

The main rooms of the house are: bathroom, bedroom, kitchen and living room.

Generally, women of the household are responsible for the décor, in particular, wives and mothers which are more commonly known as the 'housewife'.

Housewives tend to search for products that represent the style they are looking for whilst also fulfilling required functions.

Housewives consider all members of the household, such as family members and pets, therefore a product fulfilling the needs of all members of the home would be more desirable than a product aimed at one specific market.

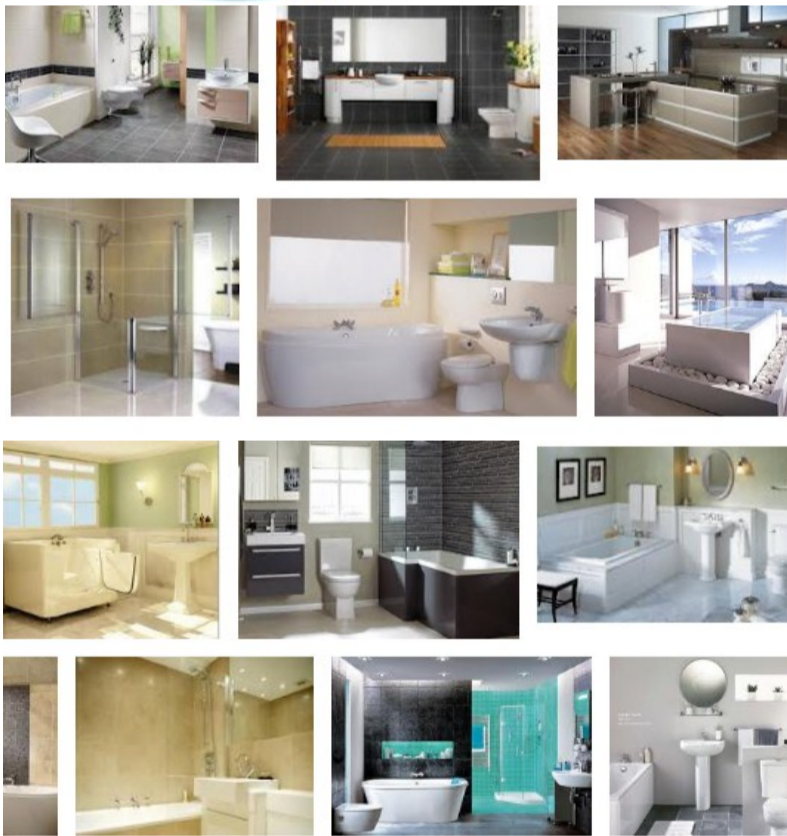
The Bathroom is viewed as a very important room to a housewife. A bathroom must be stylish and attractive yet very functional and capable of meeting the requirements of all family members.

