



“the original chill just got a whole lot *hotter*”

Acknowledgments:

We would like to thank the staff at Columbus State University, SCAD Atlanta, and Florida State University for graciously hosting our team during Hurricane Matthew. They opened their facilities for us and provided the tools and spaces necessary to continue working on this project during our brief displacement from Hurricane Matthew, allowing us to make our deadlines and present a well received presentation to our partners at BIC Graphics.

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A computer monitor is shown in a dimly lit room, displaying a presentation slide. The slide features the Koozie logo, which consists of the word "KOOZIE" in a bold, sans-serif font, with a stylized can of a beverage integrated into the letter "I". Below the logo is the tagline "the original chill just got a whole lot hotter" in a smaller, italicized font. The monitor is positioned on a desk, and a pen is visible in the foreground.

KOOZIE™

"the original chill just got a whole lot *hotter*"

Meet the Team
Design Brief

INTRODUCTION





THE TEAM

Our team was selected from a wide range of majors though focused more on Industrial Designers since the team is product design based. Everyone was asked to perform a specific role within the project that would help the whole process run easier and allow us to focus more, as a group, on our design brief and deliverables. Our team of Industrial Designers, an Illustrator and a Graphic Designer from the very start were excited to be introduced to new majors and people to help bring this exciting project brief into a final deliverable ten weeks from now.

Ben
Hopson

Professor Specialist



From: Savannah, Georgia

Year: Industrial Design Professor

Email: bhopson@scad.edu

Portfolio: benhopson.com

Fun Fact: I used to sculpt props for the Lion King on Broadway

Chris **Beard**

Assistant to the Project Manger



From: Guam

Year: Second Year Masters

Major: MFA Industrial Design

Email: christophershobear@me.com

Portfolio: behance.net/chrisbeardsly

Fun Fact: I was in the movie Recount

Michelle **Compton**

Co Design Manger



From: Little Rock, Arkansas

Year: Senior

Major: BFA Graphic Design

Minor: Photography

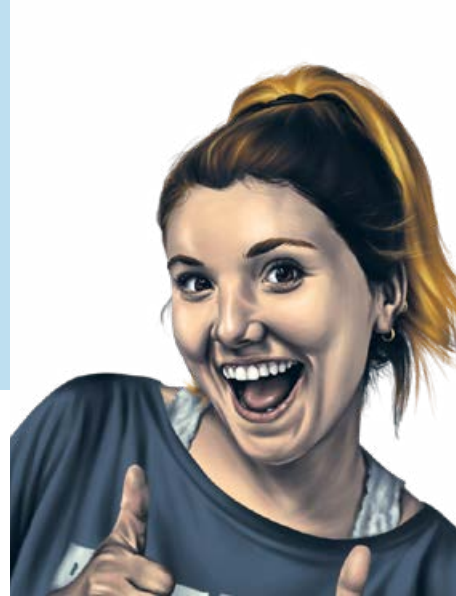
Email: mc99987@gmail.com

Portfolio: behance.com/michellecompton

Fun Fact: I like Christmas more than you.

Jess **LaGreca**

Co Design Manger



From: River Vale, New Jersey

Year: Second Year Master's

Major: MFA Illustration

Email: jlagartwork@gmail.com

Portfolio: jesslagreca.com

Fun Fact: I'm always hungry.

Christian **Mckenzie**

Sketch Specialist



From: Detroit, Michigan

Year: Senior

Major: BFA Industrial Design

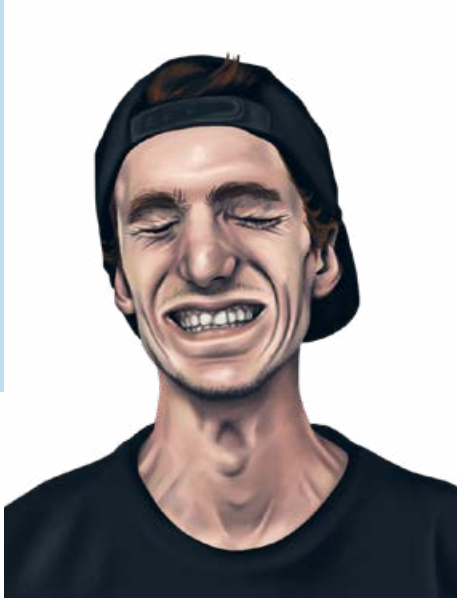
Email: Christianmckz@gmail.com

Portfolio: behance.com/cnmcken20

Fun Fact: I loved stuffed animals.

Ian
Mckibben

Project Manager



From: Orange County, CA

Year: Senior

Major: BFA Industrial Design

Email: ianmckibbendesign@gmail.com

Portfolio: ianmckibbendesign.com

Fun Fact: I used to work on an NHRA top drag race team

Alex
Sander

Event Coordinator



From: Memphis, Tennessee

Year: Junior

Major: BFA Industrial Design

Email: alexrosesander@gmail.com

Portfolio: alexrosesander.com

Fun Fact: I can ice a kicking cake

Hima
Tadimeti

Project Engineer



From: India

Year: Second Year Master's

Major: MFA Industrial Design

Email: tadimetihima@gmail.com

Portfolio: behance.net/tadimetihima

Fun Fact: I love math!

Ahmed
Youssef

Research Specialist



From: Iowa City, Iowa

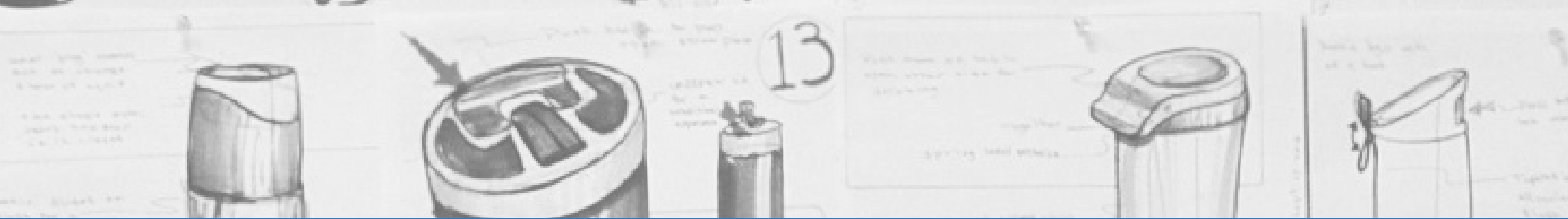
Year: Second Year Master's

Major: MA Industrial Design

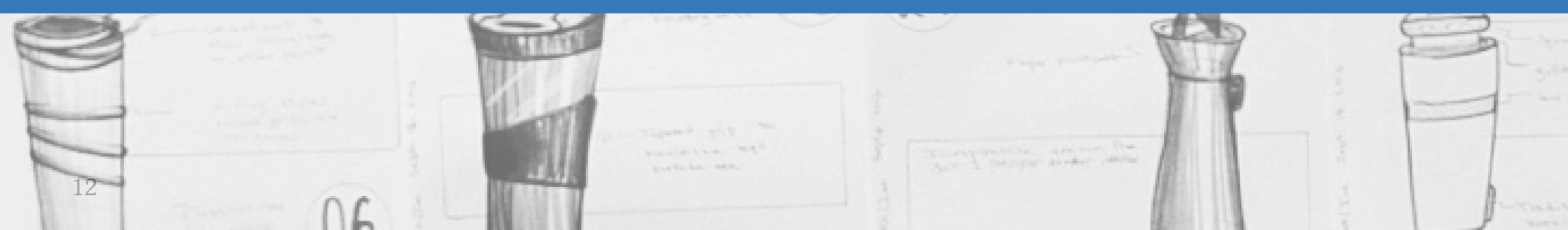
Email: ayahmedyoussef@gmail.com

Portfolio: youssefdesign.com

Fun Fact: I walk like an Egyptian



DESIGN BRIEF





BIC Graphics came to us with a challenge. The client wanted to expand on their KOOZIE product line and leverage the brand name by developing KOOZIE branded tumblers. We were asked to take the next 10 weeks to develop families of 4-6 tumblers that would be launching in the market by July 2017. Each of these tumblers should have a distinct design element that is to be carried throughout the range. An element that is timeless, appealing to a wide range of audiences and that incorporates current and future KOOZIE brand values.









What features do you wish to have in your to go drinkware?

When do you use it?

What you don't like about existing to go drinkware?

Public Insights
Inspiration
Surface Finishes

DISCOVER

Public Insights

We received a wide range of research conducted by the BIC Graphics team but also conducted much of our own research with online and in person surveys. Much of this research led us to public insights that helped us understand more of what features and qualities we needed to design for. All of the results we received from our research along with the research and insights we got from the BIC team, gave us a solid foundation to start ideation and development.

This research led us to a list of pros and cons that people have found with their existing travel drinkware and allowed us to start with the knowledge of what we need to address going into the design process. This list was a large part of the designs that we ended up coming up with for our final deliverables.

