

Project I

DESIGN OF TEAWARE FOR CARAFEWERK

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DECLARATION

I declare that this written report represents my own idea in my own words, and where others, ideas or words have been included, I have mentioned the original source. I also declare that I have adhered to all principles of academic honesty and integrity and have not falsified, misinterpreted or fabricated any idea, data, facts or source in my submission.

I understood that any violation of the above will be cause for disciplinary action by the Institute and can also penal action from the source from which proper permission has not been taken, or improperly cited.

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Date - 03-07-2018

Sign -

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ABSTRACT

In India, chai is more than just a cup of tea to start the day - this drink is an essential part of the rhythm of life.. Tea is the most common drink in India. India consumes 837000 tonnes of tea every year. The ritual of chai crosses all boundaries. Carafewerk, through their tea machine have tried to bring the essence of Chai into their product. The machine brews tea in the traditional methods, and can prepare customised tea according to the user's preference.

Carafewerk is trying to launch itself as an exclusive tea brand. This project aimed at designing a line of teaware for the brand for an office environment.

The various components of the tea set were decided and a more minimal and contemporary approach was followed while designing the teaware.

1. INTRODUCTION

1.1 INTRODUCTION

From earthen Kulhads to Chinaware teacups, there are variety of drinkware are used in India. There were a lot of examples to take inspiration from. But the motive of the project was to come up with unique and modern set of teaware.

1.1.1 Chai and its context

People in india can be sen having tea in most to all situations be it festivals or get togethers, parties or a road trip. Chai is served with various food items as well across India.



1.1.2 Chai and its variations

From earthen Kulhads to Chinaware teacups, there are variety of drinkware are used in India. There were a lot of examples to take inspiration from. But the motive of the project was to come up with unique and modern set of teaware.

From Kashmiri Pink Tea to Cutting Chai of Bombay, Chai offers its many variations. People are also fond of green and herbal teas and black tea all over India. Tea holds various medicinal values.



1.1.3 Chai wallas of India

On every corner of Indian roads one can find small establishments of Tea vendors. According to a survey conducted, most people are fond of Tapri teas or Chai.

So we looked for inspiration in the Tea stalls and what products can possibly be used as an inspiration in our design.



1.1.4 Traditional Pottery of India

For further inspiration we closely observed the traditional pottery of India. Traditional Blue Pottery of Jaipur and Longpi Pottery of Manipur was studied. Various pieces of the above mentioned potteries were also bought to examine. Their form, material, texture and finish was observed.



1.2 SCOPE OF THE PROJECT

The scope of the project was very open. The components of the tea set were the scope of the project. The components included the following.

- Teacups
- Teamugs
- Saucers
- Kettle
- Infusers
- Strainers
- Spoons and Scoops
- Tea Storage(Cannisters)
- Creamers and Sugars
- Teapots
- Tea trays
- Tea coasters
- Teacup and mug covers
- Cup sleeves
- Travel teamugs
- Tea Press



2. STUDY AND RESEARCH

2.1 OVERVIEW

The study and reasearch was divided into three segments,
Market Study
User Study
Online questionnaire

2.2 Market Study

The market study involved buying various pieces of teaware from the market and study of various teaware brands and the products they are coming up with. To know the empty areas of the market and the trends of the market as well. with the study it was noticed that double walled glass was something which was actively being used in the industry.

Hereby are few examples of various tea brands:

1. Zens Lifestyle



2. Ausfeather



3. Tea Forte



4. Tea Makers of London



5. Viva Scandanavia



6. Finum



7. Bodum



8. Maxwell and Williams



9. Nespresso



2.3 User Study

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 handle
- 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?

TABLE 1 : 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		●												●					

TABLE 2 : AESTHETICS

	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										●									

MOST PREFERRED CUPS-1

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



Negatives

- Was little off- balance.
- The handle was small for 2/8 people

MOST PREFERRED CUPS-2

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)
- Visually comfortable



Negatives

- Was little off- balance.
- The handle was small for 2/8 people

MOST PREFERRED CUPS-3

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.



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



Negatives

- 2/8 people didn't prefer it since glass seems more breakable than ceramic.
- The handle was small for 1/8 people.

MOST PREFERRED CUPS-4

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

- Largest handle amongst the lot
- Stability while holding



Y5, Black tapered mug
Size- Large
Material- Ceramic

Negatives

- Wasn't preferred because of its form.
- The outward lip, made it more susceptible to chipping off from the edges

MOST PREFERRED CUPS-5

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



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



Negatives

- Wasn't preferred because of its color by 3/8 people.
- The handle was comparatively small from other members of its family, resulted in lot of strain on the fingers for 4/8 people.

MOST PREFERRED CUPS-6

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



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

Negatives

- Too small handle for 6/8 people.
- Didn't fit the amount of tea that people usually drink
- The interior color was too dark for 1/8

MOST PREFERRED CUPS-7

3/8 people preferred this mug based on Aesthetics

- Traditional form
- Earthy material
- Nostalgia factor



Negatives

Difficult to grip for 5/8 people as it became too hot too fast.

LEAST PREFERRED CUPS-7



Insight

- 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.

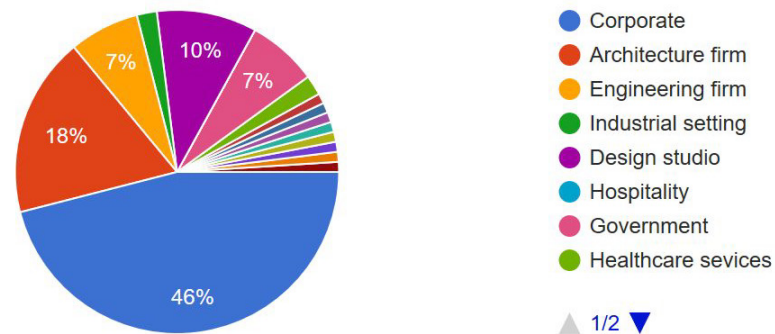
2.3 Online questionnaire

Method of research : Online Questionnaire

Number of responses : 100

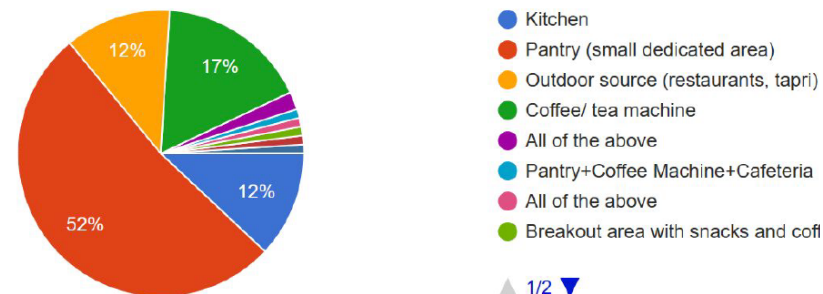
What kind of office do you work in?