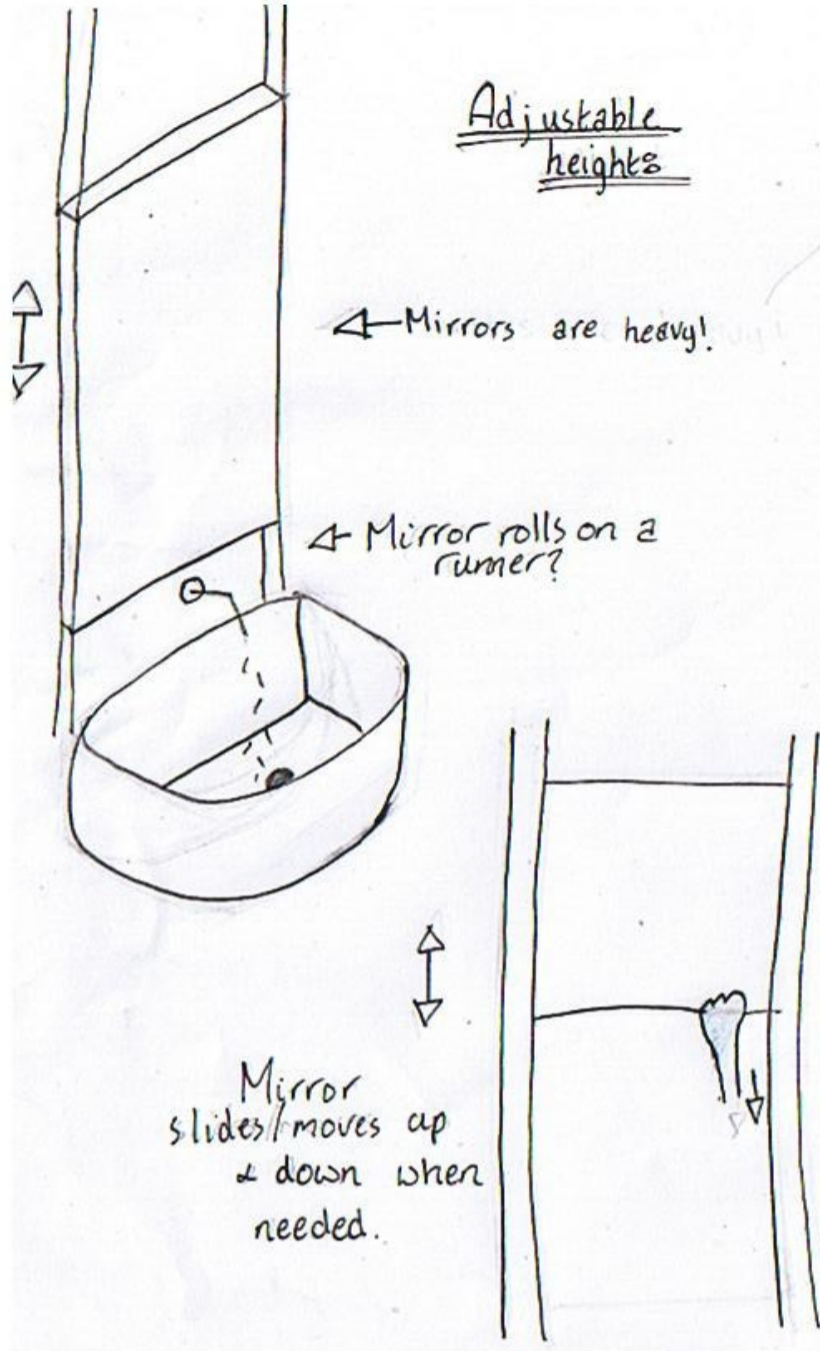
Bathroom products also need to be cleaned easily; this is very important to a housewife.

Mirrors are a very useful tool to represent style and décor, however functionality is very simple.

A housewife would be very attracted to a product with the combination of style/attractiveness with optimum functionality with regards to meeting all members of the families requirements such as: size, height, shape etc.

The Housewife.





