

# VISIT<sup>®</sup> MODULAR

SitOnIt • Seating<sup>®</sup>

FEATURE SPOTLIGHT: Comfort



## HOW WE CRAFTED THE MOST COMFORTABLE LOUNGE LINE IN THE INDUSTRY

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Lounge furniture is no longer just used to furnish short-term sitting areas like waiting rooms and lobbies. Alternative workspaces have become crucial for teams in all departments. Whether your employees find themselves regularly away from their desks collaborating on a project or just needing a place to recharge and take breaks throughout the day, providing comfortable seating solutions to support a variety of work activities is key.

That's why we expanded in 2008 and created our sister brand, SitOnIt Seating<sup>®</sup>. Our goal was to offer a complete selection of lounge seating solutions that are not only customizable and built-to-order fast just like all of our task and multipurpose seating but, above all, comfortable.

In a recent sit test, our Visit<sup>®</sup> Modular model beat out seven of the industry's bestselling lounge chairs for comfort. Here's how we conducted the study.



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## Study Overview

To help us think about how to measure comfort, we referenced a study published in *Human Factors: The Journal of the Human Factors and Ergonomics Society* on comfort<sup>1</sup> that states that even the appearance of a chair—down to the type and style of upholstery—can affect one's perception of how comfortable the chair is.

To first remove this 'visual bias' and test purely on the actual sit, we designed Phase One of this study as a blindfold comfort test with subjects of varying heights, weights and ages.

Phase Two focused more overtly on design as it relates to what we call 'comfort perception'—that is, we wanted to explore how subjects used how a chair looks to predict how it would feel. Does the visual promise of comfort actually affect how comfortable you end up feeling? We set up seven top competitor lounge chairs alongside our Visit Modular in real-life settings and asked 24 furniture experts—including designers and sales representatives from a variety of furniture dealerships—to rate both the appearance of them in regards to how comfortable they looked as well as the actual feel of the sit itself. Subjects responded to questions about the back angle and height as well as the seat depth, width and height.

## The Results

Our Visit Modular ranked the highest in comfort for both phases. Nearly 80% of the subject groups cited overall softness as key to the chair's exceptional sit (even going as far as mentioning the cushions feeling soft/'luxurious') while 61% cited the carefully calibrated back angle as the main factor.

The shape and height of the back also won rave reviews with subjects stating confidence in both the perception of the chair as well as the actual back support they experienced while sitting in it. Sitters also reported that, in regards to competitor chairs, things like loose-feeling or 'wobbly' arms undermined their confidence in the chair while specific features like the seat depth and height were key factors they considered when coming up with their overall comfort ratings.

## Conclusion

With all of our SitOnIt Seating lines, we are proud to offer industry-leading comfort that's backed by customer-driven insights. Discover completely customizable solutions that have been tested and developed with you in mind.