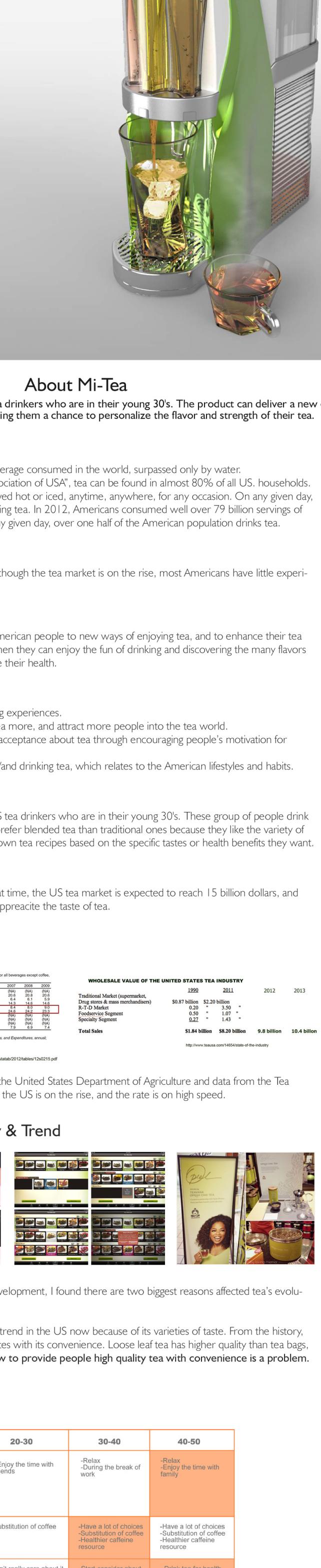


Mi-Tea

home use tea customization machine



About Mi-Tea

Mi-Tea is a home use device designed for US tea drinkers who are in their young 30's. The product can deliver a new experience to these young tea lovers by providing them a chance to personalize the flavor and strength of their tea.

Introduction

The tea second-most common beverage consumed in the world, surpassed only by water. According to statistics of "the Tea Association of USA", tea can be found in almost 80% of all US households. It's the only beverage commonly served at home, anywhere, anytime, anywhere. Over 158 million Americans are drinking tea. In 2012, Americans consumed over 79 billion servings of tea, or over 3.6 billion gallons. On any given day, over one half of the American population drinks tea.

Condition Statement

The US is a coffee drinking nation. Although the tea market is on the rise, most Americans have little experience about drinking and making tea.

Hypothesis

If there is a design that can expose American people to new ways of enjoying tea, and to enhance their tea drinking and/or making experience, then they can enjoy the fun of drinking and discovering the many flavors of tea, and at the same time, enhance their health.

Project Goal

1. Provide people with a new drinking experiences.
2. Allow tea drinkers to enjoy their tea more, and attract more people into the tea world.
3. Enhance people's knowledge and acceptance about tea through encouraging people's motivation for drinking tea.
4. To create a new way of making or/and drinking tea, which relates to the American lifestyles and habits.

Target User

Finally I defined my target users as US tea drinkers who are in their young 30's. These group of people drink tea for both flavor and health. They prefer blended tea than traditional ones because they like the variety of taste. Sometimes, they create their own tea recipes based on the specific tastes or health benefits they want.

Target Market

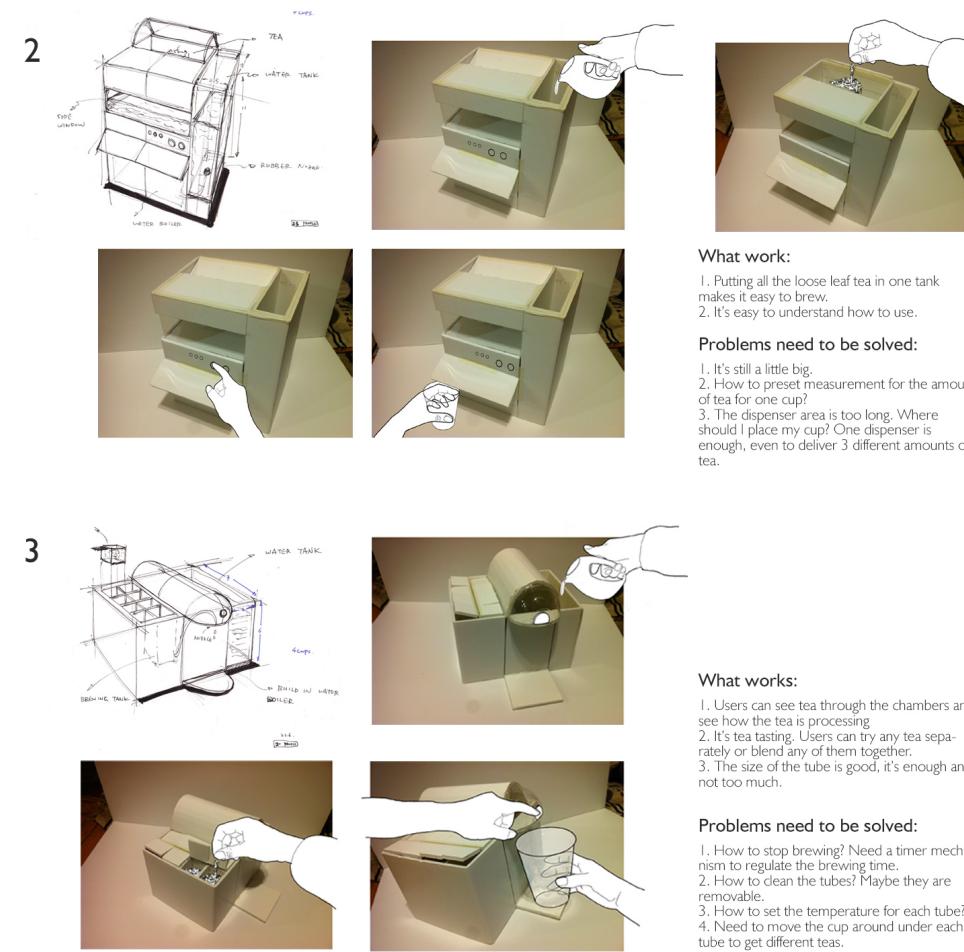
I set my target market in 2015. At that time, the US tea market is expected to reach 15 billion dollars, and American people are more likely to appreciate the taste of tea.