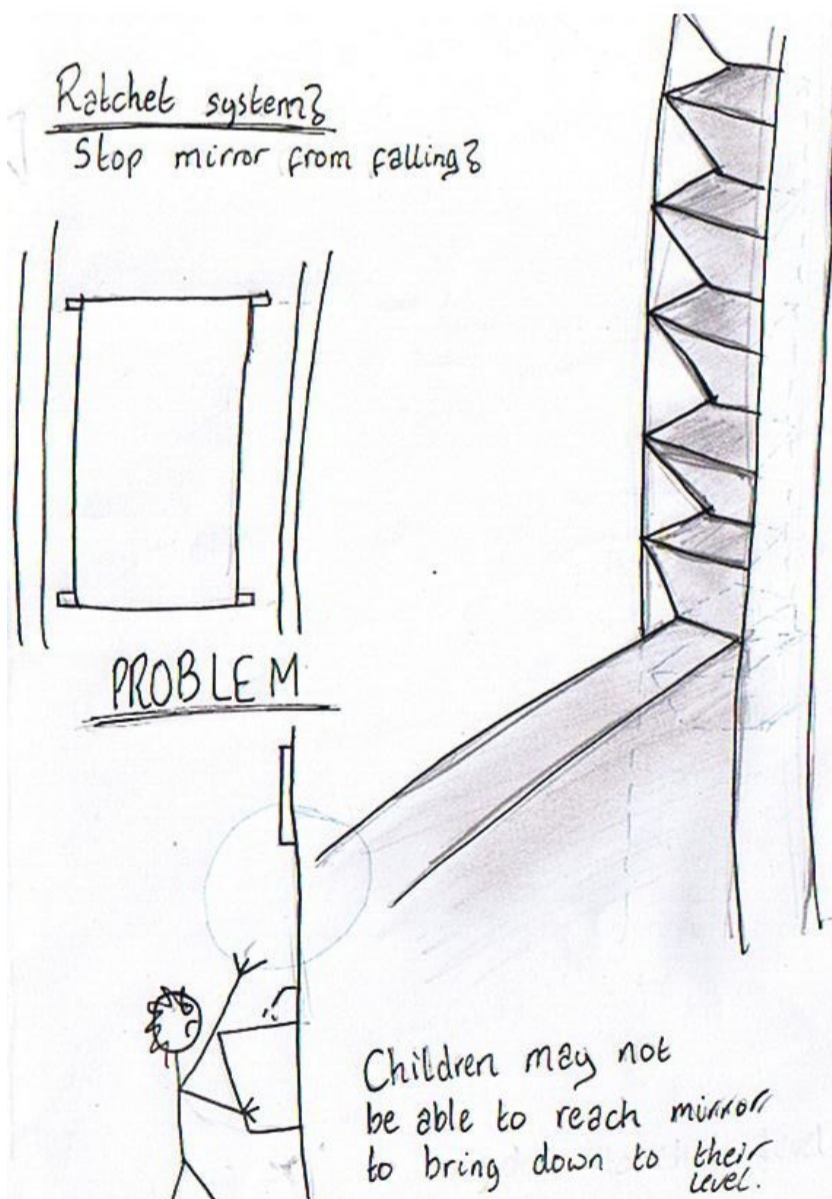
The main issue with existing mirrors that housewives find is accommodating for the entire families height. I.e. a child needs a low mirror however a tall father would find the mirror hung too low.

A full length mirror would suit a family with different heights, however, not many family houses have enough space in the bathroom to hang a full length mirror. Bathroom mirrors tends to hang above the sink.

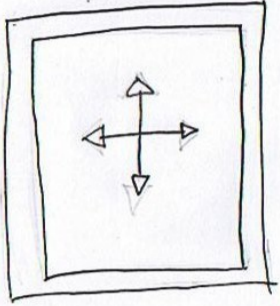
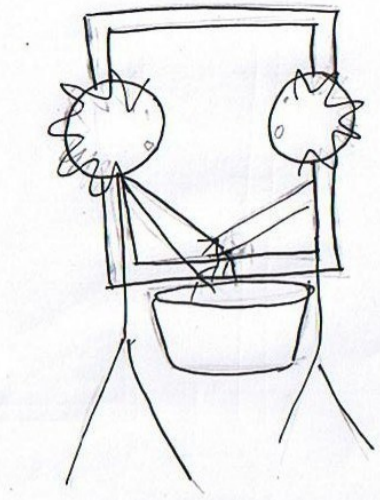
The user being able to adjust the height of a mirror would save materials thus being more space saving than a full length mirror, however a few issues arise.

- Mirrors are heavy, a ratchet system could be implemented, however this would become more costly.
- Once the mirror is raised to the top, shorter users e.g. a child would not be able to reach the mirror to pull it back down.
- The mechanism required to hold the mirror in place requires the mirror shape to be square, this may not be desirable to the housewife as it may not be the right style they are looking for.