100 responses



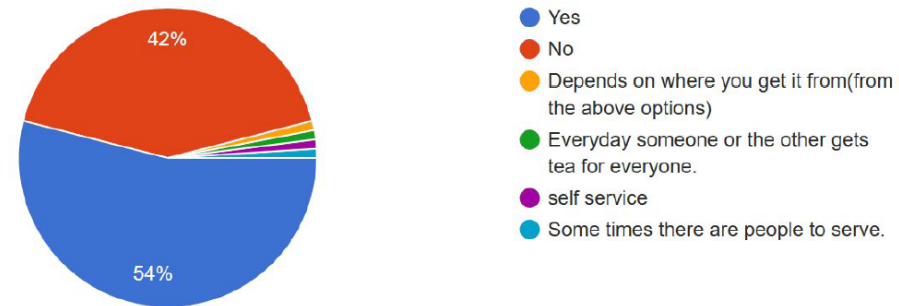
What are the arrangements for food and beverage in your office?

100 responses



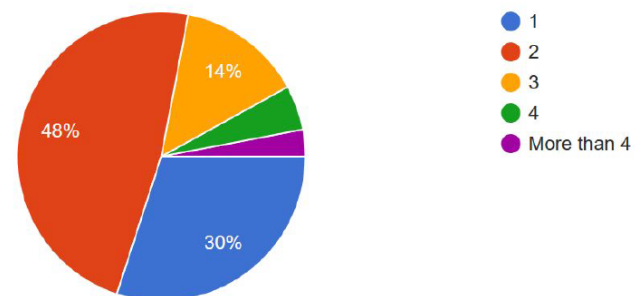
Do you have someone to serve beverages?

100 responses



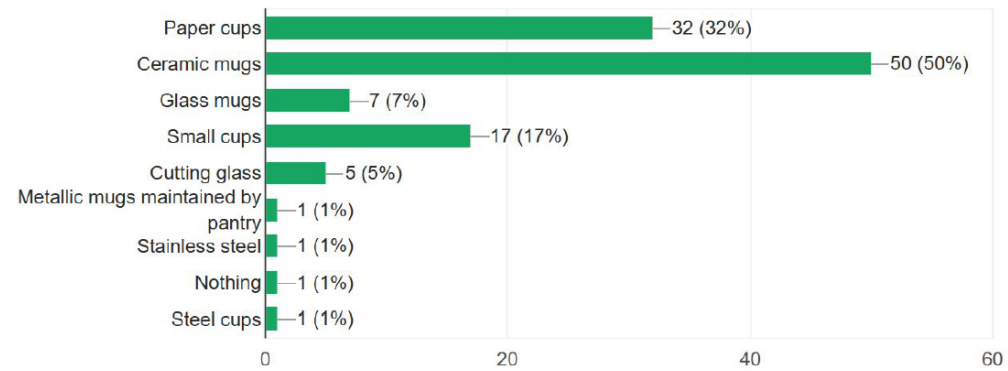
How many times do you consume tea/ coffee per day in the office?

100 responses



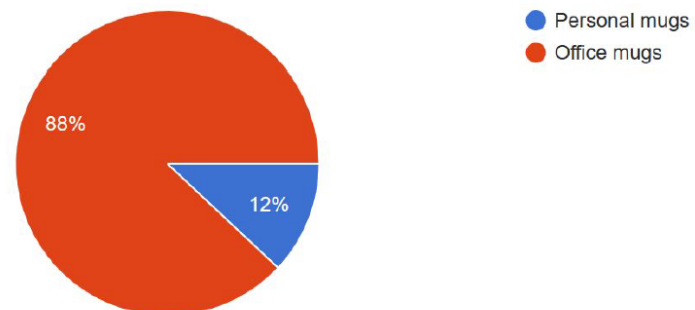
If the office does provide you with cups/ mugs, what kind are they?

100 responses



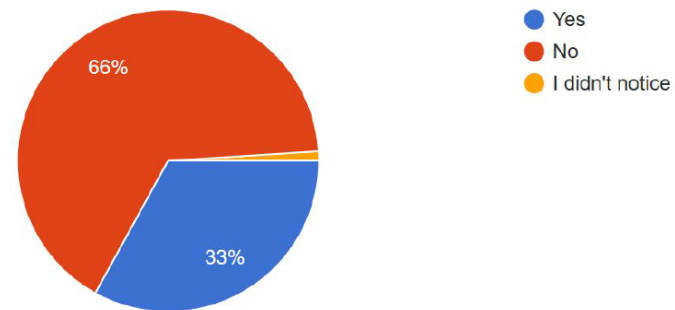
What kind of cups/ mugs do you use?