PROS

Lock on the Lid

Comfortable to Hold

Keeps Temperature

Durable Materials



CONS

Hard to Clean

It Leaks

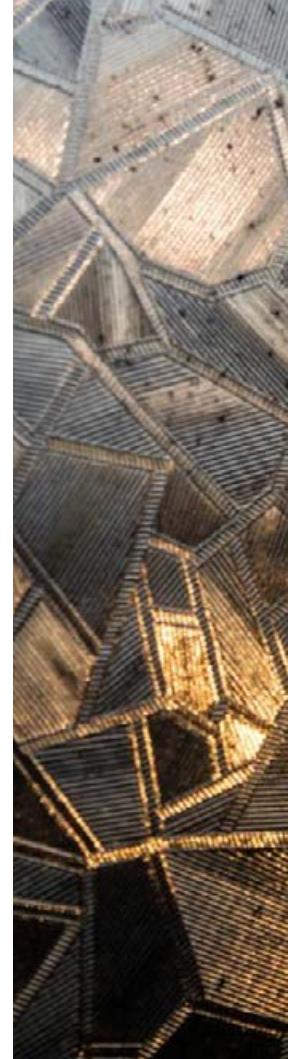
Small Opening

Liquid is not Kept at Temperature

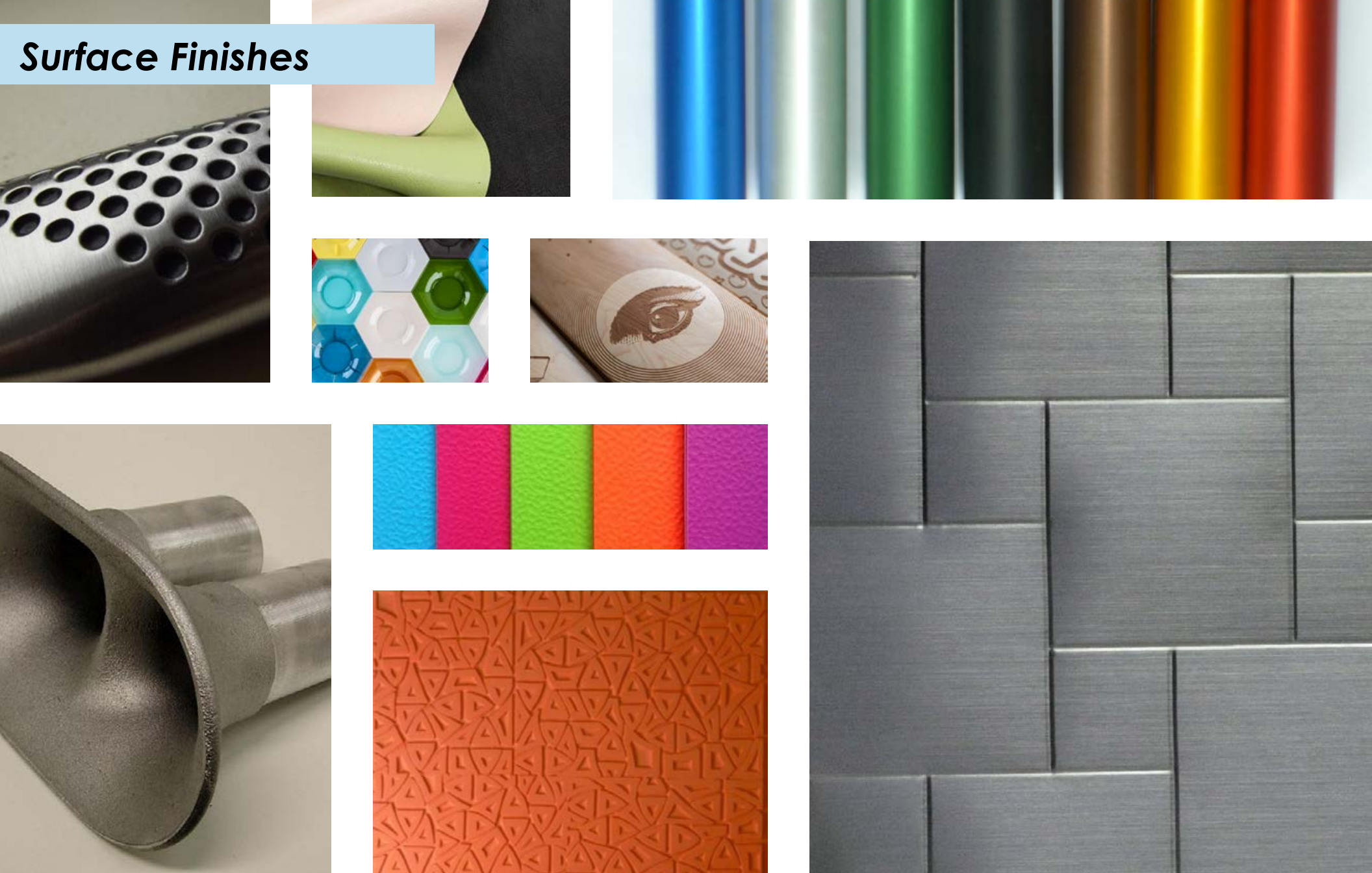


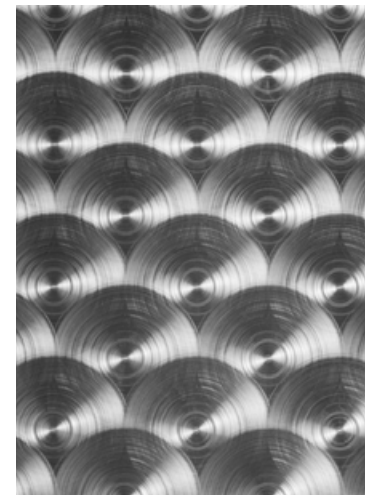
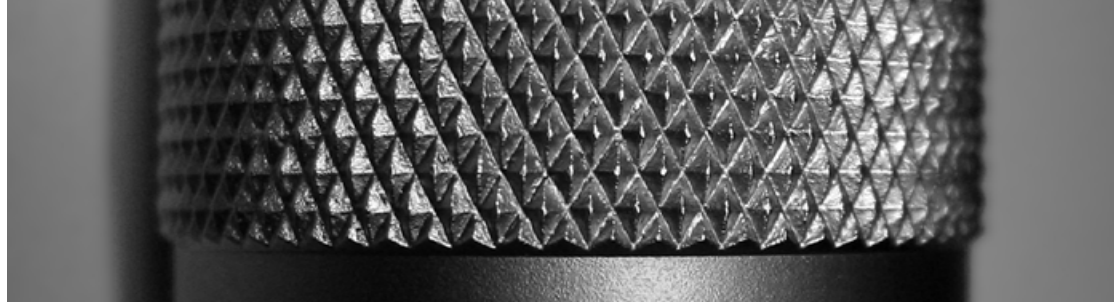
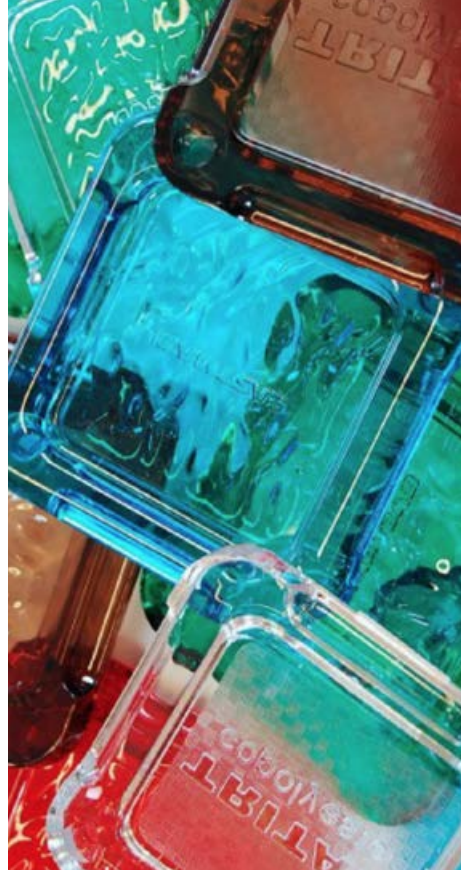
Inspiration





Surface Finishes









Initial Ideation
Design Considerations

DEFINE

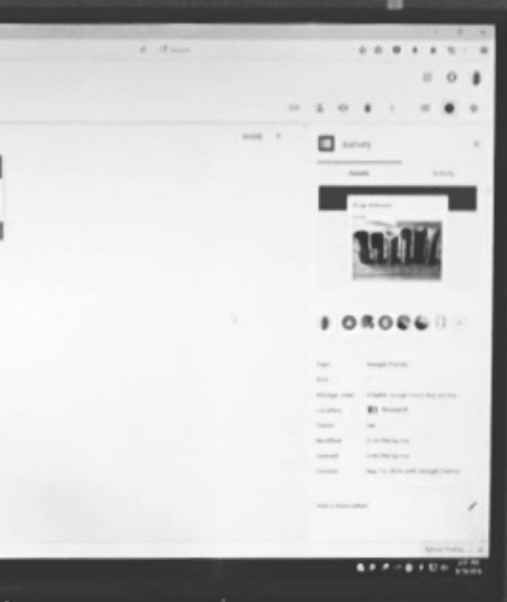




Immediately after we were given the brief, we went straight into concept development and ideation. We decided on each member of the team bringing in 100 base sketch ideations to get a head start on brainstorming for ideas of what we could create. With these sketches, there were no limits. Whatever our brains could come up with, we drew on paper to bring in and talk about. We drew sketches that ranged from some of the most simplistic ideas, to crazy off-the-wall ideas that included futuristic aesthetics and complex lid designs. This was a really fun exploration in the world of travel drinkware design and what they could be.

INITIAL IDEATION













When going through our initial stages of ideation, we stumbled upon a list of things that we need to consider while designing. Did our designs look too hot or too cold? Were they timeless and but innovative like our client asked us for? Are we fixing the problems that were presented to us through our research like the lid getting in the way of drinking? How can we incorporate a straw in it for cold drinks, or do we not include one at all? These were some of the few things that we focused on the most when going through our initial designs and refining them into our top 16 for our presentation for midterms.