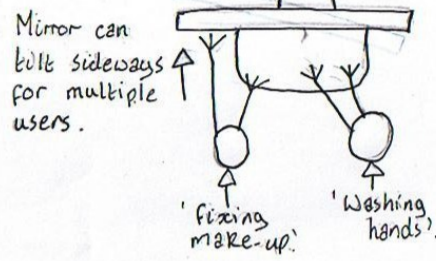
Development is needed to create a solution to these problems whilst also maintaining desired style of the housewife.



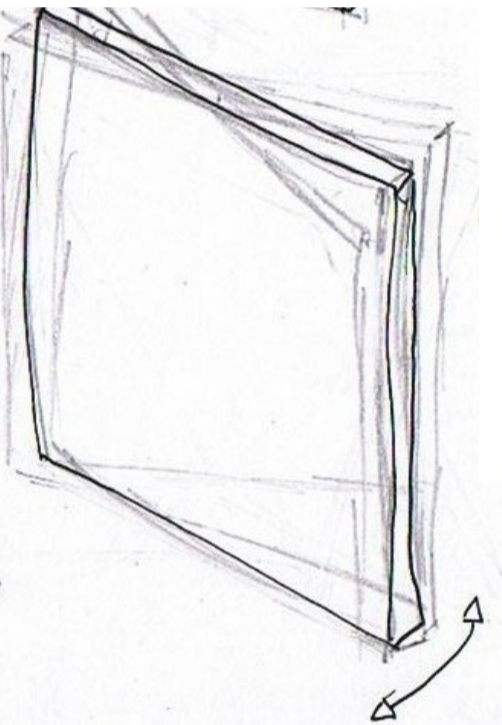
4 Way tilt?



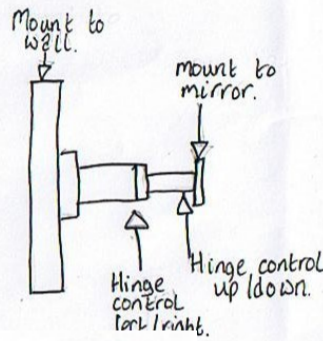
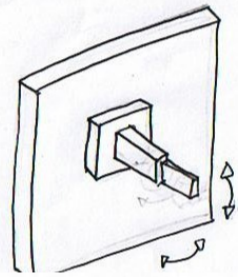
Mirror can tilt up/down left/right.



Mirror can tilt sideways for multiple users.



Mount to walls

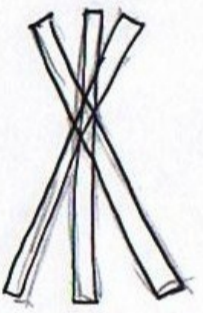


Small tilting mirrors are frequently used in bathrooms as a useful aid for beauty tasks. Taking this concept and adapting it to larger wall mirrors will solve the height issue.