100 responses



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

100 responses



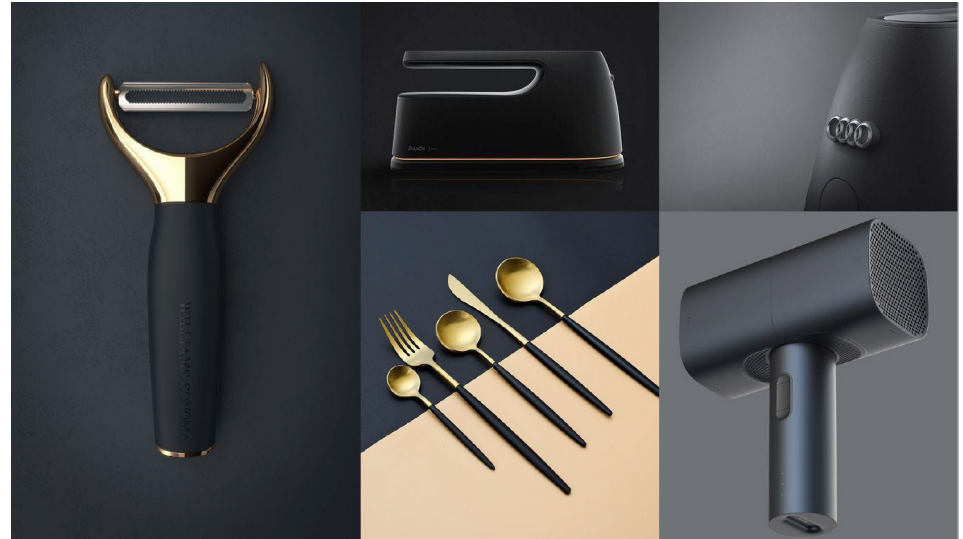
3. IDEATION

3.1 MOODBOARDS

Keyword : MINIMAL



