

The background of the slide features a wide-angle photograph of a mountain range during a sunset or sunrise. The sky is a gradient of orange, yellow, and blue. The mountains in the foreground are dark and shadowed, while the peaks in the background are brightly lit with golden light, highlighting their rugged textures and snow-covered slopes.

Travel Mug Design **Planet Earth**

Presented by XIAO Yunzhong

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Content

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Validation

01

What is a travel mug?

Definite the product I want to design



What is a travel mug?

Travel Mugs



Container

Contains water or other liquid



Ornament

Beautiful, pleasing to the eye.

Travel mugs can serve as
decoration



Story

An expression of your
personality



Thoughts

The travel mug, as a constant
companion, can also inspire on
a reflective level

02

What's the property of a good travel mug?

Popular travel mugs research



What's the property of a good travel mug?

The top concerns of users

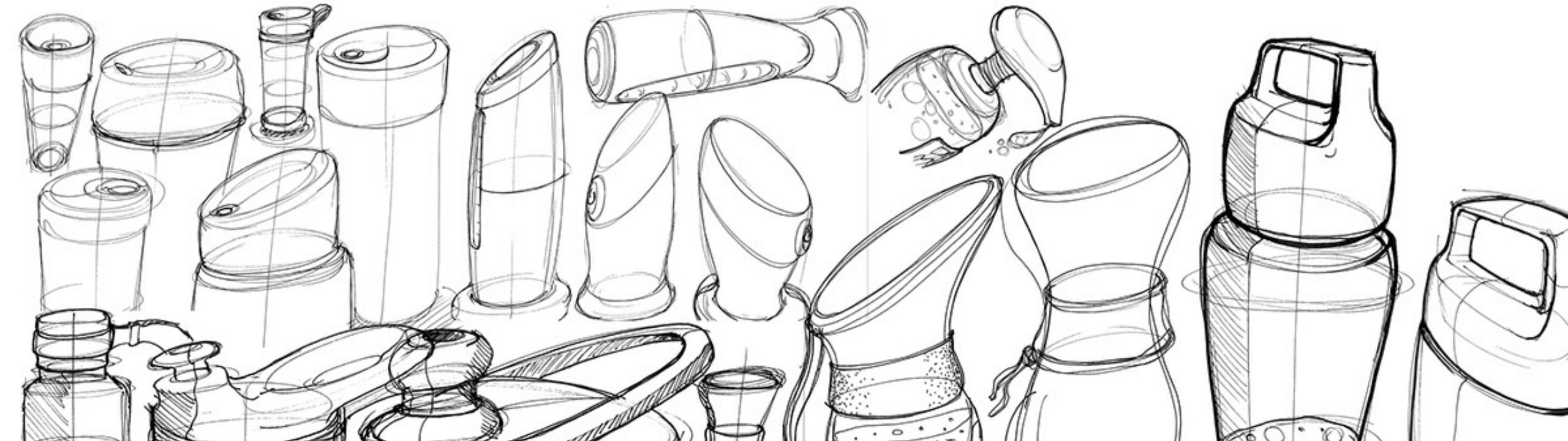
1. insulation performance, including cooling performance and heat retention performance
2. easy to clean whether the parts are easy to disassemble whether stains on the inside and outside of the cup are easy to remove
3. appearance texture pattern surface texture
4. lid style whether the mouth of the cup can be stuffed with ice cubes whether the drinking part is convenient with or without a straw
- 5 leak-proof performance closure: rotation magnetic snap
6. portability whether there is a carry handle
7. grip comfort involving the outer surface material shape



