

# **Bedmate**

Lofted bed shelf for college dorm rooms



## WHAT THEY WANT

---



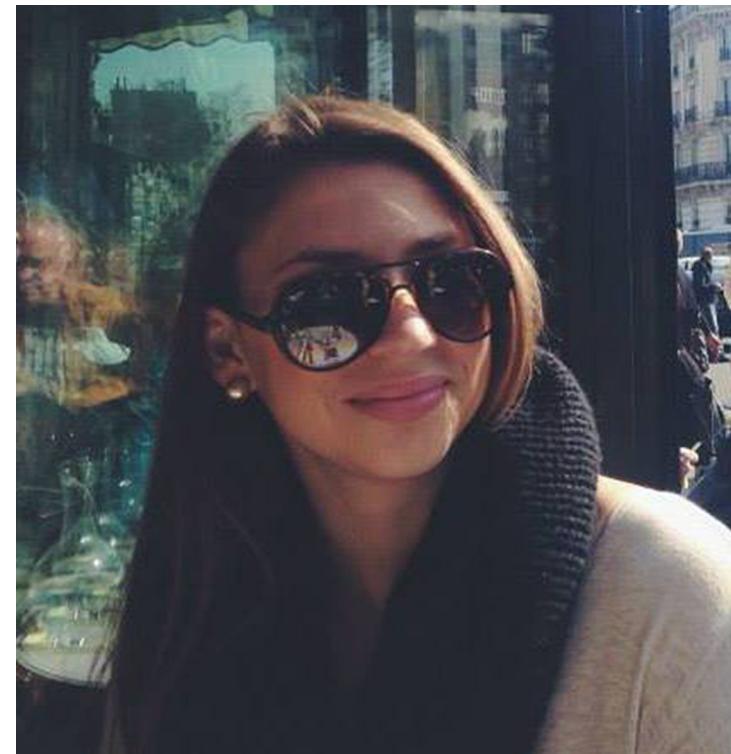
**CHRIS D.**  
RUTGERS UNIVERSITY

"It would be nice to watch movies in bed without having to worry about my **laptop** crashing to the floor when I fall asleep mid movie."



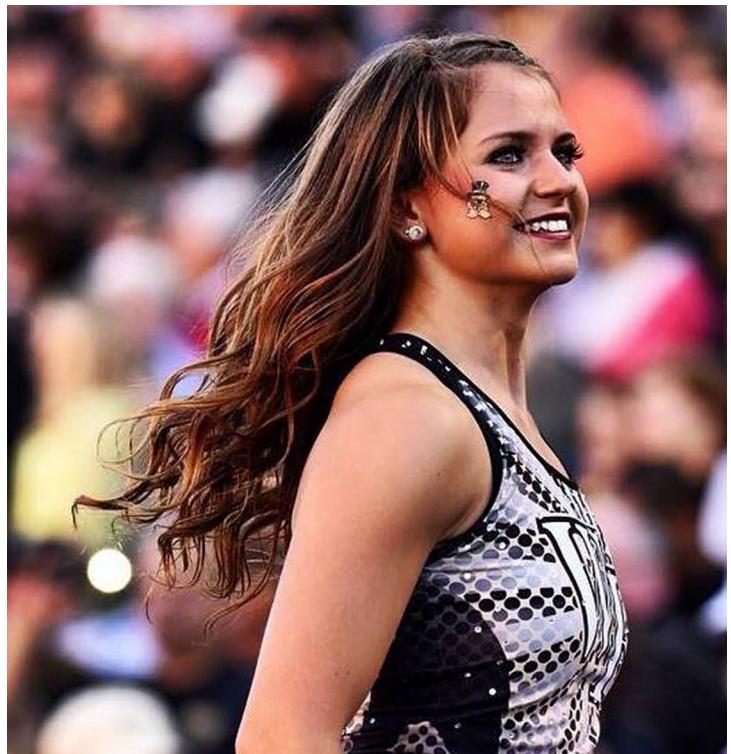
**MICHAEL J.**  
VIRGINIA TECH

"I need a place to charge my **phone** and put my **alarm clock**...oh and **food!**"



**KATIE B.**  
CLEMSON UNIVERSITY

"I love to read. It would be nice to have a space to place my **books** when I get tired. They usually end up falling to the ground in the middle of the night... then I end up loosing my place!"



