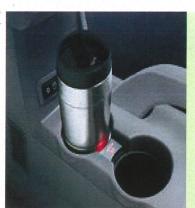
# Design & Communication Graphics

Exam Number: 152161

Solidworks Version: 2016







A travel mug is a container which stores liquids at a consistent temperature. Travel mugs are designed for use when driving, as they can fit into built-in cup holders notched into the dashboard or centre console of many vehicles.

#### **TIMELINE**

#### ▶10.000B.C

The earliest mugs date back to the Neolithic Stone Age period and were made from bone.

#### ▶1892

A British chemist, Sir James Dewar invented the vacuum flask. With this creation, he was able to keep chemicals at the correct temperature. It was then discovered that vacuum insulation technology could be used commercially to keep drinks hot or cold.

#### ▶1980s

Travel mugs were invented in the 1980s in America, when convenience stores and fast-food restaurants offered discounts to customers on coffee refills when they bought a mug. The invention of the minivan in 1983 introduced the use of built-in cup holders in vehicles. Before this, motorists had few choices for keeping a beverage upright while driving.

#### ▶2022

Nowadays, travel mugs are a necessity for the daily commuter.

Innovations in technology have introduced 'smart' travel mugs with multiple capabilities. A **cup holder** is a device for holding drinking containers.



A vacuum flask is a container that keeps a substance hot or cold by means of a double wall enclosing a vacuum.



3

Some mugs are designed with decorative surfaces and indentations

Material is the matter from which a thing is made. Generally, travel mugs are made from aluminium, stainless steel, or plastic. Metal is the best insulator, meaning it will keep temperature for both cold and hot drinks.



#### Physical forms and shapes refer to the

overall appearance, layout, and shape of an object Most travel mugs have a cylindrical or curved body. They can come in a range of colours and materials







Some mugs come with a digital display which allows users to select a drinking temperature

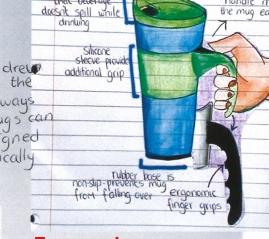
suetch I drew explaining the different ways travel mugs can be designed ergonomically

Most travel mug lids are surrounded by a rubber sealing ring

which prevents spillage

Travel mug lids come in a variety of types. Screw lids are sealed by moving them in a twisting motion. Other lids are closed by simply pushing downward





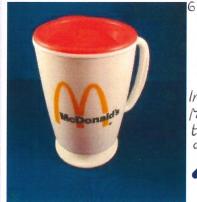
**Ergonomics** is the process of designing workplaces, products, and systems so that they fit the people who use them.



After completing this page and gaining all the necessary information on travel mugs, I felt confident in moving onto the next phase of the project

Reusable travel mugs are designed to keep liquids at a preferred temperature for a prolonged period. Their ergonomic design has resulted in a range of sleek, lightweight and customisable products which are insulated, leak proof and compatible with standard cup holders in many vehicles. Some 'smart' products can heat or cool liquids to a required temperature and can track daily consumption with the use of apps.

(A) Carry out a design investigation of existing reusable travel mugs in graphic format. Your investigation should include an analysis of physical forms and shapes, ergonomics, materials, connectivity, etc.



Travel mugs were originally made from plastic and often showed off a company logo

Image of a vintage 'Trip Sip' McDonald's coffee mug from the 1980s I found



found this image

Some smart travel mugs are heated by battery which is charged by placing the mug on a charging coaster. Others are connected to a power source via power port.



Many mugs come

band/sleeve which

means its non-slip

and comfortable to

with a silicone

hold

Some mugs have handles while others don't. Many mug handles come with a grip for extra support







A **smart product** is an object that has both physical and digital capabilities. These can range from smart watches (e.g., Fitbit) to smart cars (e.g., Tesla).

Recent innovations include smart mugs with a built-in Bluetooth speaker and microphone, allowing you to listen to music and take phone calls.



**Connectivity** is the

**Bluetooth** and **Internet** 

connection.

state of being connected.