Keyword : PREMIUM

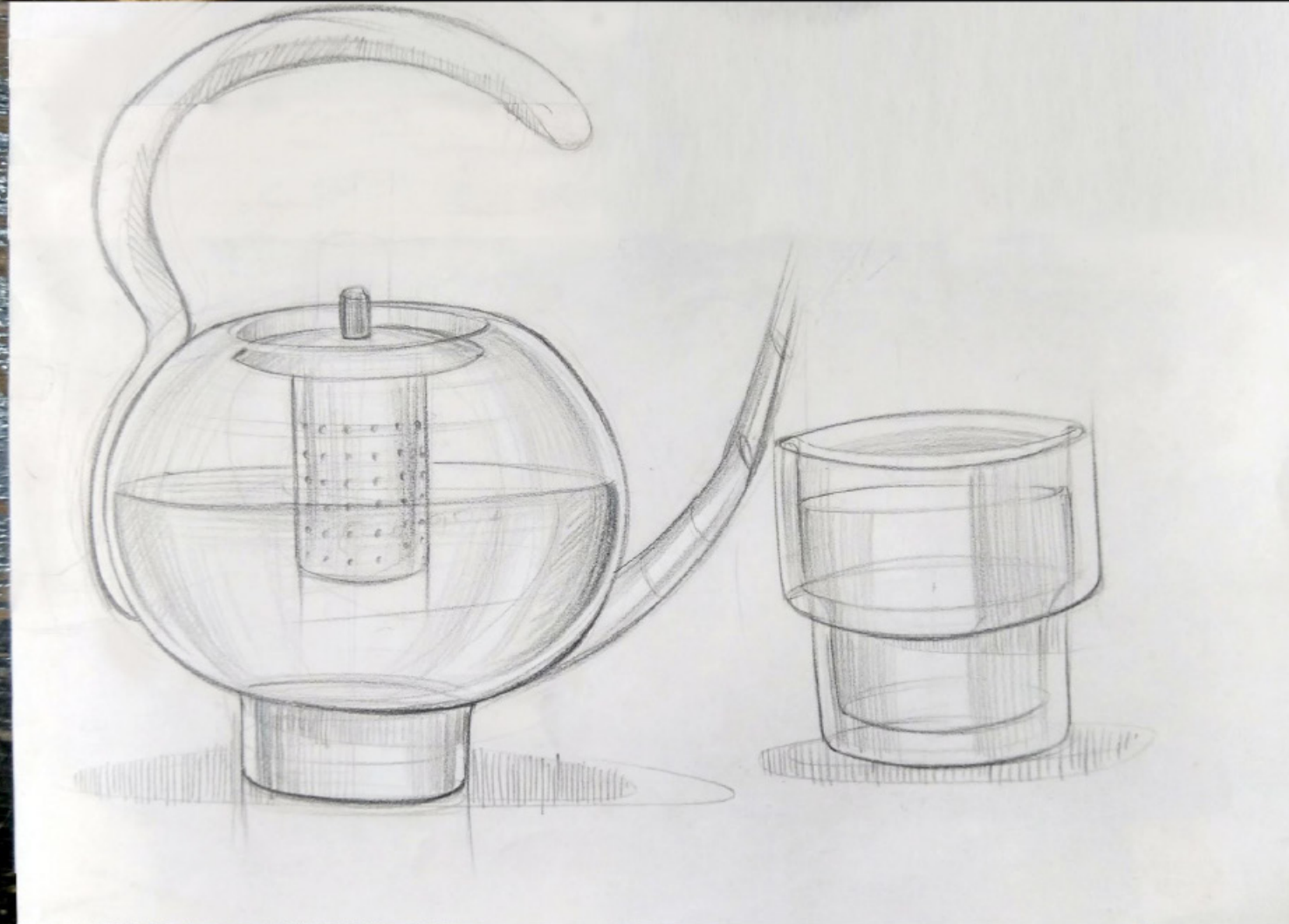


Keyword : CLEAN



Keyword : STACKABLE

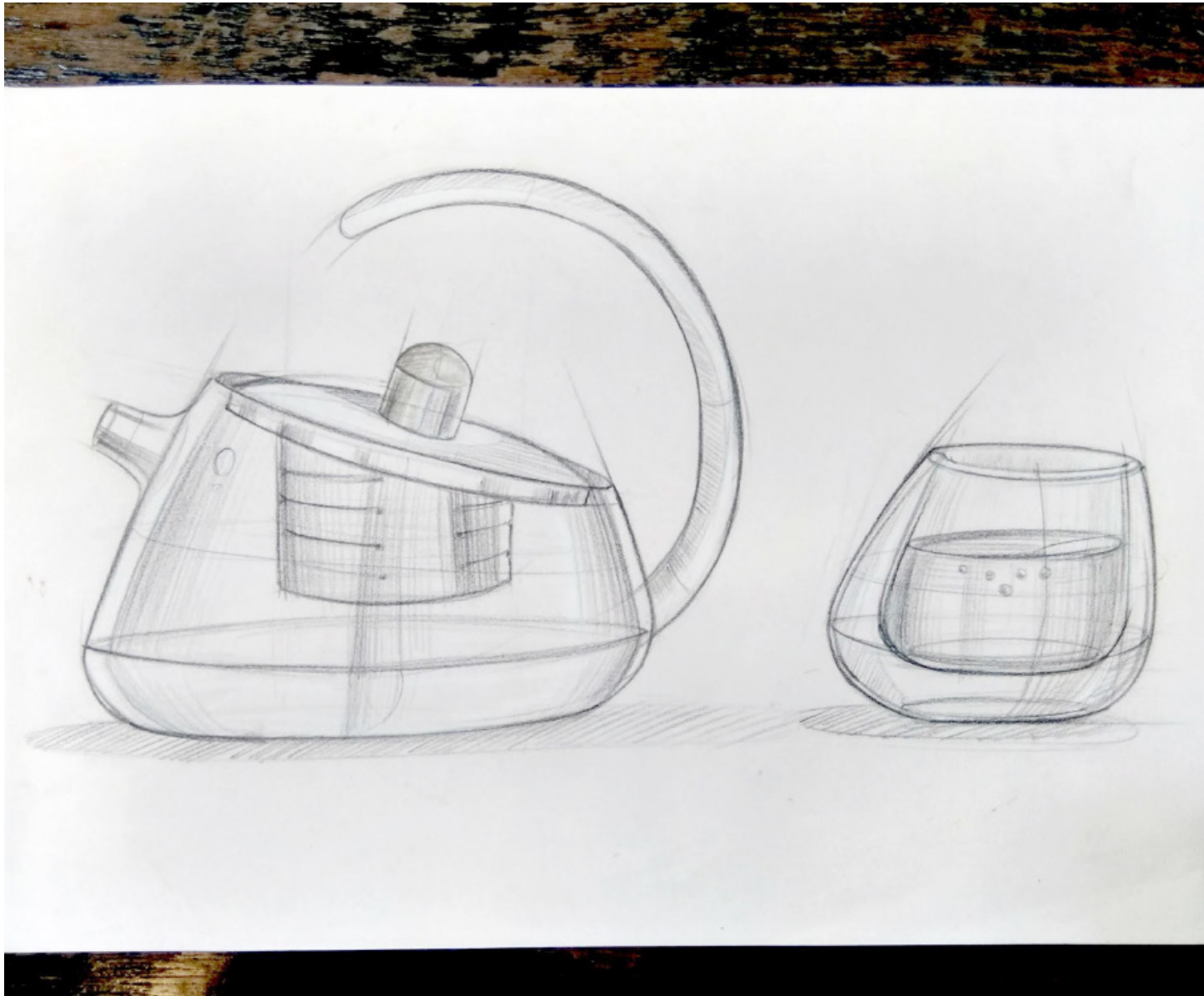




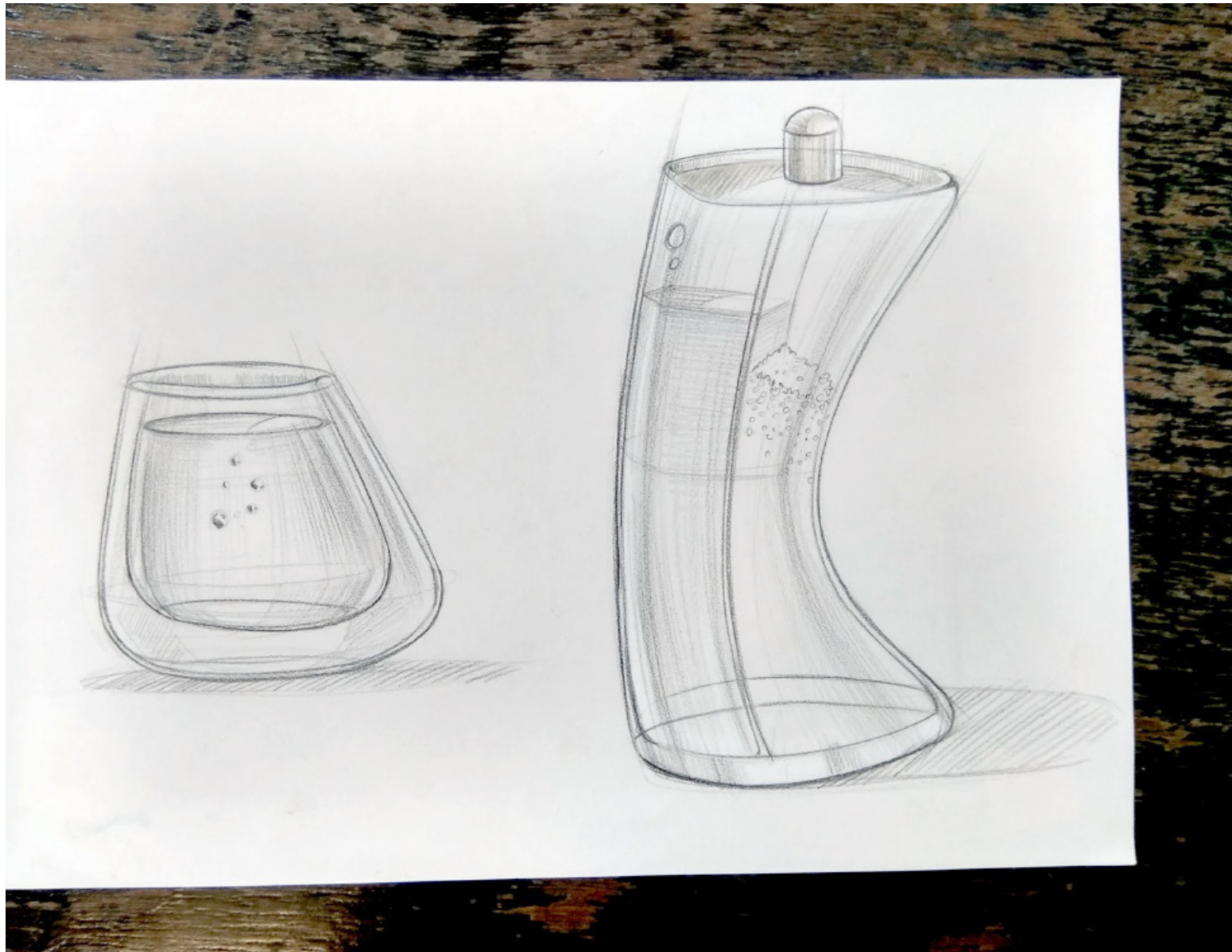