DESIGN CONSIDERATIONS



Hot or Cold



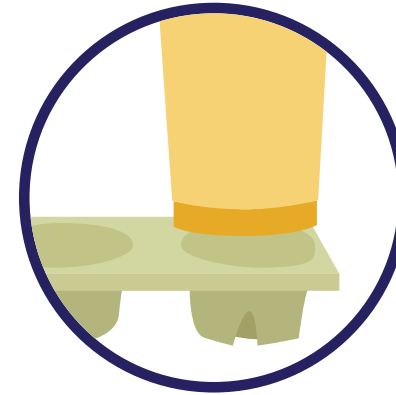
Timeless and Innovative Design



Lid Gets in the Way of Drinking

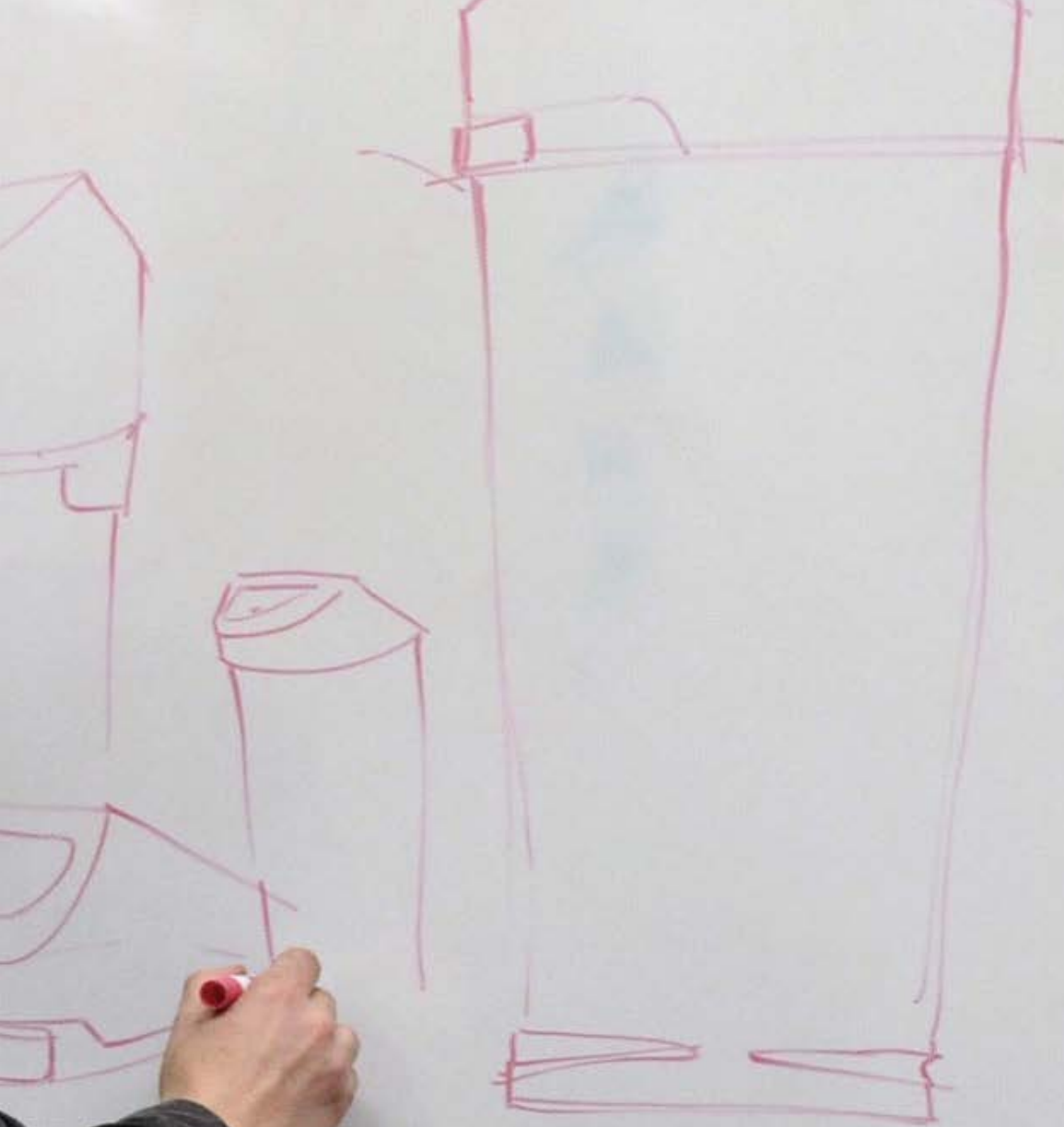


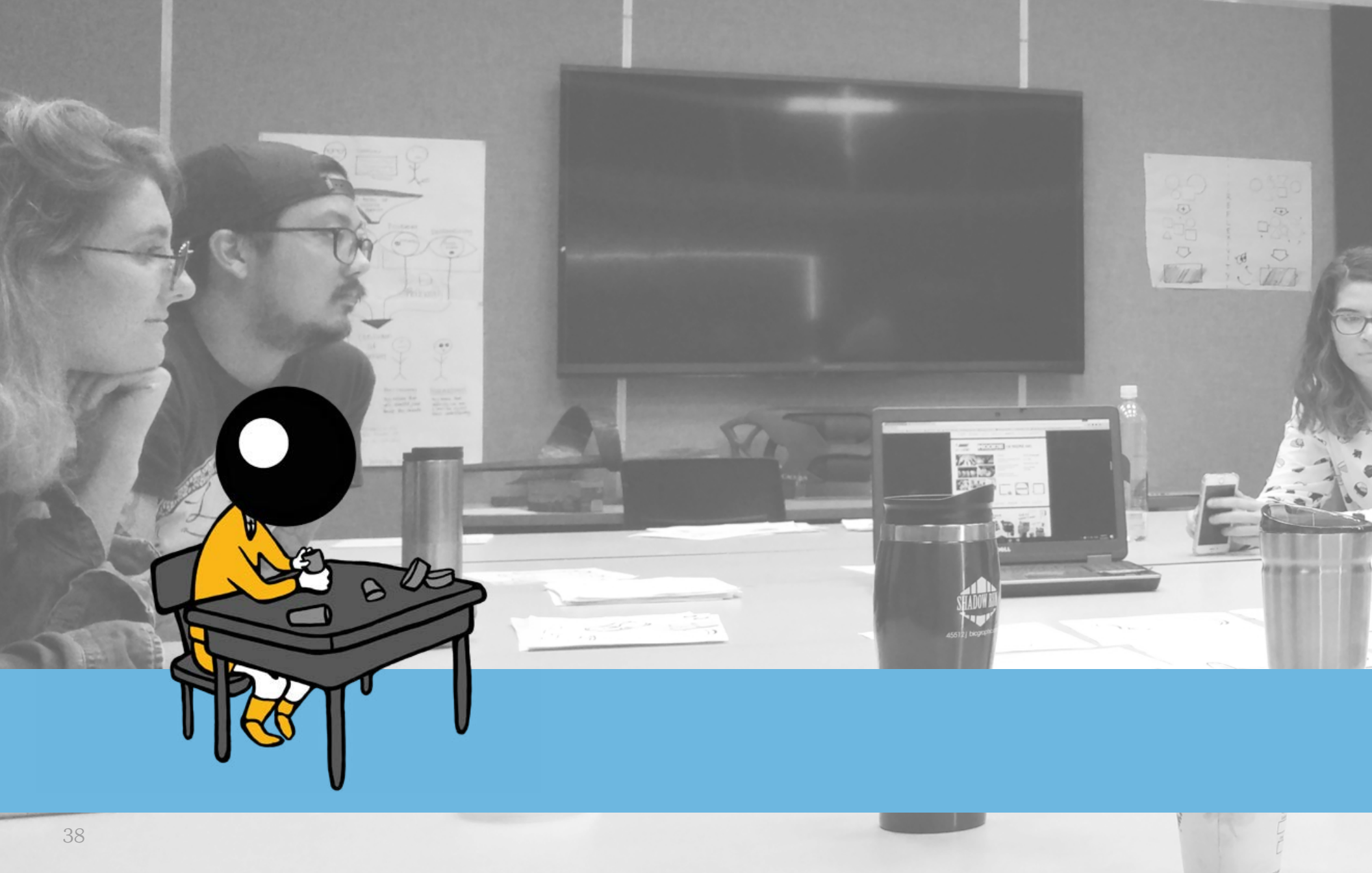
Straw or No Straw



Ability to Fit in Cup Holder









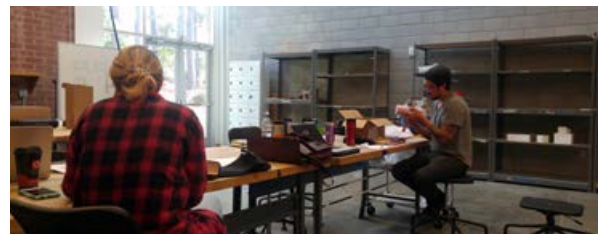
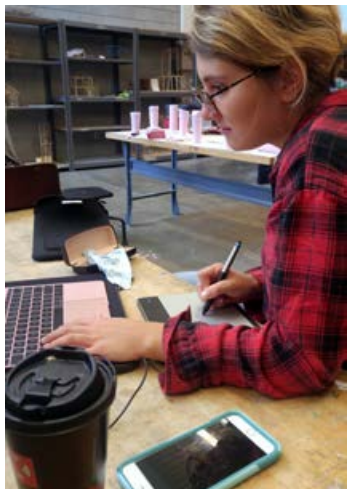
Hurricane Matthew
Prototyping and Testing
Mechanisms
Midterm Concepts

DEVELOP





HURRICANE MATTHEW



On October 4th, the biggest twist in this whole experience was thrown at us. A hurricane was headed towards Savannah, SCAD will be closed for the remaining week, and we have to evacuate. There were an unsurmountable number of unknowns of what was to come. Will it be bad? When will we be able to get back to Savannah? What will we do for our presentation? How are we going to get the prototypes made, and the presentation ready? The night of the announcement, we all quickly gathered together at Jen Library to try and answer some of these questions and to make a plan. After a long night, and pizza of course, we had a plan. This plan led us to a crazy week with lots of driving, little sleep, and the incredible kindness of strangers. The first day of what was to be forever known as “Hurrication” led the whole team up to Atlanta with the rest of SCAD. After leaving early in the morning to avoid the traffic we met up with a few group members, regrouped and started off on our separate ways for the night to get some rest. The following day the majority of us met up in the Sculpture Studio at SCAD Atlanta to continue another long and hard days work, until the next twist in this adventure was thrown at us. SCAD Atlanta’s studio would be closing and we again would be without

workspace to work on foam models. This brought us to our next adventure: Columbus. From the kindness of a friend’s heart, their house was offered to house half of our group and off we went to Columbus, GA. Through some miracle and the incredible hospitality of the staff at Columbus State University, we were granted access to a studio for the weekend to set up shop and continue our work. What followed was four days of long days that not only got a lot of work done for our midterm, but brought our team closer together as a family. Soon after we were given the all clear to head back into Savannah, we quickly made our way home, setting up shop in Chris’ living room, working nonstop to provide the best presentation we could possibly provide to BIC at the end of the week. After a week of being working nomads, traveling through the state of Georgia (with one small stop in Florida) we grew closer and transformed from teammates to family. While for our team the Hurrication was more of a week long all-nighter, it was a week of hard work, learning and growing closer. We came out of this event with a better understanding of our project and our teammates, building confidence in our product and our little family.

Prototypes were very important for us to show our clients, backing up the illustrations. We wanted to make foam models that helped our client not just visually see what we were proposing to them, but be able to physically hold and play around with each of our cups. Creating the foam models, also gave our team insight on problems that we hadn't realized when just making the 2d illustrations of our cups. Many of the products were taller than in the illustrations, as well as skinnier and bulkier. But the beauty of the foam models, were that they allowed us to work around these problems, fix them and help our illustrator correct them so the models and illustrations could be as similar as possible. Being able to play around with these models, hold and feel them, were the first time we really were able to process the feat that we were completing. As long and hard as we worked on them, seeing them on the table, all completed and truly the first step in bringing our ideations into life, was one of the highlights of the process and really started to make this whole journey worth it.

Prototyping & **TESTING**



















**OUR BARISTA
PROMISE**

*Love your beverage
or let us know.
We'll always
make it right.*





The mechanisms were a key point of focus throughout this project as they were the center of innovation. The team played with a variety of openings, from simple twisting functions to far out designs inspired by roll-top desks. We really allowed our creativity to thrive while engineering these pieces as they were a way to make the KOOZIE brand stand out from competitors in the market.

MECHANISMS





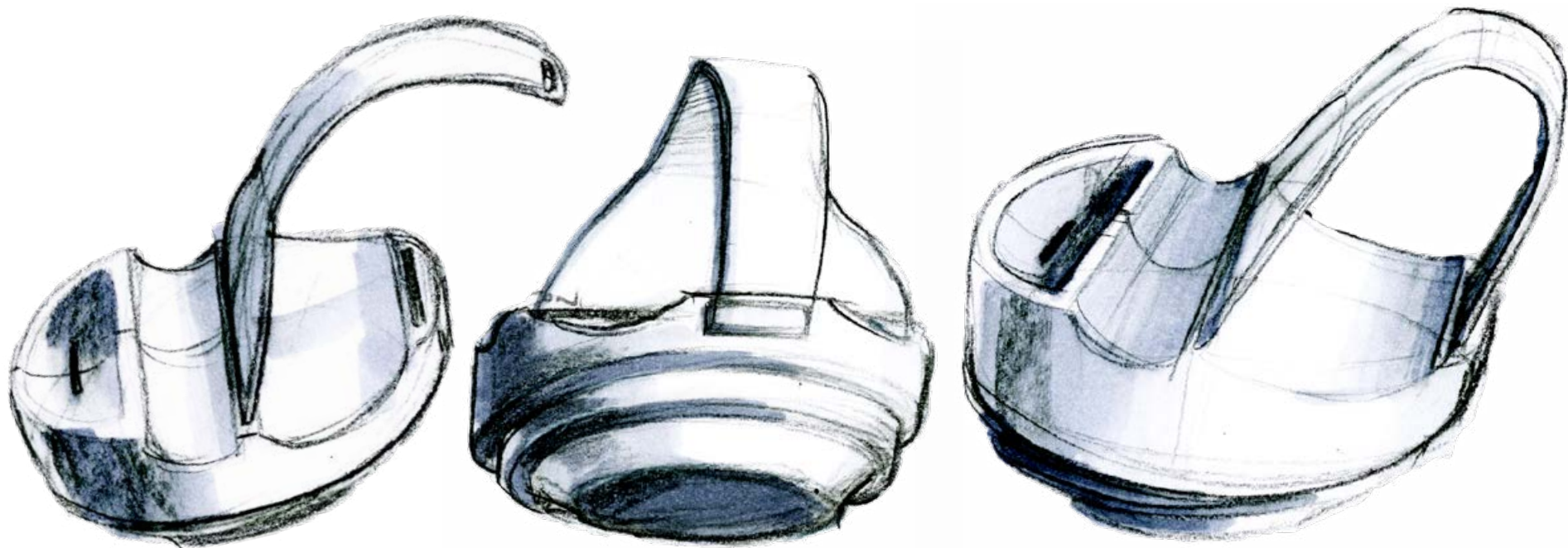




For our midterm presentation we gathered together to present 16 initial concepts. We explored a wide range of form, function, and design language to narrow down what the main focus would be in the final deliverable. Illustrations, models and prototypes were made to help communicate our ideas. Insights from the presentation helped to find the boundaries set by the client and ultimately ensured a promising end product.

