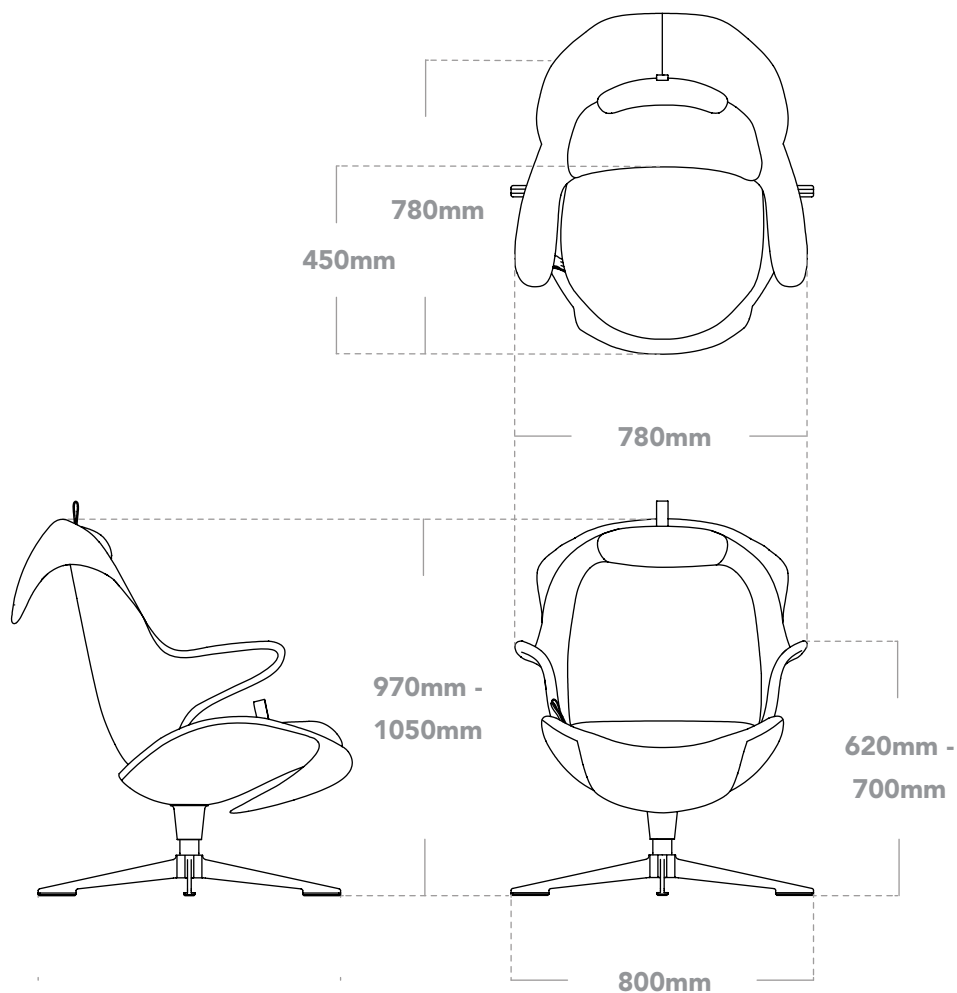
Recliners

Compete on recline function, comfort and aesthetic appeal. All of the chairs provides a tall back for reclining however when seated they have a closed form which do not invite for conversation or activities.

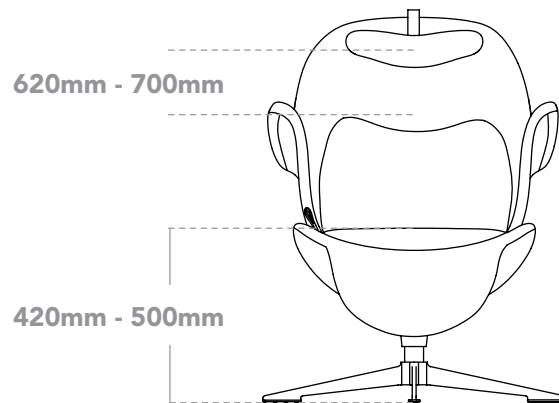
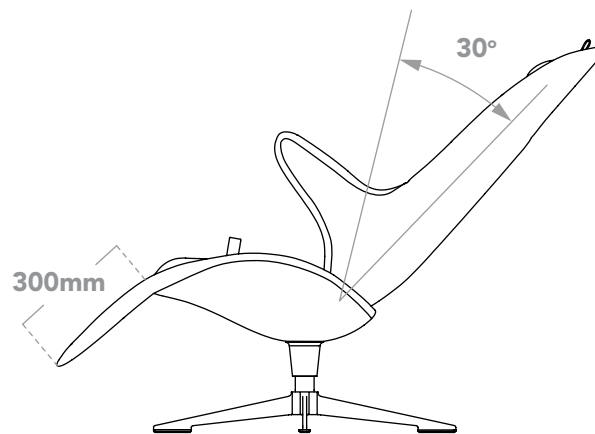


DIMENSIONS

The illustrations show the DUCK chair's external dimensions and the user adjustment possibilities. In addition the chair can rotate 360° around the base.



1:20



1:20

PRICE AND DETAILS

The approach with DUCK chair was to create a competitive product on a different market than Nordic Easy Chair existing market. Materials that exude quality and contemporary modern is therefore chosen however choosing textile from Nordic Easy Chair's existing sub-supplier will lower the price. The largest experience in the estimation the textile for the shells and cushions. The chosen material for the base is mat, stainless steel and leather straps gives the DUCK chair an exclusive detail and contrast.

Estimated sales price

Europost/Novo wool textile from Gabriel:	15,500.- DKK
Nordic Easy Chair textile:	10,000.- DKK
Nordic Easy Chair leather:	12.000.- DKK



Neck rest pull strap



Recline handle and height adjustment strap



