

BABERETI

Circular Economy

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Relevance

Socially

Modular and adaptable products will become increasingly relevant in the future. In our mobile and rapidly changing society, it is important to take care of one another and to also remain flexible.

Ecologically

By using multifunctional products, we can meet our needs while using fewer resources. In order to stop climate change and species extinction, we should greatly reduce the carbon footprint of our consumer goods. A piece of furniture, (which could change from being a bed, to a shelf, to a table), should be produced in a way that it is a companion for life and not a disposable product.

Economically

Above all, local wood should be used. This saves transport costs and reduces CO2 emissions. In addition, a loan system or a kind of subscription could be considered, which would secure a monthly income and the furniture could be repaired at any time. The flexible and simple construction is intended to save material and simplify use.

Product Lifecycle

Manufacture / Recycling =
Resale/ rental

fourth use:
e.g. bed



After graduation, moving into your first apartment, many things have to be bought, a bed can be very expensive; good that there is already one.



Third party use:
e.g. table

Moving to a shared apartment with friends, the previous tenant left a bed with a cupboard, but there is no desk.

First use:
e.g. bed

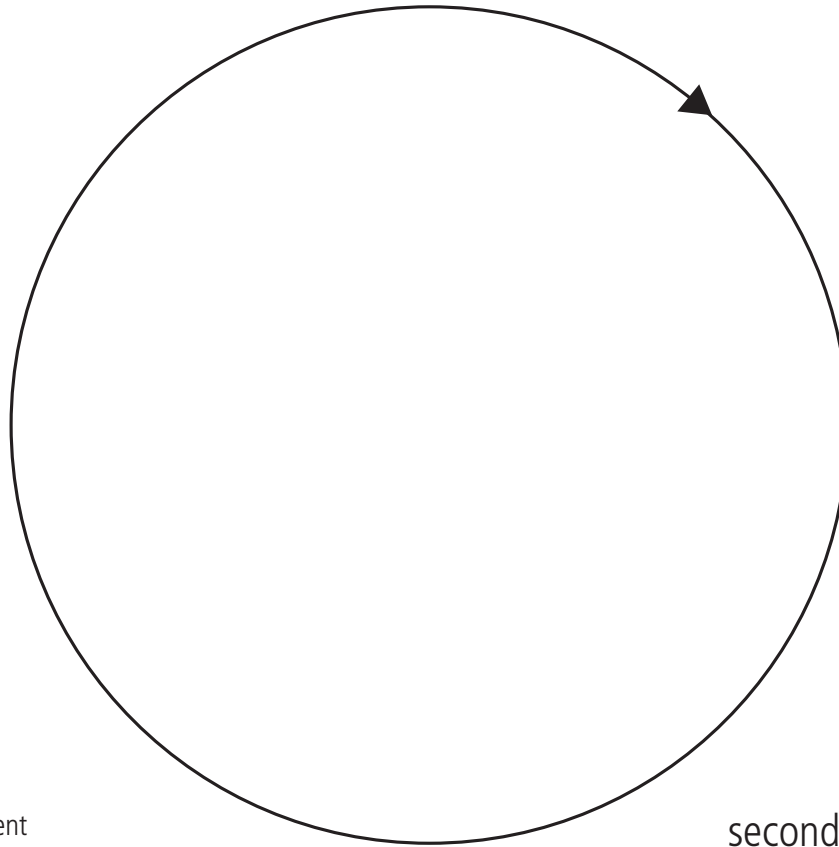


Purchase of a larger bed:
Children's room becomes a youth room



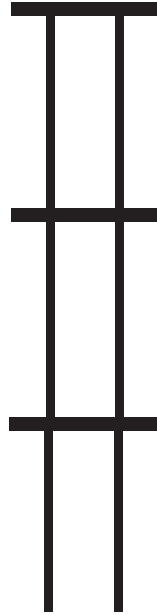
second use:
e.g. shelf

Moving into a student hall of residence with a bed and a desk



functional analysis

Dimensions



A shelf can be of any height, for the depth the use plays a role, the width depends on the available space.



A bed is 2m long and depending on the mattress 90cm, 140cm, 160cm or 180cm wide. The bed height is approx. 45 cm.



A table is about 75cm high and can be any length. The depth varies between 60-90 cm.

