



HUA107.1032  
Final Study Project 2

**PAPER CUP**

Kiron Cancelier

# Research for innovation of the product



# Product Research

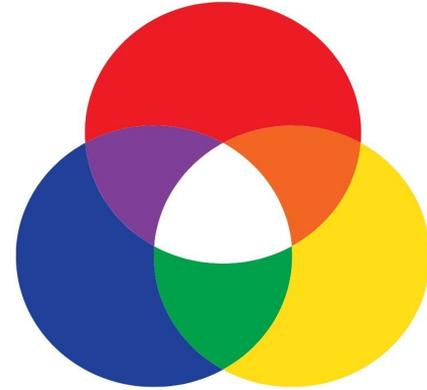
Paper cups are very easy and useful, it holds hot liquid mostly. The issues we meet with it is that it is often too hot to hold a paper cup so we double the cups, or we use a sleeve to hold the hot cup. Then the lid can either works good or not dependending on the design. The open part where you drink through it is not always designed well. It breaks, it hurts your lips, it does not stays in place and moves when you drink.

Well, it will be great to have a combination of a paper cup that could hold hot or cold beverage and with open lid that stays attached to the cup and removable if you want.

# Product Research

- A product research for a better paper cup to hold and be able to enjoy our delicious beverage, either cold or hot.
- A product that is eco-friendly made and easy to hold.
- A product that is cheap and good quality.
- A product attractive enough to enjoy and willing to buy because it is also a very cool design.