**JESSIE F.**  
WAKE FOREST

"I actually use one of the bunk shelves that are already on the market but I **can't fit much** on them at all. Plus I'm a little **skeptical** about putting too much weight on them. They don't seem **sturdy**."

## CURRENT MARKET

---



**flimsy**

little support holds limited weight



**crowded**

no room for laptop and books

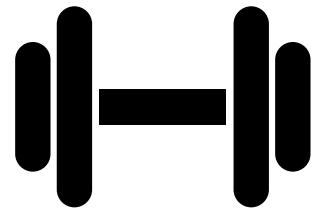


**limiting**

a simple hook does not fit a variety of beds

## DESIGN GOALS

---



In order to support a laptop and heavy books, the design needs to be **strong**.



The design needs to have a **large surface area** to fit a laptop, books, and other necessities.



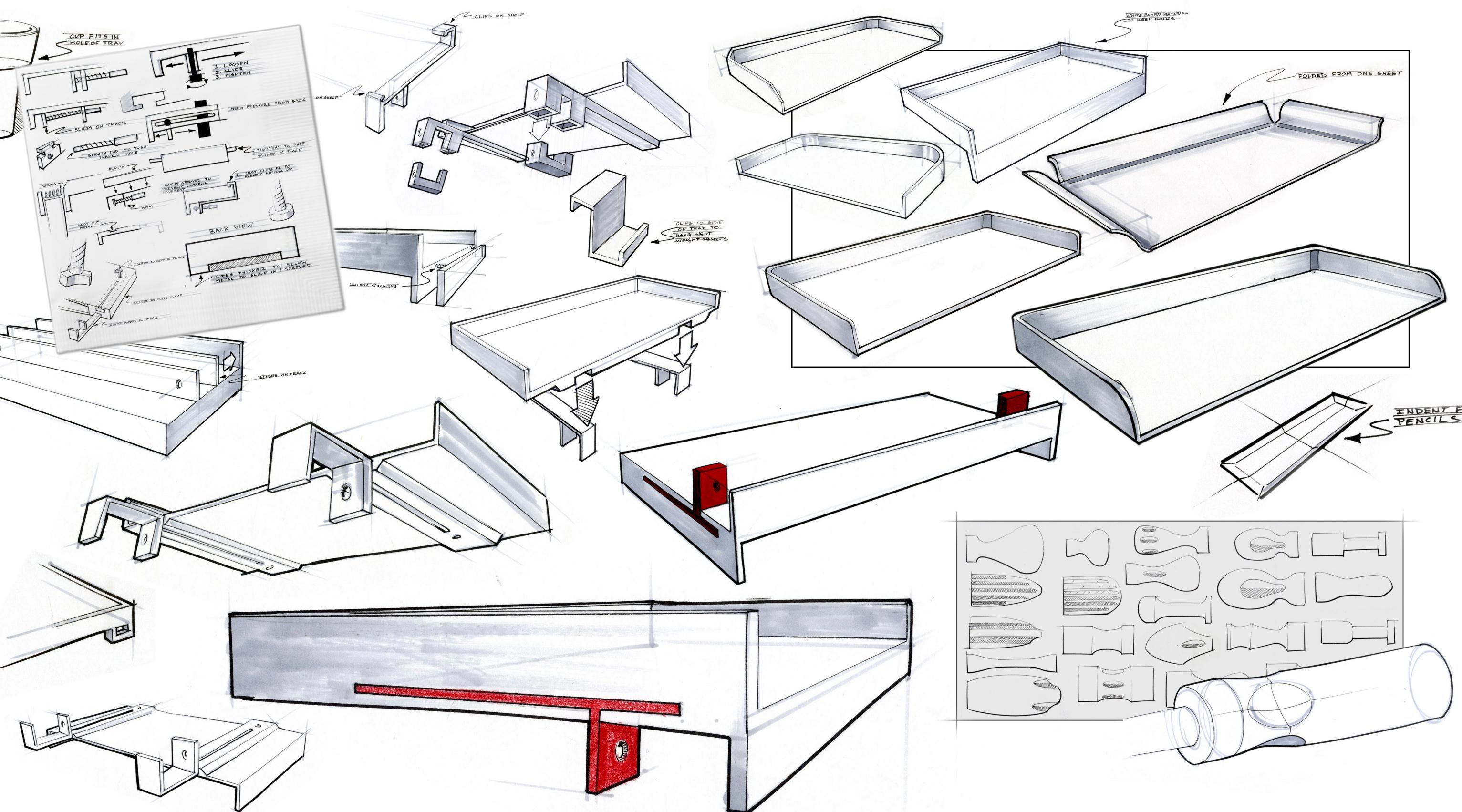
With a variety of head board thicknesses, the design needs to be **universal**.

