

*thermacup*

## VISION

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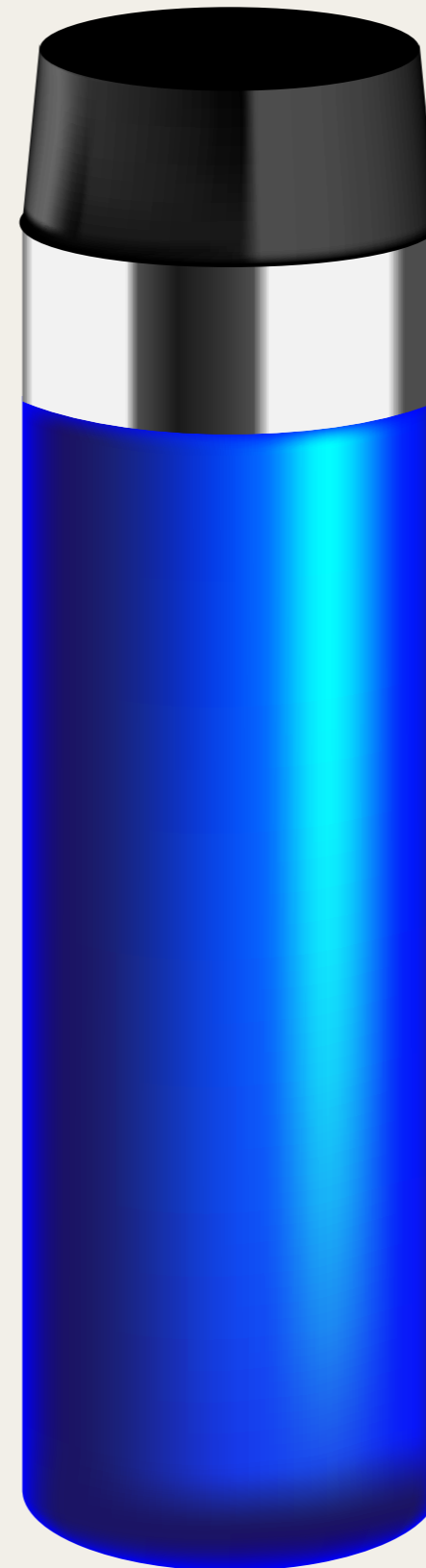
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The ThermaCup is a convenient and inexpensive way to enjoy your drinks and food. Our idea is to create a smart container that will cool or heat the content inside of it. Accompanying the ThermaCup is an app that will let you monitor, control and even track the smart bottle's location. With the ThermaCup app you control and set the temperature of the contents in your cup. You can instantly enjoy hot or cold beverages and food on the go.



ThermaCup also appeals to health conscious individuals and athletes with its built in calorie tracking feature. We envision expanding the functionality of the smart bottle with attachments like a top for a baby bottle or a top with a wider opening to accommodate certain foods. Our valued customers are continually rewarded with exclusive discounts at select retailers. While our competition may beat us to the market, we plan to stay relevant with new features and frequent product updates.

Our objective in this Interface Design course was to create an interactive product with a mobile app.

We drew up several ideas and decided which ones were the most feasible given our time constraints and budget.

The smart bottle ended up being the best option out of the lot. We hope to one day build a working prototype to generate interest in our design.

## IDEA LIST

- ~~1. Smart phone case with indicator for damage  
*not innovative or interesting enough for our project*~~
- ~~2. Digital sticky notes that sync with all devices  
*product already exists in the form of the Notes app*~~
- ~~3. Portable sobriety scanner that checks your  
blood alcohol content and history  
*questionable demand for this product*~~
- ~~4. Tracking app and device that can be used anywhere  
*issues involving privacy, device could be used to target kids*~~
- ~~5. Heads up display for mobile phones  
*not enough interest or need for this device*~~
- ~~6. Portable temperature scanning device  
*questionable demand for this product*~~
7. Smart bottle with app to set temperature remotely

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While we could not find a product that does everything our product promises, we did find inspiration in the following products: Vessyl and the Smart Gear 12V Digital Heated Mug.