Some travel mugs have a

An app is a type of software that can be installed on a computer, tablet, smartphone, or other electronic devices that has a specific function. Some smart travel mugs are linked to apps that can allow you to set the precise drinking temperature for beverages and track caffeine consumption, e.g., the EMBER app

**DESIGN RESEARCH OUTPUT 1** 

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#### PRODUCT OVERVIEW

#### **3RAND:**

Ingenious

#### **MATERIALS:**

Main body/Power port: Stainless steel

Digital display/Lid/Handle: Plastic

Handle grip/Non-slip base: Rubber

#### COLOUR:

Silver/black

#### **FARGET MARKET:**

With its relatively basic design, this travel mug is ntended to appeal to all demographics. Someone who values function over appearance may buy this product as it has a digital neating display and car charger.

Height- 204mm Width-82mm

#### CAPACITY:

### COST:

#### **ERGONOMICS:**

- Non-slip base prevents mug from falling over
- mean that mug can be charged while travelling

#### **COMPONENTS:**

- 6. Band around Body
- 2. Digital Display

- 1. Handle Grip
- 5. Charging Port

#### **DIMENSIONS:**

# Depth-75mm<sup>2</sup>

#### 300ml

## £18-23

- Build-in heat element that lets you keep beverage at preferred temperature (4 heat settings)
- Rubber handle strengthens grip
- Car charger and power port

- 1. Main Body
  - 7. Ridge around Digital Display
- 8. Lid 3. Handle
  - 9. Band around Lid
  - 10. Cap on Lid

# -8

**Heated Travel Mug** 

97mm



**Pink Floral Hot Stuff** 

**Insulated Thermal Mug** 

#### Handle and handle grip No specific target market Main body made from stainless steel Unsophisticated. mechanical appearance

Smart travel mug (digital

Multiple heating options

Comes with car charger

Multiple parts

Specific target market (women/girls)

Compatible with ost car cup holde

Price-range

Not microway

Plastic lid

land wash only

Temperature contro

COMPARE & CONTRAST

Stylish floral design

Double walled body No handle

Only 3 parts

(vacuum insulated)

No digital components

Main body made from acrylic

# **DESIGN FEATURE COMPARISON OUTPUT 1**

#### PRODUCT OVERVIEW

#### **BRAND**:

Ban.do

#### **MATERIALS:**

Main body - acrylic plastic Lid - PVC plastic

#### **COLOUR:**

Pink with floral design

#### **TARGET MARKET:**

The mug's floral surface design would suggest its target market is the female population.

