

Project I- Teaware Design for Carafewerk

Futuring Design, Pune



Study and Ideation

Cups

Introduction

To study the various kinds of tea drinkware, few cups and mugs were collected from the market and a user study was conducted based on them.

Families

The cups and mugs were divided into the following families.

- Glass cups/mugs with handles
- Glass Cups without handles
- Large ceramic mugs
- Ceramic cups with handles
- Ceramic cups without handles
- Travel mugs



Criteria for analysis

For the study, the questionnaire was framed around the following aspects.

- Function
- Ergonomics
- Aesthetics
 - Form
 - Material
 - Finish
 - Texture
 - Color

- No. of Samples: 19
- No.of People: 8
- Age Group : 20-50 years

Questionnaire

- How **comfortable** is it to hold?
- Are there any **issues while handling** them?
- What **quantity and type** of tea do you generally have?
- Which **cup size** is optimal for you?
- Which cup do you like the most on **functional and ergonomic** basis?
- What will be the most **ideal cup** for you?
- What kind of **finish** do you prefer?
- Which cup would you prefer only on the basis of **aesthetics**?

Ergonomics and Functionality

	Glass cups/ mugs With handle			Glass Cups/mugs without handles				Ceramic cups		Ceramic mugs with handles					Travel Mugs		Ceramic cups without handles		
	B1	B2	B3	G1	G2	G3	G4	O1	O2	Y1	Y2	Y3	Y4	Y5	R1	R2	P1	P2	P3
Shashank		●										●							
Vishvesh												●							
Divyesh										●				●					
Mihika											●								
Anushree								●											
Archana								●											
Varun											●	●							
Prateek		●												●					

1/7



Y3 ,White mug
Size- Large
Material- Ceramic

3/8 people preferred this mug based on Ergonomics and Functionality

- Comfortable to hold
- Right size for the amount of tea they drink
- Doesn't chip off from the edges.



2/8 people preferred this mug based on Aesthetics

- Simple
- Clean
- Minimal
- Visually comfortable



2/7



Y1,White/ Blue mug
Size- Large
Material- Ceramic
Finish- Matt outside,
glossy inside

1/8 people preferred this mug based on Ergonomics and Functionality

- Comfortable to hold
- Easy to handle
- Majority of people can hold using all four fingers

3/8 people preferred this mug based on aesthetics

- Color(Blue and White)
- Simple form
- Interesting texture
- Difference in finish inside(gloss) and outside(Textured)



3/7



B2 Glass Mug,
Size- Large
Material- Glass
Finish- Clean, glossy

2/8 people preferred this mug based on Ergonomics and Functionality

- Handle allows thumb to rest on top
- Perfect size
- Easy handling.

1/8 people preferred this mug based on aesthetics

- For black or green tea- people preferred glass
- Clean surface
- Was preferred for office environment.



4/7



Y5, Black tapered mug
Size- Large
Material- Ceramic

2/8 people preferred this mug based on Ergonomics and Functionality

- Largest handle amongst the lot
- Stability while holding



5/7



Y2, Pink mug/ enamel
mug form
Size- Medium
Material- Ceramic
Finish- Glossy

1/8 people preferred this mug based on Ergonomics and Functionality

- Sturdy
- Comfortable to hold for some, as the handle is semi- circular
- Adequate quantity/ proper weight distribution
- Rim enables less dripping



3/8 people preferred this mug based on aesthetics

- Color(Pink)- providing a softer sense of aesthetics
- Unusual form which was attractive to users



6/7



O1, White/ Blue mug
Size- Large
Material- Ceramic
Finish- Matt outside,
glossy inside

2/8 people preferred this mug based on Ergonomics and Functionality

Well balanced form- size of handle matches the quantity
Perfect for people having less tea

2/8 people preferred this mug based on Aesthetics

Patterns
Dual colour



7/7



P1 Kulhad- (ceramic)
Size- Large
Material- Glass
Finish- Clean, glossy

**3/8 people preferred this mug based on
Aesthetics**

- Traditional form
- Earthy material
- Nostalgia factor

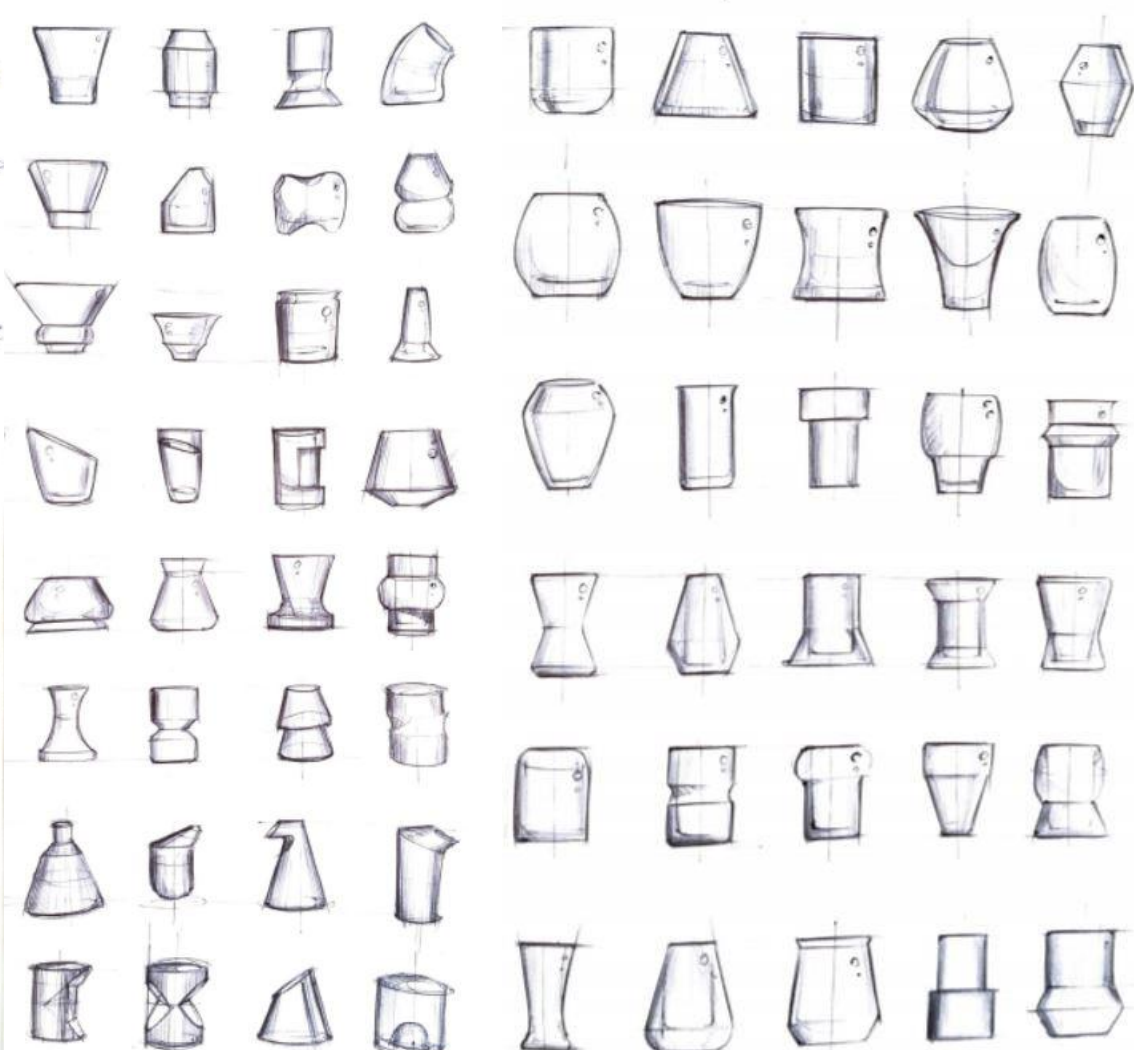
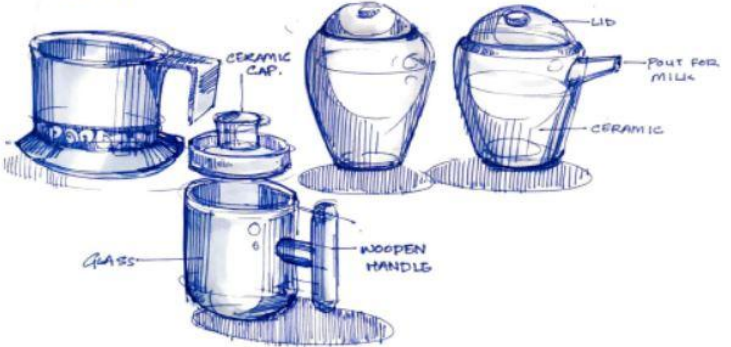


Least preferred cups



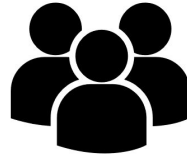
Insights

- Glass was preferred in an office environment, Ceramic for household usage.
- The interaction of dark, translucent types of tea with glass was appreciated by many users.
- Glass was presumed to be more susceptible to breakage
- 3/8 users wanted to grip the handle with all 4 fingers in.
- A thicker handle was more convenient to grip.
- Dual finish was appreciated.
- Earthy finishes were appreciated.
- There was a sense of nostalgia to the form of a kulhad.
- Saucers have become outdated/ mostly used for keeping biscuits while having tea.
- Users preferred drinking about 170- 200 ml of tea, but in larger mugs or cups.