**VESSYL**



**SMART GEAR 12V DIGITAL HEATED MUG**

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With a solid concept for our product, we began to define our target audience. We decided the ThermaCup would be best suited for families, students, health advocates and food enthusiasts.

The next step involved carefully considering each demographic and creating features that would benefit each user.



## FAMILIES FEATURE REQUEST

1. ease of use
2. safety shutoff button
3. preset menu
4. spill-proof design



## STUDENTS FEATURE REQUEST

1. bottle tracking function
2. discounts at featured retailers



## HEALTH ADVOCATES FEATURE REQUEST

1. quick / versatile charging
2. visual temperature indicators
3. carrying case



## FOODIES FEATURE REQUEST

1. water filter for international travel
2. quickly heat or chill contents
3. larger sized opening for solid foods

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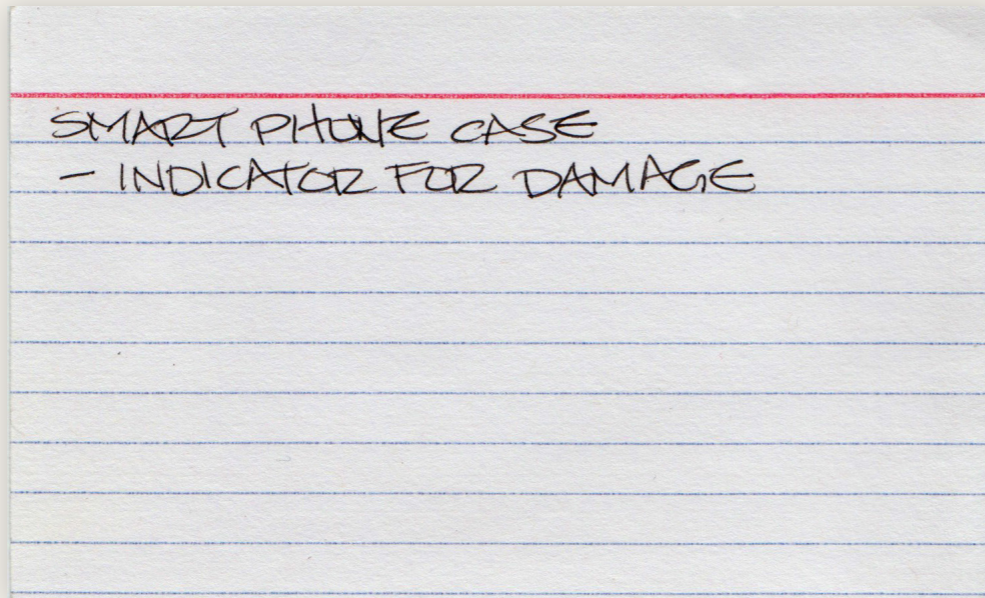
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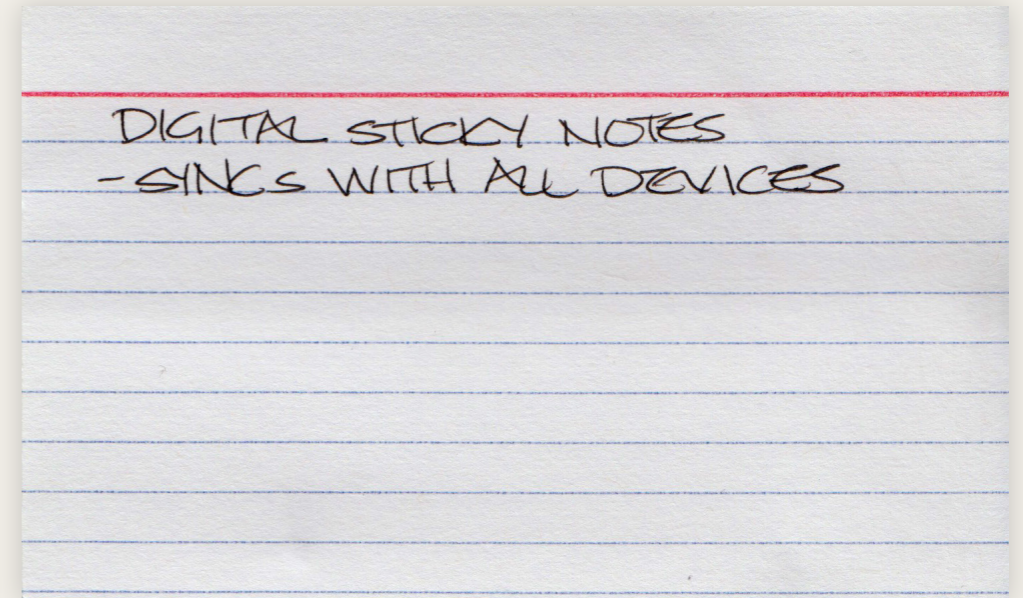
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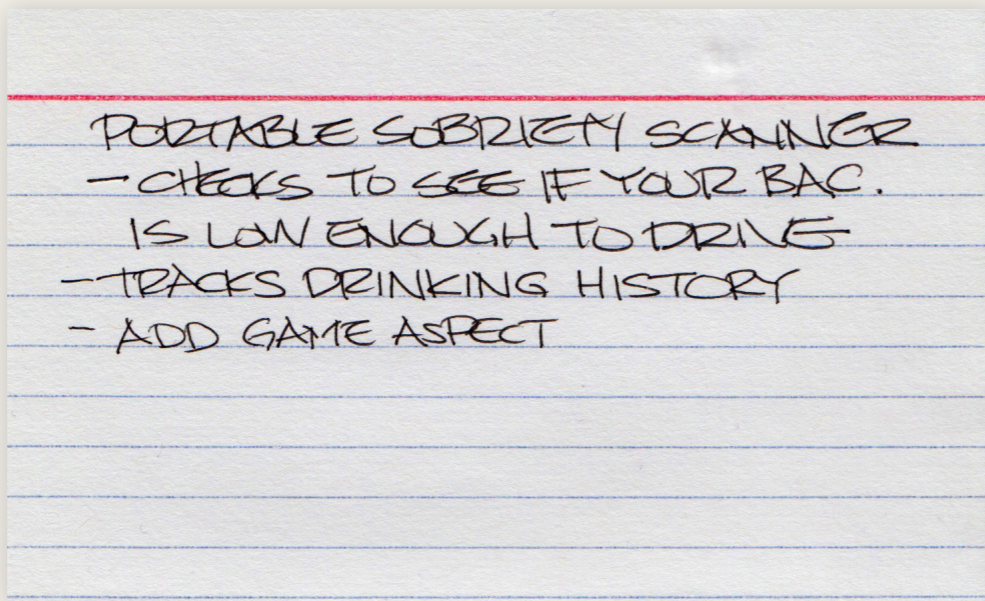
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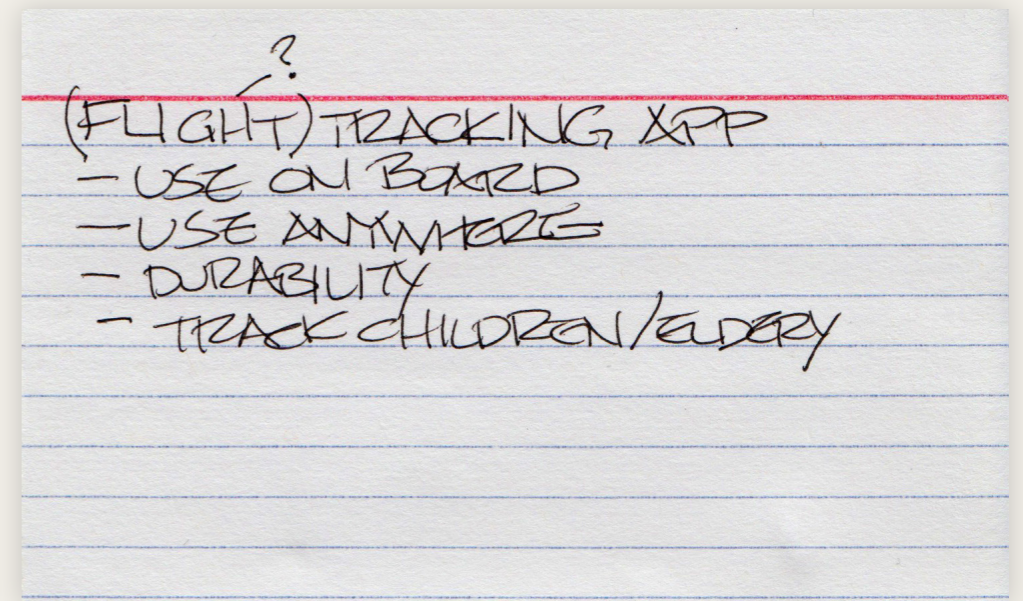
SMART PHONE CASE WITH DAMAGE INDICATOR



