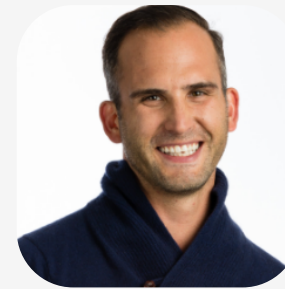


User Persona



Sean

Age: 35+
Occupation:
Strategy Consultant,
Professor
Location: NYC
Income range: 200000/yr+

MOTIVATION

The motivation behind this project is that Sean is facing a lot of issues with the current coffee mugs he uses in everyday life.

GOALS

Design a coffee mug that can be comfortably held along with other items, like an umbrella or phone. The mug should also have a large capacity and an automatic lid lock. The mug should be reusable with self cleaning technology.

DESCRIPTION

Sean is a teacher at NYU and he is married to Lisa. Every morning, Sean likes to go out for coffee with Lisa. This is a special routine for him. He has a favourite coffee shop where he buys coffee every day before going on a walk. Sean is a big coffee fan. After their walk, he drops Lisa off and then buys another coffee before heading to work. He feels bad everytime he uses cups even paper cups as he cares about environment. For coffee he would also take risk and go to different places to try

PERSONALITY

Adventurous

Caring

Loving

INFLUENCE

Brand name

Usability

Time saving

QUOTE

"Drinking Coffee is a ritual to me"

"Coffee is my second love"

FRUSTRATION

New York is rainy most of the time, making it difficult to hold coffee in paper cups without handles.

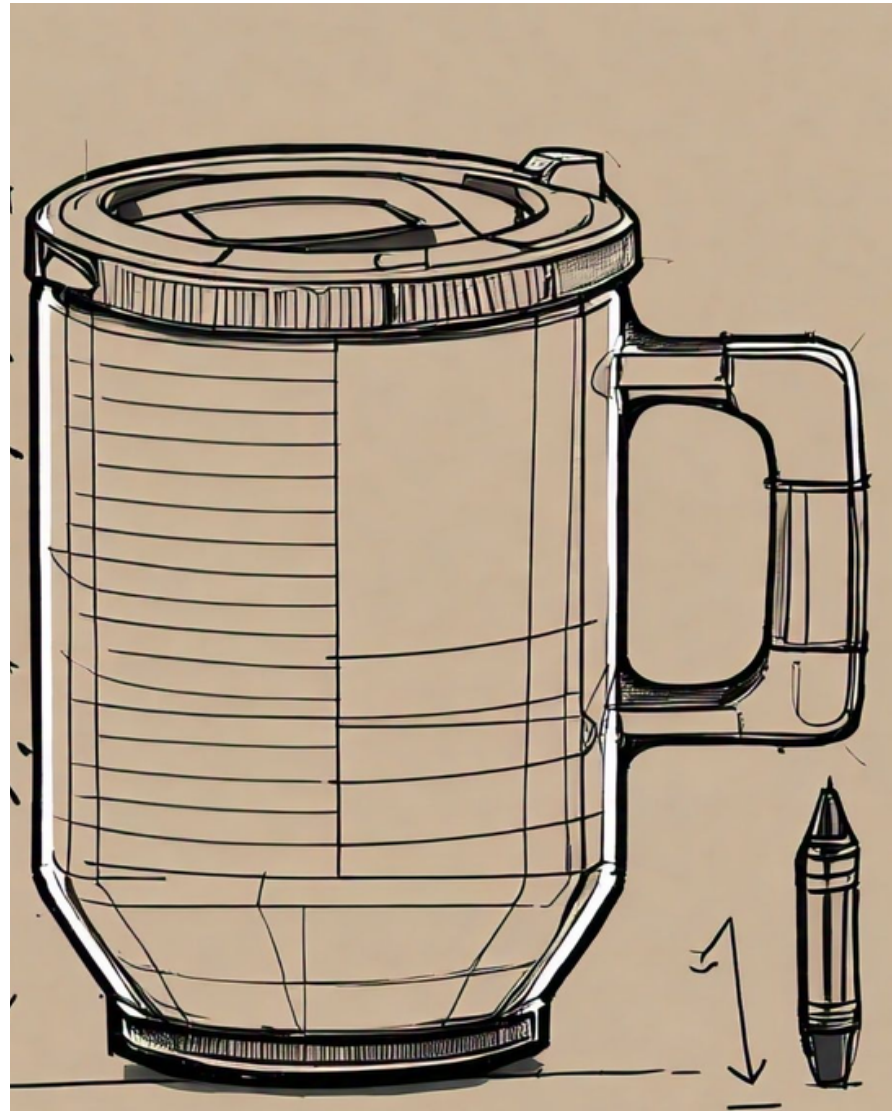
The use of paper cups concerns him due to environmental changes.

While walking, the coffee could spill from the lid

SOURCES OF INFORMATION

Interview

What user described



First Design Draft

What user get



Finished Product

- Different sizes
- Come with personalized covers for better grip
- Self Cleaning Tech
- Automatic lid lock