Nest couch

THE COUCH THAT SPINS...

Spinbest is a couch that encourages other habits. Its design establishes the position of sitting while leaves a good narrow that usually hinder grown-ups, in taking part in playful activities.

> We don't stop playing because we grow old; we grow old because we stop playing.
>
> – George Bernard Shaw

BRIEF

Playful activities performed with a partner have behavioral, social and psychological benefits. Children often conduct playful activities by no other reason than self-fulfillment. As grow-ups, we should have the opportunity as well. What holds us back are sociocultural norms and the fear of looking silly in front of others.

GOAL

A furniture/product design that breaks social norms, allowing grown-ups to play and have fun.

OBJECTIVE

Adults should be surprised by the object and engage in some form of play, when interacting with it. The design solutions should be usable in everyday life and fit into their homes and normal routines.

RESEARCH

As a Human-Centered Designer, I value taking to potential user into hollistic empathy. I spoke to a variety of people and conducted various forms of observations. Further, I found interesting insights through conducting secondary research.

Secondary

- What is play?
- Different examples/forms of play
- Benefits of play
- Evolution of playful design
- Psychobiology vs. playful interaction

Primary

- How do adults play?
- What brings them joy?
- Why and where do they laugh?
- Interaction between people (play vs. individuals vs. group)

3 Park Observations	**2** Playing Video Game Observations	
16 Adult Interviews	**5** Popular Design Interviews	
5 Interviews (4 individual @ 1 group)	**3** Instagram	
5 Video Interviews (3 individual @ 1 group)	**2** Pinterest	
3 Video Interviews (2 individual @ 1 group)		

DESIGN FRAMWORK

While conducting research, I kept found out that play in adults was rather prevented through the fear of being judged and sociocultural norms than the lack of desire to play.

Bruland patterns in the user data suggested that adults felt more comfortable playing when rules were applied (as in card games or sports). One form of playing, namely body play, where our bodies are getting out of gravity (jumping, tumbling, cartwheels, etc.) seems to be performed the least out of the different play categories, even though it was often noted as very fun. (dancing, rollercoasters, etc.)

Most individuals would like to have more fun without adding more to their busy schedules. The Fraternity also notes that family highs, which is daily / decidedly focus on building a sub-alliance that would fit into their home and daily routines with their loved ones.