

Project Proposal

What is the motivation for the project ?

I was motivated to design and make a **functional** yet **contemporary** and aesthetically pleasing coffee table which would complement and enhance the already existing features of the family room in my home.

There is a need for a coffee table that would be placed near the corner lounge to be used by guests and family members when coffee, tea or food is served; when magazines are read or when people want to relax and watch the small television set located on a nearby sideboard.

Why is the project being produced ?

The project demonstrates a **personal need** and **want for the family members** of my home because while we need a **lower table surface** for putting cups, plates and magazines on (functional) we also want a table that would suit **the contemporary design of the room**, be pleasing to look at, as a **artistic feature** and **soften the harder features of the room** (aesthetic).

What is the purpose of the project

The purpose is to have a **practical** and **aesthetically pleasing feature** in the family room which **complements** and **enhances** the **contemporary design of the family room**, yet softens the many the many sharp lines and rectangular or square angles already present in the room, e.g. wall and floor surfaces. Another purpose is to have a **lowered table placed parallel to the family room lounge** where people can place their coffee, tea, food, ornaments or magazines.

Who will use the project that is to be designed

The market to which the product is aimed is **family members** or **guests to the home**. Overall the project will be used as a means of assisting relaxation for the family entertainment in the home, because when people usually relax or entertain in the Australian culture they always have a drink /cup of tea/coffee or offer food while they talk or watch TV

How will it be used?

The modern, flat surfaced coffee table will be used as a piece of furniture. It should be easy to clean to make it not only hygienic but also serviceable and yet attractive so that it blends in with the décor of the family room and enhances the contemporary design of the room, when it is placed parallel to the lounge. It will also be low enough in height so that family members can sit on the floor and use it as a table to eat casual meals on.

How is it intended to meet the needs of the market

The product is intended to meet the needs of the particular market by meeting the wants and needs of the family for a serviceable attractive coffee table that is pleasing to look at (a want) yet functionally meeting the families need for a table designed to be used to place drinks, food plates, magazines, and ornaments on.

The design of the coffee table would complement and enhance the contemporary design of the family room, by softening the many sharp angles already present in the room yet harmonizing with the curves of the lounge it would sit parallel to Family room lounge. The table would help the area to become a focal meeting place where people would want to gather, sit, relax and make conversation, socialize and entertain.

The Table meets their desire for an aesthetically pleasing table which complements the contemporary design of the room. Its modern shape softens the angular lines of the walls, corners, floor tiles, diamond shaped wire and aluminum door, square pillows and rectangular sideboard. It uses lightweight yet durable materials in a modern way and colors that enhance the contemporary theme.

The table meets their desire for a functional piece of furniture as the table can be used as a place to go where the family members, guests and can place their cups, plates, magazines/newspapers and ornaments whilst relaxing, having casual meals or entertaining.

Therefore, the coffee table meets the needs of the market as they need a coffee table, which is functional and aesthetically pleasing.

Finance Plan

The estimated price for the overall project was \$183.32 and the budget is set at \$ 250.00 as requested by my parents as they are the ones paying for the materials and equipment. The entire costing of the project worked out to be \$ 337.43 this has gone over the original budget, which I estimated would cover the costs of the whole project. The cost of the project went over the budget by \$ 87.43 there fore I under estimated the cost of the project. This is a minor negative point that could have been avoided easily by using resources better, planning, and better management skills. The paint testers cost \$ 27.50 this was due to me not knowing what the paint was going to turn out like on the aerated concrete, so this could have been avoided with better management of resources. The cost of the coffee/side table alone was \$191.52 this is a very cheap way of producing a modern, innovative durable coffee/side table as the materials used to produce the coffee/side table are building materials so are moderately cheap.