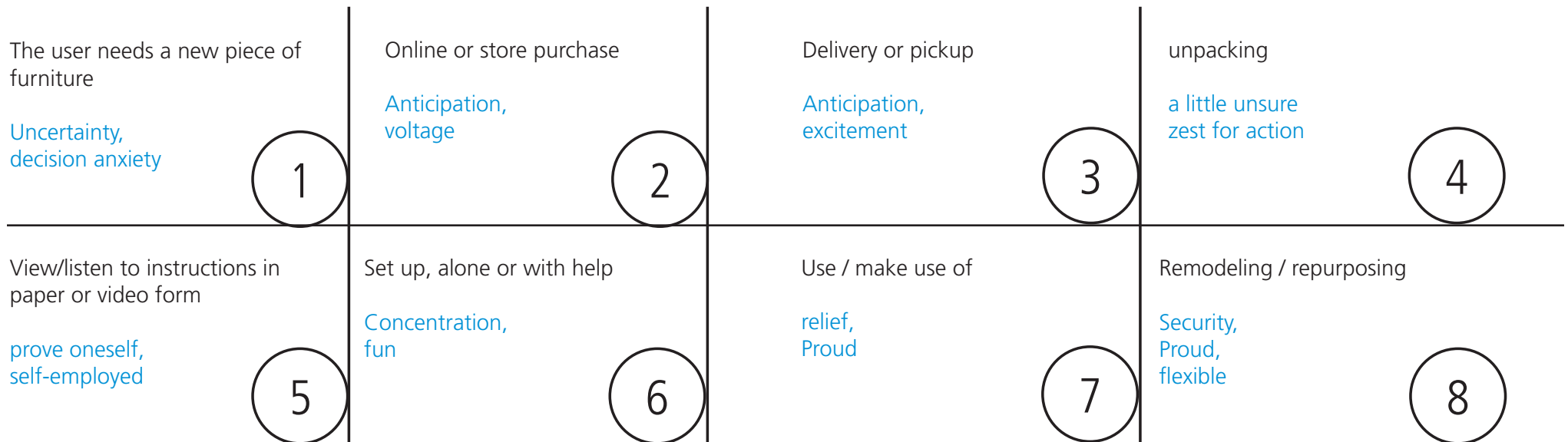
A bench is about 45cm high and can be any length. The depth varies between 25-40 cm.