DIGITAL STICKY NOTES THAT SYNC WITH ALL DEVICES



PORTABLE SOBRIETY SCANNER CHECKS BLOOD ALCOHOL LEVEL



TRACKING DEVICE WITH APP

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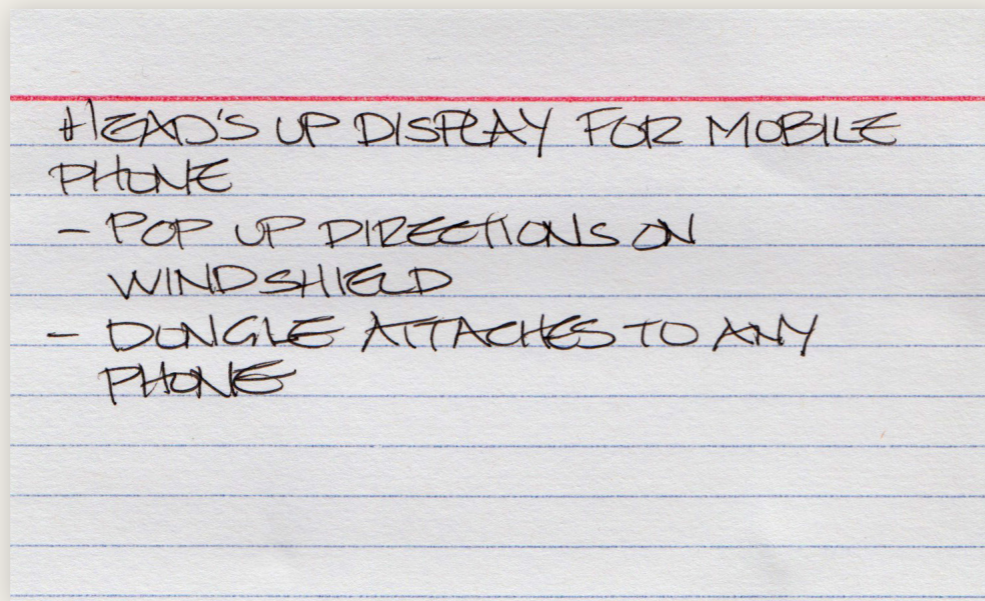