Study, Ideation and
Mock-ups

User Research

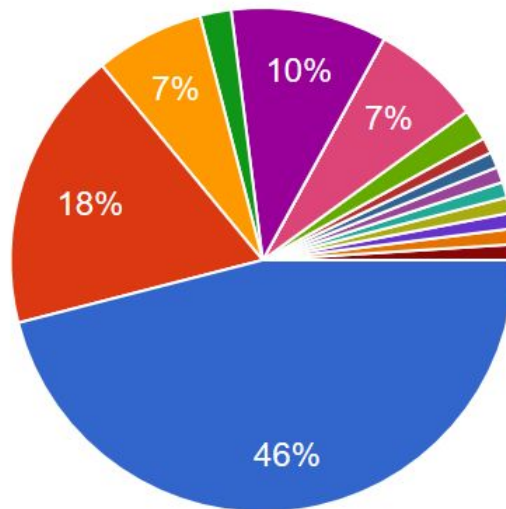


Method of research : Online Questionnaire

Number of responses : 100

What kind of office do you work in?

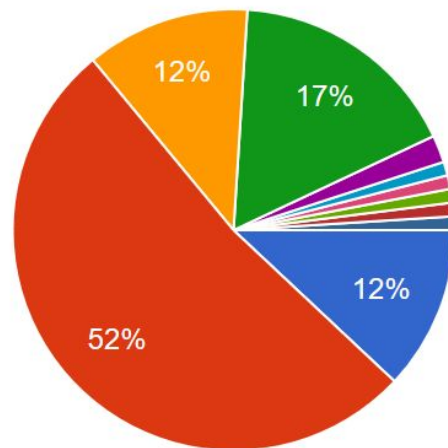
100 responses



- Corporate
- Architecture firm
- Engineering firm
- Industrial setting
- Design studio
- Hospitality
- Government
- Healthcare services

What are the arrangements for food and beverage in your office?

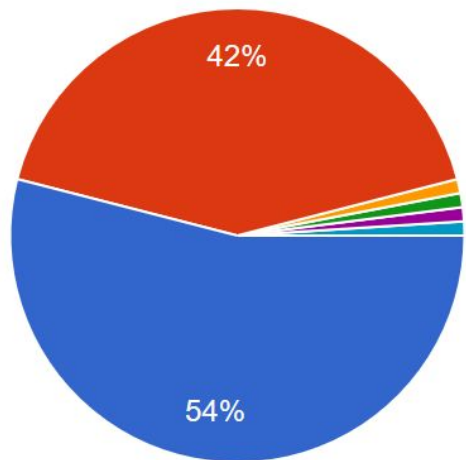
100 responses



- Kitchen
- Pantry (small dedicated area)
- Outdoor source (restaurants, tapri)
- Coffee/ tea machine
- All of the above
- Pantry+Coffee Machine+Cafeteria
- All of the above
- Breakout area with snacks and coffe...

Do you have someone to serve beverages?

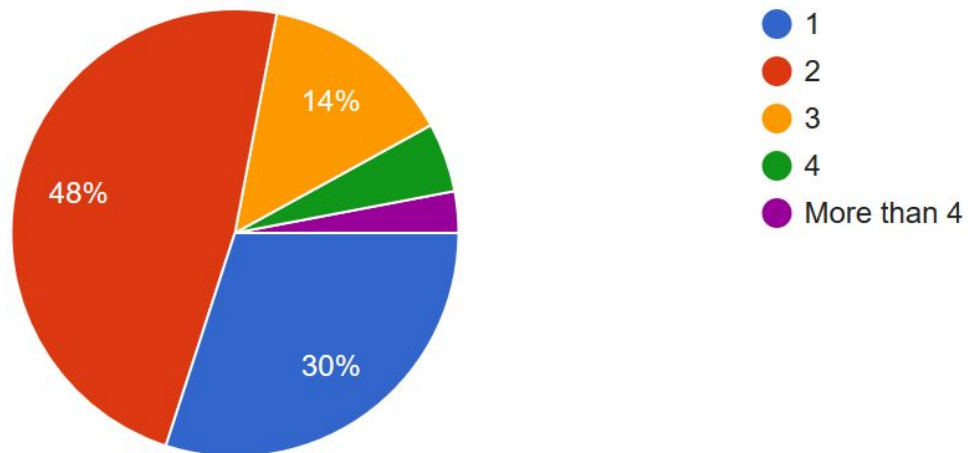
100 responses



- Yes
- No
- Depends on where you get it from (from the above options)
- Everyday someone or the other gets tea for everyone.
- self service
- Some times there are people to serve.

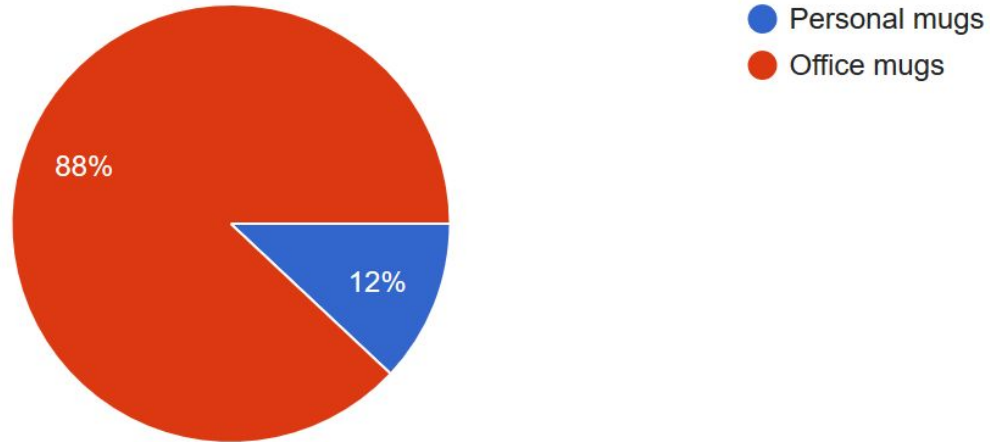
How many times do you consume tea/ coffee per day in the office?

100 responses



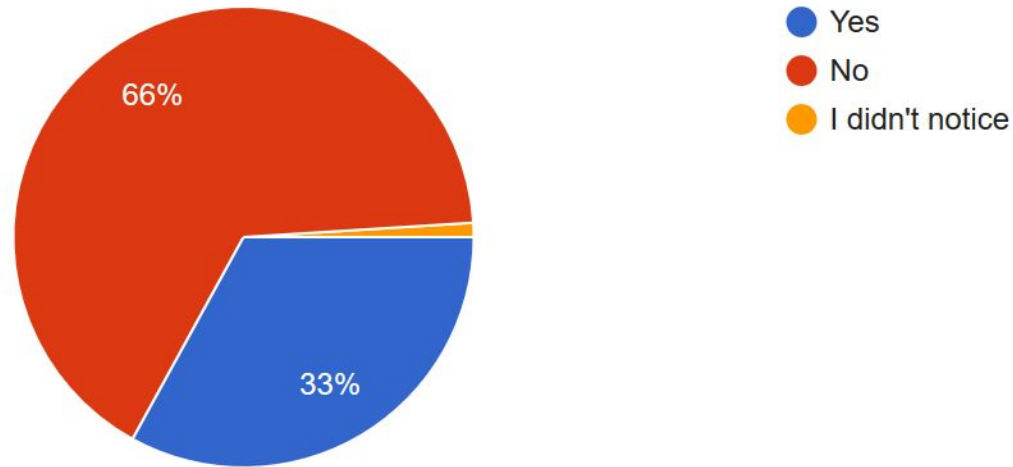
What kind of cups/ mugs do you use?

