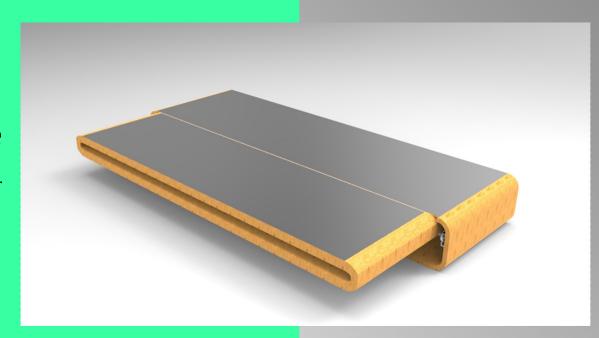
## Problem Statement & Key Research

## Aim:

To design a product that enables people who live in small accomodation to have a desk that can be folded away to provide more space when not in use and to create a mechanism that enables a clean, smooth, fast storing action.



## Key Research Findings

Lots of people are living in small accommodation which requires space saving solutions

Size of housing in the UK averages at 818sqft (76m²) Smaller
apartments
are being
developed,
for eg. the
"Ministudios"
a new
concept of
smaller
apartments
around 300 sq ft
are being
developed in
New York.

## Target Market:

People who work or study at home and live in small housing conditions that may not have room for a static desk, main target market Includes:

- Professionals that live in small housing
- Students that live in student accomodation or small housing.

An estimate of 618,000 students apply for university each year, most of which will stay in small university accomodation

Competitor prices range from £30 - £900.

RRP: £70

Around 3.5 million

Around