GRIP ENHANCERS



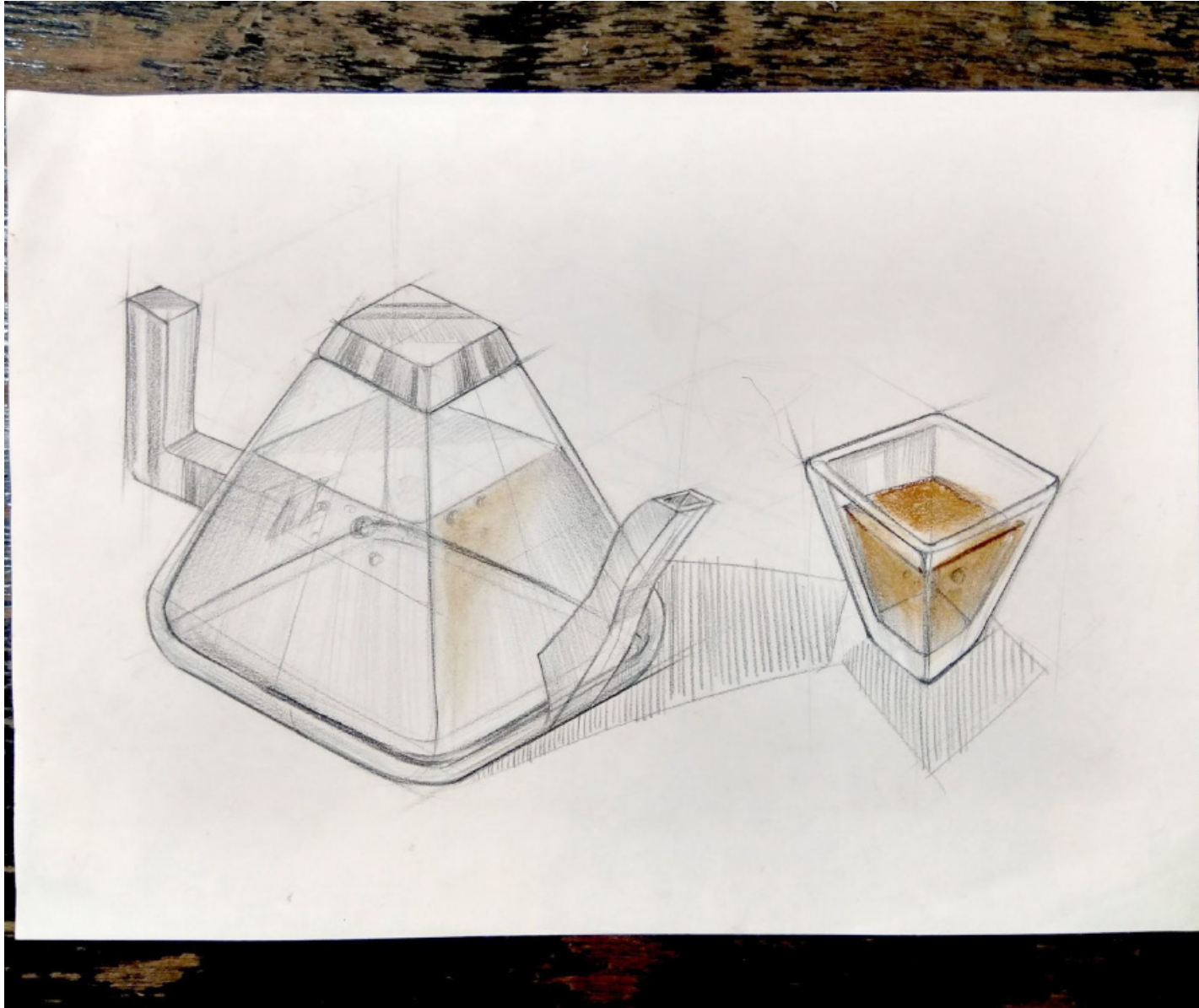
MINIMAL CUPS



THE INCLINED TEACUPS



THE INCLINED TEACUPS



TRANSFORMATIONS