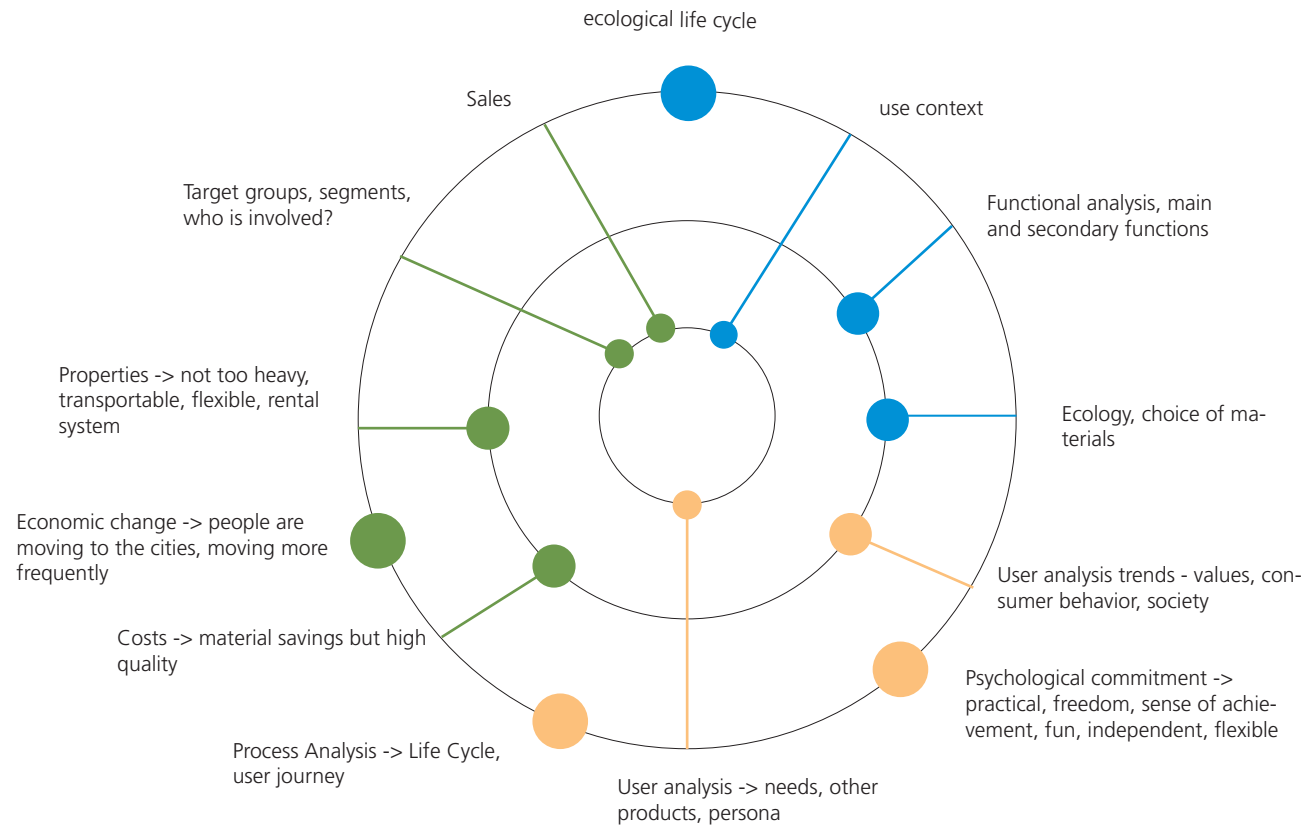
Customer Lifecycle

Users become aware of social media, word of mouth or Pinterest and loan offers, such as in student dormitories. Their perceived value is defined by the versatility, freedom and durability of the product. The guarantee of the performance promise is staged through active inquiries after about a year of use or when ordering again. There is also a QR code on the packaging that can be used for rating. Through years of use and the possibility of personalizing the product, a personal bond with the product is established. The simple conversion is intended to avoid frustration. In addition, the construction should convey stability and durability.