#### **COMPONENTS:**

- 1. Main body
- 2. Spill proof lid
- 3. Snap cap

#### **DIMENSIONS:**

Height- 203.2mm Width-76.2mm Depth-76.2mm<sup>2</sup>

#### **CAPACITY:**

453ml

#### COST:

£22

#### **ERGONOMICS:**

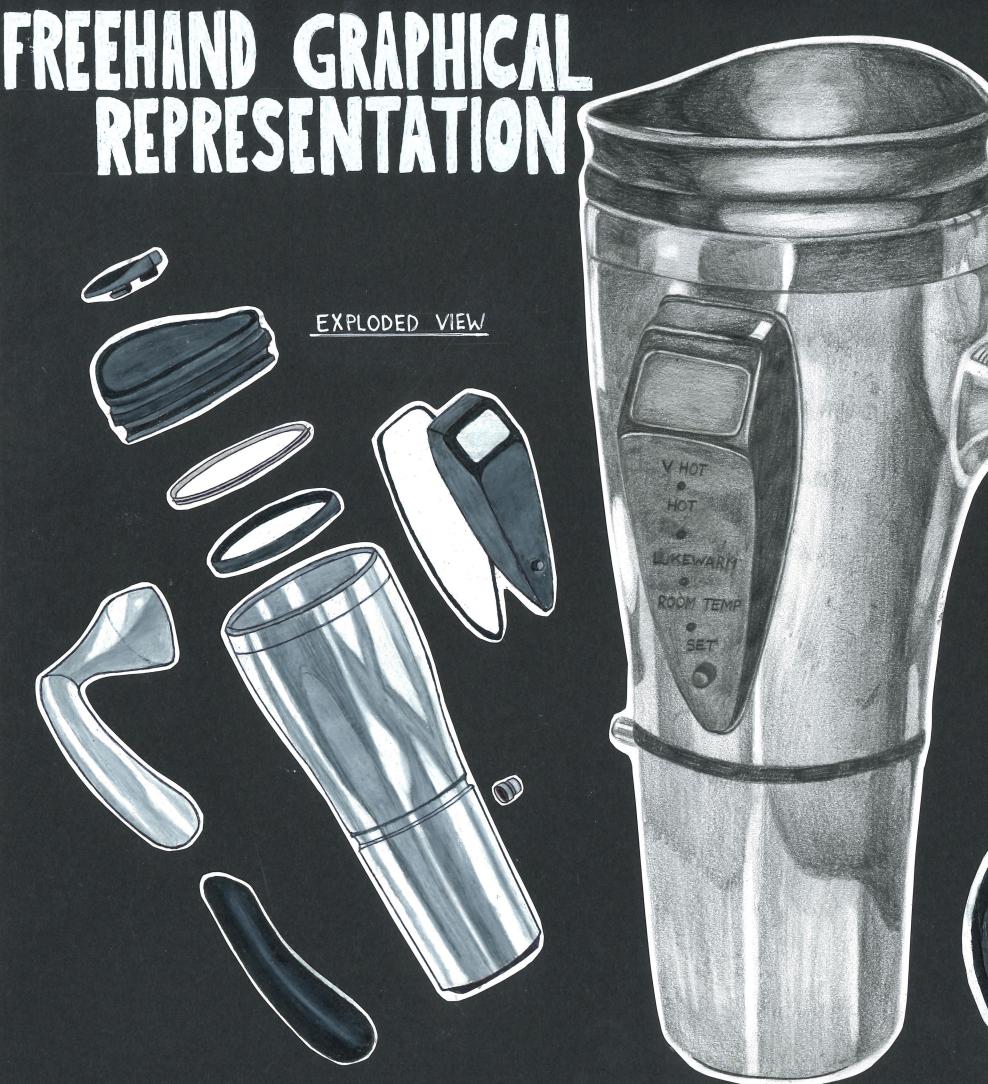
- Double-walled body (vacuum insulated) keeps beverage hot or cold and prevents condensation
- Spill proof plastic lid prevents spillages



The process of identifying the similarities and differences between these two travel mugs should that while there are multiple ways of designing a travel mug, some components like a curved body or drinking spout affessential to all. This process also helped me to decide which travel mug I wanted to model on Solidworks.

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On this page I drew a freehand shetch of one of the travel mugs I previously investigated. This enabled me to become familiar with the different components of the mug. I used colouring pencils and graphite pencils to accomplish this drawing.



EXPLODED VIEW



The cap on the lid slides to open and close.



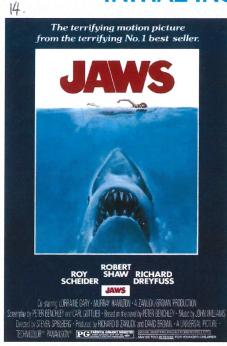


b) Show graphically how you would physically modify a chosen reusable travel mug to improve its overall design.

or

Develop and graphically communicate a new concept design for a reusable travel mug based on a selected theme or target market.

#### **INITIAL INSPIRATION**



'Jaws' is one of my favourite films. The film tells the story of three men, a policeman, a marine scientist, and a fisherman, out at sea in search of a murderous great white shark. While watching the film, I was struck by the harsh weather conditions these men had to endure. This inspired me to create a travel mug specifically for fishermen, who have to face the elements every day.



Another reason why I wanted to investigate the theme of fishing was because my dad is a keen fisherman. This was helpful to me as I was able to gain insight into a fisherman's lifestyle. My dad spoke to me about all the different aspects of fishing, and this helped to decide which direction I wanted to go with my concept design. Here is a picture I took of my dads boat