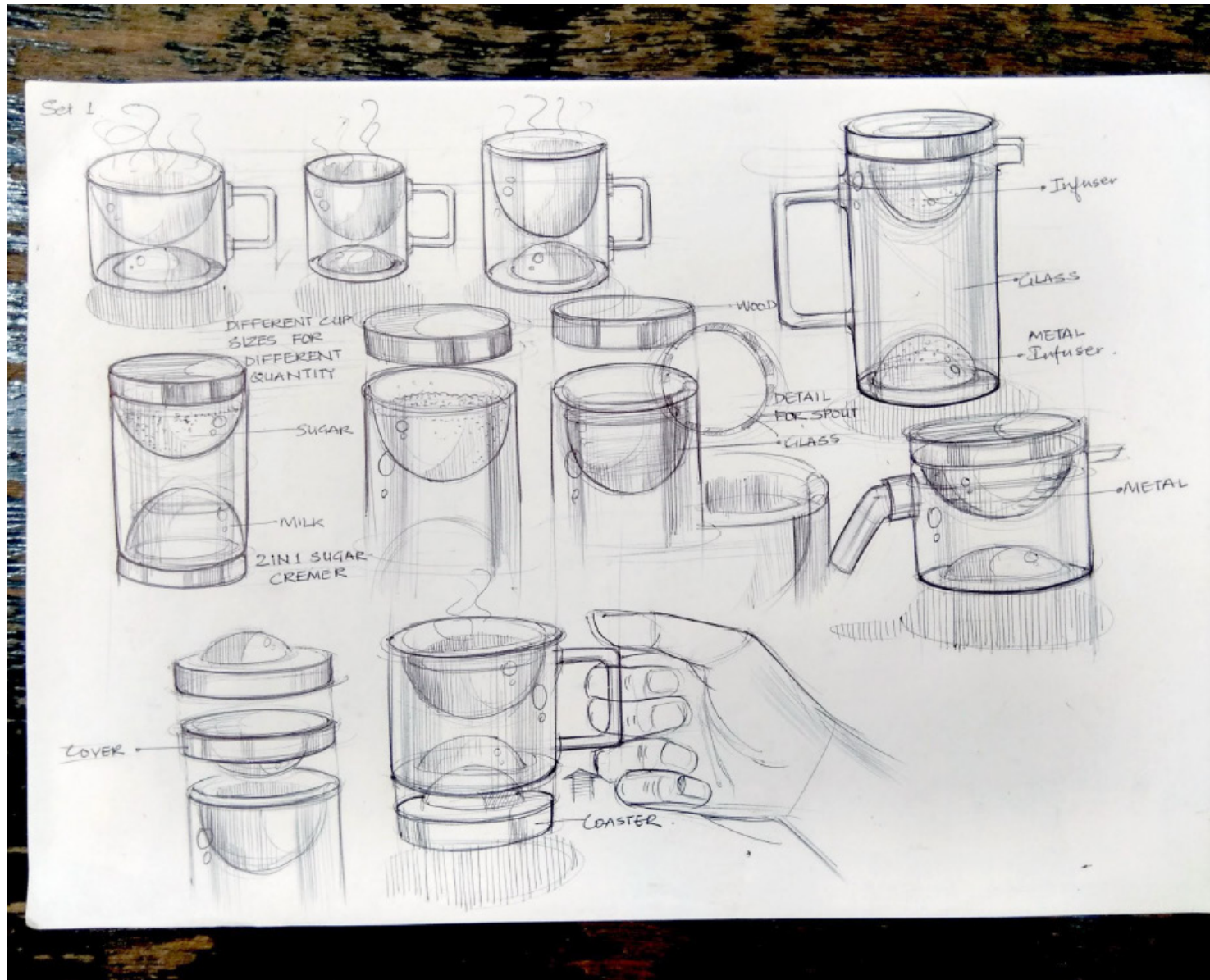
THE CURVE LIPPED



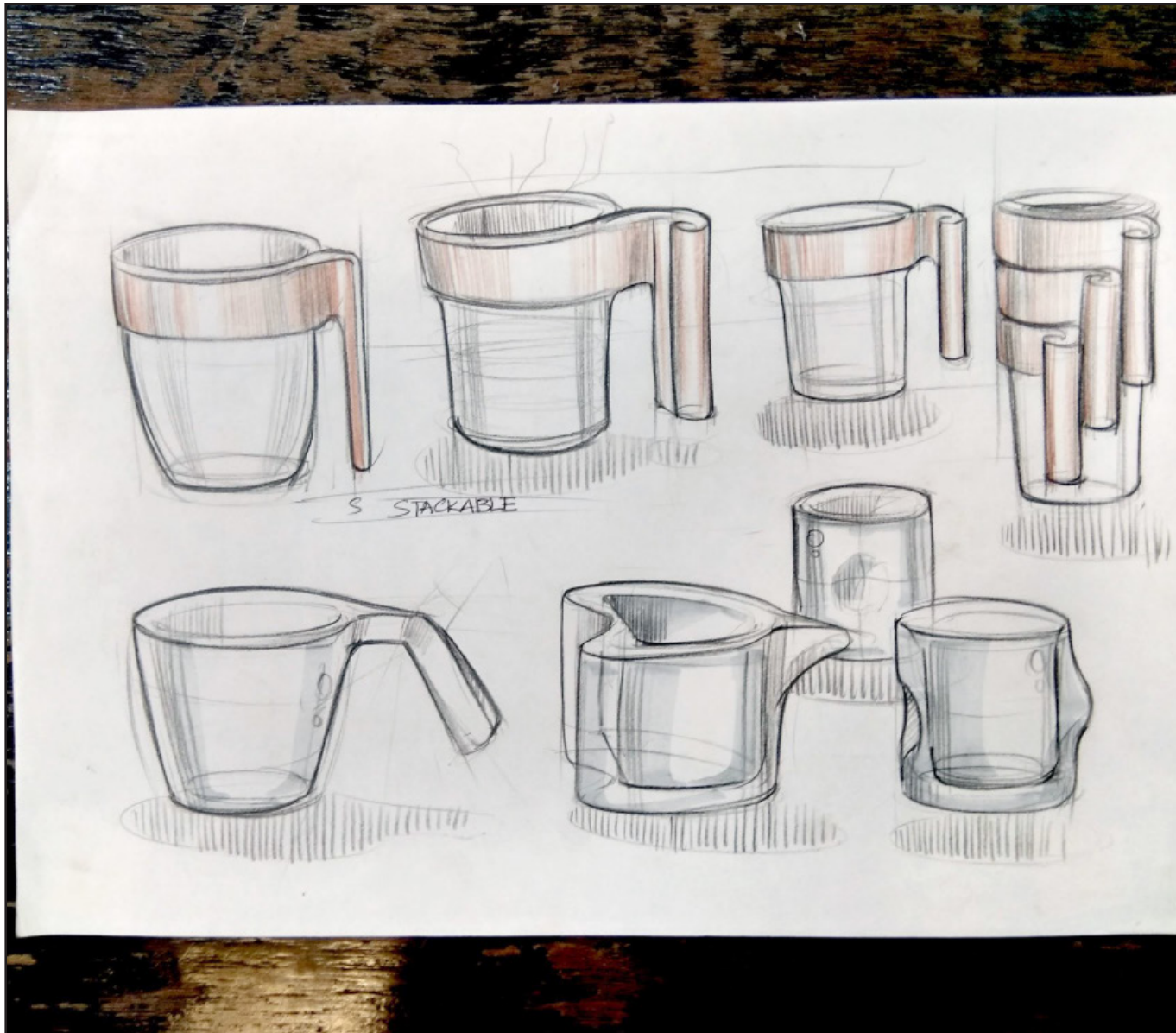
CURVED GRIPS



3.2.7 IDEATION- CONCEPT 7

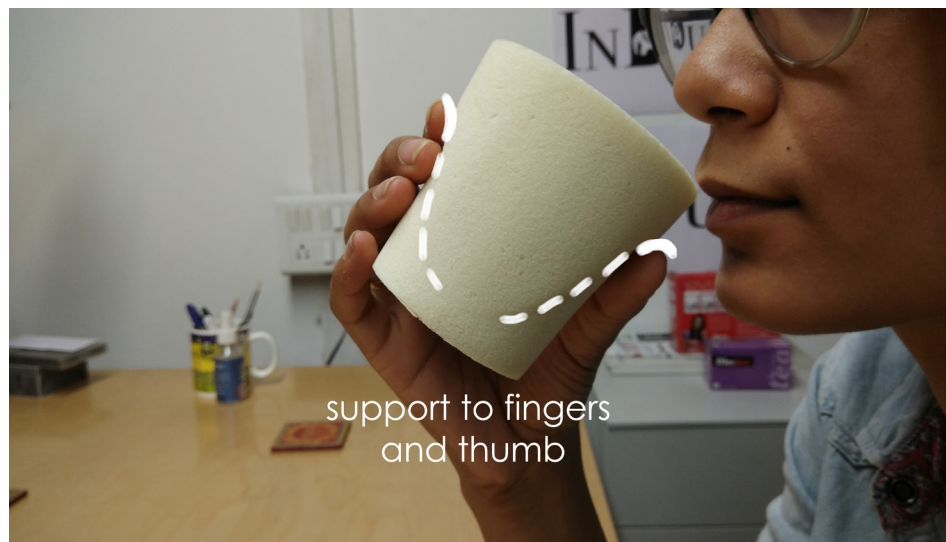