100 responses



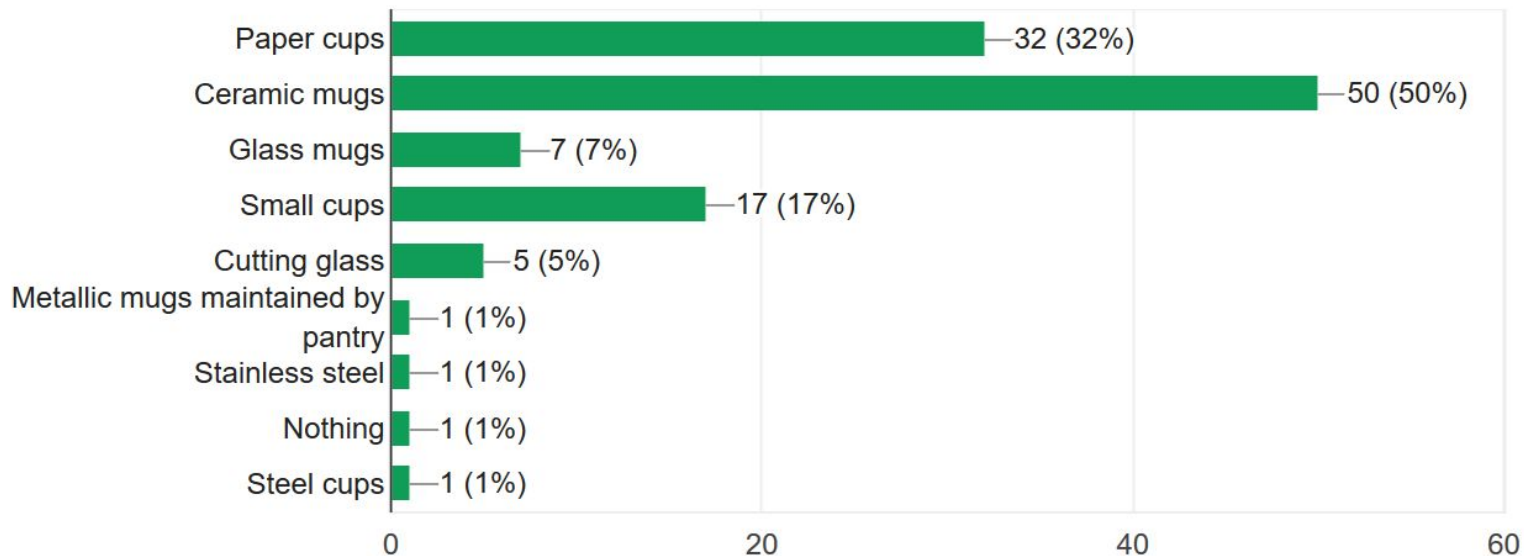
Have you noticed whether your office has different cups/ mugs for the boss, clients or any other higher authority?

100 responses



If the office does provide you with cups/ mugs, what kind are they?

100 responses



Inferences

- It was observed that most offices had a small pantry for serving beverages.
 - The teaware should occupy less space
 - Should be easily washable
- One person serves tea to a number of people
 - The teaware should be easy to handle
 - Shouldn't easily slip, topple or spill.
- Users drink tea at least once or twice a day, and also use Office teaware
 - The teaware should merge into the office atmosphere
 - Should quickly dry after washing
- 1/3 of the users observed different cups for higher authorities and clients at the workplace.
 - The mugs or cups were majorly different in the quality of the material
 - Mostly they are made of glass
 - They do not belong to the same brand

Moodboards



MINIMAL





PREMIUM



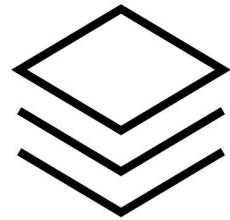


CLEAN



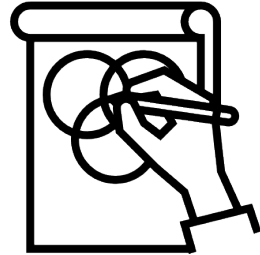


STACKABLE

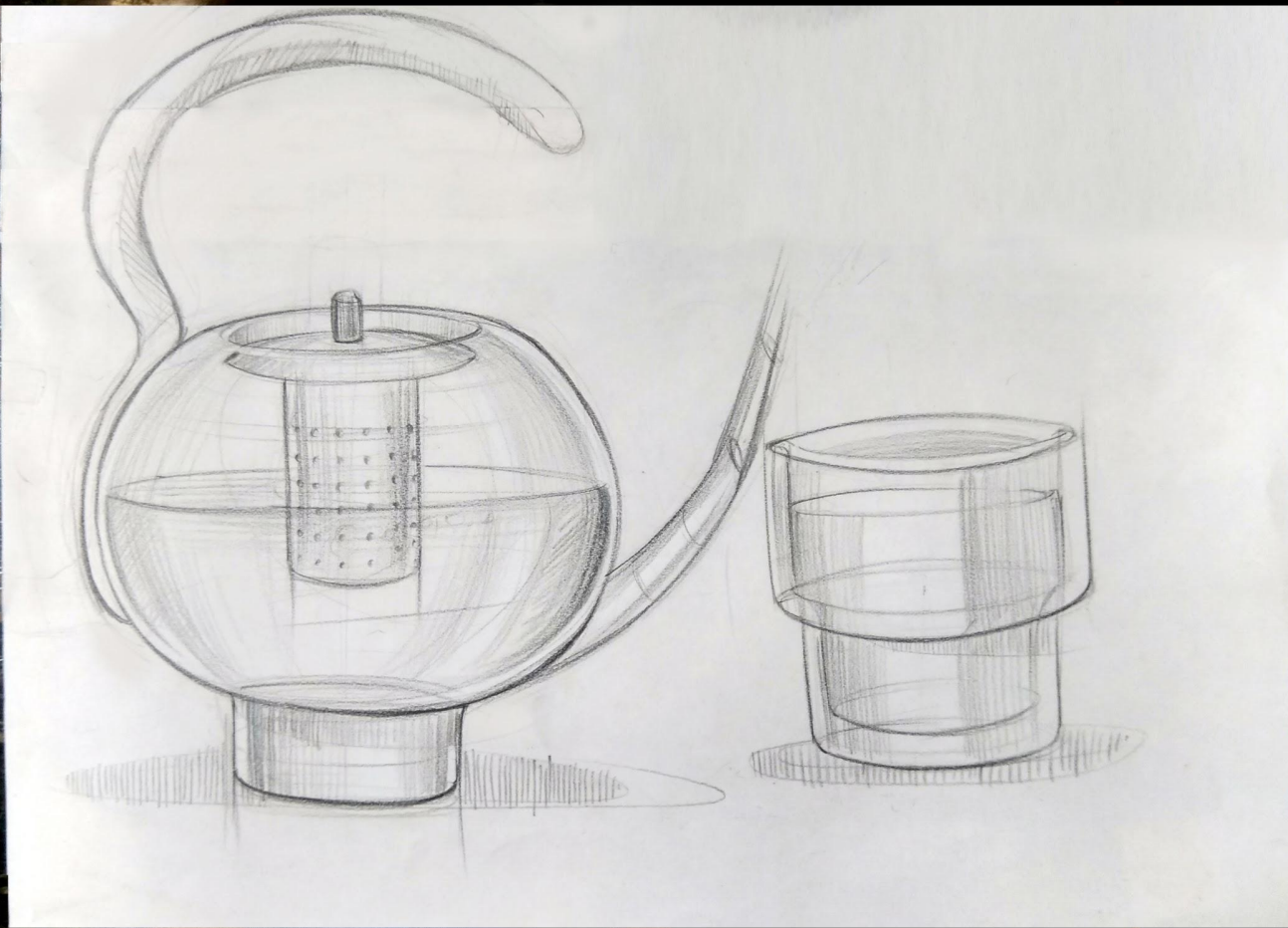




IDEATION



CONCEPT 1



GRIP ENHANCERS









A hand is holding a light-colored, cylindrical object, possibly a piece of clay or a small container. A white dashed line is drawn around the middle of the cylinder, indicating a point of support. The background shows a desk with various items, including a pen holder, a box, and a poster with the word 'DUS' and a logo.

support for fingers
and thumb







A close-up, side-profile shot of a person wearing glasses, holding a piece of light-colored, textured paper. The paper is held between the thumb and the index and middle fingers. A white dashed line is drawn on the paper, starting from the thumb, curving around the side, and ending near the fingers. The background is a blurred indoor setting with a desk, a pen holder, and some papers.