## INSPIRATION

---

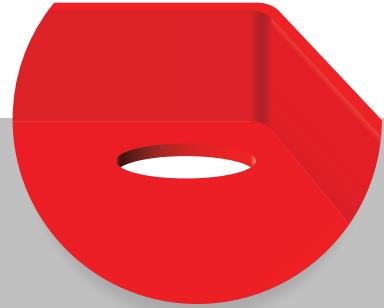
By adding a bit of color to Dieter Rams' design philosophies, high quality design can be introduced into college dorm rooms.





## CONCEPT DEVELOPMENT

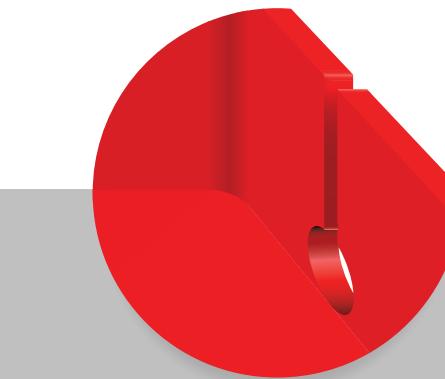
---



Version one provides **two cord holes** to accommodate both sides of the room.



Version two simplifies the two cord holes into **one central hole**.

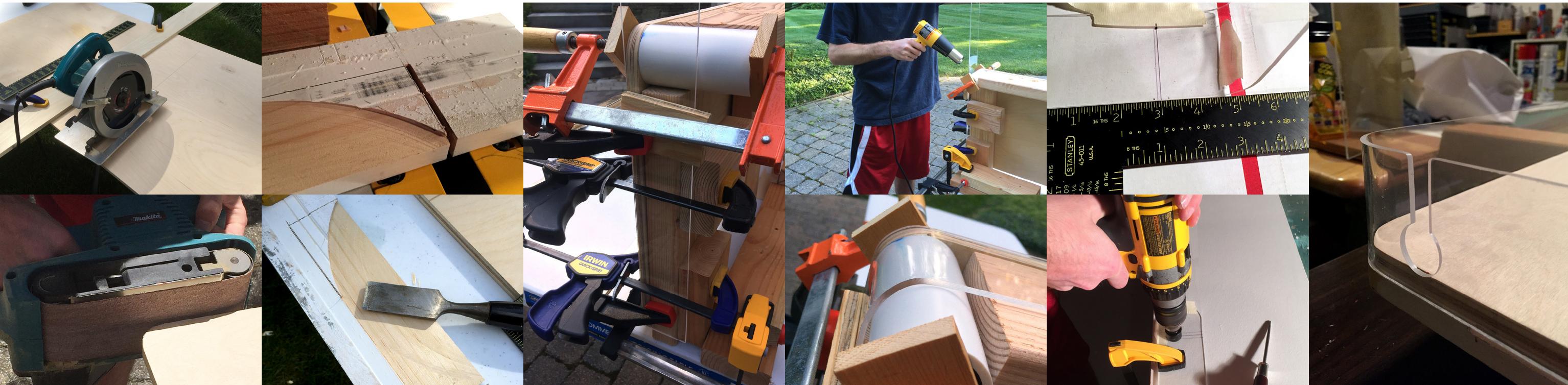


Version three places the cord holes on the lip to **avoid holes in the tray**.