MIDTERM CONCEPTS



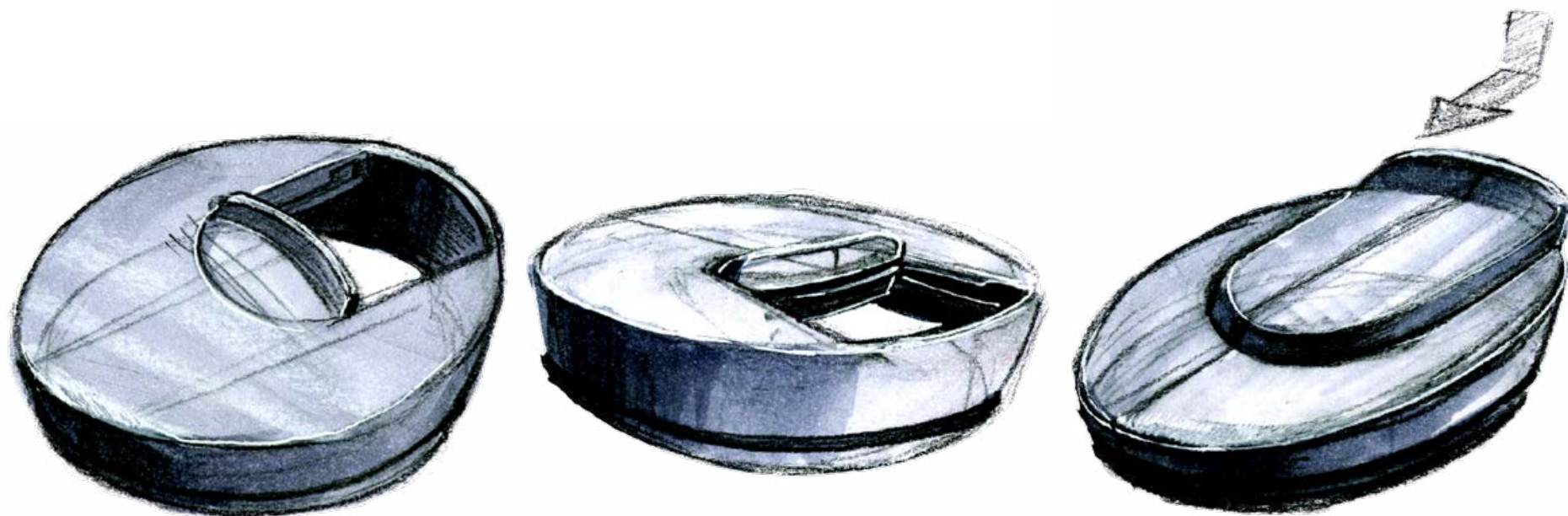


Klopek



Haus



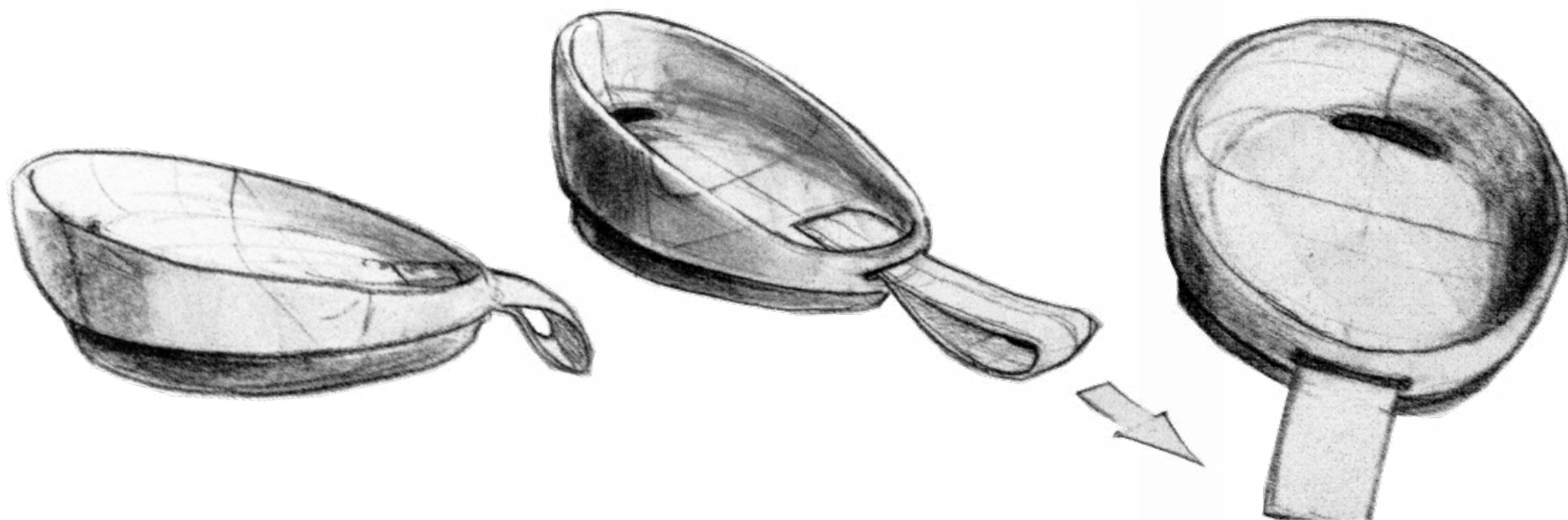


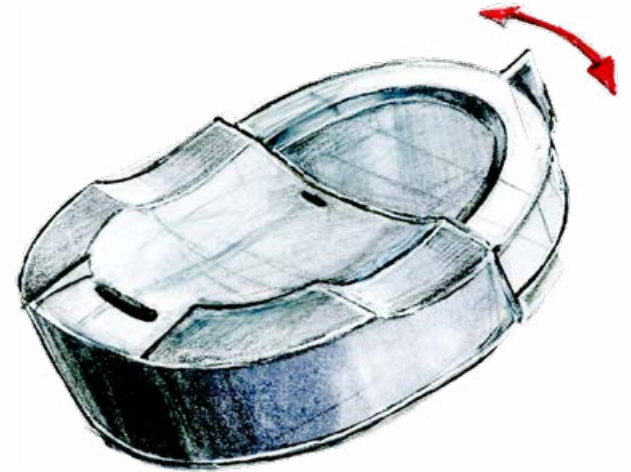
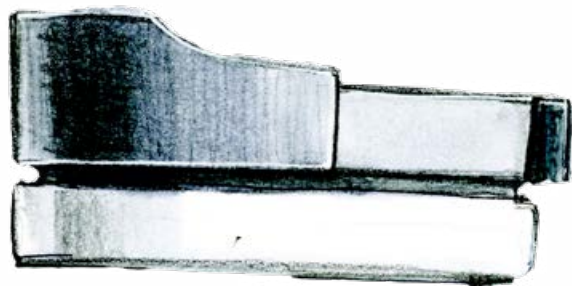




