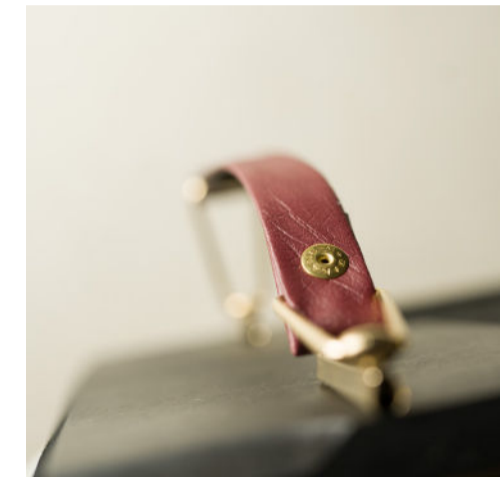
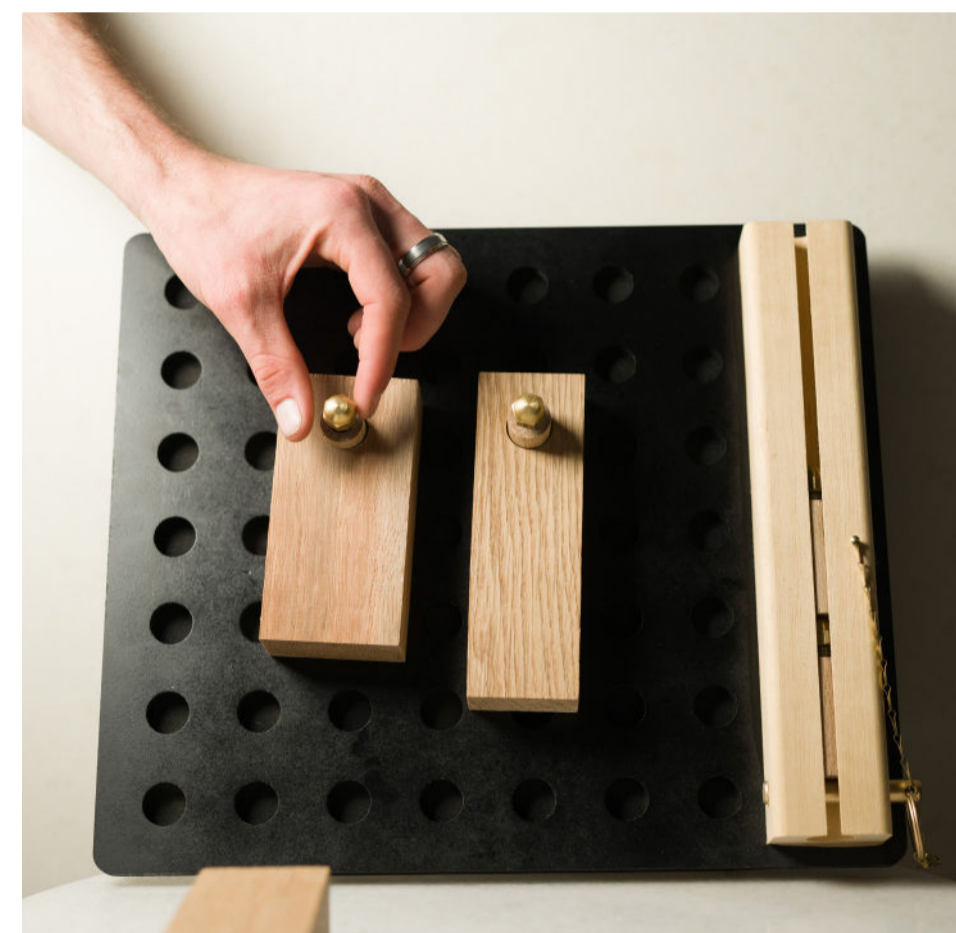


# A Modular Solution to Product Material Selection



This Product provides a modular solution for the display and comparison of material samples when buying bespoke products. Inspired by a wooden pegboard this material sample board uses versatile pegs to hold material samples over the top of each other for easy comparison. Material selection for tangible products is still a very much tangible process. Customers need a way to physically interact with the materials to inform their material choices.

Through the initial research phase the importance of customer experience during the bespoke design process was identified. Aspects like enjoyment of the customisation process and attachment to the final product become more important in this high-end bespoke setting. Small things like a customer's sensory response to materials make all the difference in justifying the price point. The way a piece of timber feels, smells, and looks, illicit very strong responses from customers and has a big impact on their decision making. From this it was determined that my product had to facilitate this sensory interaction with materials so customers can build a deeper connection to their product.



**For Customers coming into a showroom and getting the see, smell, and feel the samples helps create a meaningful experience**

The pegs for the board were designed to be versatile yet simple so that a variety of material sample types could be held to the board with minimal effort needed from the company when making the sample. These pegs can hold large solid samples through a hole drilled in the material or simply by balancing them on top of the pegs. For soft samples like fabric or leather, the gold capnut screws off the peg top and a hole can be punched in the sample to fit it on.

Through play and interaction this product aims to change the material selection process for bespoke products. By providing customers a more fun and engaging way to choose materials for their custom products they will find greater enjoyment of the process and have greater satisfaction in their choices.