support to fingers
and thumb





INDUS





INDUS

support to the
thumb









CONCEPT 2



MINIMAL CUPS



INDUS



INDUS



INDUS

sufficient height for
gripping
with all fingers











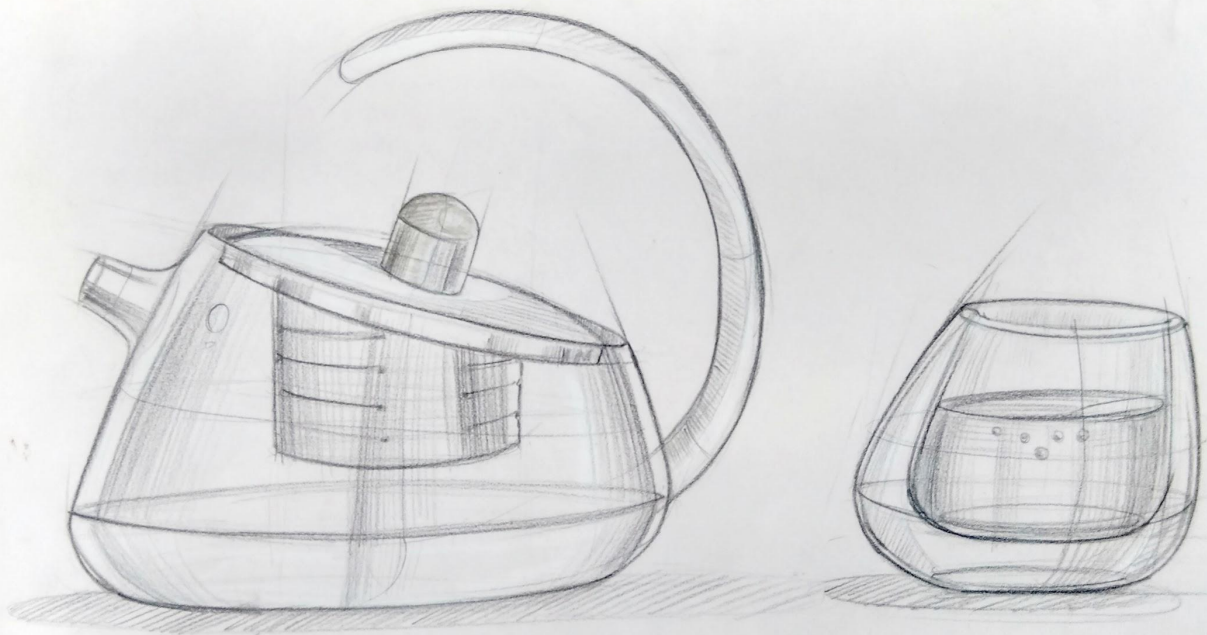
smooth surface
of contact



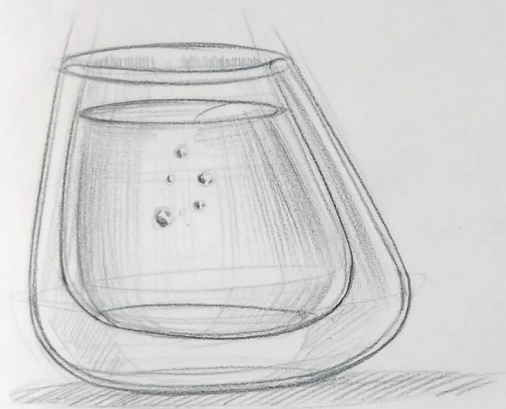
smooth surface
of contact

comfortable height
for better grip

CONCEPT 3



THE INCLINED TEACUPS



THE INCLINED TEACUPS





INDUS



INDUS



Smooth surface
of contact



Inclined surface
providing a different
experience of grip





INDUS

IND

INDUS



INDUS

IND

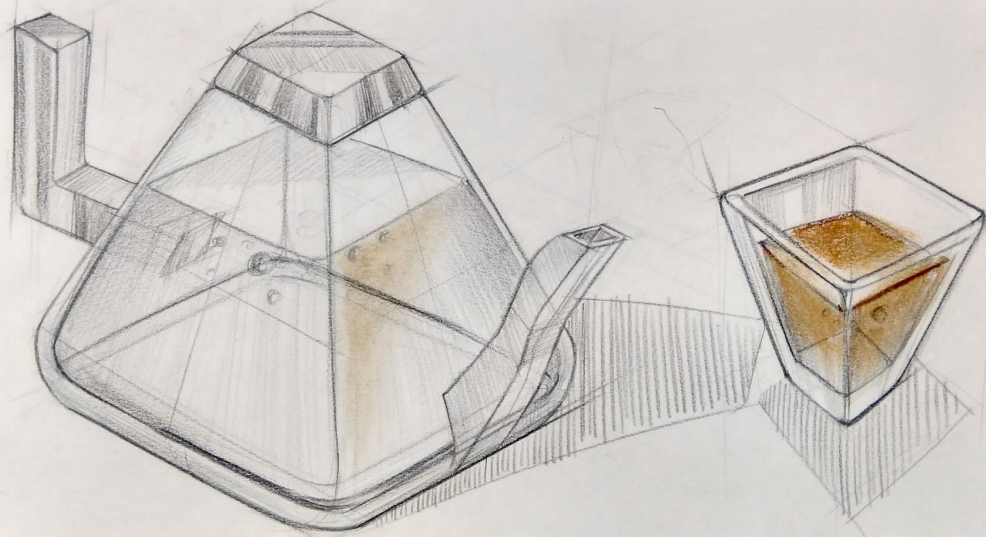
INDUS



Chamfer at the bottom to
make the teacup look less bulkier



CONCEPT 4



TRANSFORMATIONS



INDUS



INDUS



INDUS







INDUS



INDUS



INDUS

Increasing fillet radius



INDUS

Increasing fillet radius

Increasing radius
of the circle









Increasing fillet radius



the point of intake



Sufficient height and
smooth surface of contact



CONCEPT 5

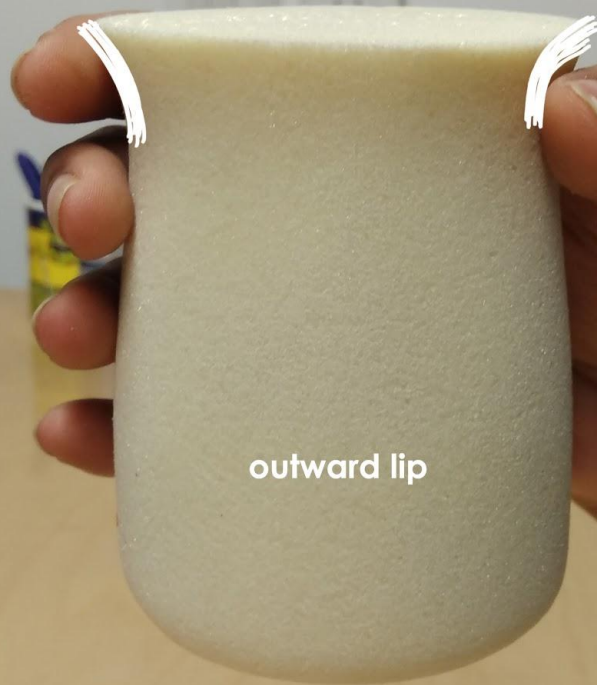


THE CURVE LIPPED





INDUS



outward lip

support and resistance
provided to the thumb
and fingers by outward
lip to enhance grip and
less drippage