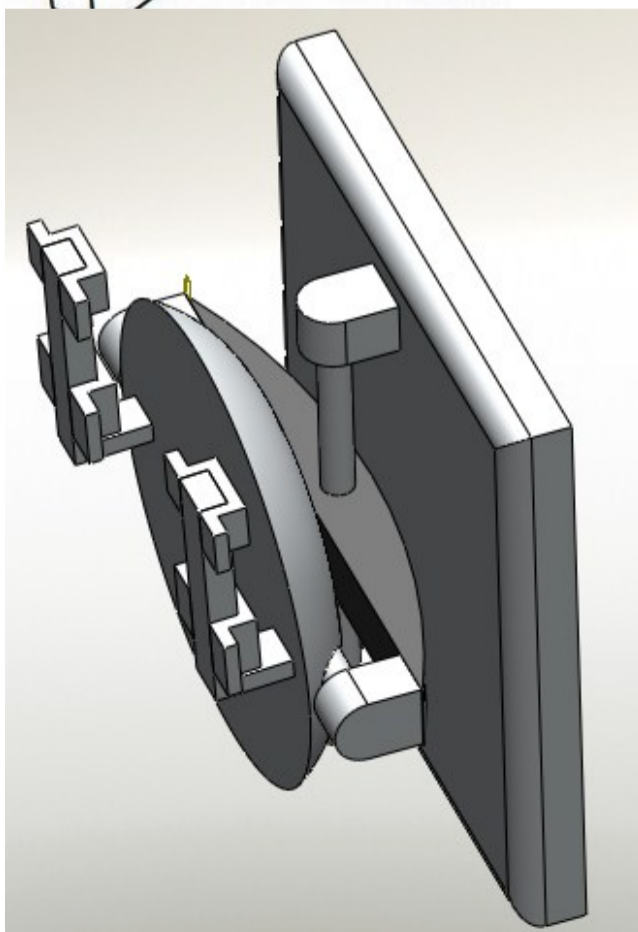
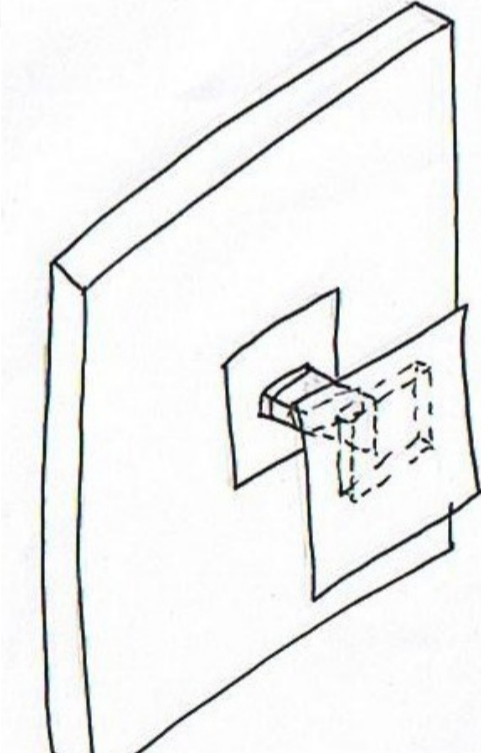
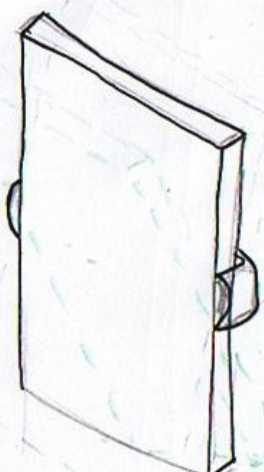
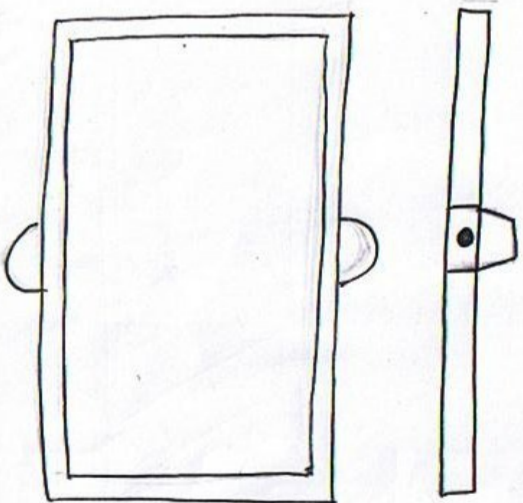
4-way tilt allows for the mirror to tilt up, down, right and left allowing for better functionality than existing products.

The mount allows the mirror to tilt four ways.

User can design their own mirror shape in order to acquire their desired style.



Tilt mirror instead of slide?



Design for Sale Project: Reflection.

Specification:

User can design their own mirror shape in order to achieve their specified style.

Silicon frame to reduce impact damage (if unit hits the wall behind).