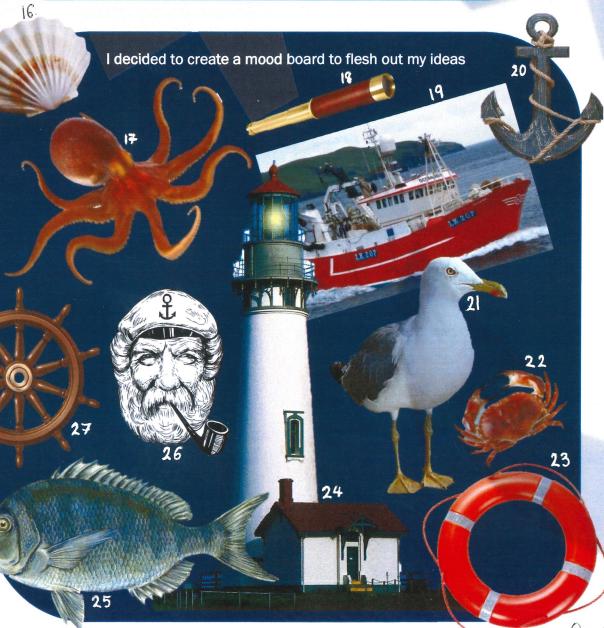
# **Output 5 – Graphical Exploration of Design Solutions**

#### **Theme**

After some consideration, I decided to create a nautical-themed travel mug. This theme would incorporate all the aspects of fishing and the sea, giving me a broad spectrum of ideas to choose from.

#### **Target Market**

My travel mug is primarily aimed at fishermen. Other markets might include sailors, ocean enthusiasts, and people who live by the coast. I chose fishermen as my main target market as I felt they would benefit from using a travel mug more than most demographics. Having to contend with stormy weather conditions, I can imagine that a fisherman would appreciate a hot beverage. In some cases, a fisherman may not have access to electricity out at sea, which rules out the opportunity of using a kettle. A travel mug would be a convenient solution in these circumstances. I wanted my concept design for a travel mug to reflect a fisherman's fondness for the sea and the coast.



#### Design Ideas

Having decided on a theme and target market, I needed to decide on a specific design for my travel mug. After completing Part A of the project, I had a good understanding of the necessary components of a travel mug. This helped me to come up with a feasible concept design within my theme.

#### Idea 1

My initial idea was to create a travel mug in the shape of a fish. I thought this would be a quirky design concept that a fisherman would appreciate. However, I abandoned this idea as I felt that the shape of a fish would not easily translate into a travel mug. As you can see from this sketch, I had to manipulate the fish's body in order to create a suitable container shape. I also had to place the fish's tail on a flat base so it could stand upright. I felt that the finished result would look like an oversimplified version of a fish and not have the impact I was looking for.



#### Idea 2

My second idea was to create a travel mug in the shape of a lighthouse. This struck me as a much better idea than the fish for the following reasons:

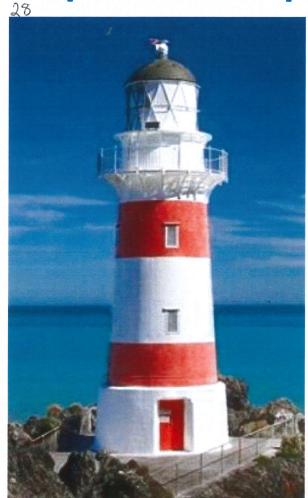
- A lighthouse has a curved, often cylindrical body
- It has a flat base, allowing it to stand upright
- A lighthouse is synonymous with the sea, and therefore fits my theme perfectly

As a result, I felt that I could develop this idea further.



On this page, the process of brainstorming and experimenting with ideas resulted in me coming up with an idea I am proud of.

# **Output 5 – Graphical Exploration of Design Solutions**



Lighthouse in Cape Palliser, New Zealand

I decided to loosely base my travel mug design on the Cape Palliser Lighthouse in New Zealand. The challenge came in trying to achieve this design while also accounting for the functional requirements of a travel mug.



Here is a suetch I drew of my final concept design for a travel mug.

#### **Development of Ideas**

I learned from Part A of the project that a drinking spout is a vital component of a travel mug. It allows users to conveniently take a drink, without having to unscrew the lid. However, in developing my concept design, I found it difficult to incorporate a drinking spout, as I felt it would compromise the aesthetic appeal of the travel mug.