CYLINDRICAL FORMS

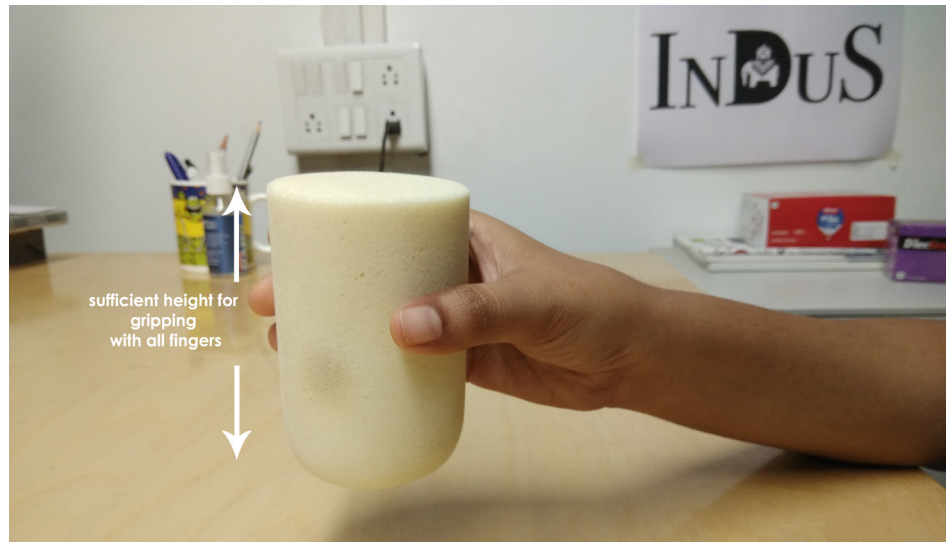


STACKABLES

CONCEPT-1



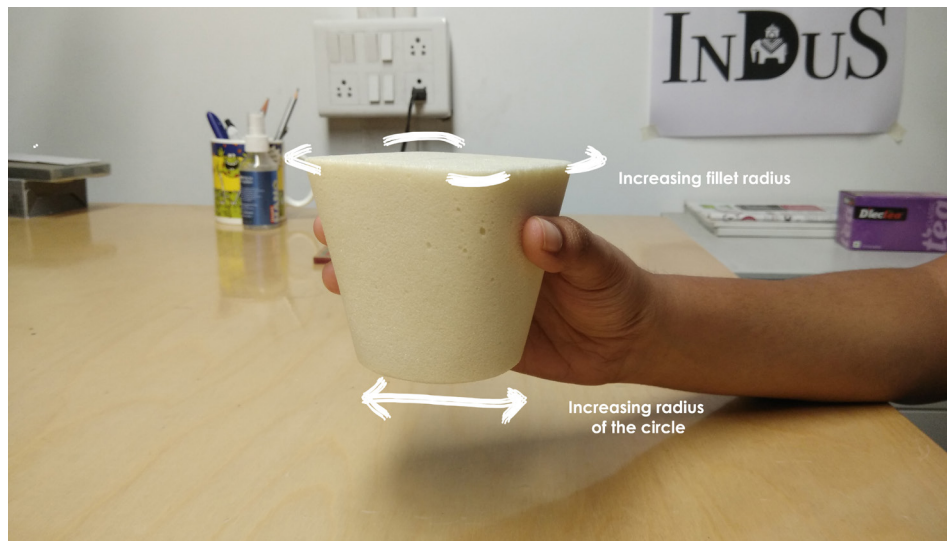
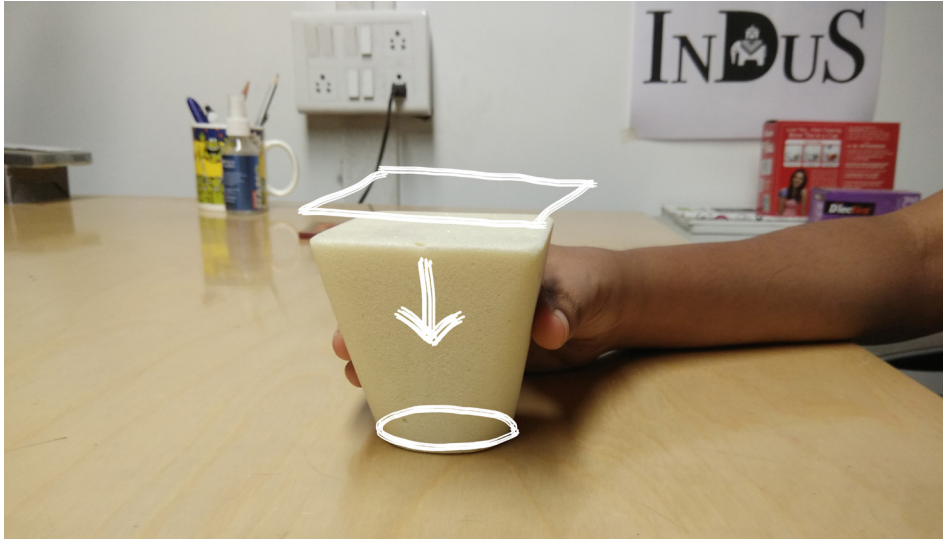
CONCEPT-2