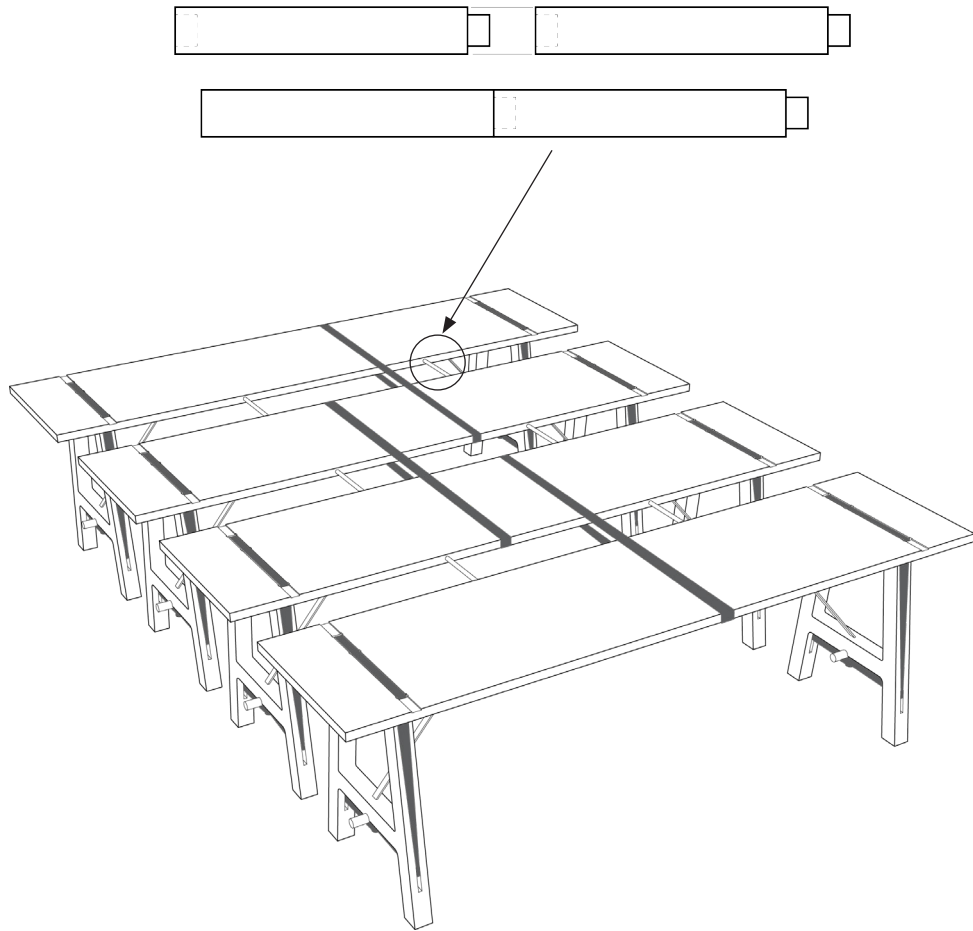
User Journey

emotional process

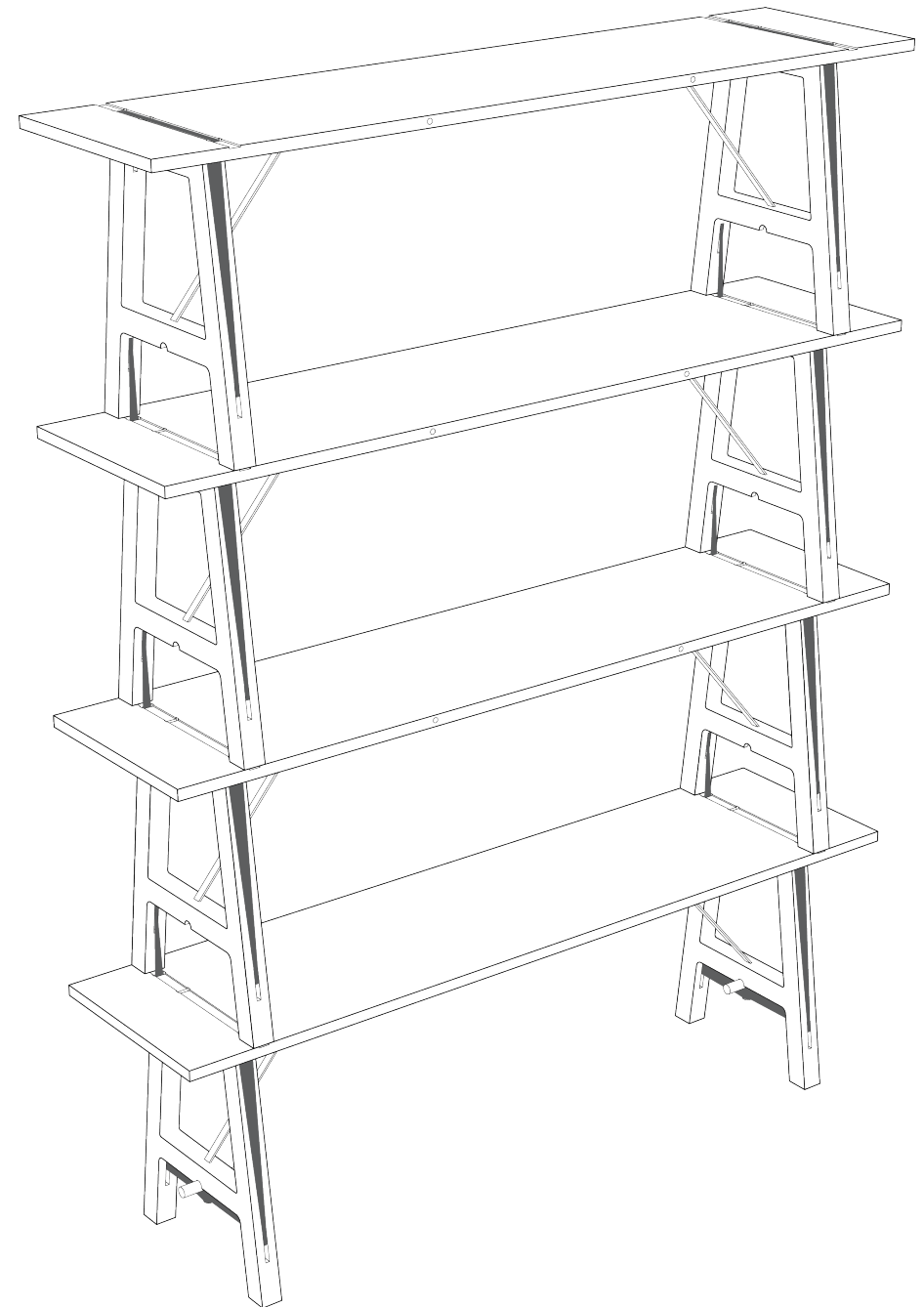




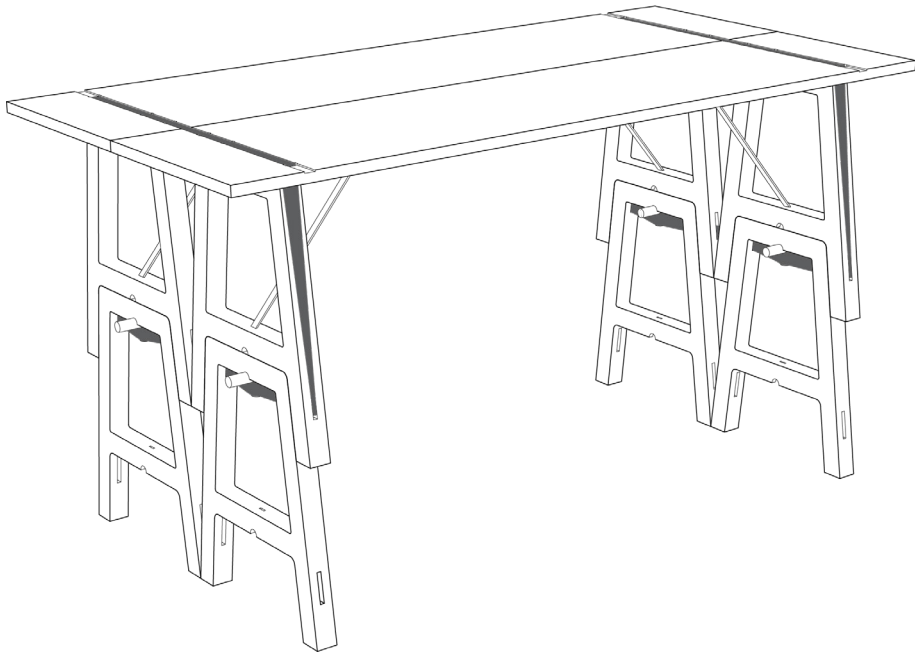
Structure & Possibilities



A bed and a shelf each consist of four modules that can be placed either behind or on top of each other. To keep the bed spaced, dowel holes (5cm deep) with dowels (20cm long) and straps are used. The belts are tensioned by twisting the belt. This is to be snapped in through the milling on the underside of the A line, a quarter turn can be adjusted.