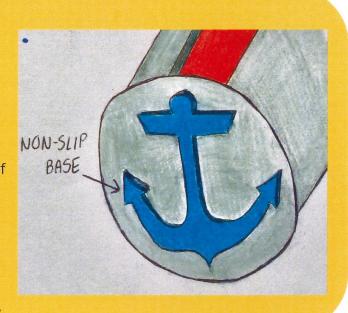
#### Solution

In the end, I decided to attach a drinking straw to the lid, allowing users to easily take a drink. I decided to make the beacon at the top of the lighthouse serve as a cap, which covers the drinking straw and can be removed when a user wants a drink. I thought this solution was appropriate as neither functionality nor design was compromised.

This page was helpful in bringing my lighthouse idea to life. Having considered aspects like functionality, aesthetics and environmental sustainability in great detail, I believe I have come up with a comprehensive concept design for a travel mug.

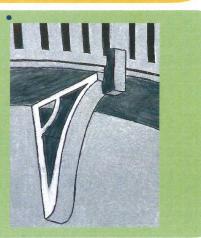
#### **Functionality**

While aesthetics is important, I made sure that my travel mug was functional and ergonomically designed. The removable cap and build-in straw allow users to easily take a drink without having to unscrew the lid. Ultimately, I decided against having a handle as I didn't think it was necessary and thought it would compromise the aesthetic appeal of the mug. I incorporated a temperature reader, allowing users to identify the exact temperature of their beverage. This was inspired by the travel mug I worked on in Part A, which had a digital display showing the temperature. I also included a non-slip rubber base which prevents the mug from falling over. This also was inspired by my Part A travel mug.



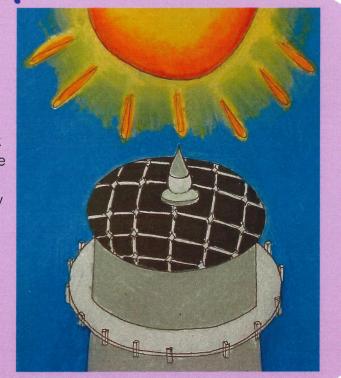
#### **Aesthetics**

My final design captures all the necessary elements of a lighthouse. These include a white and red striped body, balcony supports and railing, windows, a recessed door, and a beacon at the top. While the rubber base is functional, I decided to make it in the shape of an anchor for aesthetic reasons. The balcony supports have a very ornate design and I thought they gave the mug great character.



#### **Environmental sustainability**

I chose to make my travel mug out of stainless steel, as I learned during my initial research for Part A of the project that metal is the best insulator. This means it can maintain the temperature of a beverage for a long time. I think this would dissuade users from buying disposable coffee cups when they are out and about. I also thought about fishermen out at sea, with possibly no source of electricity at their disposal. For this reason and in addition to being sustainable, I decided to run my mug on solar energy. Solar panels are attached to the lid of the travel mug, which is an ideal position to capture sunlight.



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Screw lid can be opened/closed by moving it in a LID twisting motion.