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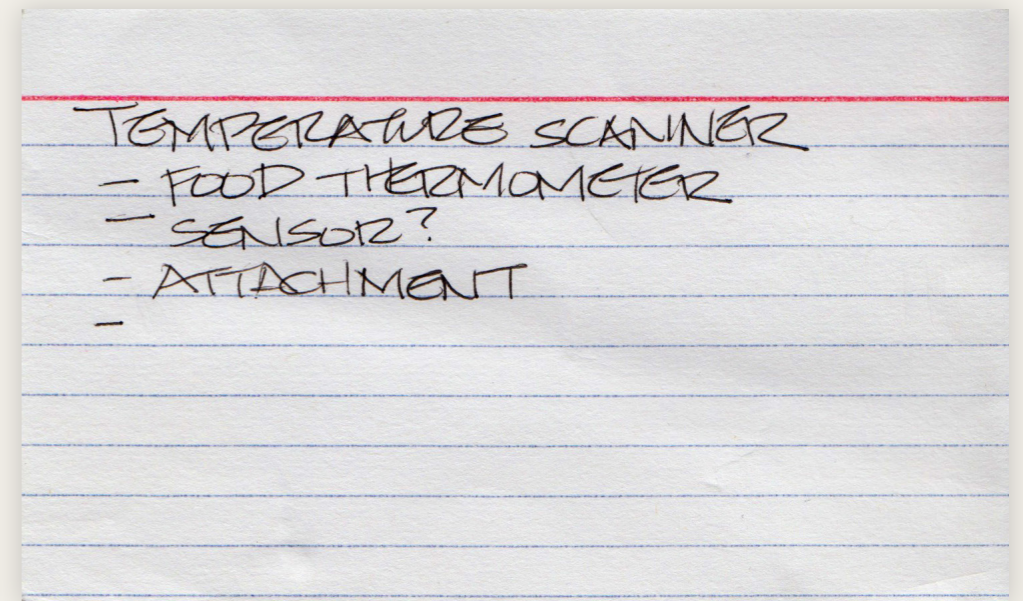
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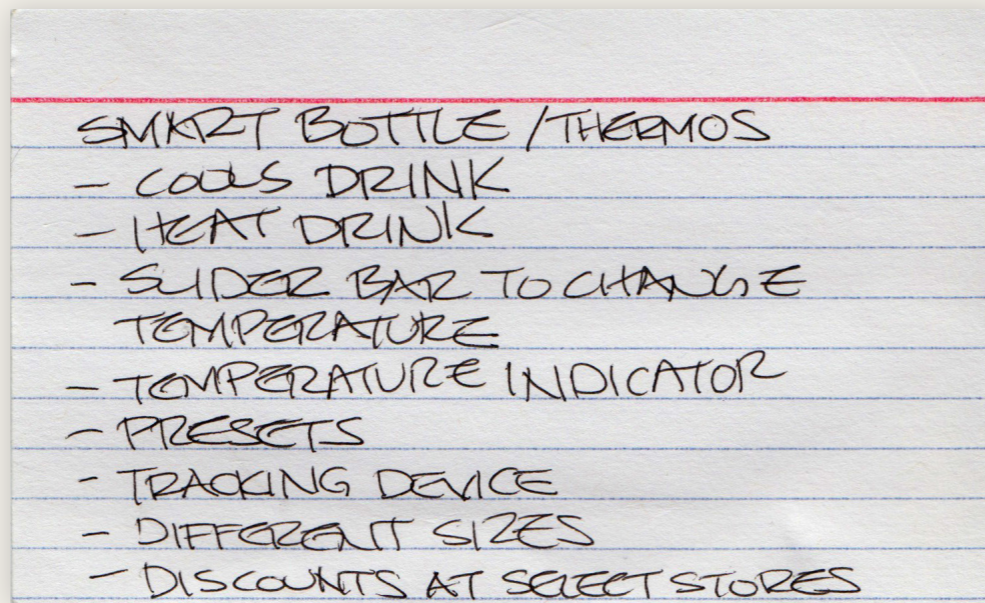
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HEADS UP DISPLAY ATTACHMENT FOR MOBILE PHONES