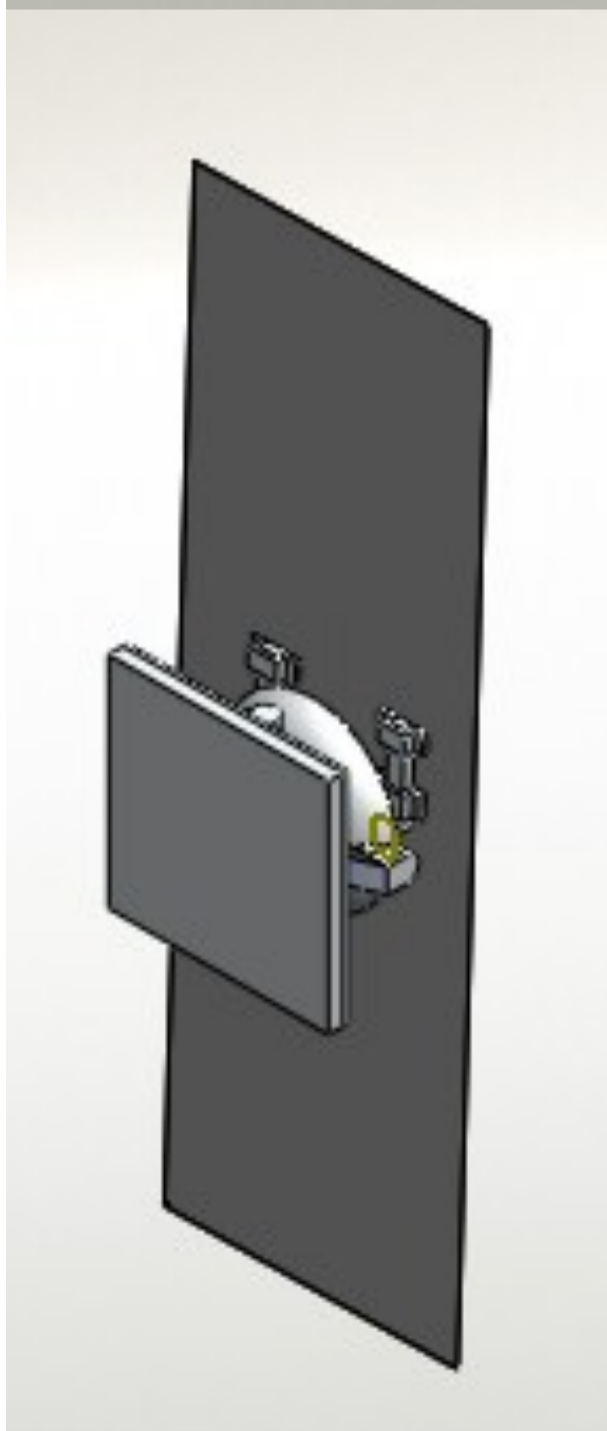
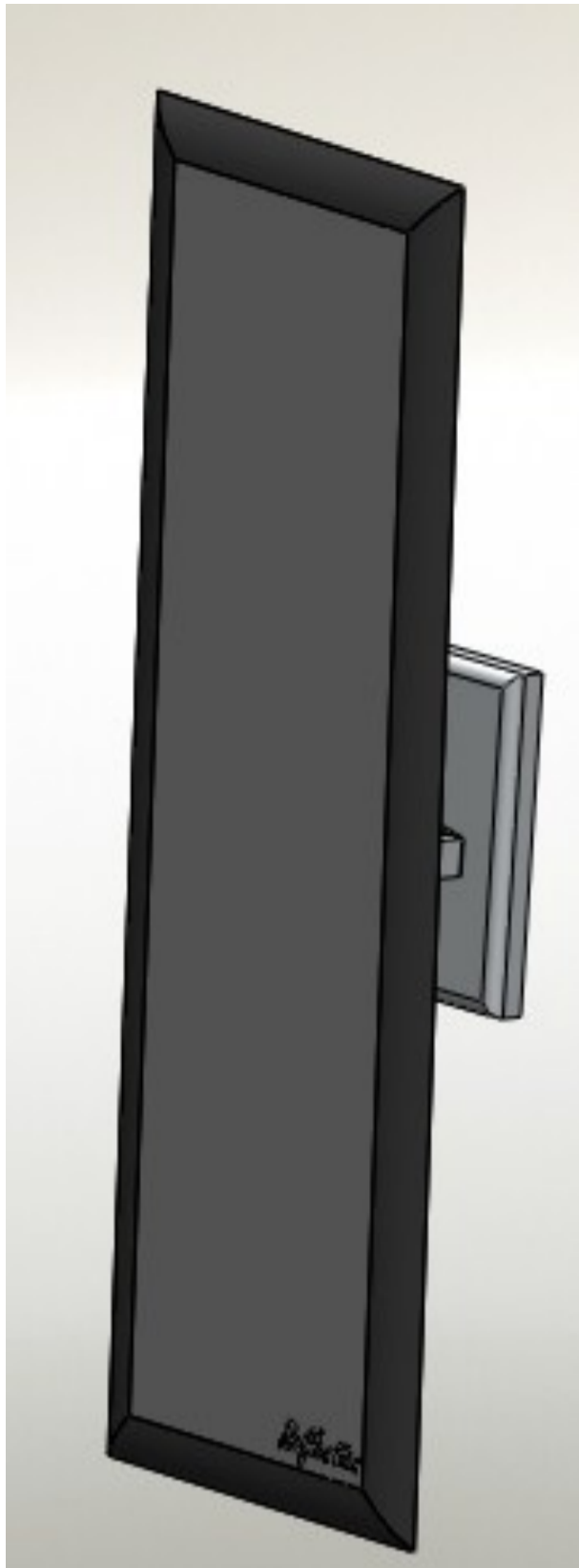
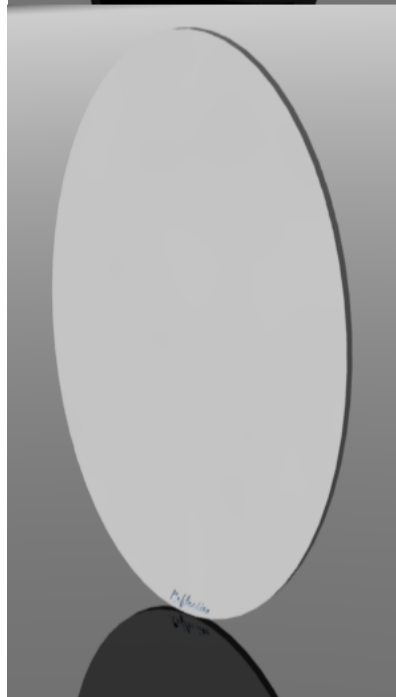