The Southern

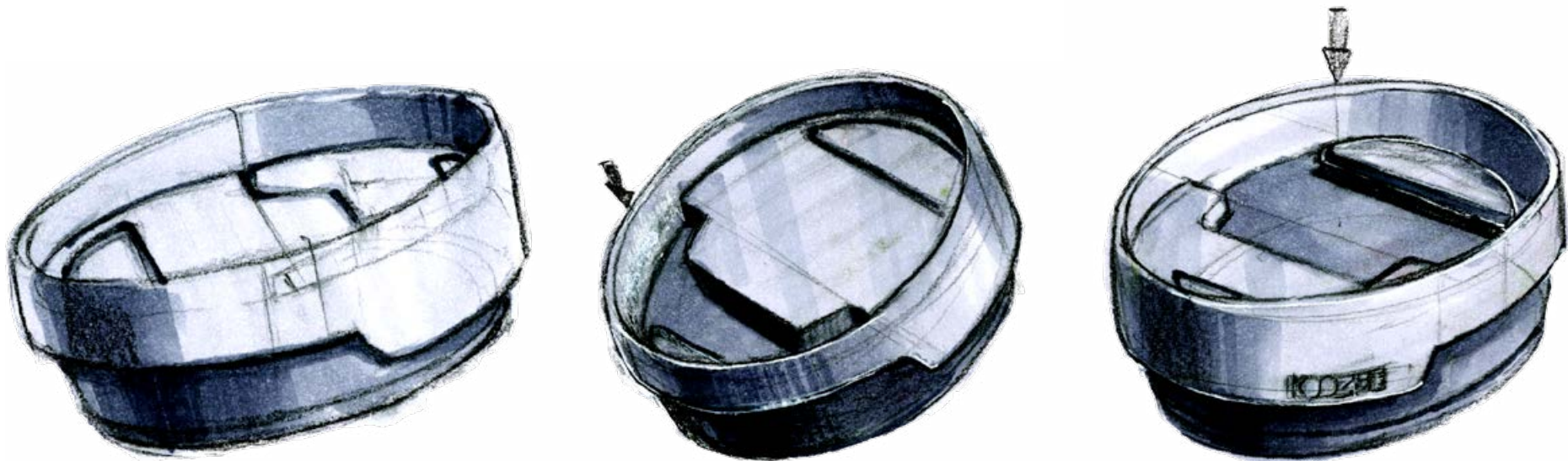






Eleven



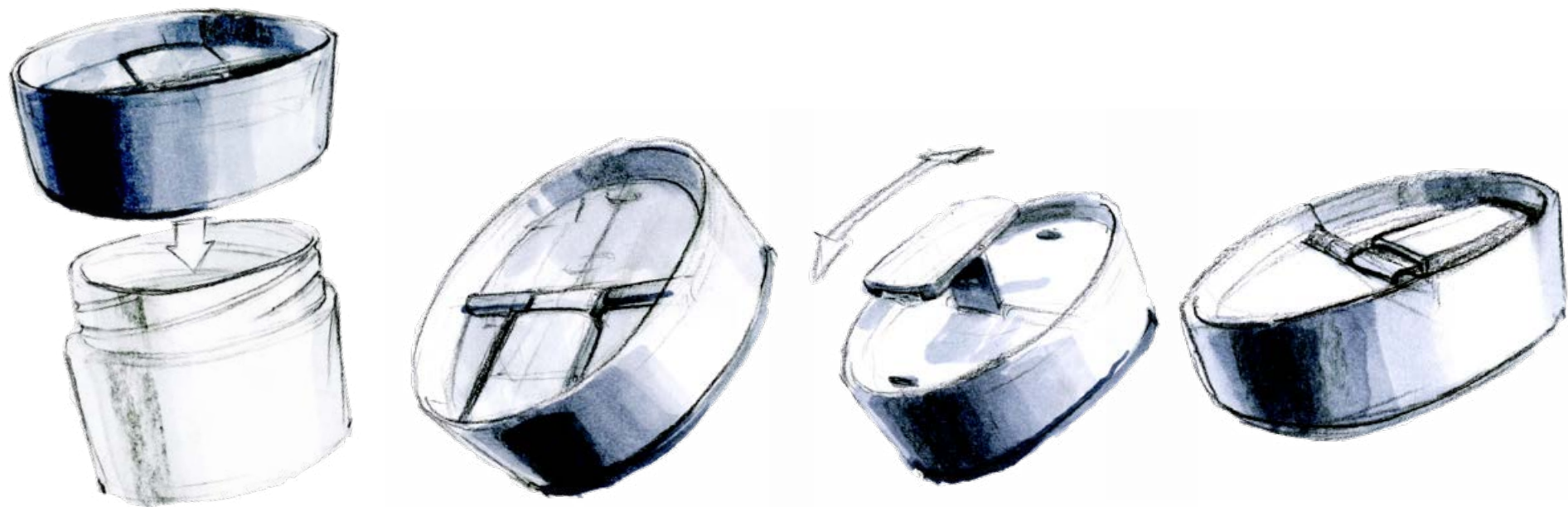


Proximity



Sinatra





DANGER
CYLINDERS
MUST BE
SECURED



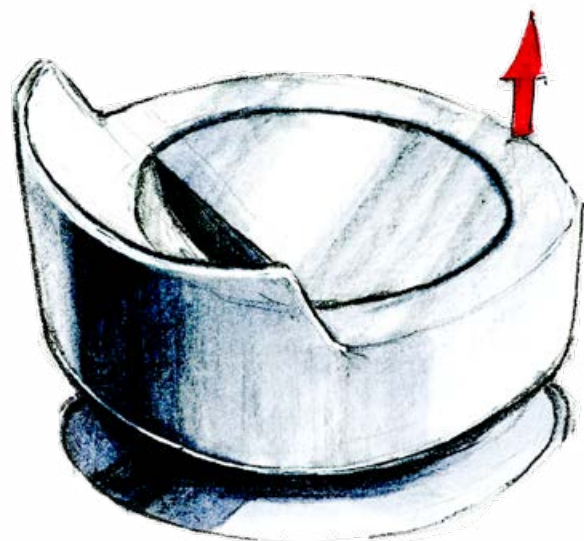
230 VOLT
THREE PHASE

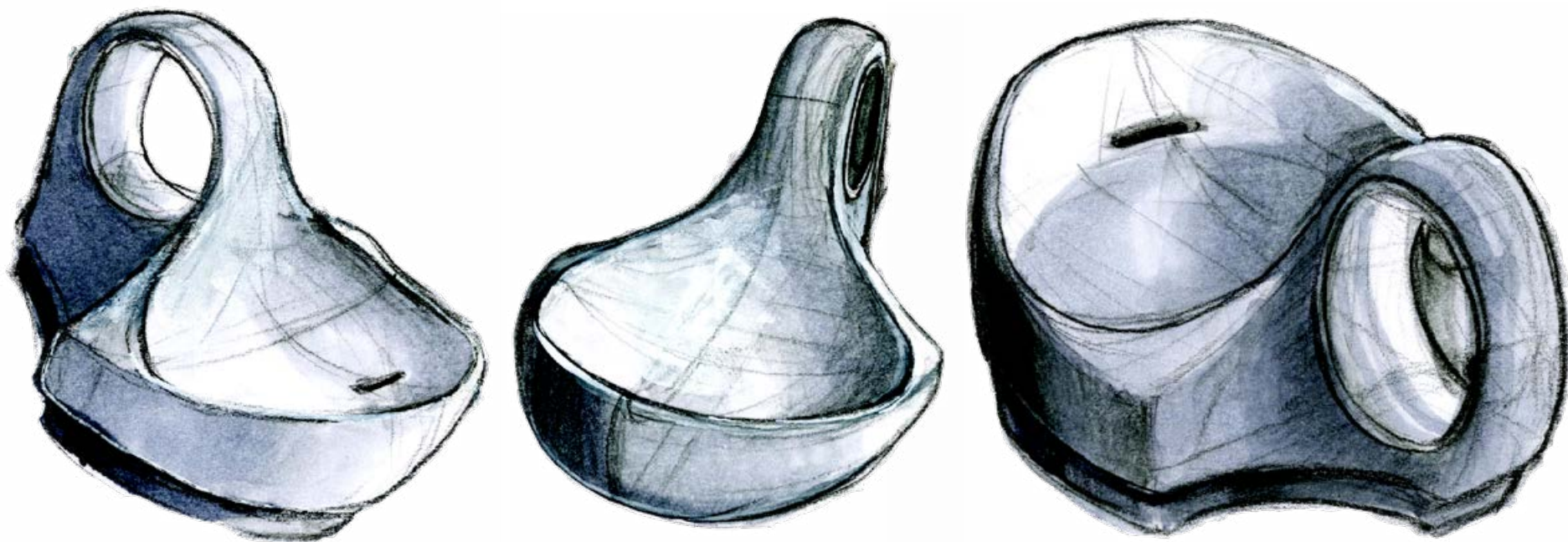
PUSH SWITCH
TO OPEN FILTERS



Rahms

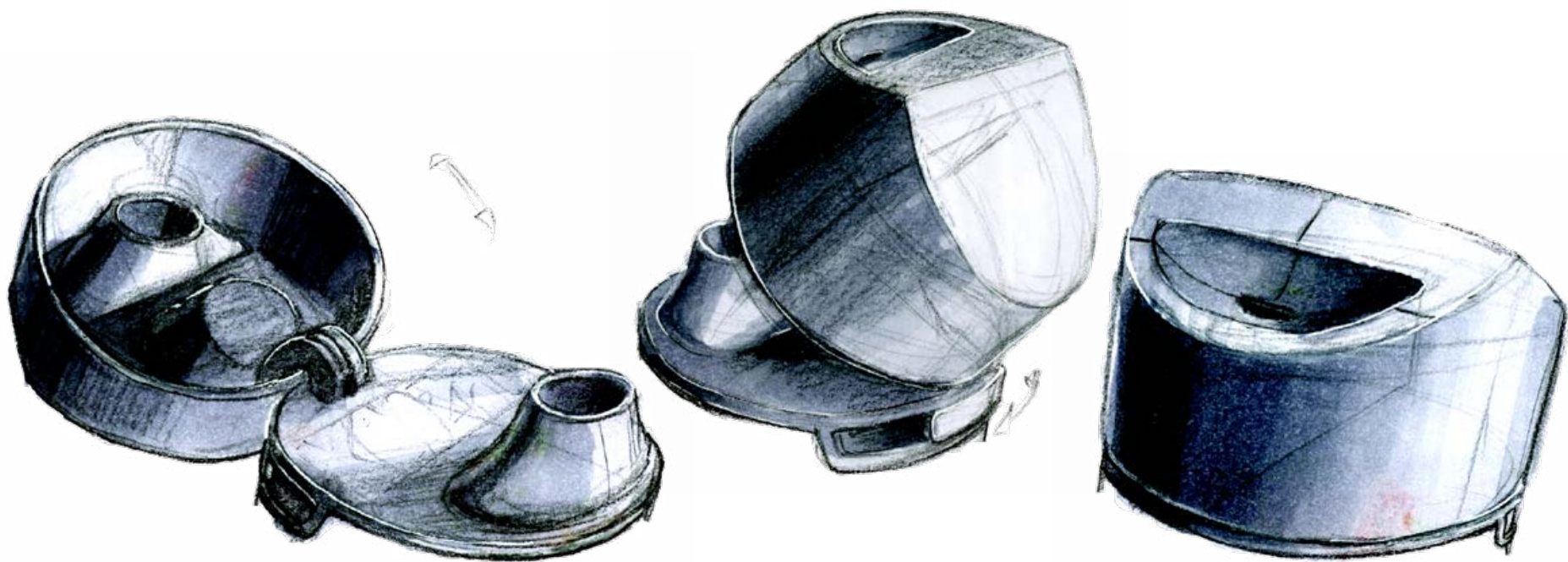




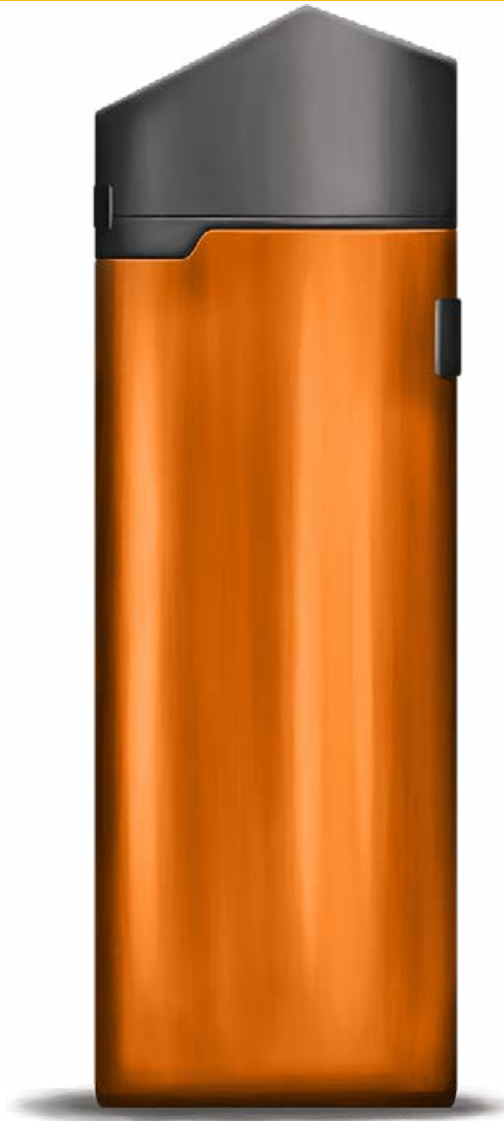


Columbus



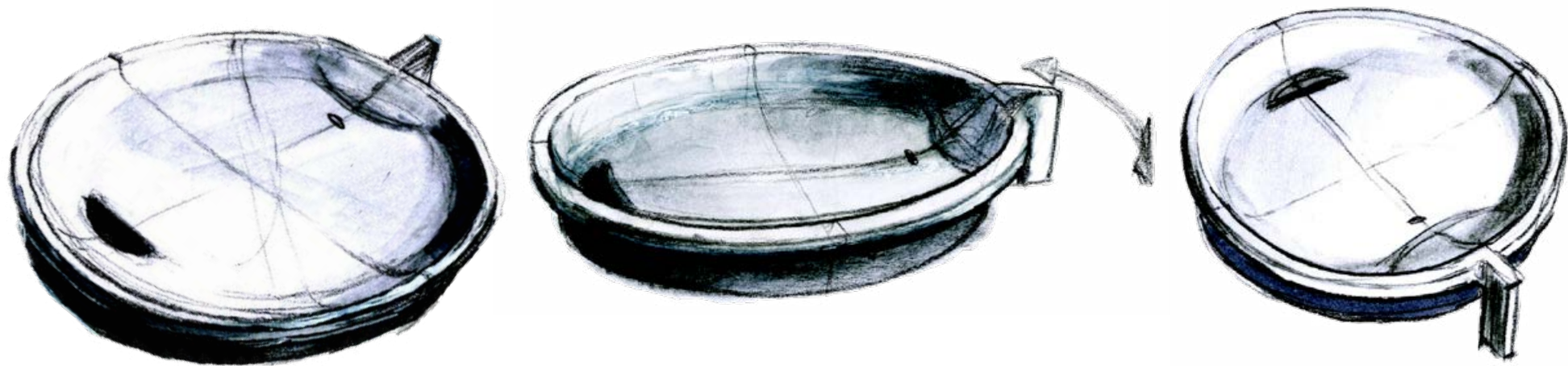


Hopson



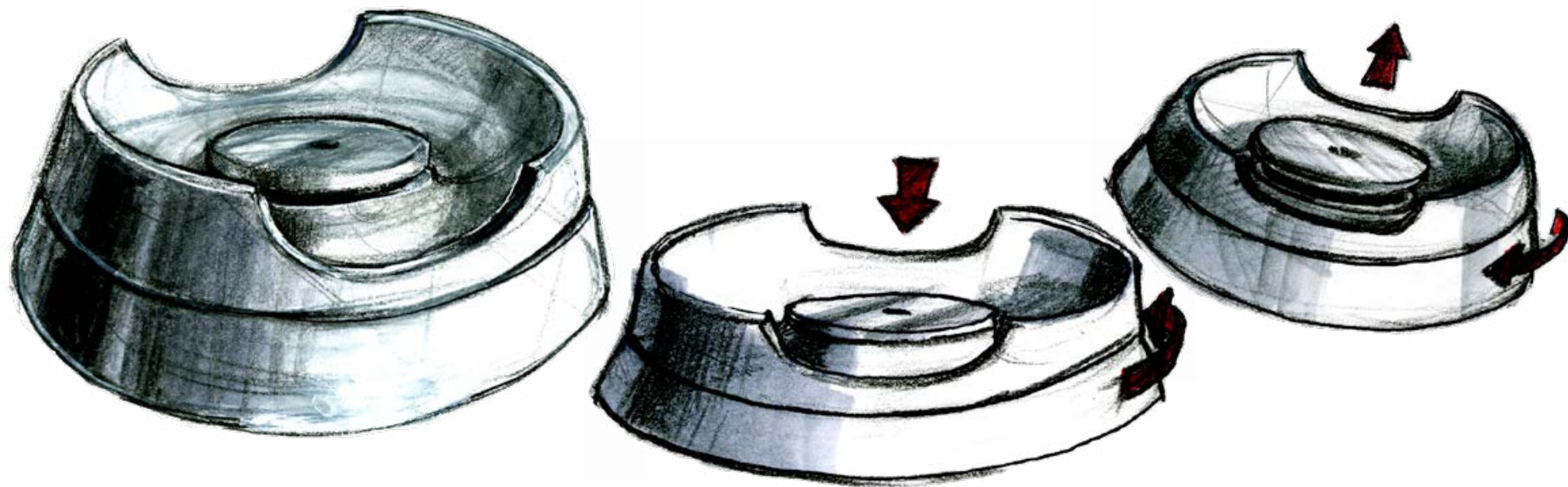
Foster



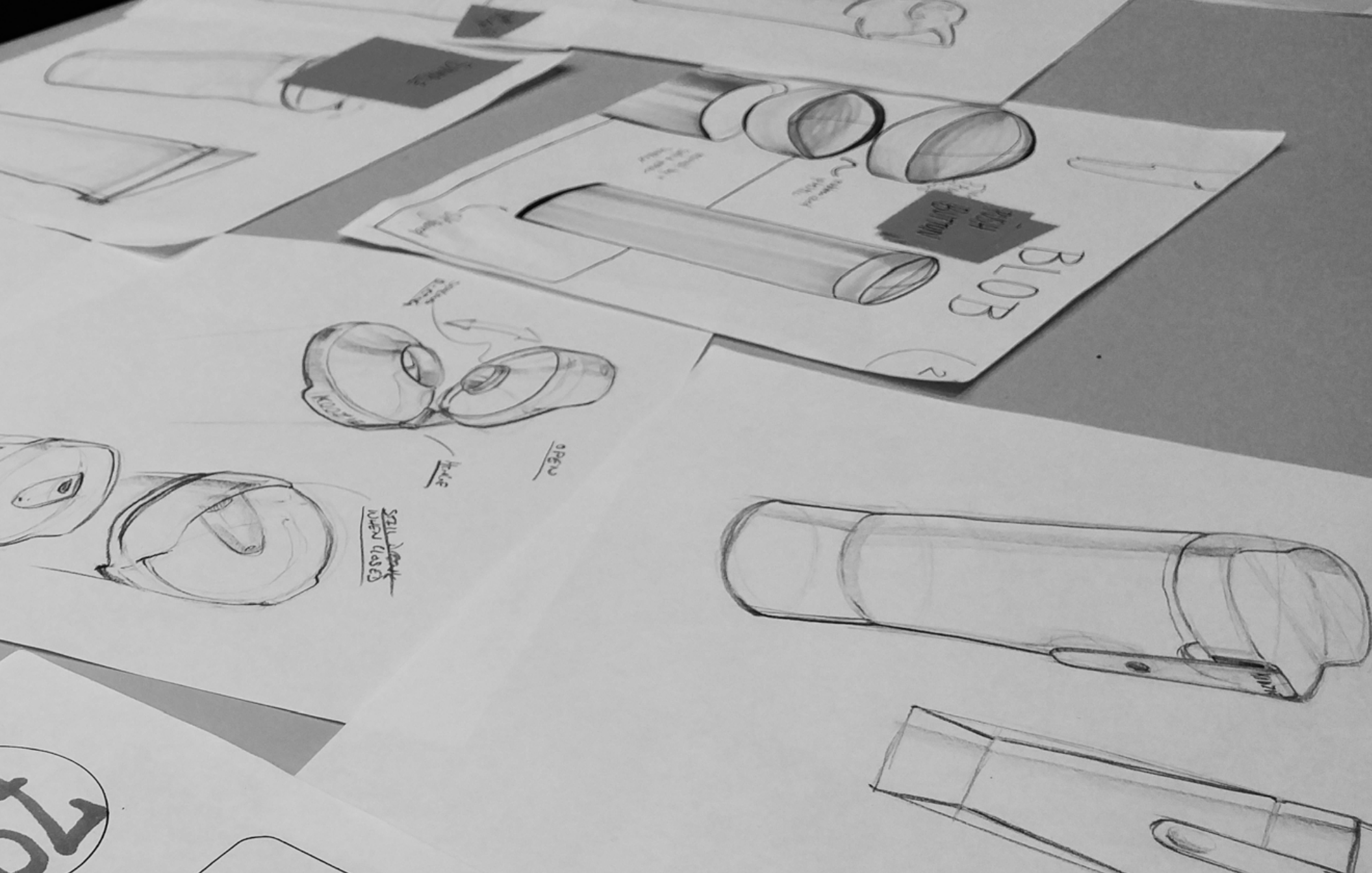


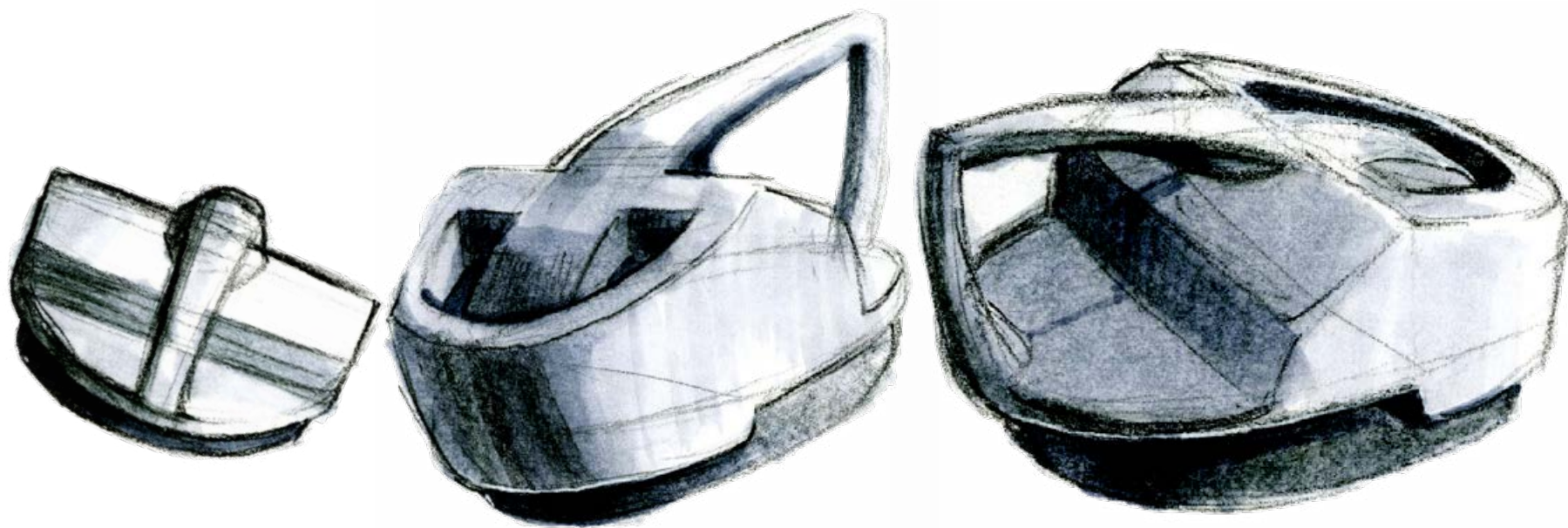
Halpert





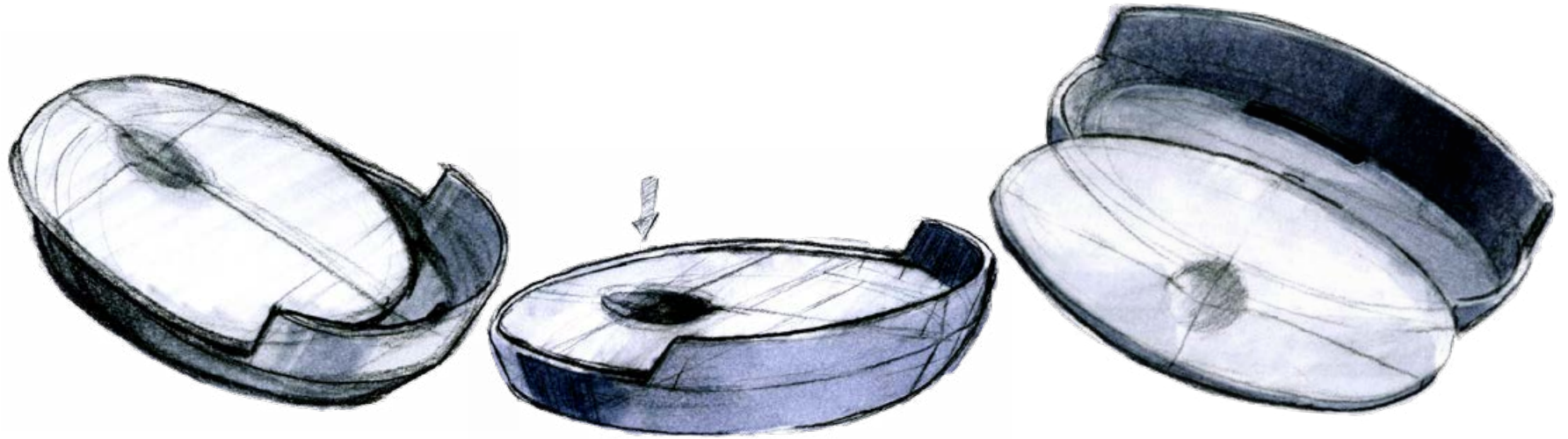






Willow



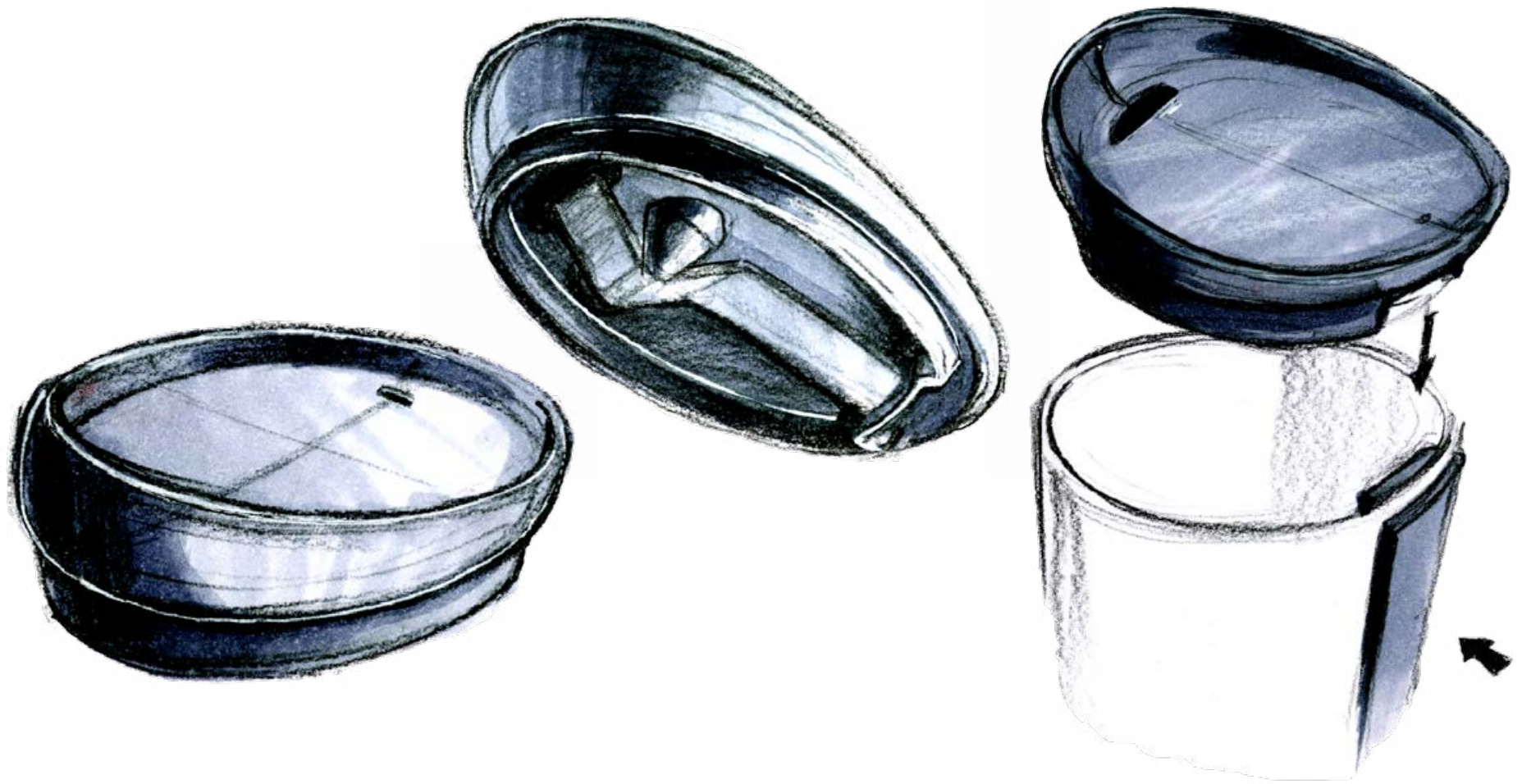


Elsa



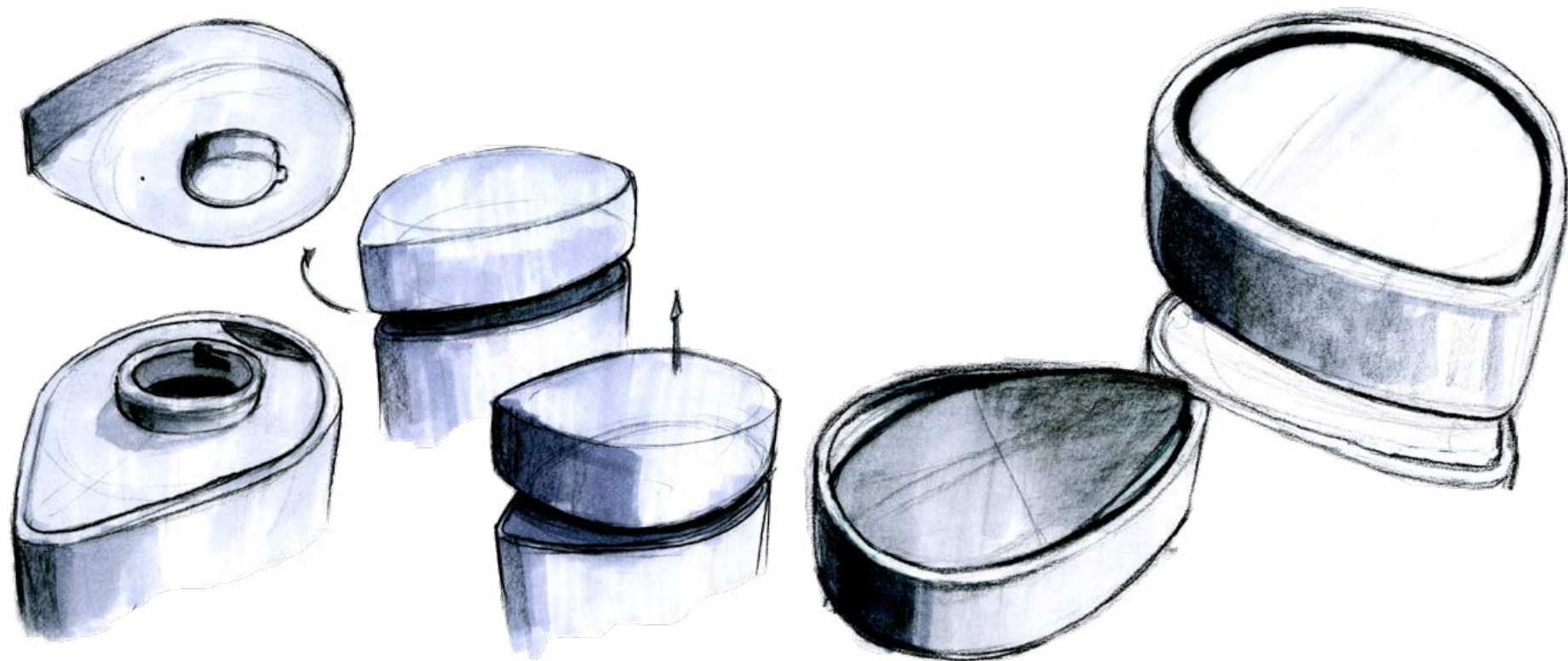