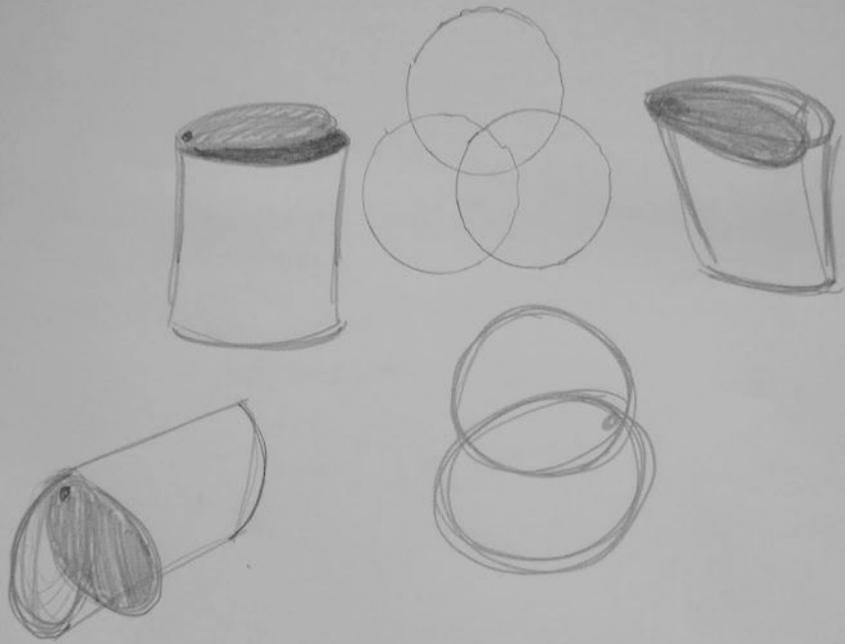
# MoodBoard

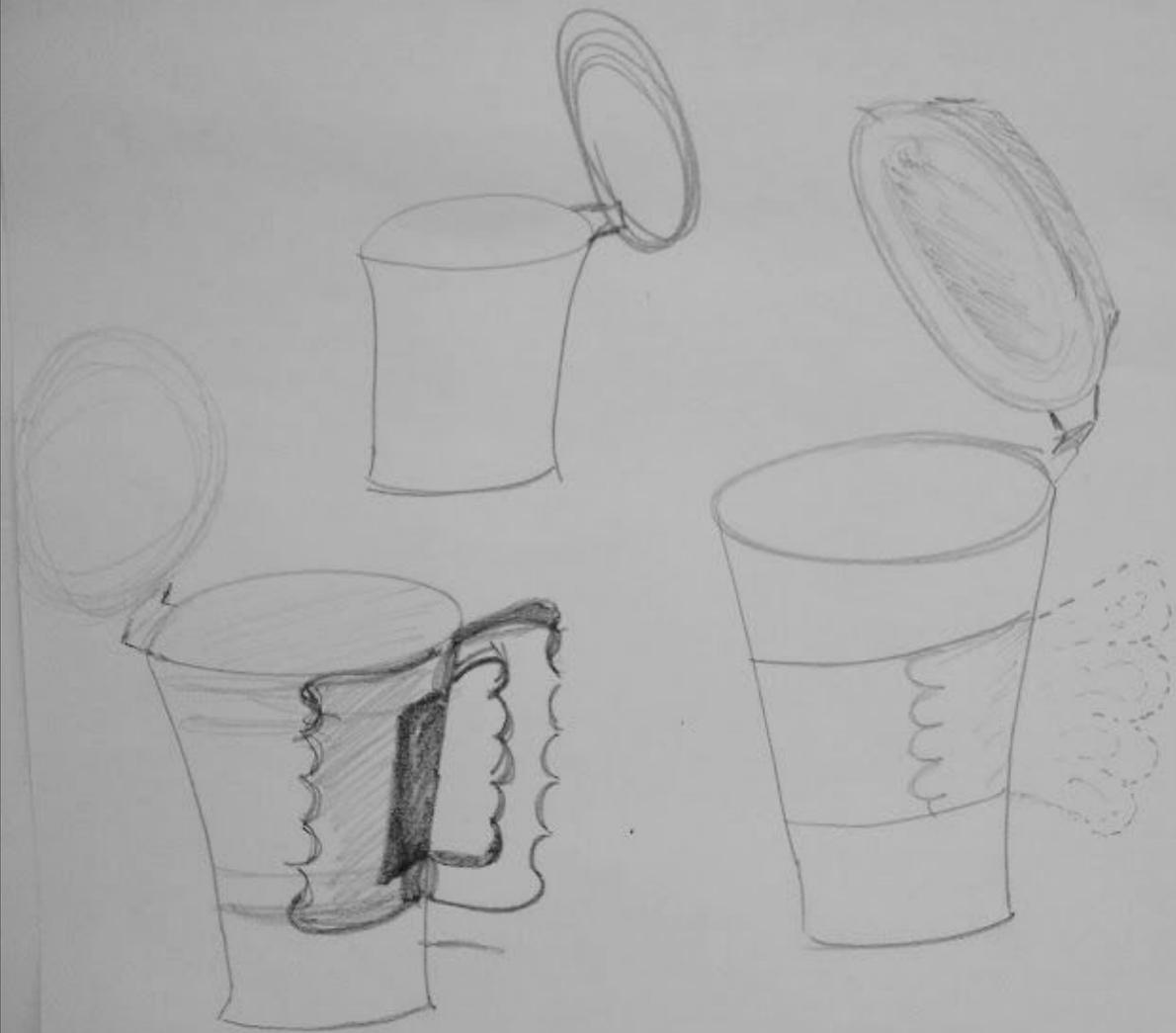


# Inspiration

- ❖ We start with the concept of eco-friendly material
- ❖ Thick insulated paper cup to keep the beverage cold or warm
- ❖ Ridges design easy and better hold of the cup
- ❖ Flip cover lid that is part of the cup.
- ❖ Fingers shaped handle for a better grip.

# Sketches





# Product Analysis

- ❖ Marketing
- ❖ Trends
- ❖ Product Development
- ❖ Sketches

# Marketing

Paper Cups require a research for different type of cup (sizes, material & utility). Paper Cups are used for Cold and Hot Beverages.

## Target Points

- A. Hassle free: Leak resistant
  - Insulated non-slip grip
  - Coffee Maker friendly (fit most coffee maker).
  
- B. Global Paper Cup:
  - It comes in different sizes and made out of an eco- friendly material, which will be bi-degradable material.