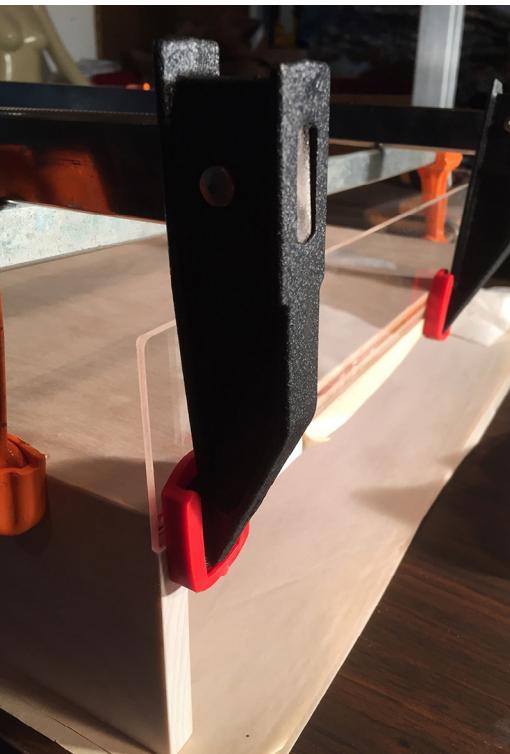
## THE BUILD\_001

---

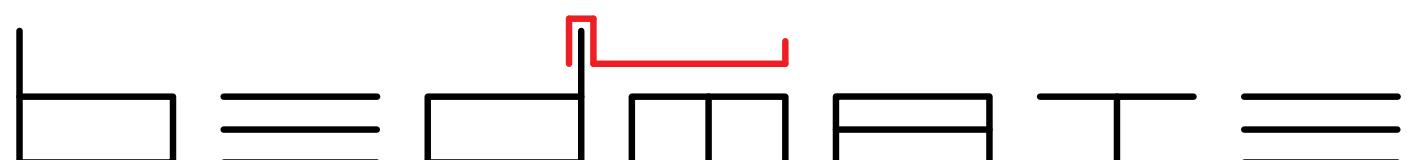


## THE BUILD\_002

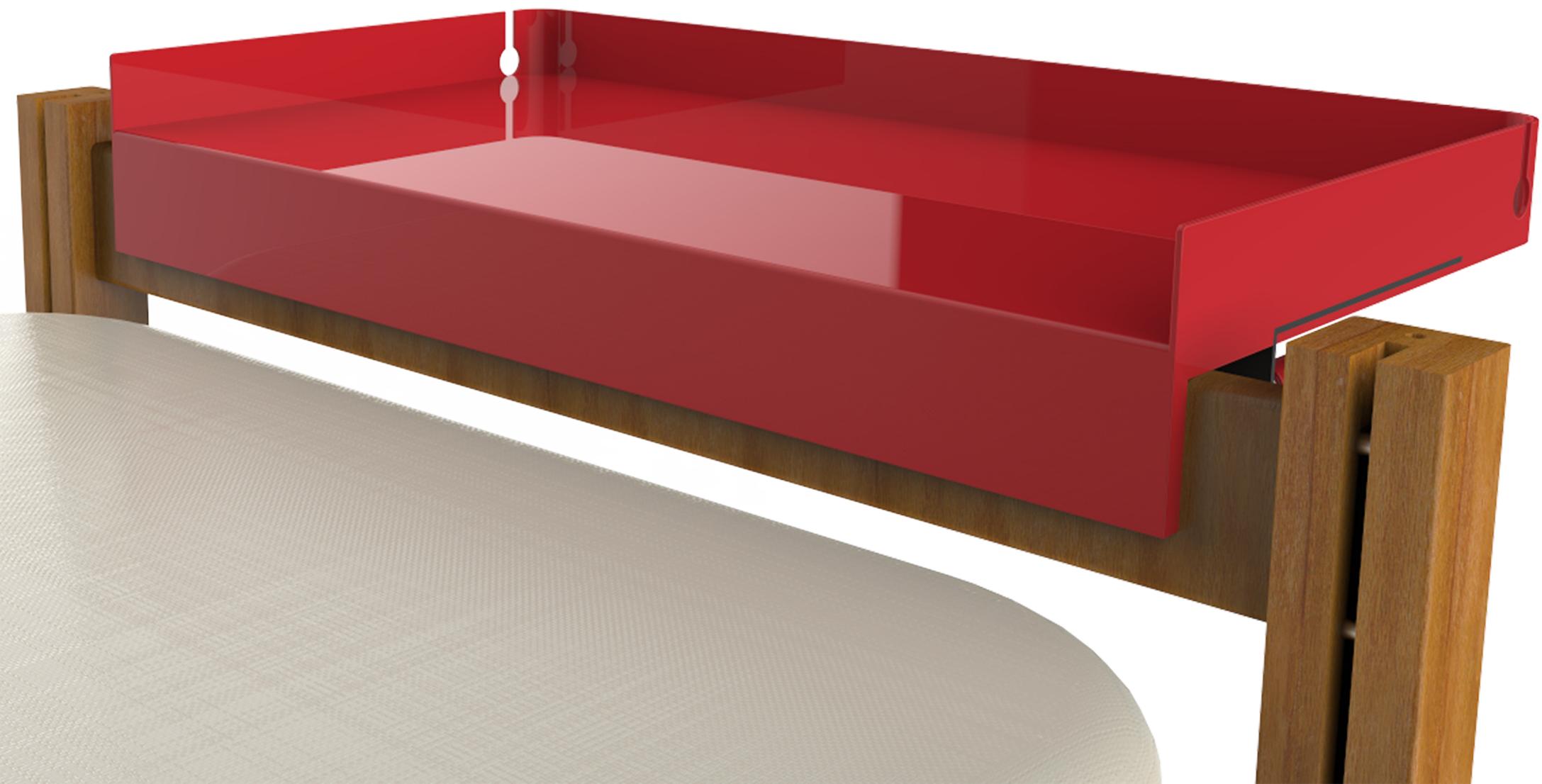
---



N O S T R I N G S A T T A C H E D

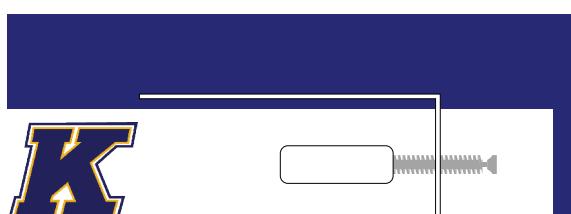
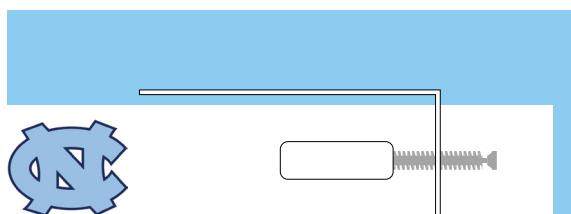
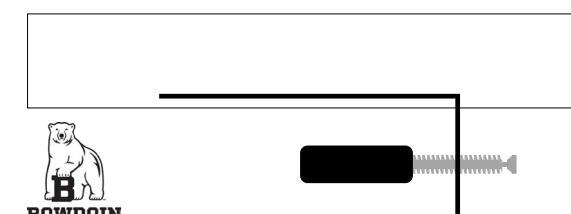
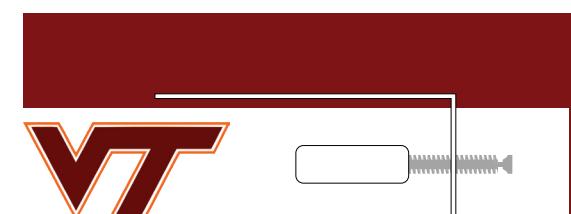