Hemmingway

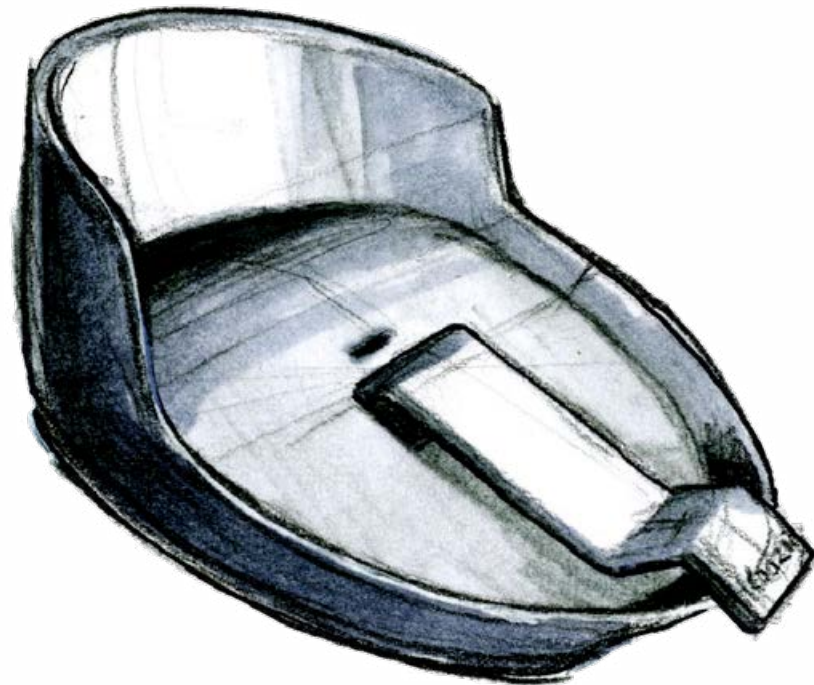




Hal







Miles











Concept Development
Final Products

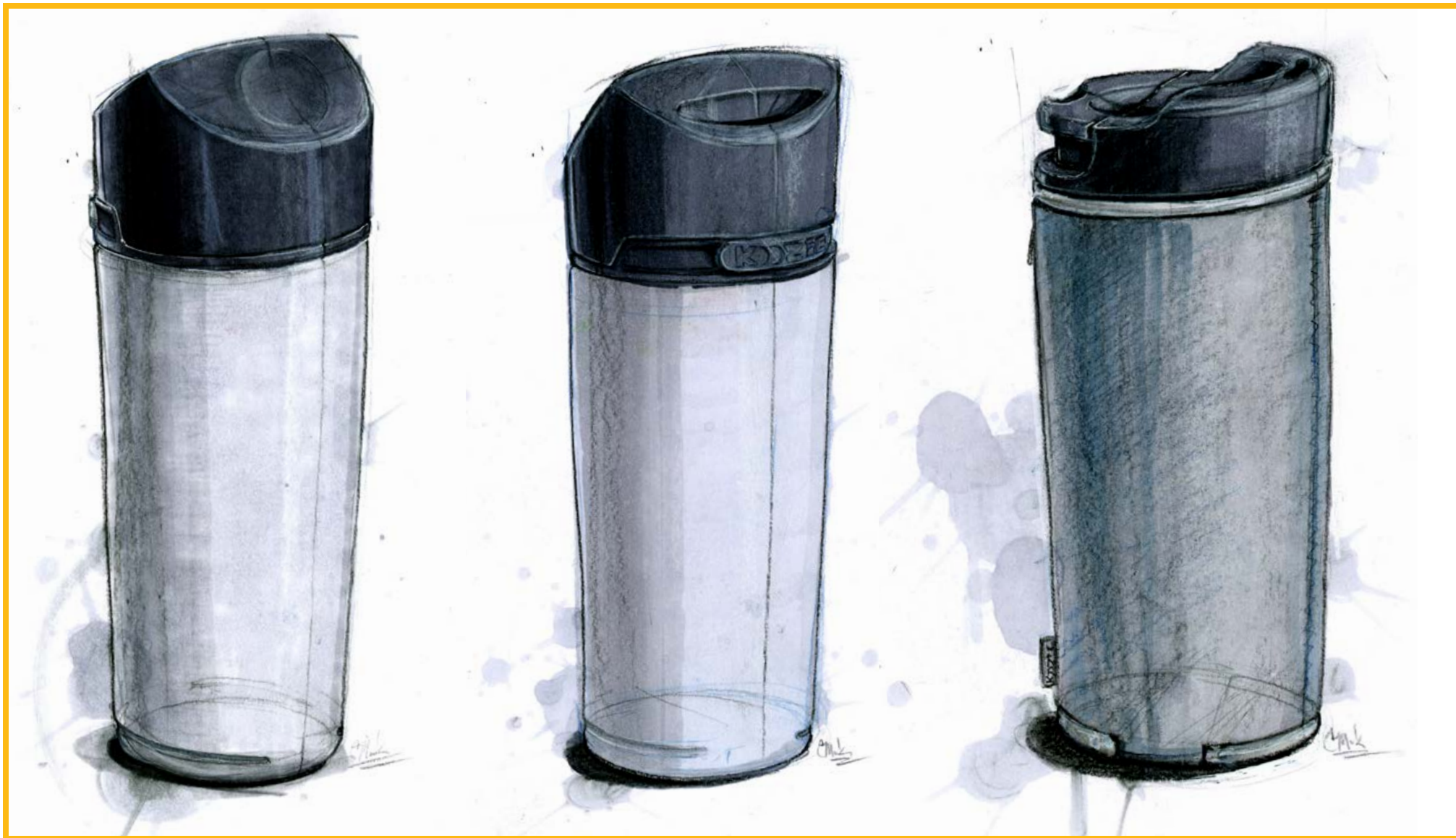
DELIVER

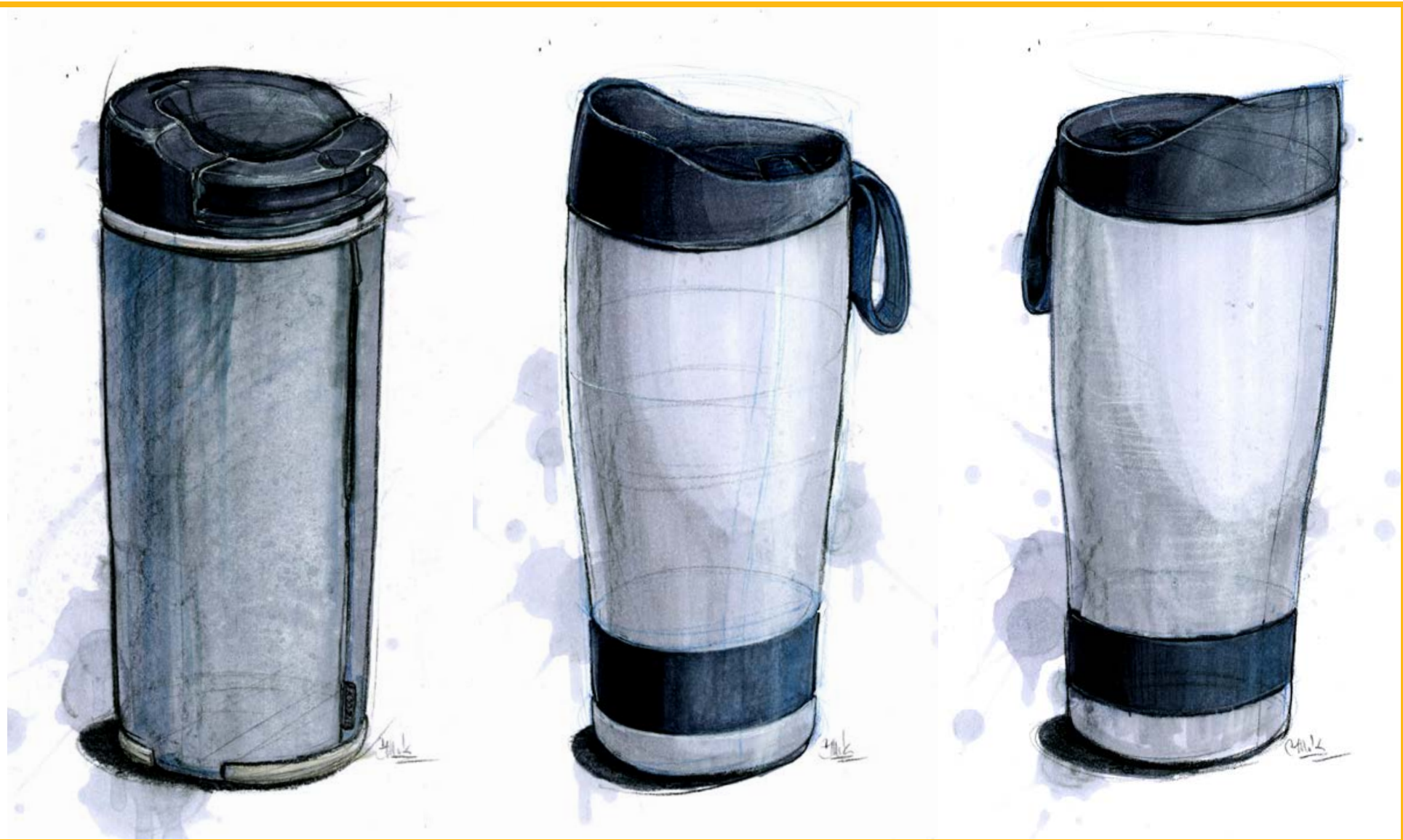
Upon completion of the midterm presentation, the client discussed the pros and cons of each design. It was important for us to deliver the products as close to perfection as possible, so we verbally dissected each form carefully. After listening to the client's thoughts, we proceeded by combining the successful elements of numerous different forms. From the opinions of the client's, we continued exploring ideation. We addressed the fine details, concluding with three further-refined designs.

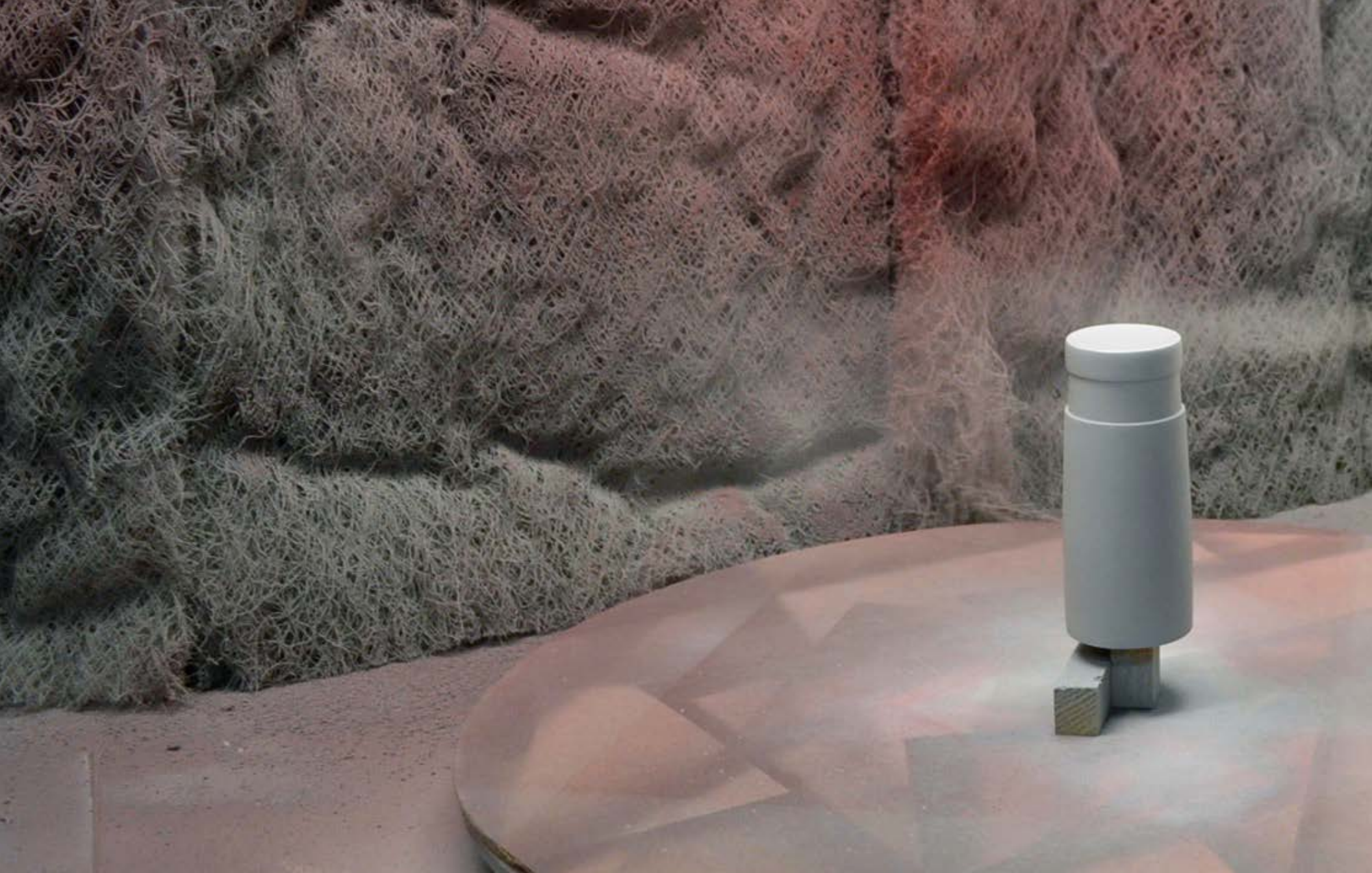
Concept Development













In this final stage of the process, we solidified the materials used, the mechanisms built, and the forms designed. We discussed the anticipated materials and processes for each model, as well as how the movements would be choreographed of the user's experience. In order to see if these decisions were possible to execute, we made sketch models. From that point, we ironed out all details of the forms by building CAD models. We brought the CAD sketches to final renderings, which provided us with the visuals of the materials. 3D print prototypes were then developed from the CAD models. We then sought out and found various sources for materials. Once these decisions were finalized, we began to plan the final presentation to the client.