TEMPERATURE SCANNER



SMART BOTTLE WITH REMOTE TEMPERATURE CONTROL

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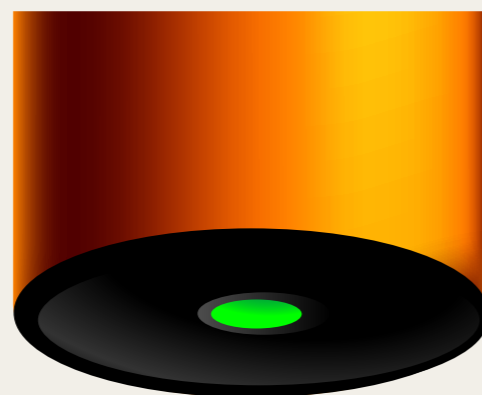
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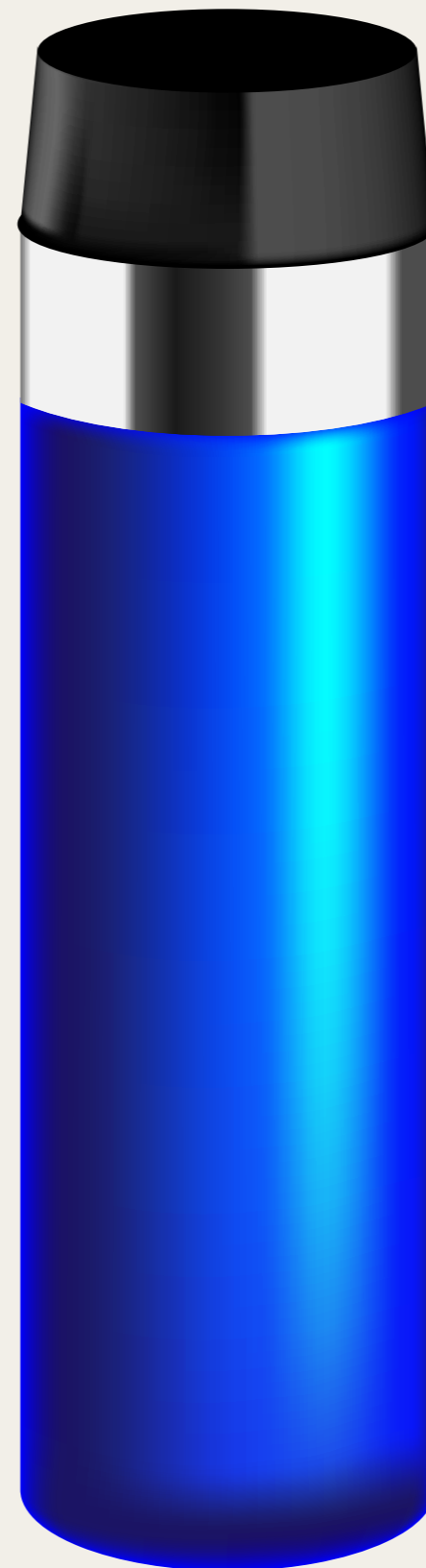
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**SURFACE CHANGES COLOR TO REFLECT TEMPERATURE OF CONTENT INSIDE**



**POWER ON BUTTON AND BATTERY CHARGE STATUS INDICATOR**



**SOLAR CELLS EMBEDDED IN LID**

**SPILL PROOF LID DESIGN**

**SLIM, ERGONOMIC CYLINDRICAL PROFILE**



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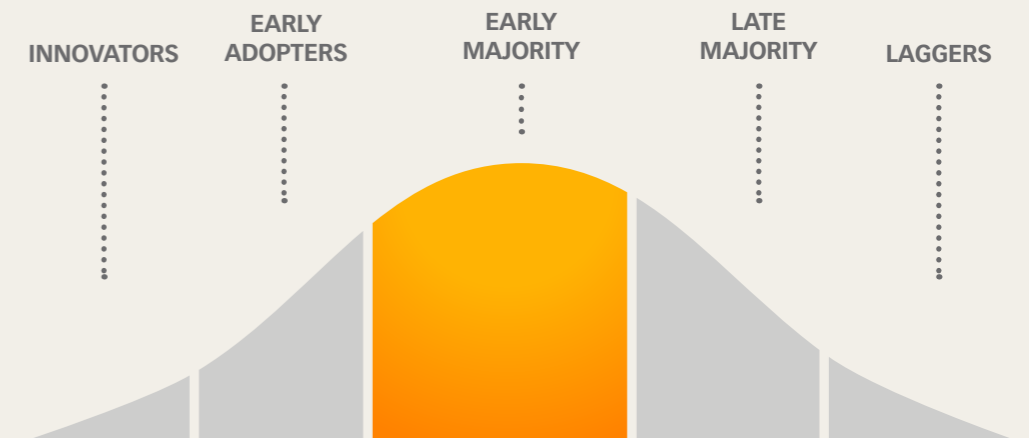
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THE RODRIGUEZ FAMILY