CAP





MAIN BODY

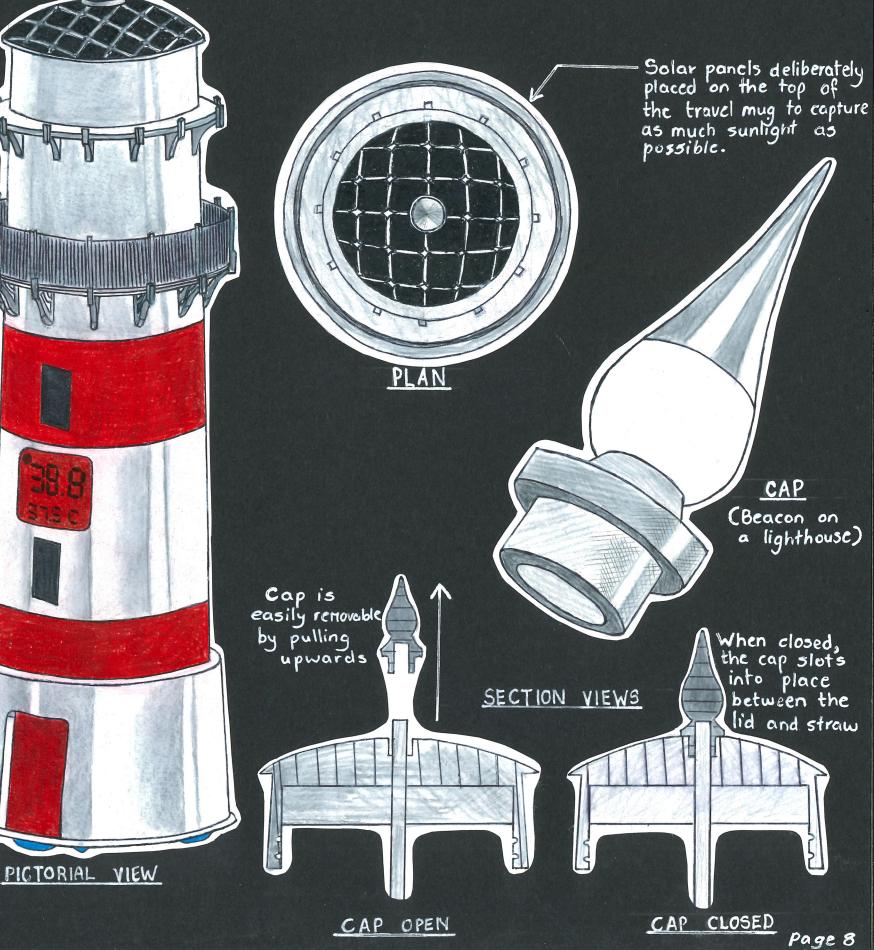
DETAIL VIEW OF SUPPORTS

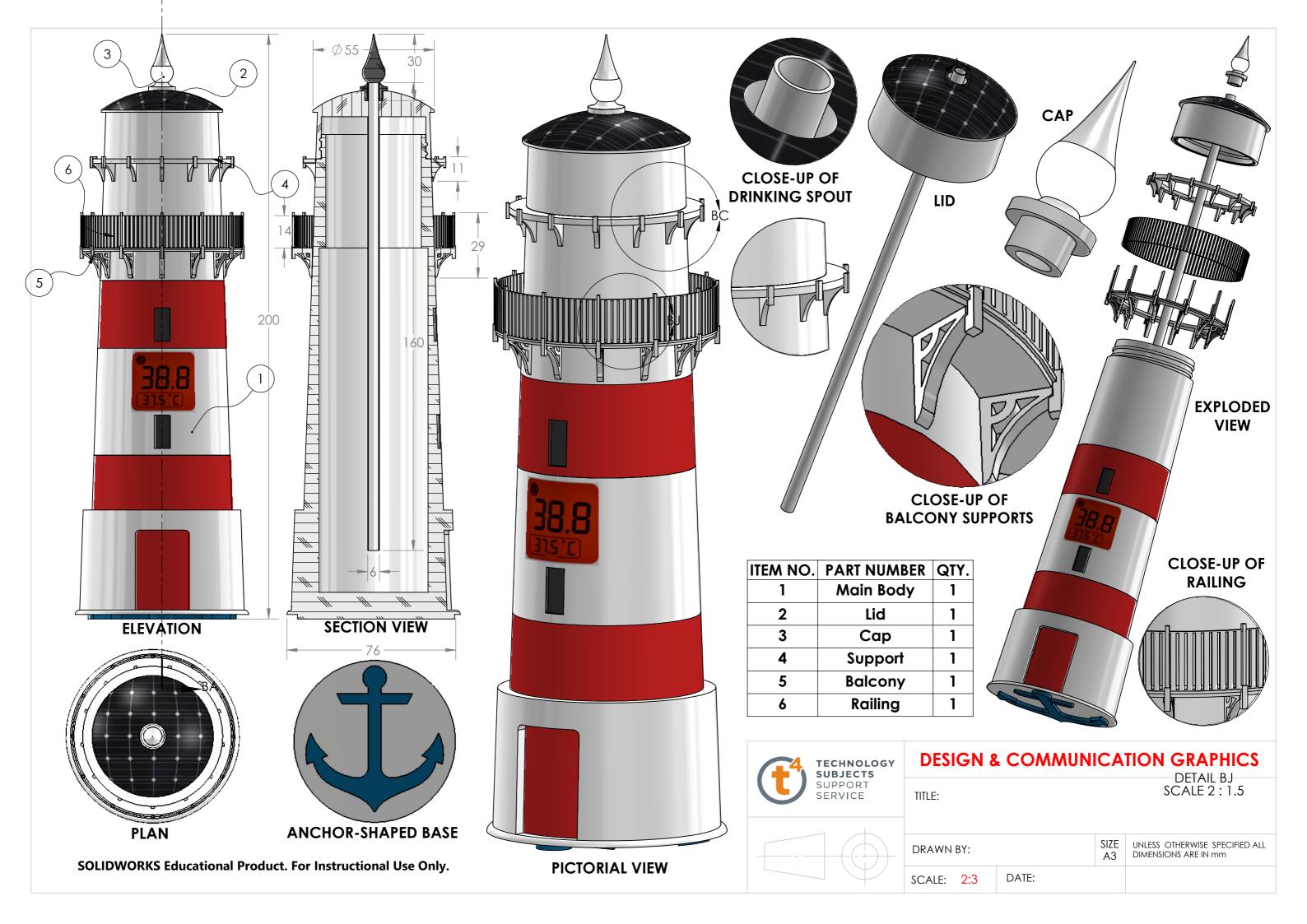
EXPLODED VIEW

found this drawing exercise enjoyable as I got to turn my idea into a realised design. Having completed this page, the prospect of modelling my concept design on Solidworks seemed less daunting than I had previously imagined.

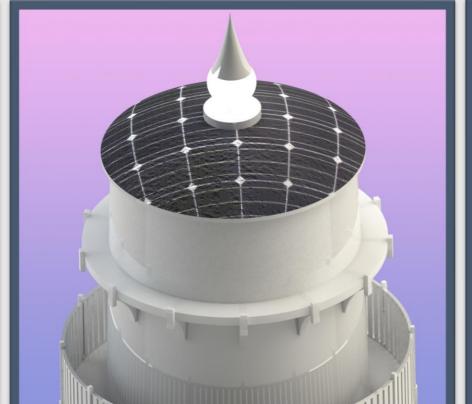
Anchor-shaped rubber base prevents mug from falling over

# PRESENTATION OF CONCEPT DESIGN





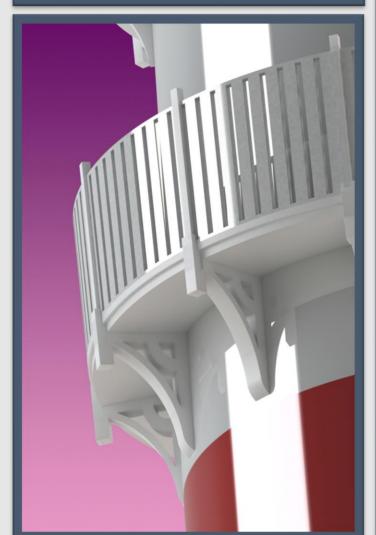