FINAL PRODUCTS





Eleven

Eleven was designed on the foundation of the ideal KOOZIE experience. Eleven is a vacuum insulated tumbler because the KOOZIE brand is world renowned for their superior insulation. The body is then wrapped in a full sleeve koozie for a more comfortable and familiar experience. The lid has a spring loaded button, which is pressed, then swiveled, to provide a confident closure. Once pressed, the button can be rotated right or left to give a choice of openings for the desired beverage.

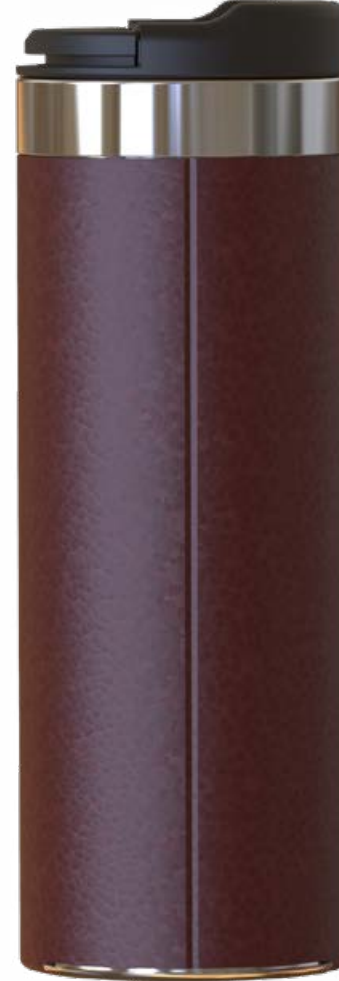




Stainless Steel - Neoprene



Electroplated PET-G



Aluminum - Micropore Royal



Tritan Co-polyester - Neoprene



Electroplated PET-G



ABS - Anodized Al Sheet

A simple 4 piece lid that allows for different flow options depending on whether you want to sip a hot beverage at work or drink your cold favorites at the beach.



Inspired by Koozie's superior insulation, this vacuum insulated cup has a third wall of protection; whether it be neoprene, leather, or even a custom plastic shell.



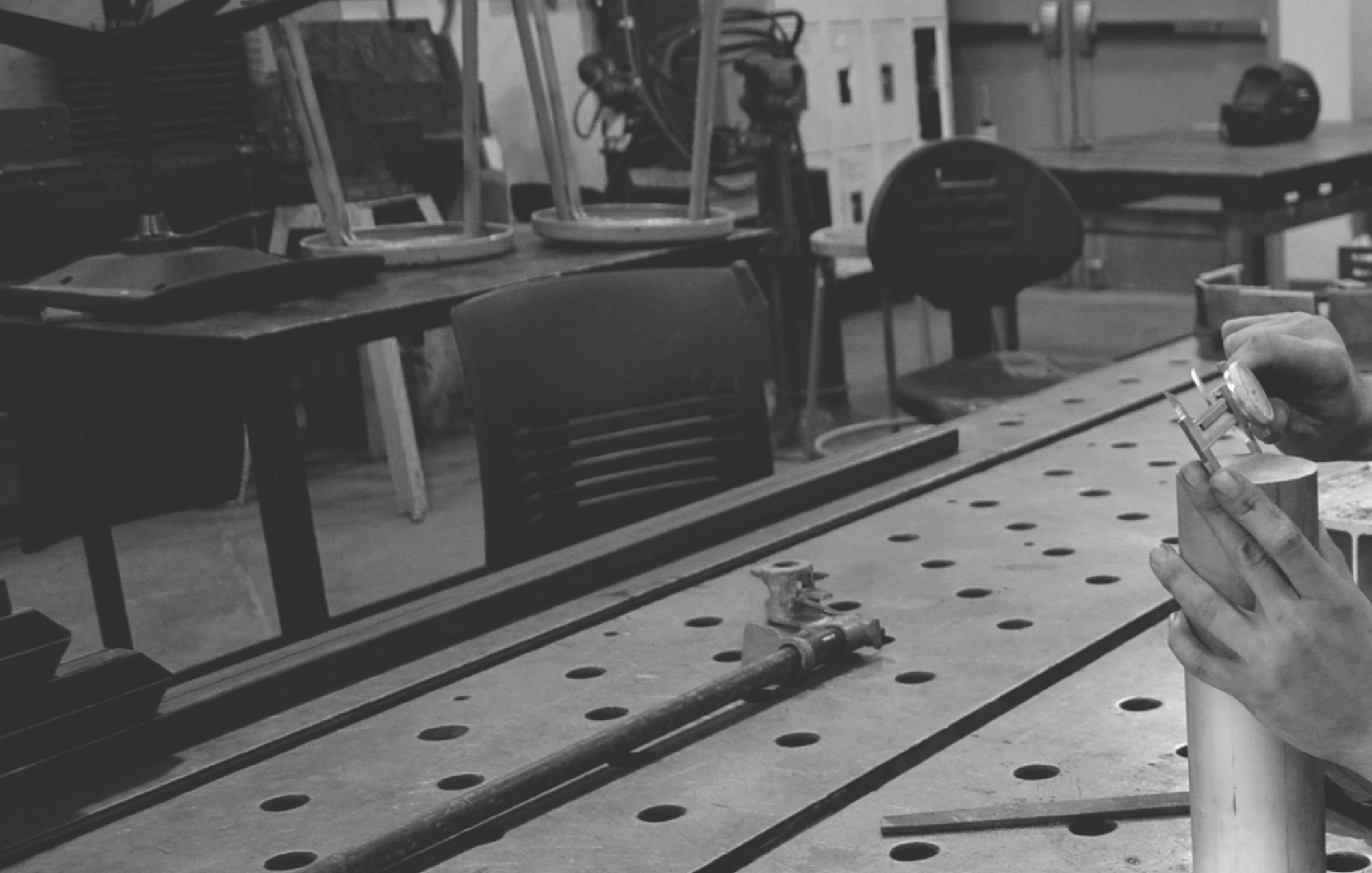


Eleven uses a push slide mechanism in which the back half of the lid is locked in place until pressed down to be able to twist.











Klopek

Klopek began with the timeless tapered body that is seen in the everyday disposable coffee cup. Through multiple iterations of the design a new form emerged. A subtle and elegant taper to the tumbler catches the highlight while still maintaining a traditional look that will last. The pull-tab offers a nod to the iconic KOOZIE tag and offers an addictive click sound as the spout is opened and closed. The narrow band at the base of Klopek continues to acknowledge the brand language KOOZIE has worked so hard to establish.





Lumex - Neoprene



Stainless Steel - Leather



ABS - Neoprene



Anodized Aluminum - Leather



Tritan Co-polyester - Silicone



Ceramic - Cork



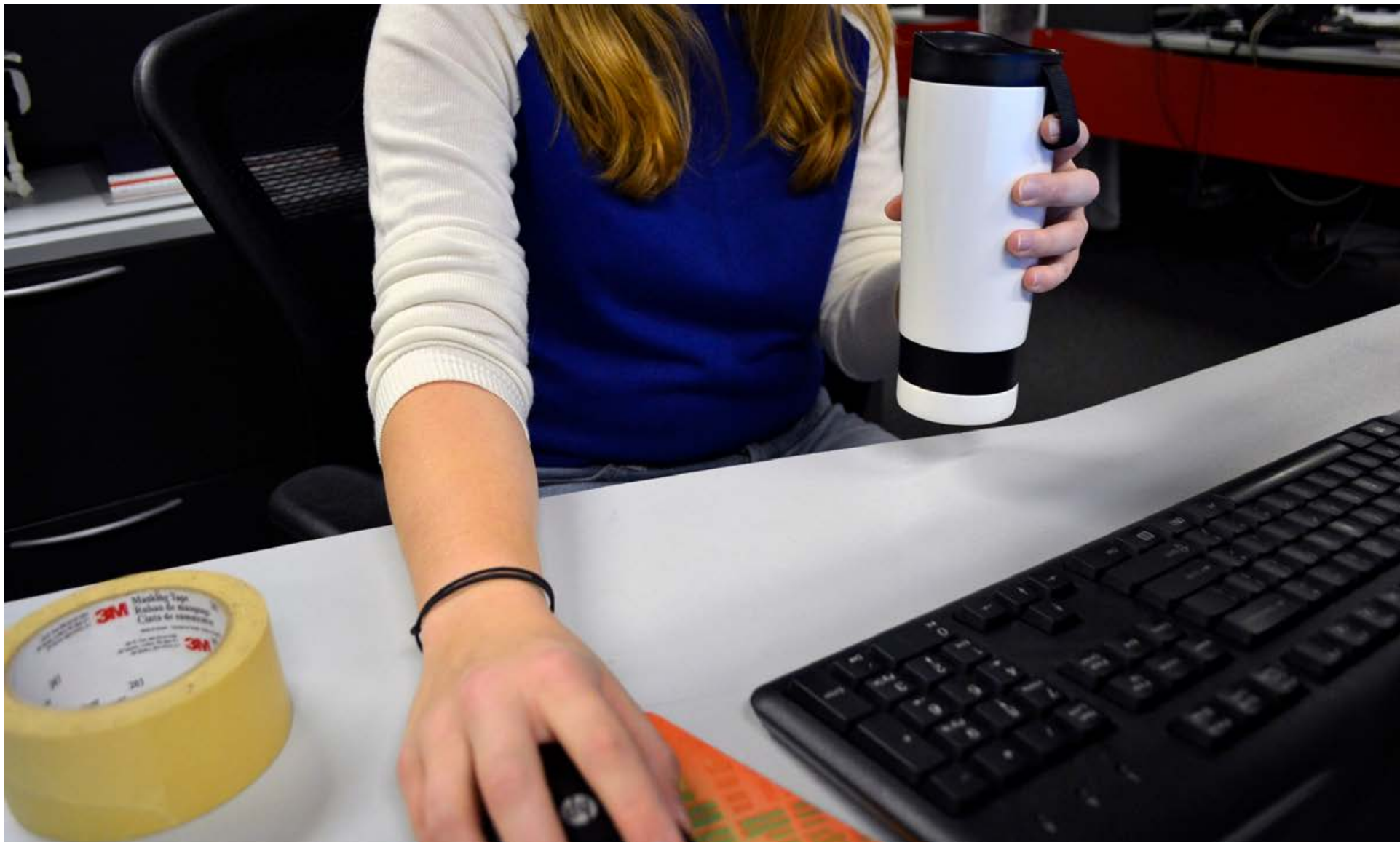
A flush seated
grip for an original
Koozie feel and comfort

Pull-tab technology
to click your drink
open or closed with
a counter lever
mechanism



Pull tab technology
to click your drink
open or closed with
a counter lever
mechanism







CENTER FOR DESIGN

INTERACTION

Interaction design involves the creation of dialogue between people and the products they use. Interaction design minor focuses on the integration of digital media and traditional design. The curriculum covers aesthetics, usability and

Hopson

Hopson's minimal profile is sure to satisfy the fast-paced lifestyle of the demanding professional. In order to provide the best of experiences for both hot and cold beverages, Hopson was designed with two openings. A flick of the thumb on the front slide will hold open a smaller top spout for sipping a hot beverage. A slide back to the right will seal and lock the tumbler, while a further push to the left will allow the lid to hinge open and reveal a larger spout for a more refreshing draft of a cold beverage. Simply close the lid and the slider will reset itself back to the sealed, locked, position with a satisfying click.





Matte finish ABS



Anodized Aluminum



Tritan Co-polyester - ABS



ABS - PET-G



ABS - PET-G



Stainless Steel - ABS



the debossed form
MIMICKS the aesthetics
in the original Koozie
drinkware products and
provides a subtle
excitement to the user.



the lid hinges 170° to
eliminate interference
with the user while drinking.
Held in place by torsion springs.





one side button operates
the overall locking,
sealing and hinging
features of the tumbler.













THANK YOU!

