

Design story – Framery One



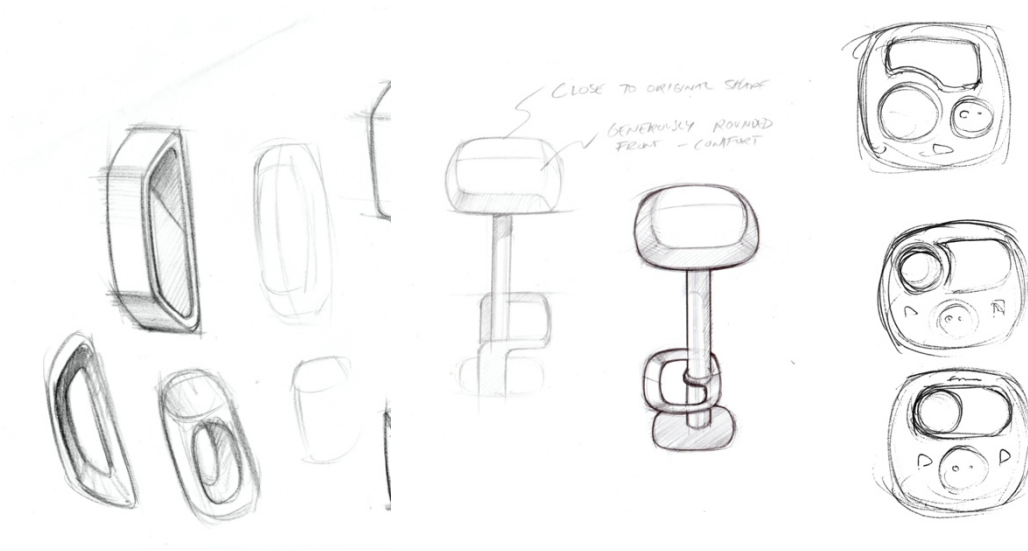
We Had a Dream – Designing the First Futureproof Pod

It all started with the dream of designing a revolutionary digital and soundproof space that would fulfill all of Framery's and its customers' wishes and needs built up over the years. The design was intended to not only reflect current workplace trends, but also those of the future -- as well as stand out from the other products on the market. The product had to highlight Framery's distinguished design and uphold the brand's qualities – from the unique experience of the pod's usability and superior acoustics to the quality and appealing aesthetics – to creating customer happiness!

The end result is a top-of-the-line futureproof pod combining 4G technology and a digital ecosystem with superior acoustics and Framery's distinguished design DNA.

As future forward and technical as the design team desired the product to be, Framery also wanted to ensure it was comfortable, cozy, and compelling. Using in-depth customer experience research and development, Framery sought to create a new industry standard with world class quality and lead times.

*“The carefully selected production technology used for Framery One enables mass production and full freedom with its design. Using deep drawn sheet metal allows us to modify the product exactly how we wish,” says **Henrik Ashorn, Product Manager for Framery One**. “From the start, the deep drawn sheet metal molds are refined and ready to produce the best possible quality. This would not be possible with traditional production methods!”*



What Was the Market Missing?

During the design process, Framery strived to create a never-before-seen product -- or actually a whole new product category. Studies show that phone calls in the workplace have decreased while the number of video calls is simply exploding. Framery wanted to design a “2020” pod that will meet the work-life and workspace needs for the next decade and beyond. With its efficient design, Framery One gives users the maximum amount of space while it occupies as little of the office as possible.

The idea was that Framery One would be soundproof like Framery, and futureproof like no other. Through hundreds of measurements by the in-house acoustic lab, Framery One is guaranteed to provide an acoustically pleasant and private environment for the user. This attention to detail is what makes Framery One a stand-out product. The interiors of Framery One are far more optimized and variable compared to other single-person pods on the market. The comfortable seat and the adjustable table enable flexible conditions while working in the pod. Also, the optimal distance to the screen and the lighting adjustments serve the user better.

It's now possible to manufacture more pods and scale the volumes, materials, and techniques, all without compromising the quality or refined end result. The choice to use sheet metal on the exterior creates a visually interesting pod that adds a level of sophistication to any space. Design and functionality have literally walked hand-in-hand throughout the entire design process.