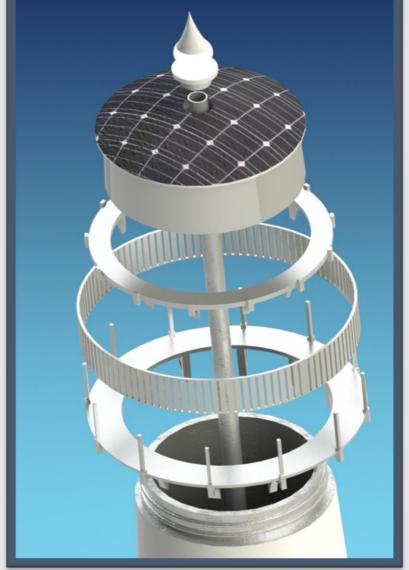














#### **Bibliography**

Original images/sketches scanned - blue dot

#### Page 1 – Output 1

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#### Page 2 - Output 1

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#### Page 6 - Output 5

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#### Page 7 – Output 5

28. <a href="https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F373658100336151508%2F&psig=A0vVaw2j6hZ-VdoOBYKypi4QnpSq&ust=1642893429563000&source=images&cd=vfe&ved=0CAwQjhxqFwoTCPDwj5b9w\_UCFQAAAAAdAAAAABAD</a>