Understand the Market



According to a research report from the United States Department of Agriculture and data from the Tea Association of the USA, tea market in the US is on the rise, and the rate is on high speed.

Understand the History & Trend



After looked into tea's history and development, I found there are two biggest reasons affected tea's evolution: Taste and Convenience.

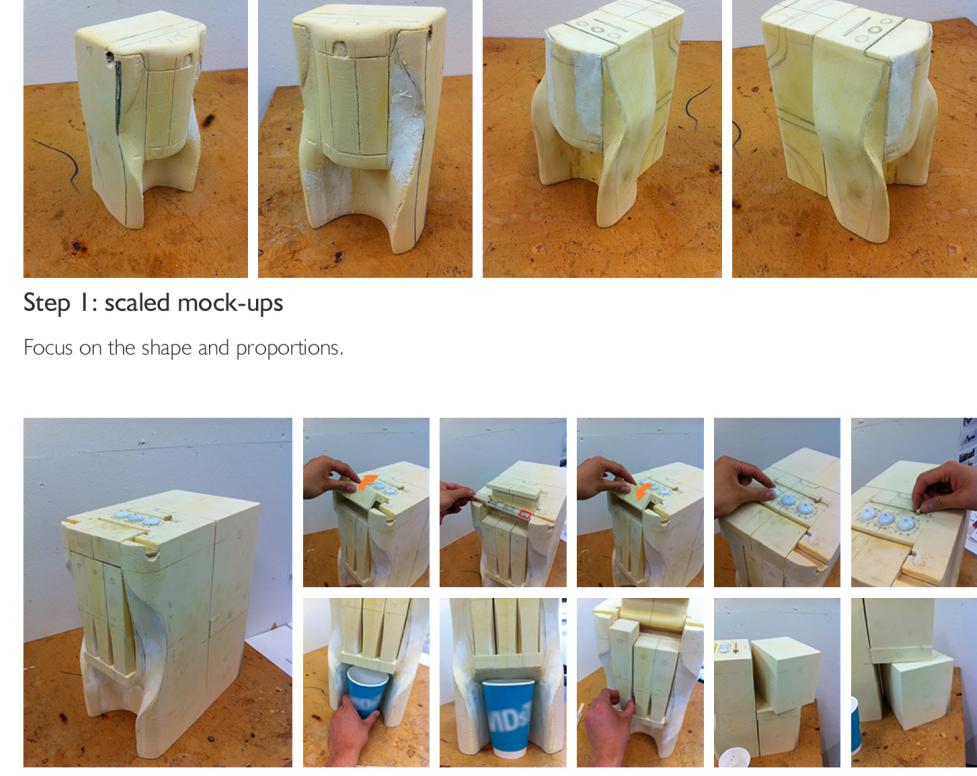
Blended loose leaf tea has become a trend in the US now because of its varieties of taste. From the history, we know that the taste of tea correlates with its convenience. Loose leaf tea has higher quality than tea bags, but also more complex to make. How to provide people high quality tea with convenience is a problem.

Target the User

Main reason	20-30	30-40	40-50
Take a break Escape	-Enjoy the time with friends	-Relax -During the break of work	-Relax Enjoy the time with family
for Caffeine	-Substitution of coffee	-Have a lot of choices	-Have a lot of choices
for Health	-Don't really care about it	-Start consider about their health	-Drink tea for health
for Fun	-Have a lot of choices	-Like to try the variety of tea	-Like to try the variety of tea
Why don't drink tea	-Don't like it hot	-Don't like it hot	Boring -Don't like the taste

After analysing the feedbacks and questionnaire answers, I set my target users as US tea lovers who are in their young 30's. They drink tea for both taste and caffeine. They appreciate the variety of tastes of blended tea, and they would like to try different flavors and blends. They also like to craft flavored tea by themselves.