# Marketing

With 3 layers of walls:

- the outside wall is recycled thick paper, non slip grip easy to hold.
- The middle part and inside have styrofoam and Polyethylene coated

## C. Key Focus

- Recycled foam while also providing the consumer benefits because it is **lightweight, sturdy and inexpensive insulated**.
- Most materials cause **health issues** with the wax coated paper, Styrofoam is used in hospitals because it minimizes the exposure to bacteria and other pathogens compared to the reusable cups.

- Because most of the paper cups end up trashed out in landfills. We wish to preserve the environment.
- Substitution eventual for natural resources like Sugarcane, corn and potato

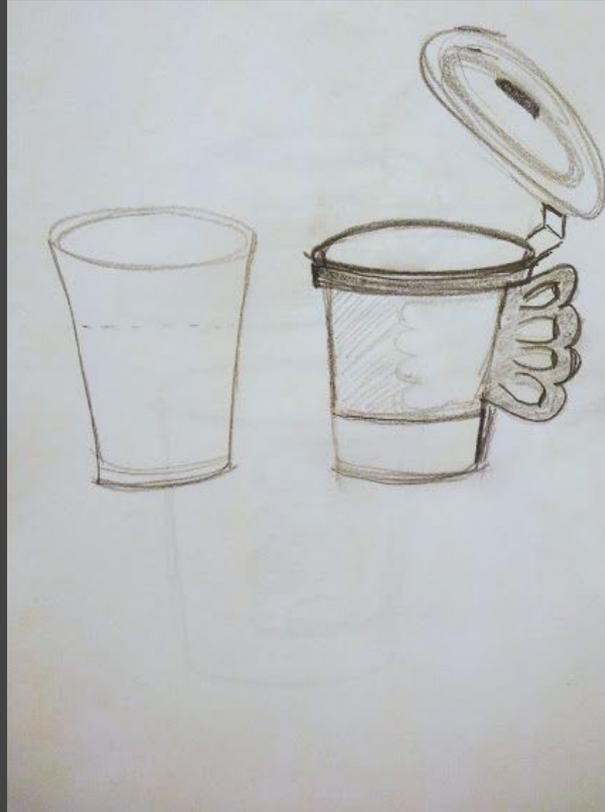
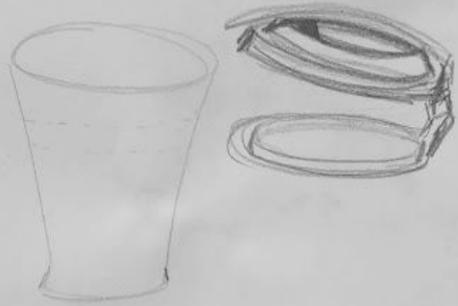
# Trend/ Development

Sustainability and high demand for a bi-degradable product. Our based consumers is focus on the distribution channel, our market lead into retail stores and online channels. The availability of different paper cups according to its application is promoting market growth. The highest market is North America and Asia Pacific according to the Paper Cup Manufacturing Industrial in the United States.

We will be selling to hospitals, coffee shops, Supermarkets, Retirement Homes, Schools, Offices, Street cart compagnies