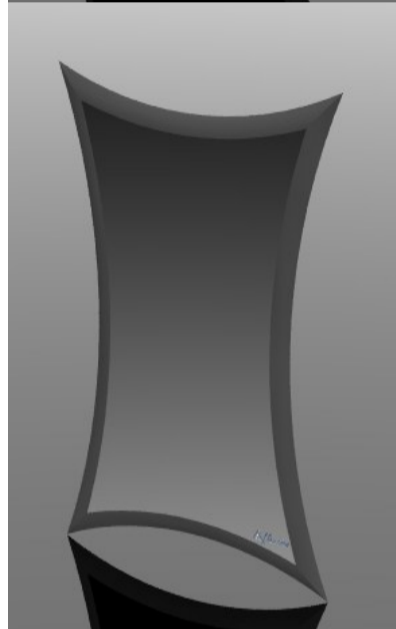
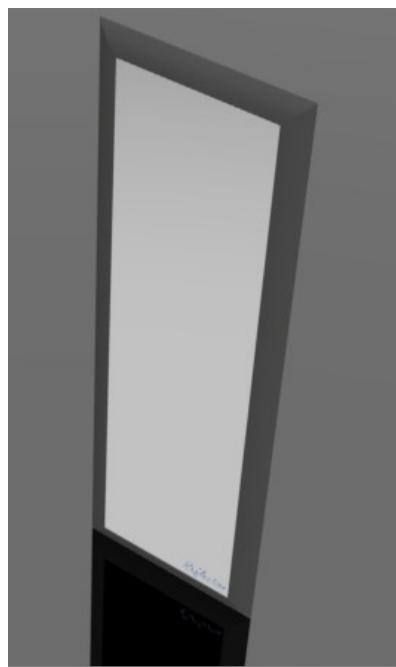
'Reflection' logo engraved into bottom right of the unit.