Smaller height
Wider mouth



INDUS



INDUS



INDUS

Chamfer at the bottom





INDUS





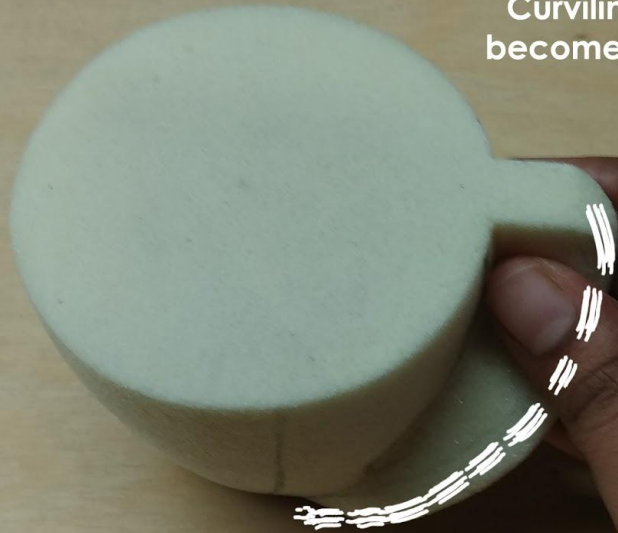
CONCEPT 6



CURVED GRIPS



Curvilinear handle which
becomes a part of the body













CONCEPT 7

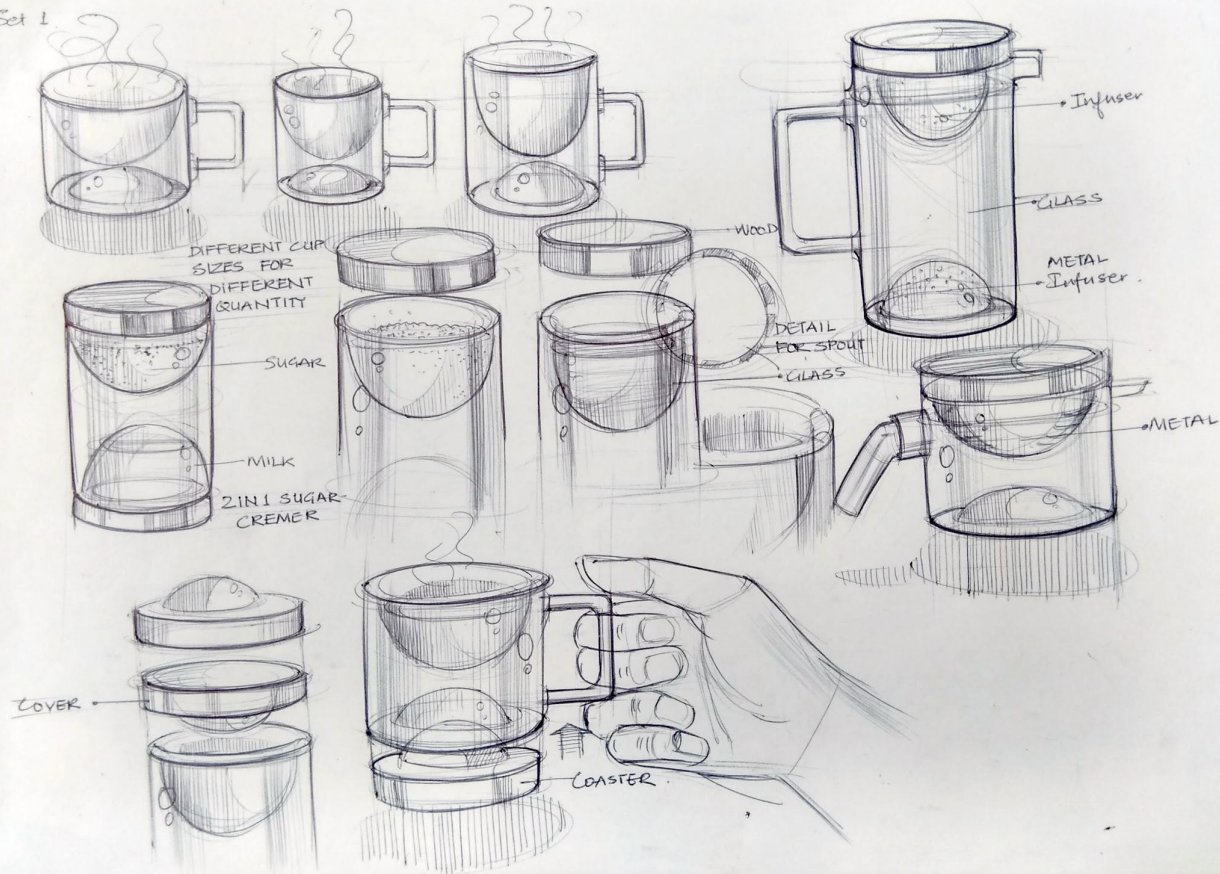






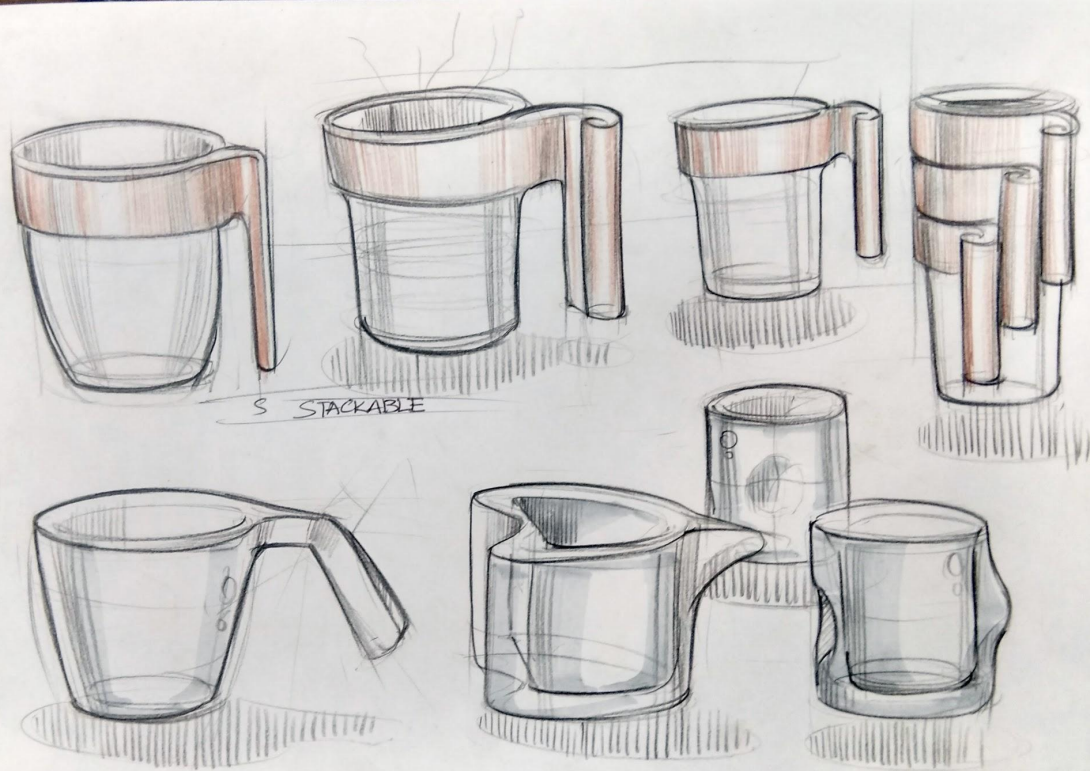
CONCEPT 11