Personas



Primary Persona

Kevin is a tea lover who drinks tea everyday. He likes blended tea because of the variety of flavors. He tried to blend by self but it's hard to control the proportion.

Secondary Personas

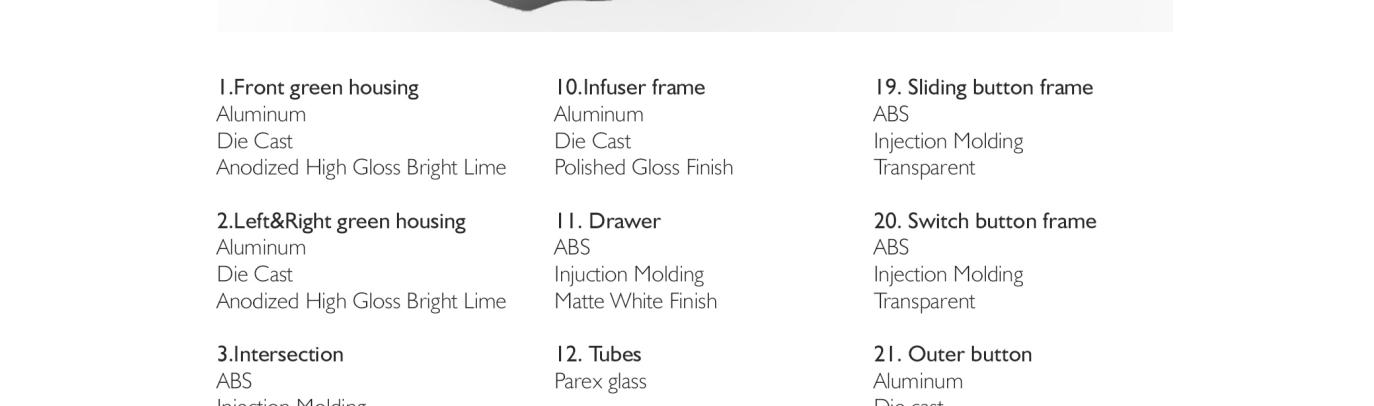
Tea drinkers who have their own stories.

Research about people's life

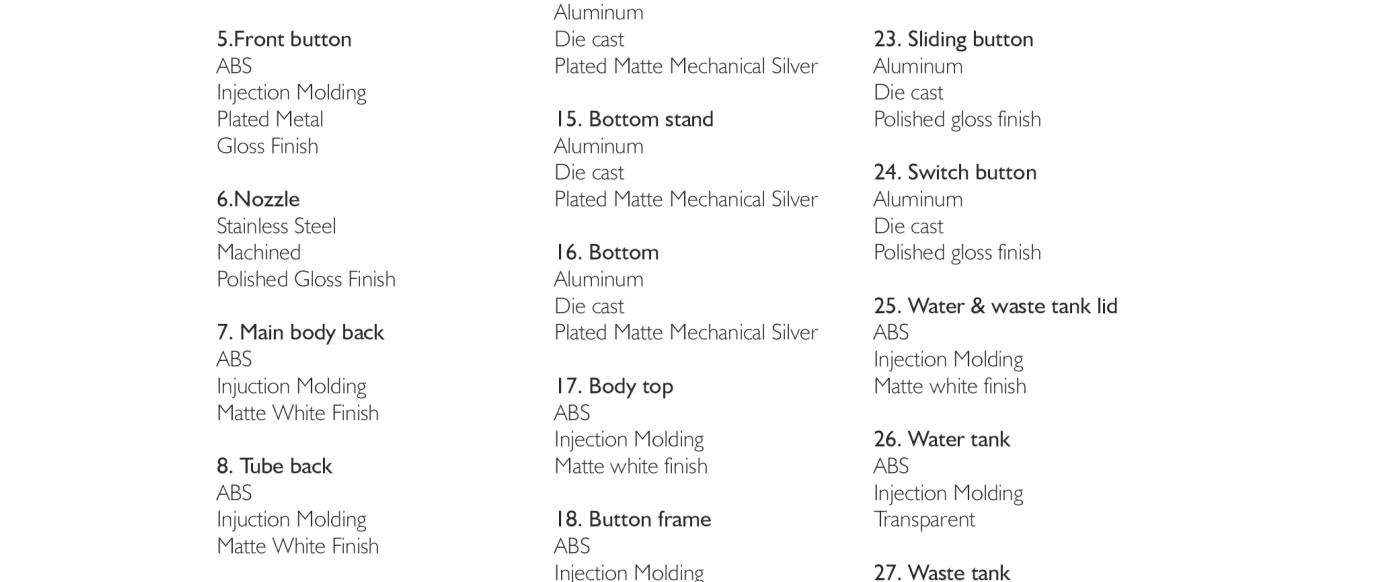
Old Scenario



Task Analysis



New Scenario



Traditional ways to process tea (2 special steps)