TECHNOLOGY ADAPTATION



**AGES:** 37, 4, 38 and 10

**LOCATION:** Los Angeles, CA

**SOCIAL CLASS:** middle

**ARCHETYPE:** regular guy/gal, the working stiff, the solid citizen, the good neighbor, the silent majority

**PERSONALITIES:** educated, active, trend followers, homemaker, environmentally aware

**IT AND INTERNET:** advanced novices

**SOFTWARE USAGE:** intermediate

**MOBILE APP USAGE:** advanced

**SOCIAL NETWORKING:** intermediate

**INTERNET USE:** 80% home, 20% away

**FAVORITE SITES:** Nick Jr., Disney Jr., Toys R Us, Amazon, Google, Yelp, Expedia, Home Depot, Facebook, PBS Kids

**FAVORITE APPS:** Groupon, Netflix, Twitter, Facebook, Instagram, Redbox, Disney Jr. Appisodes, Starbucks

**DEVICES/PLATFORMS:**

**COMPUTER:** PC

**PHONE:** Android or iPhone

**TABLET:** Kindle or iPad

**CONSOLE:** Nintendo Wii or Xbox 360

**UX GOALS:** ease of use, reliability, helpfulness

**USER TYPE:** education, family, games, sports, travel, shopping

**BRAND RELATIONSHIP:** usage - medium

**BRANDS:** Ralph's, Trader Joes, Old Navy trusted brands at affordable prices

**PRODUCTS:** food and clothing primarily

**INFLUENCES:** mom blogs, daytime talk show reviews, friends, word of mouth

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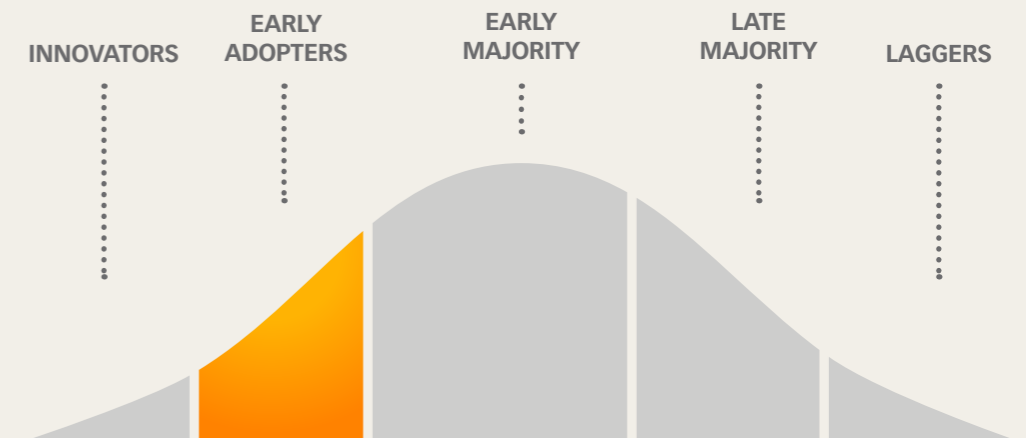
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## TECHNOLOGY ADAPTATION



**AGE:** early 20's

**LOCATION:** North Hollywood, CA

**OCCUPATION:** He is a photographer and a graphic design student.

**HOBBIES:** Posts pictures of projects he worked on and art work that interest him on Facebook for all to see.

**IT AND INTERNET:** advanced  
**SOFTWARE USAGE:** advanced  
**MOBILE APP USAGE:** advanced  
**SOCIAL NETWORKING:** advanced  
**INTERNET USE:** 50% home, 50% school

**FAVORITE SITES:** Facebook, LinkedIn

**FAVORITE APPS:** Facebook, Photoshop

**DEVICES/PLATFORMS:**  
**COMPUTER:** Windows, Mac  
**PHONE:** iPhone, Android  
**TABLET:** none  
**CONSOLE:** none

**UX GOALS:** discounts on coffee and food refills, user friendly

**USER TYPE:** social media, photography, design

**BRAND RELATIONSHIP:** usage - high

**BRANDS:** Apple, Microsoft

**PRODUCT:** computer

**INFLUENCES:** friends

**VISITING FREQUENCY:** Checks to see what new projects he is working on daily/weekly

**MOTIVATION:** Interested in find new ways to manage time and save money.

**GOALS:** To save money on food and drinks. Finding a way to discreetly carry meals into class.

**MOBILE DEVICES:** Uses mobile device as well as computers for social media sites and to keep in touch with people/classmates.