Set 1



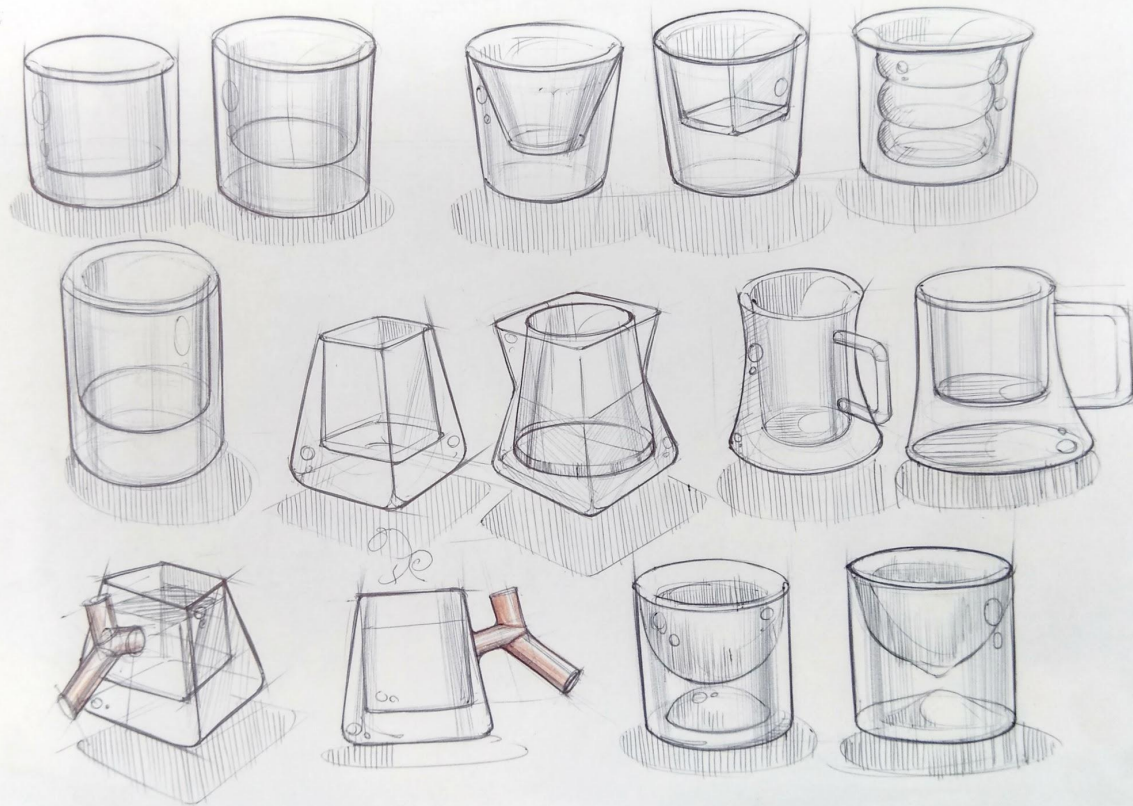
CYLINDRICAL FORMS

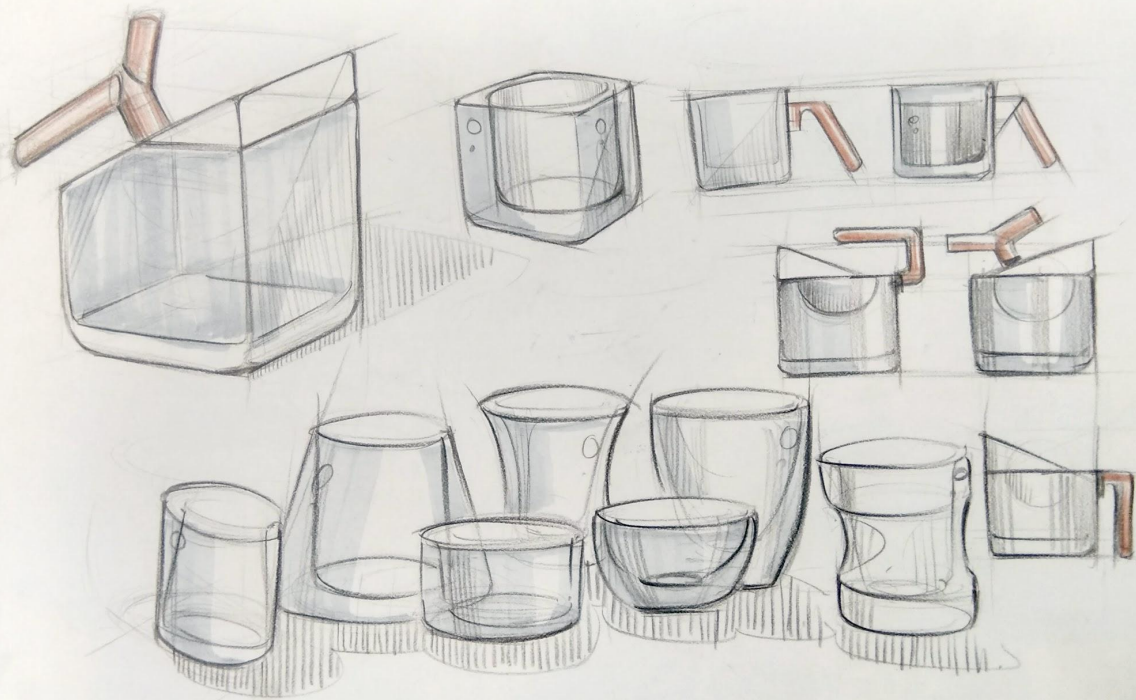
CONCEPT 12

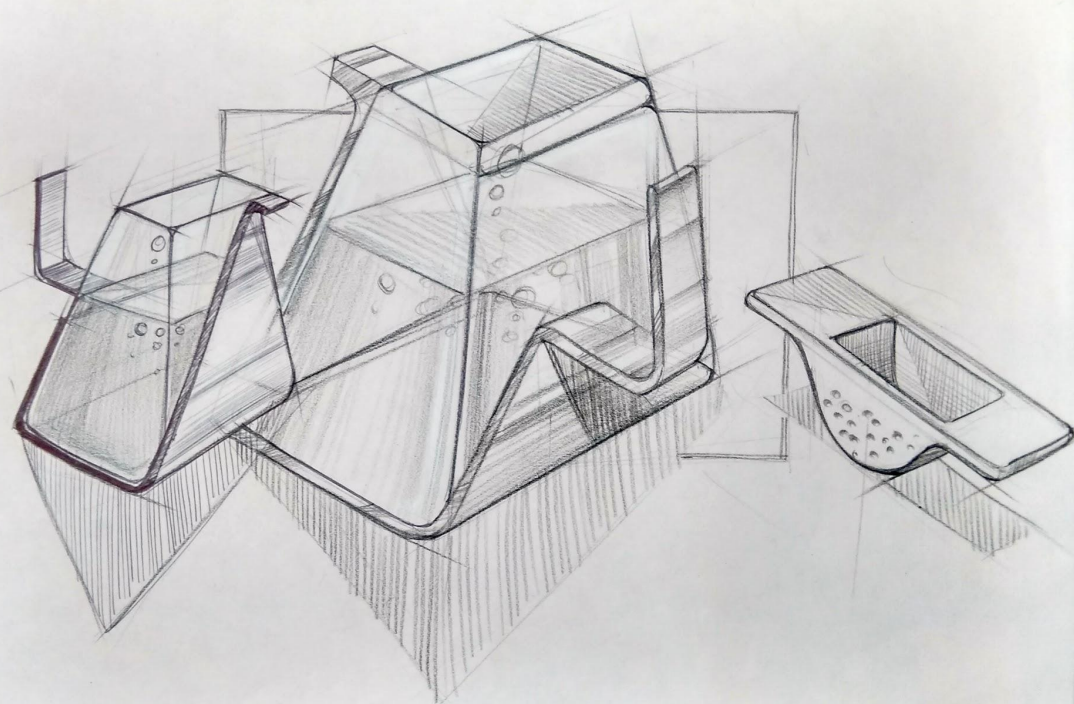


STACKABLES

CONCEPTUAL SKETCHES

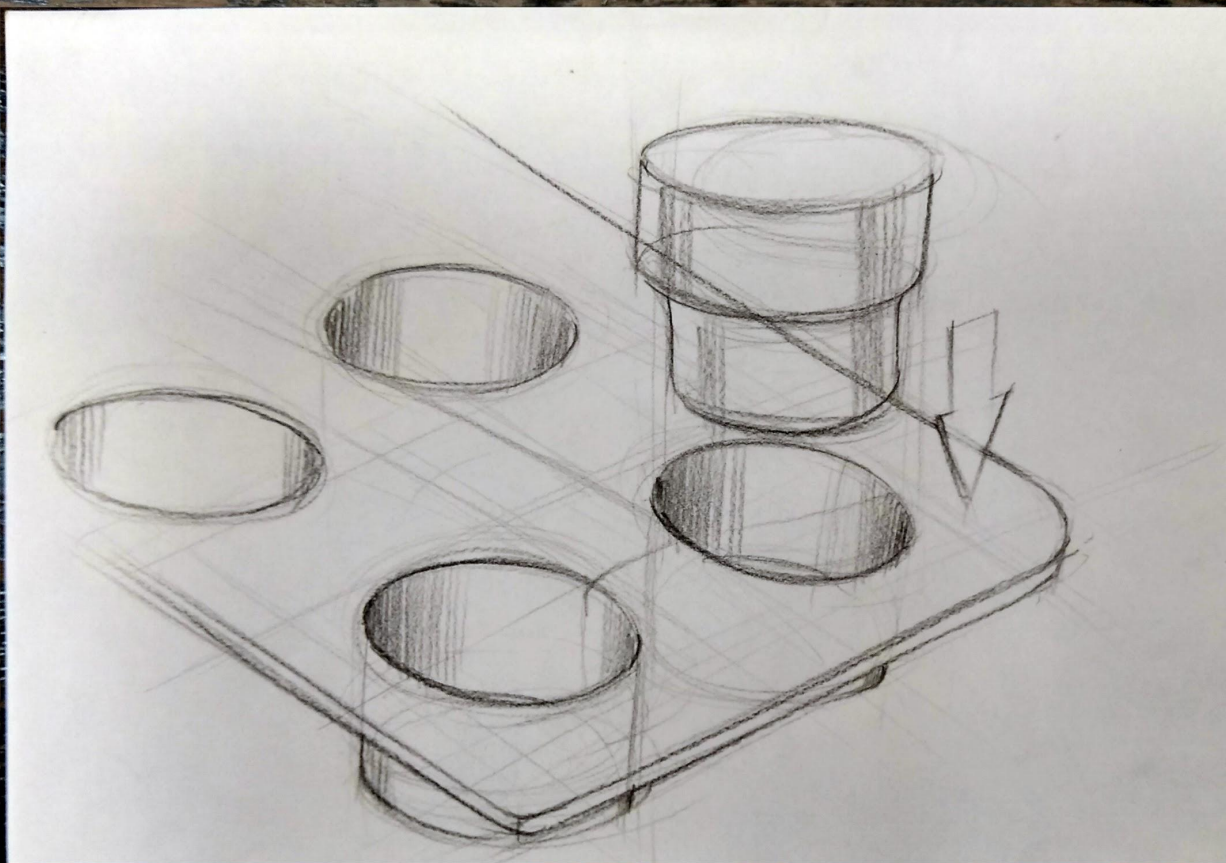




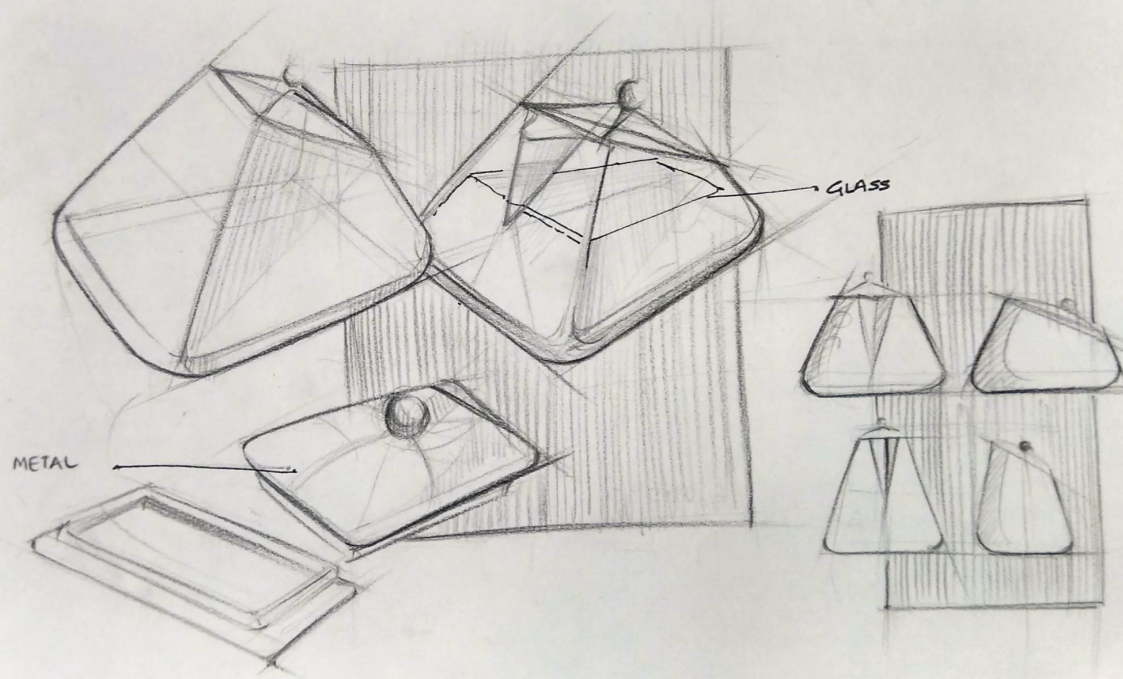


METAL AND GLASS
FUSION