03

Design Process

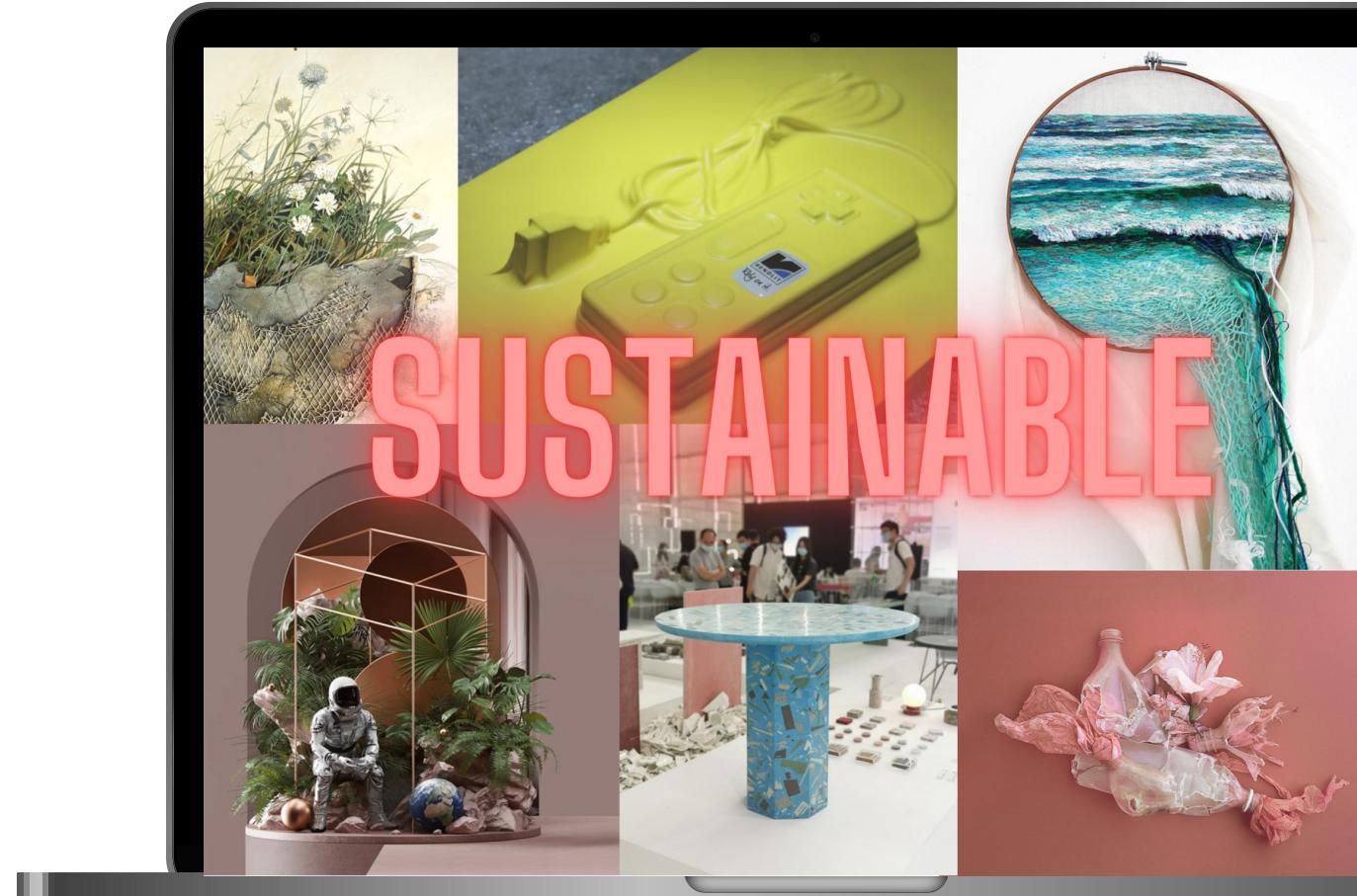
Start Brain Storming



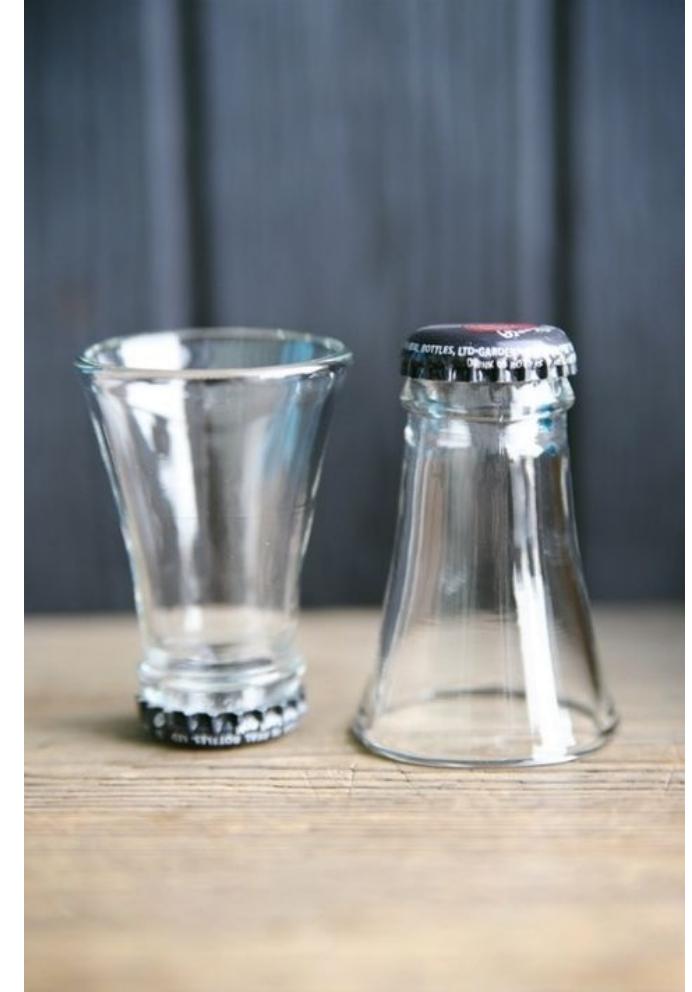
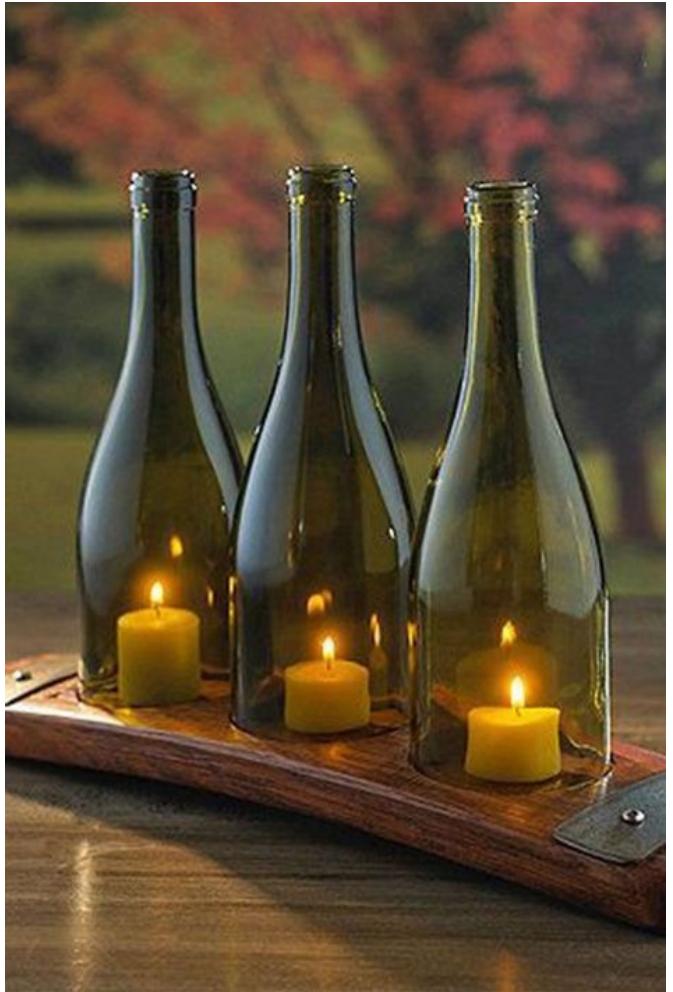
Design Process

Inspiration from moodboard

Sustainable is about recycle,