Design DNA

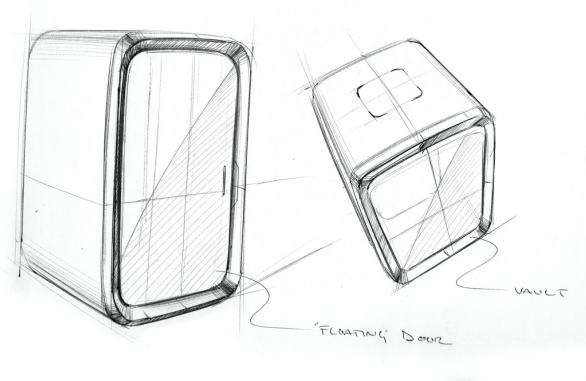
The arch design became the DNA of Framery One's design. It results in a harmonious environment where everything fits together with ease.

"It looks fascinating from the outside - and feels amazing from the inside!"

Holding onto the signature Framery style, the pod needed to look and feel on brand, but have a more modern aesthetic. Using automobile design as a driving inspiration behind its creation, Framery approached the concept not only from how it would look, but also what it would feel like to the users inside. Taking inspiration from Scandinavian architectural design, the organic round arches, glass on both sides of the pod, and a fixed but height adjustable seat provide a more polished version of Framery's signature style. It was clear from the beginning of the ideation process that the brand's design staple needed to be preserved but enhanced to create an eye-catching aesthetic. Each piece inside was customized to fit into Framery One and it is no coincidence that the coat rack, table, screen, and even the smallest pieces that make up the pod also have the same fine-tuned arch shape.

The interest in the end users' experience as well as production efficiency have been the guiding factors throughout the entire project. November 2019 user tests can be seen as a game-changer in Framery One's design process. Based on the users' experiences after working for hours in the pod, it became apparent there were many things that still needed to be fine-tuned. Framery One needed more adjustability to serve the wide range of shapes and sizes of the user population, as well as allow people to make adjustments that support posture changes and movement throughout the day. For example, previously there was only a single footrest on the seat. However, after further testing and trying a variety of options, another footrest was added to the floor to improve ergonomic alignment and comfort. Adjusting the location of the table and seat towards the back wall improved the overall sense of space as well as the user's experience.

"Excellent design is not only thinking about how it looks but how it works and feels for the user. It also proves the value of user tests to validate its function."



Framery One's Sleek, Sophisticated & Subdued Color Scheme

In March 2020, the design team wanted to refine the selected color scheme to perfection so that the shades complement one another. Without overlooking even the smallest of design details, every single piece needed to match seamlessly together and within the whole design. After months of selecting the pod colors, materials, and finishes, Framery's design team did some serious brainstorming in a workshop about the final color shades and material finishes, finetuning them to hit the bullseye. Every detail was carefully selected, including the structure and degree of shine and matte in each part and how they work together. Despite tight schedules, the design team committed to investing the time necessary to scrutinize and refine the materials and finish selections to reach the desired outcome – one that the team is proud of. Design professionals are acutely aware that colors can positively contribute to happiness, productivity and even physical health and well-being in a workplace. Framery One's more subdued color scale offers users a calming experience. Taking a closer look at the pod makes one quickly realize there is not one screw visible -- the design is seamless and holistic. The clean lines and sleek finishes complement the pod's sophisticated, calming color options.



A Future Proof Pod Means Standing the Test of Time

Even though going digital has been a dream for Framery for a long time, getting Framery One to the point of such technological innovation was a challenging process. While working to improve the user panel to adjust the pod functions in late 2019, the team realized that NOW was the time to create a whole new digital ecosystem around pods to serve users, facility managers, and pod maintenance. Furthermore, customer interviews made it clear that fleet management and predictive maintenance would be important for all of the customers, enabling Framery to fix things automatically if something is not working properly. So Framery Connect was designed. A digital management system, which shows usage data, offers a direct access to Framery customer care with lightning-fast maintenance service and offers a pod guarantee for the entire subscription.

With the future in mind, the design team wanted Framery One to stand the “test of time.” The team developed the product’s functionality backed by top notch technology that works in conjunction with the existing features. Framery One is the first digital pod in the world! Equipped with a whole new user experience, Framery One creates a virtual ecosystem around each pod. With the pod’s interface panel, the user has an intuitive touchpoint, allowing for control over airflow and lighting, and providing a view to the pod’s reservation calendar. The pod itself can be reserved through users own calendar - or just by walking in!

“Framery One is physically and digitally our dream come true. Nobody knows what the digital ecosystem will enable in the future and we have only just scratched the surface.”



At Long Last, Meet Our Smart Dream Pod

Out of this in-depth design process, Framery One has come to life. A high performing, single-person pod that offers the perfect environment for user productivity and comfort. And, maybe most importantly, provides happiness to all in the office. **We just can’t wait for you to meet Framery One!**