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e - Proceedings



Proceeding for International Undergraduates Get Together 2024 (IUGeT 2024)
“Undergraduates’ Digital Engagement Towards Global Ingenuity”

1st Edition



Organiser :

Department of Built Environment Studies and Technology, College of Built Environment, UiTM Perak Branch

Co-organiser :

INSPIRED 2024. Office of Research, Industrial Linkages, Community & Alumni (PJIMA), UiTM Perak Branch

Bauchemic (Malaysia) Sdn Bhd

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The Cozy Coves

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ABSTRACT

To create lively, welcoming, and useful places that improve campus life, this abstract describes the key elements and factors to be taken into account when constructing outdoor seating areas in a student centre. The inclusion of outdoor seating has become a fundamental component of campus design, serving a range of functions such as studying, socializing, and leisure. This abstract explores the significance of comfort, practicality, and design in developing inclusive, hospitable outdoor areas that are specially designed with students' needs in mind. Many design components are covered, including layout, materials, seating options, and connection with the surrounding environment. The abstract also emphasizes the importance of flexibility, sustainability, and accessibility in the design process.

KEYWORDS: Comfortable, weather resistant, low maintenance, durable, multipurpose

DESIGN DESCRIPTION

Cozy Cove's outdoor furniture seating using timber design for students is modern, functional, and inviting, providing a comfortable space for relaxing and socializing. Crafted from high-quality, weather-resistant timber, it ensures longevity and durability despite constant outdoor exposure. The furniture features ergonomically designed seats and tables for optimal comfort during relaxation and social gatherings, with cushioned seating and supportive backrests promoting comfort and proper posture. Its contemporary and stylish design enhances the aesthetics of outdoor spaces, with sleek lines and minimalist design creating a modern and inviting ambiance. Cozy Cove furniture is affordable and budget-friendly, suitable for student needs, and easy to assemble and maintain, requiring minimal upkeep. It's lightweight and portable for easy relocation, featuring study-friendly lighting with built-in or attachable LED lighting to facilitate night-time gatherings. The seating arrangements encourage social interactions and collaboration among students, providing an ideal space for relaxation, socializing, and bonding. With its sustainable and eco-friendly timber construction, Cozy Cove's outdoor furniture seating contributes to environmental responsibility. Neutral tones with pops of vibrant colours create an energetic and lively atmosphere, making Cozy Cove's outdoor furniture seating a modern and student-friendly solution for outdoor relaxation and socializing.

NOVELTY AND UNIQUENESS

Cozy Cove's outdoor furniture stands out for its innovative use of sustainable and weather-resistant timber, offering a comfortable and inviting space for students to relax and socialize. Its ergonomic design, study-friendly lighting, and affordability make it versatile and ideal for outdoor use. Cozy Cove fosters social interactions and collaboration among students while promoting environmental responsibility through its sustainable construction.



Figure 1: The Cozy Coves

BENEFITS TO MANKIND

Cozy Cove's outdoor furniture offers numerous benefits: solving critical problems such as space efficiency, weather resistance, and ergonomic design; enhancing the quality of life by providing a comfortable space for relaxation and socialization, reducing stress, and promoting physical health; promoting sustainability and reducing the environmental footprint through the use of sustainable materials and minimal maintenance; providing economic benefits through affordability and local job creation; advancing education by offering an enhanced learning environment and encouraging outdoor learning; fostering social interaction and community bonding among students, promoting cultural exchange and diversity; and being globally and locally relevant due to its adaptability, environmental responsibility, and contribution to community building and cohesion.

COMMERCIAL POTENTIAL

Key points to consider about CozyCove include assessing market demand and size, determining its competitive advantage, defining the business model, evaluating scalability, conducting a cost analysis, scrutinizing profit margins, ensuring regulatory compliance and certifications, devising

an intellectual property strategy, and addressing other relevant factors. CozyCove's competitive advantage lies in its unique design, affordability, sustainability, and suitability for student use. Defining a robust business model, including revenue streams, distribution channels, and partnerships with educational institutions or retailers, is vital. A thorough cost analysis, encompassing manufacturing, distribution, marketing, and operational costs, is necessary to determine profitability and pricing strategy. Additionally, factors such as marketing and branding strategies, distribution channels, feedback, and long-term sustainability goals should be considered.

CONCLUSION

The conclusion is, that public spaces and educational environments, emphasize the value of design and stress how eco-friendly features and comfortable seating can promote a feeling of community. The importance of design in enhancing social engagement and well-being is demonstrated by these findings. These spaces could benefit from more user improvement in the future by incorporating new technology, changing seating configurations, and including more ecologically friendly elements.

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Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
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