renewable materials



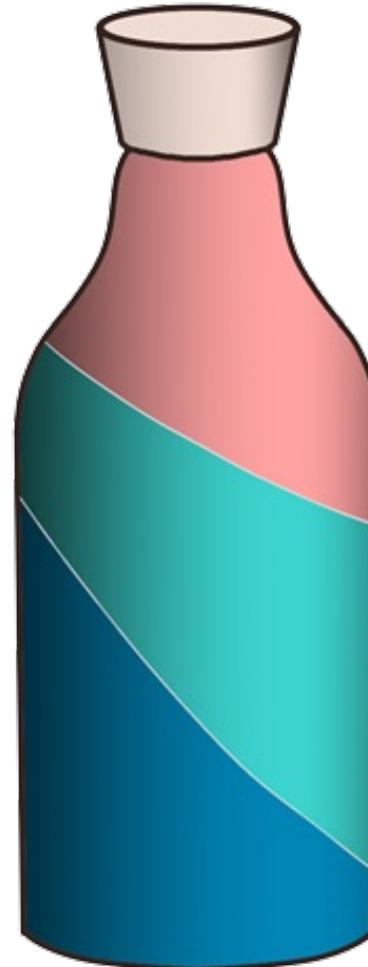
Sustainability is about RECYCLE



1st Generation Concept

Problems

- Processing difficulties: cutting, splicing
- Most glass bottles are thicker, large mass
- Food safety