# Product Development & Sketches

# Sketches Improvement





# Mock up





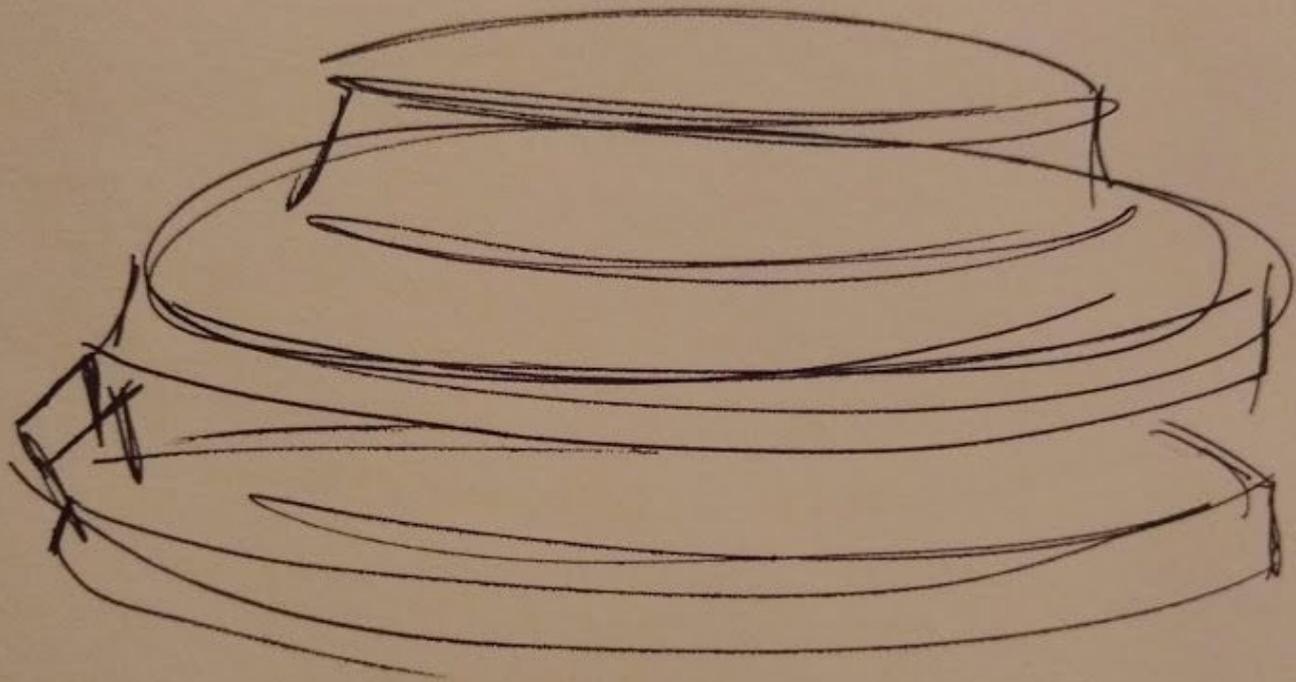
Finished product

**PAPER CUP**

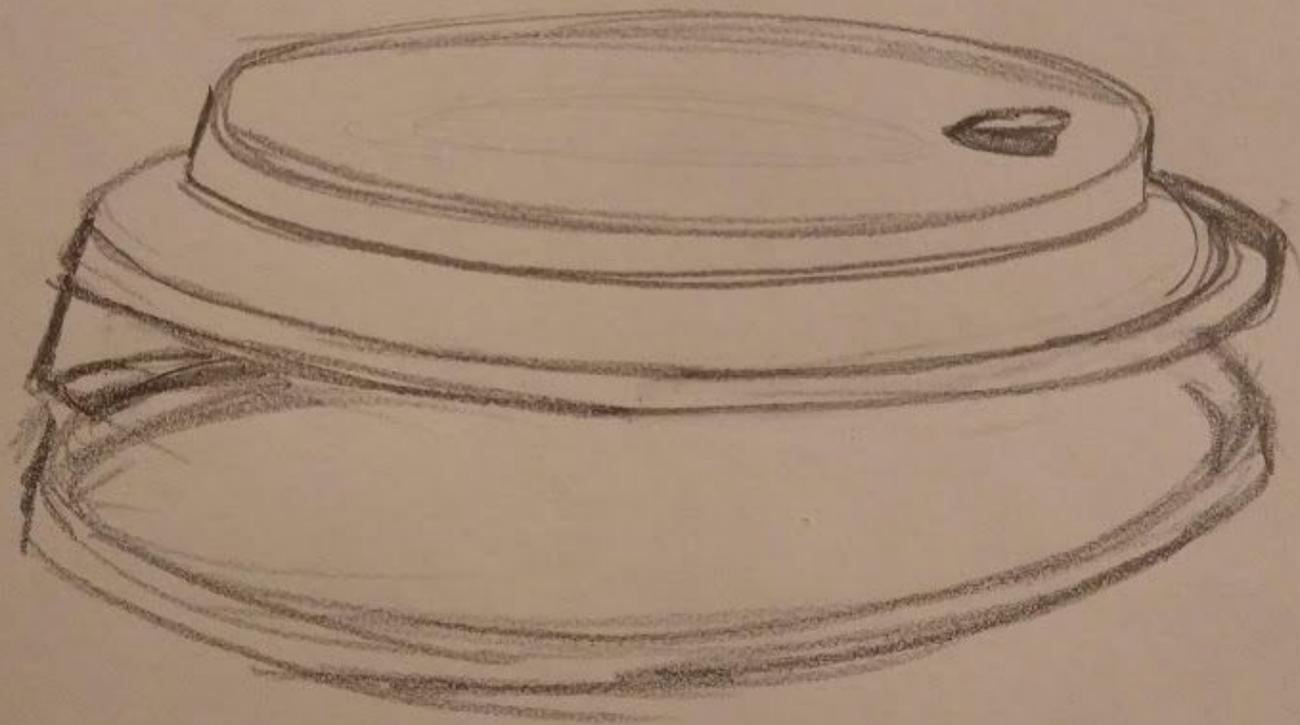
# Feedback and Revision plan

- Good project idea and presentation.
- Consideration with our current time (with Covid), since the lid stays attached to the cup.
- Handle need to be stronger and adapted to the average hand size.

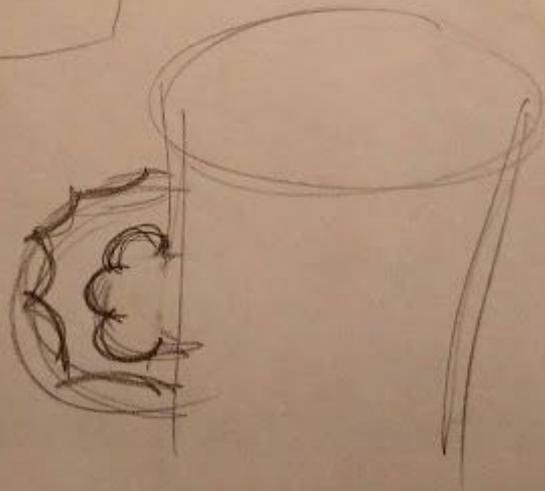
# Revision of the Lid & Cup Handle













# Product Color and Concept

This product is available in a white double layers paper / styrofoam and the lid is interchangeable in any of the 7 colors of the rainbow. The Handle stays white.