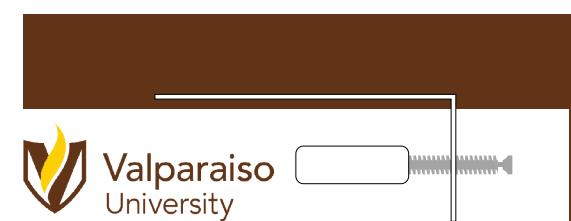
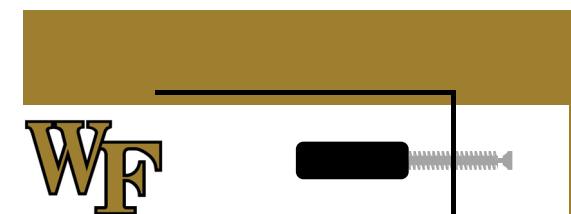
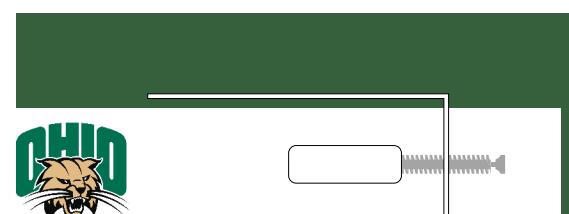


A red step ladder graphic is positioned above the word "STRINGS". It has two rungs on the left, one rung on the right, and a top horizontal bar. The letter "I" in "STRINGS" is replaced by the ladder's central vertical support.



MAKE IT YOURS!

---



## MATERIALS