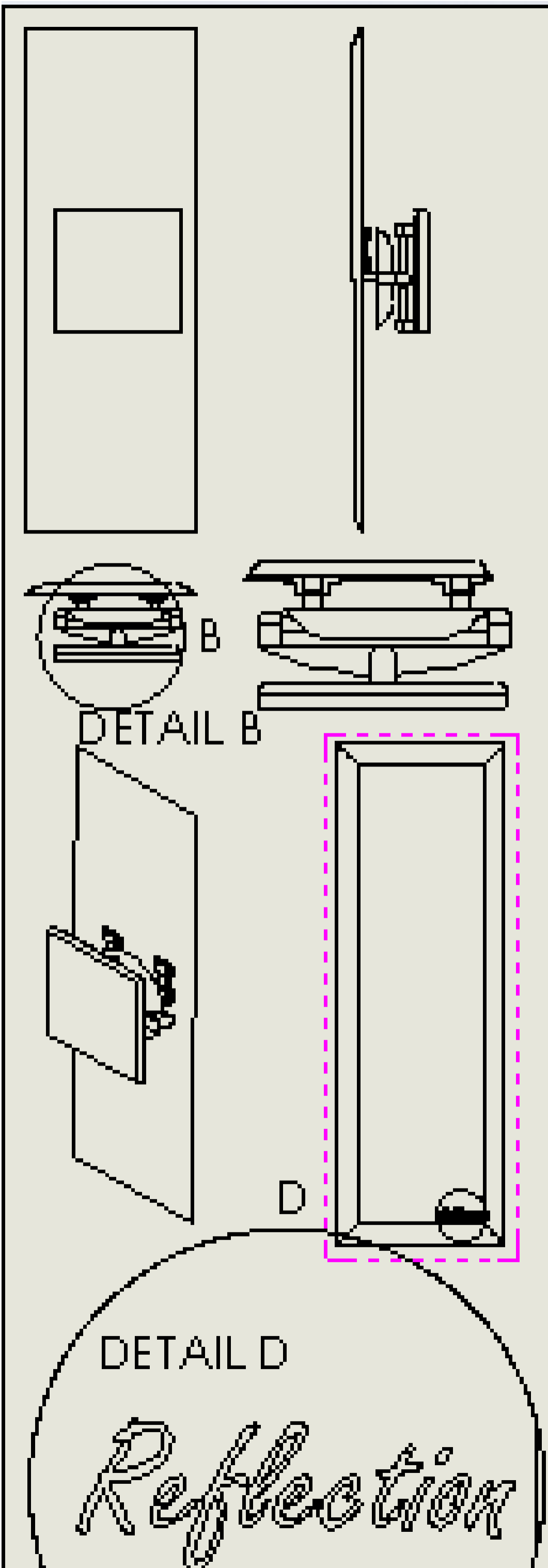
'Reflection' implying double meaning. 4 way tilt ensuring more of the bathroom can be 'seen', also, the choice to design your own mirror shape allows the user to craft their own style of mirror and ensuring their product is an accurate reflection of their personality and matches the décor of their bathroom.

Mirror slides into mounting unit for secure use.

Mount consists of two sections:

- Rotary unit allowing mechanism to pivot up and down
- Rotary unit allows mechanism to move right and left.





User can design their own mirror shape in order to achieve their specified style.

Therefore, mirror size will vary from client to client.

Silicon frame size will vary, however thickness is 3mm in order to produce optimum protection.



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Mirror slides into mounting unit for secure use.

Mirror can be placed anywhere within the household, not just the bathroom.

Mount consists of two sections:

- Rotary unit allowing mechanism to pivot up and down
- Rotary unit allows mechanism to move right and left.