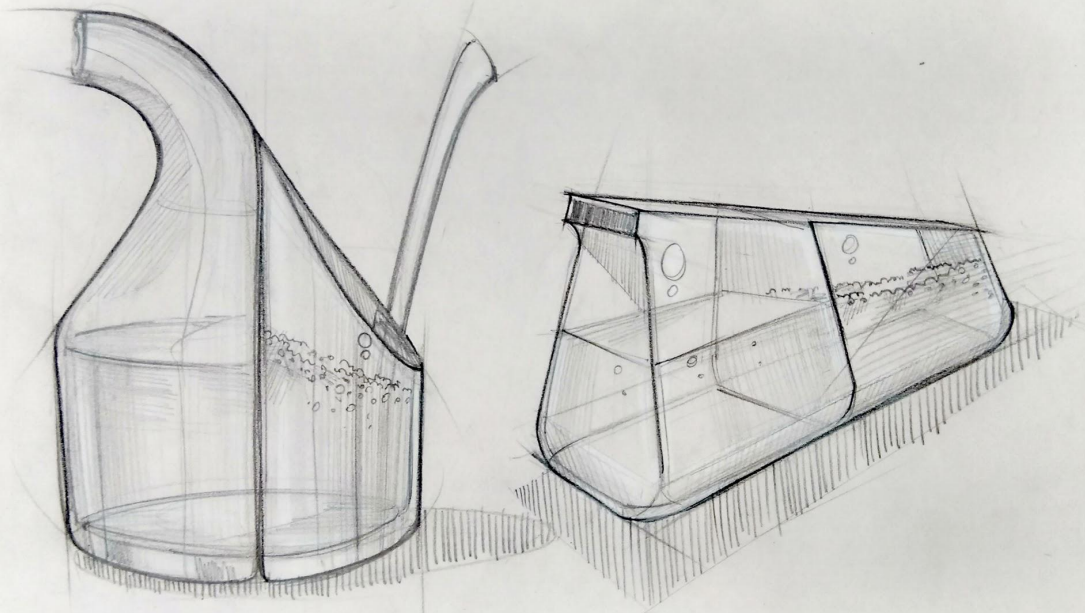




WOBBLE FREE TRAY



SUGARS AND CREAMERS



SUGARS AND CREAMERS

CMF and Concept Refinement

Mockups











CMF Boards



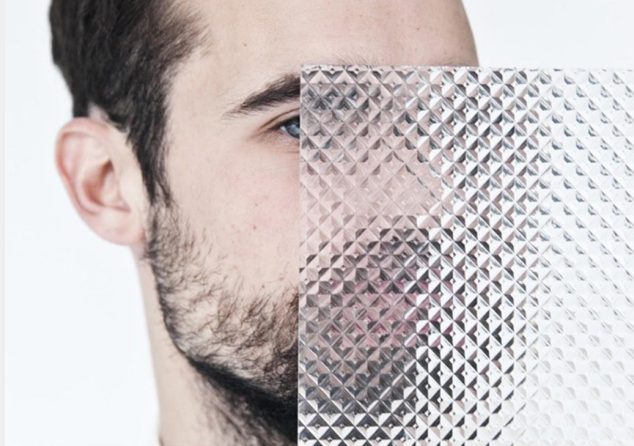














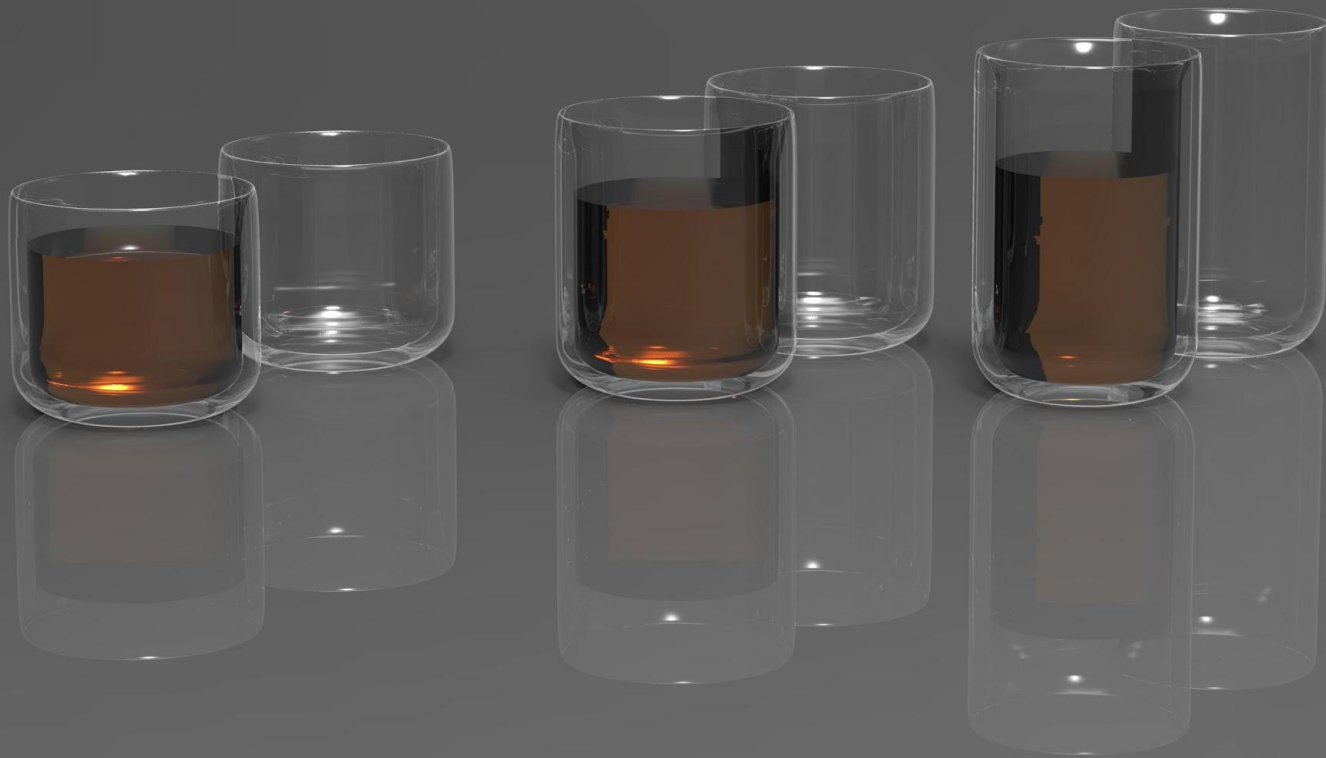
Concept Refinement

Double walled Glass

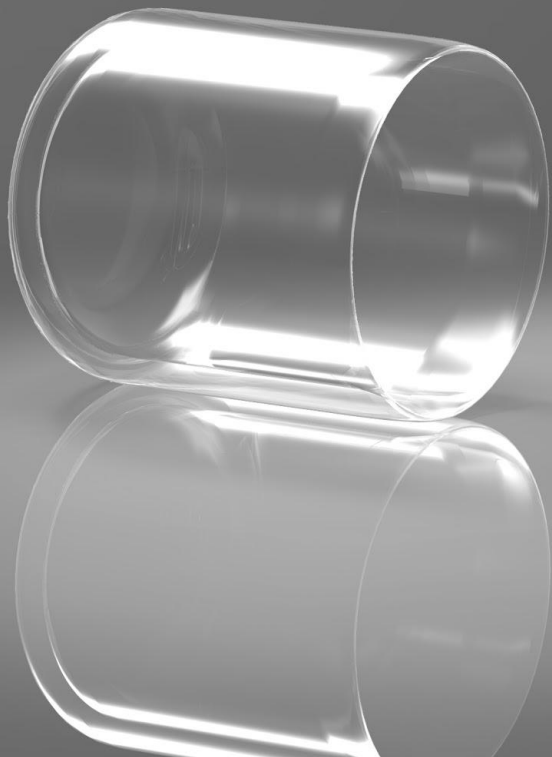