## Concept:

Choose your favorite beverage then, decide what color mood do you like today? Happy and Fun are the only choice. Look at the rainbow selection.

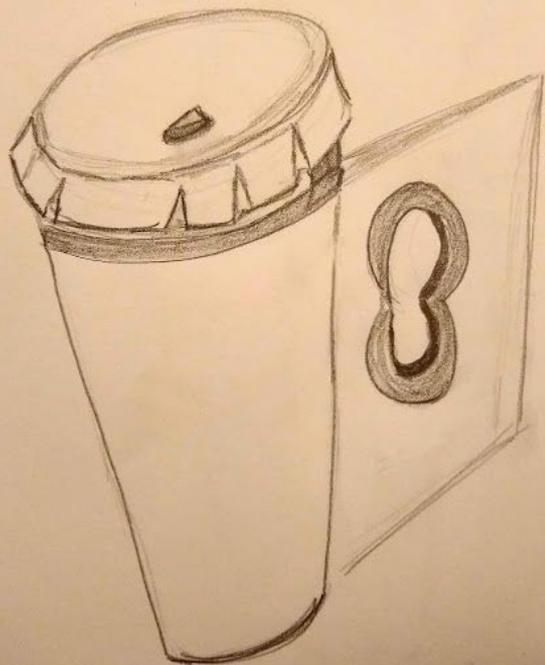
# Happy Mood Colors

- ❖ Red: Ambitious, Bold, Passionate
- ❖ Orange: Optimist, Energetic
- ❖ Yellow: Happy, Friendly
- ❖ Green: Peaceful, Prosperous
- ❖ Blue: Serene, Trustworthy
- ❖ Indigo: Mysterious, Joyful
- ❖ Violet: Mysterious, Romantic

# Color Rendering Index

The basic of Color Rendering Index is describing how a light source makes the color of an object appear to human eyes and how well subtle variations in color shades are revealed.

# New Sketches



# Revised Mock up



# Product Building



# Scale



# PAPER CUP



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