

HERRINGBONE COFFEE TABLE

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ABSTRACT

HERRINGBONE COFFEE TABLE

Coffee table is one of a main furniture that commonly placed in a living room opposite with the sofas. Sometimes it comes with very common design and it will be match with the theme of the living room whether it is modern style, Nordic style, and many more. In this study, a coffee table was designed by applying a herringbone pattern on the table top to enhance the aesthetic value of the coffee table by using solid wood from *Shorea spp.* as a raw material. The Herringbone Coffee Table design process begins with collection of information until virtual drawing of the product. These projects were used SketchUp software to create virtual drawings and in addition, cardboard, adhesive and popsicle sticks were used in the construction of the model. Feedback questions using google form were conducted to assess customer satisfaction on the features of this product based on knowledge, raw materials, design and satisfaction. It involved 160 respondents who came from different demographic factors namely gender, age and profession. From the feedback received and analysed, it shows that the Herringbone Coffee Table has been positively received by most of the respondents as it has a unique features and aesthetic value. In conclusion, this Herringbone Coffee Table has potential to be commercialized in the furniture industry.

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