MINIMAL CUPS



1/5 MINIMAL CUPS









2/5 LIPPED CUPS



3/5 VARIED FORM



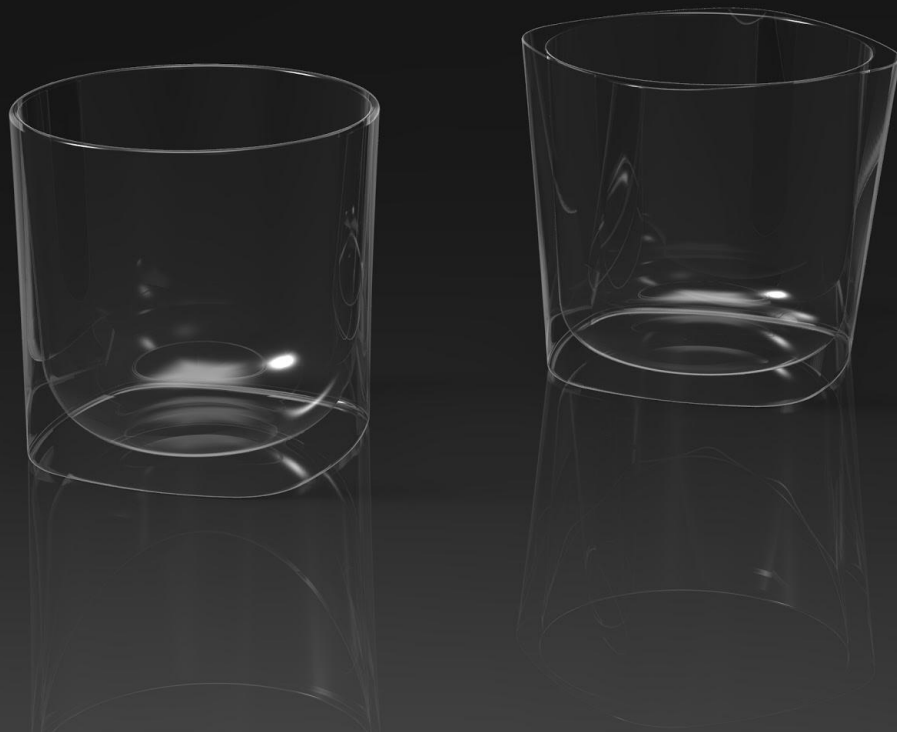
4/5 FORM TRANSITION



FROSTED GLASS



5/5 GLASS



CERAMIC AND STONEWARE



INCLINED CUPS, CERAMIC







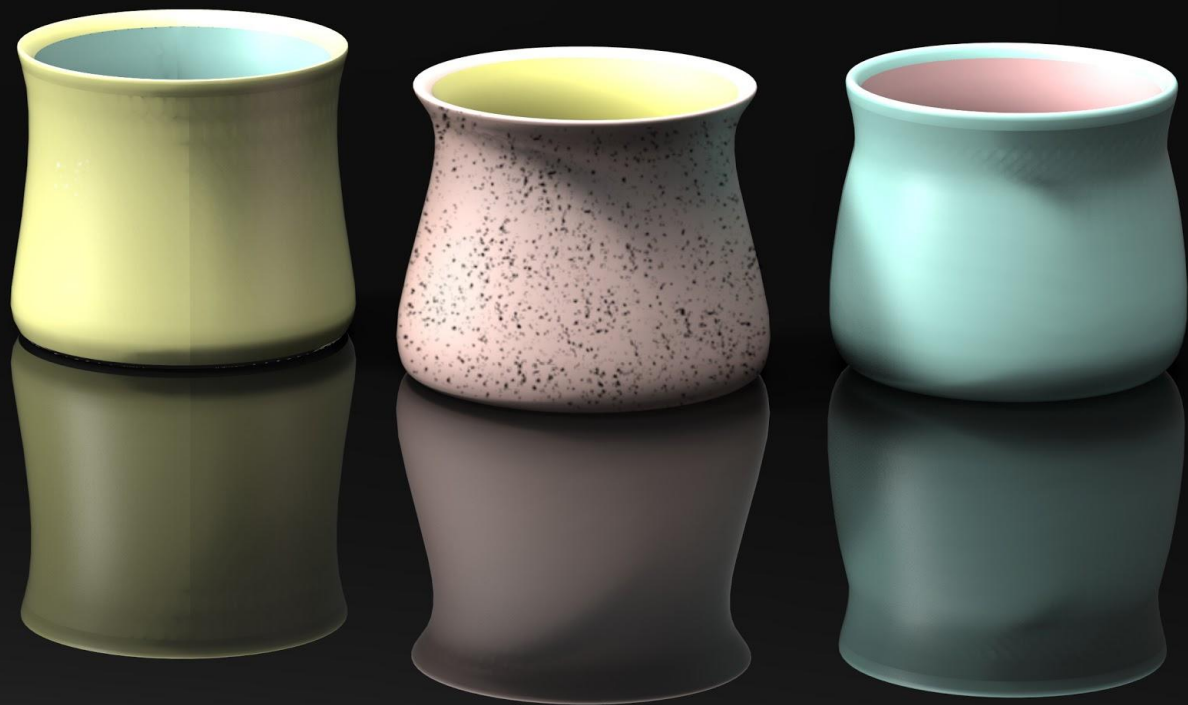
BLACK MATT CERAMIC



BRASS, CERAMIC







PASTEL COLORS





Thankyou