Inspiration: Architecture & Sustainable Life Styles



Human & Nature

Get closer to the nature

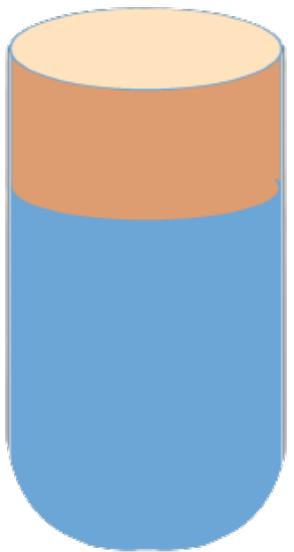
Embrace Minimalism

Inspiration: XIAOMI



“The more technology evolves, the closer it will be to the form of life”

2nd Generation Concept



Design Details

- Rounded design, more natural
- Curved cup body, hold it steadily
- Rotating lid, large mouth, easy to unscrew
- Lid texture



Materials can talk: Focus on CMF





SUSTAINABLE
take care of the planet we live in

Salt Lake



Hat: Terrazzo

Body: Porcelain

Pearl Gulf



Hat: Frosted Aluminum



Body: Glass

Rain Forest



Hat: Brazil Palm



Body: Porcelain

Coral Reef



Hat: Porcelain

Body: Stoneware

Dormant Volcano



Hat: Coffee Grounds

Body: Porcelain

04

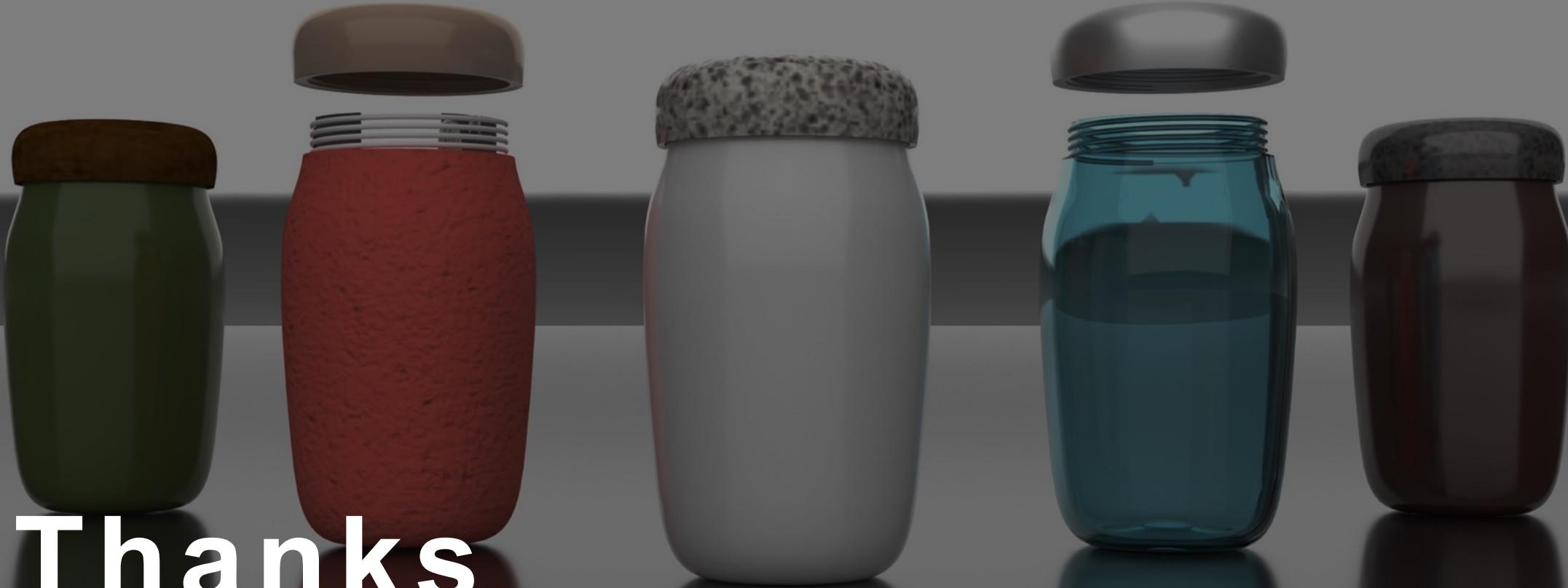
Validations and iterations

What has changed & what has not changed



Validations and iterations





Thanks

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