

## SIDESIP DRINK CONTAINER

### HMD Cuts Down on Distracted Driving

#### CHALLENGE

The inventor and owner of Clear View Cups approached HMD for help developing the lid for their flagship product. This company was founded with a wild idea – cut down on distracted driving, and even office productivity loss, by changing the way people drink from their travel mugs. By moving the mouthpiece to the side of the cup, the Sidesip tumbler would let you see in front of you while drinking your favorite beverage. The inventor had a bold idea, but needed a little help getting the product off the ground. With the help of HMD's experience and expertise in product design, together, we created a functional, aesthetically pleasing product.



#### SOLUTION

First we developed a few concepts, concentrating on the overall look of the Sidesip lid. We then focused our attention on functionality and manufacturability. We designed the interior features on the underside of the lid to funnel the liquid from the cup to the mouthpiece. We engineered and modeled threads and a gasket seal, to mate perfectly with the mug that Clear View Cups supplied. The actual user interface is critical to a product like this, so a 3D printed prototype was made and tested. After a few tweaks to get the 'feel' just right, the Sidesip was ready to market.

#### OUTCOME

With the help of HMD's product design expertise, Clear View Cups is ready to market their new Sidesip drink container, with a Kickstarter campaign launching soon.

To learn more about Clear View Cups, and the Sidesip container, visit <https://www.sidesip.com/>

For more information please visit [www.hmd-llc.com](http://www.hmd-llc.com)  
E-Mail: [info@hmd-llc.com](mailto:info@hmd-llc.com) or Call: 804-355-5588