The individual modules of the shelf are connected by a continuous band. The straps of the different modules can be connected using the metal clasps, which are included twice with each module.



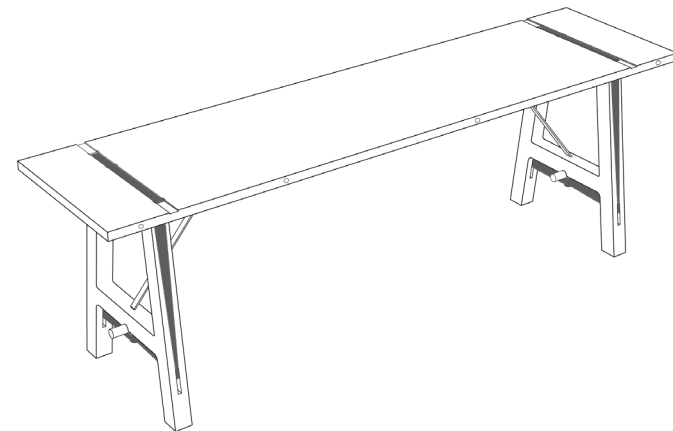
There are two variants for the table. One is the stable desk variant, for which four A-parts are used on each side, i.e. all four modules are used. No bench is then required for the desk variant and the two remaining boards can be stowed away.