CONCEPT-3



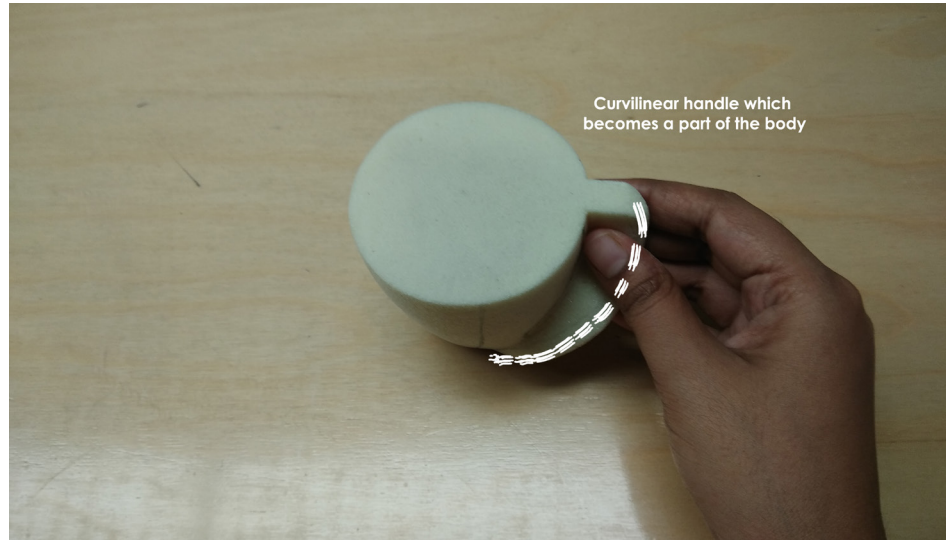
CONCEPT-4



CONCEPT-5



CONCEPT-6

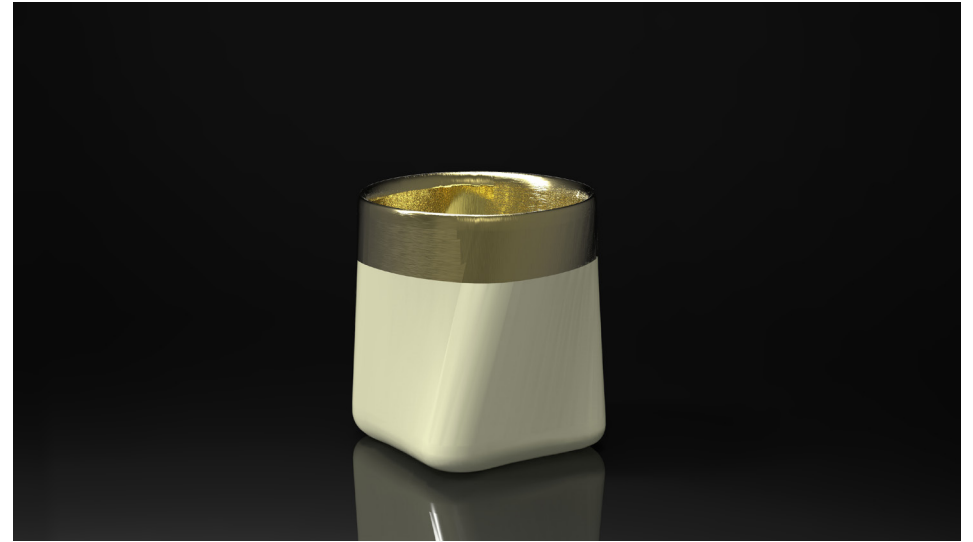


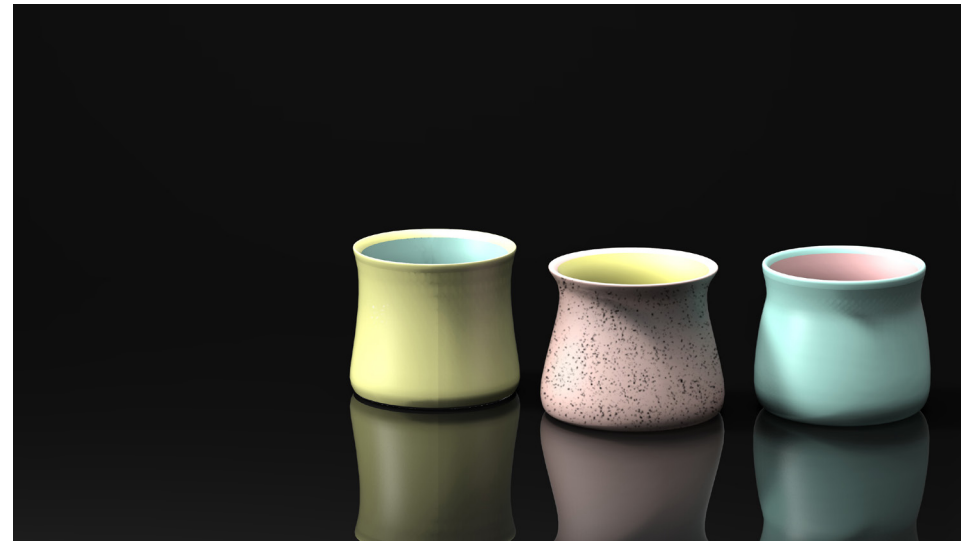
4. MATERIAL REFINEMENT











5. REFERENCES

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