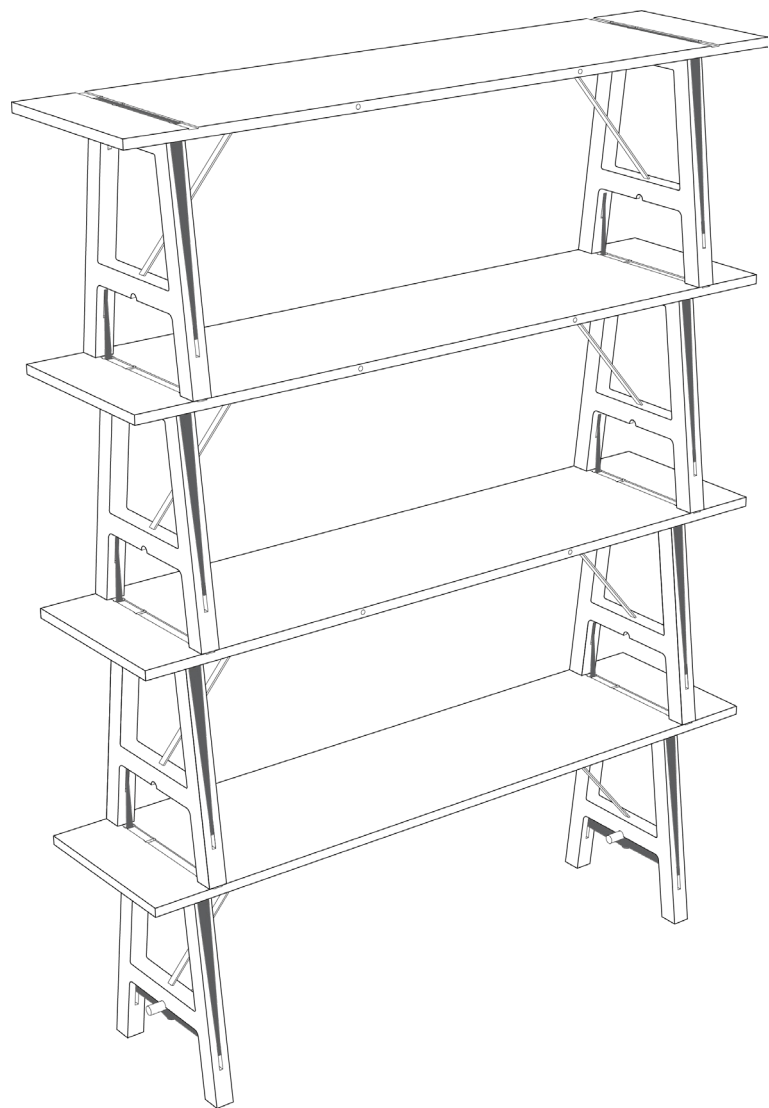
metal clasp



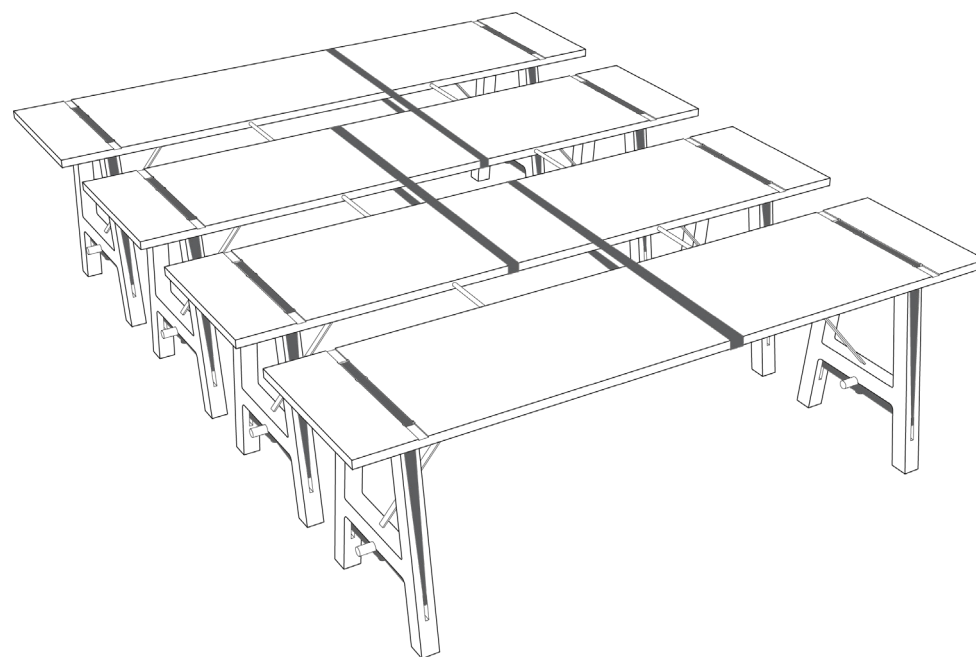
For the dining table variant, only 2 A-parts are used on each side, so that two modules can be set up as benches on the left and right of the table.



RE



BE



BA



TI v1



T1 v2