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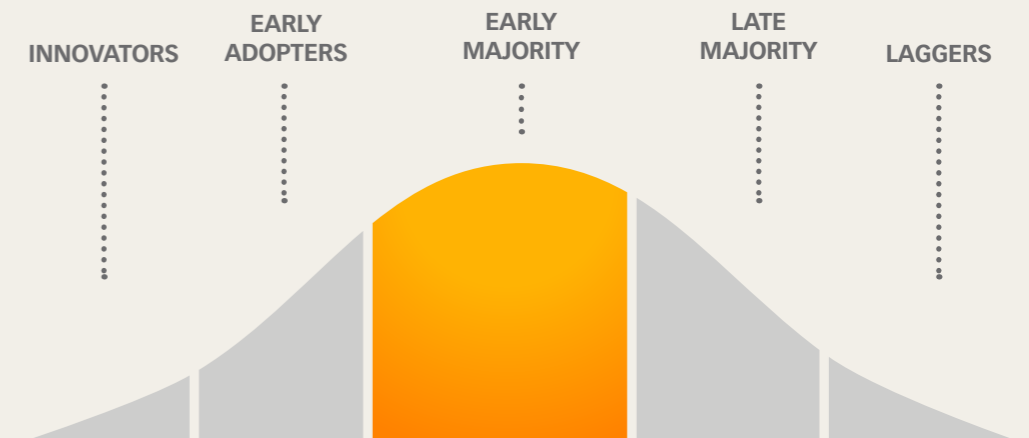
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## TECHNOLOGY ADAPTATION



**AGE:** early 20's to 30

**LOCATION:** Chicago

**OCCUPATION:** Personal Trainer

**ARCHETYPE:** motivator,  
motivates his clients to be more  
health conscious and make  
better food and beverage choices.

**PERSONALITIES:** enthusiastic,  
friendly, motivated

**VISITING FREQUENCY:** Visits app frequently  
to check beverage calorie consumption.

**MOTIVATION:** To consume a specific amount  
of beverage calories & keep beverages cold.

**GOALS:** To store and keep personal made  
protein shakes, water & smoothies cold during  
workouts while counting beverages calories.

**MOBILE DEVICES:** Uses mobile device to  
constantly keep in contact with personal  
clientele, social networking and keeping up  
to date with health trends.

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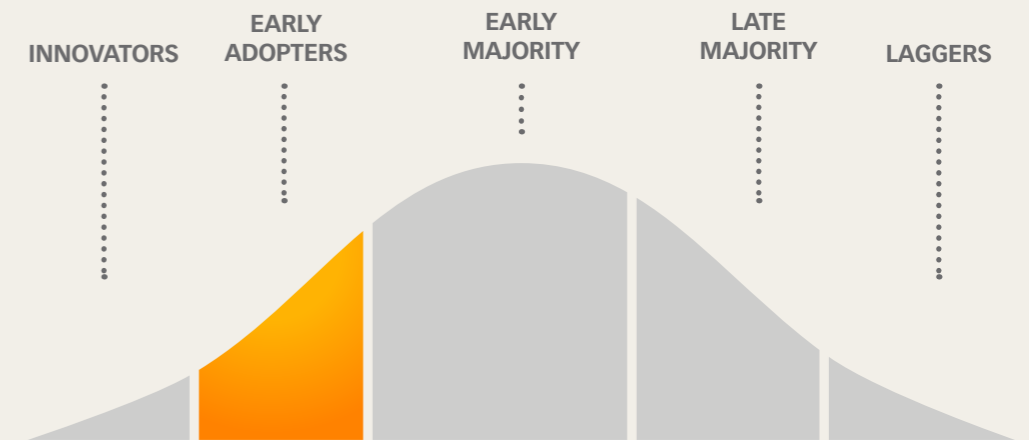
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## ARMEN



## TECHNOLOGY ADAPTATION



**AGE:** late 30's to early 40's

**OCCUPATION:** photographer and a graphic designer

**HOBBIES:** posts pictures of food he eats or makes on Facebook for all to see

**IT AND INTERNET:** advanced  
**SOFTWARE USAGE:** advanced  
**MOBILE APP USAGE:** advanced  
**SOCIAL NETWORKING:** intermediate  
**INTERNET USE:** 75% home, 25% other

**FAVORITE SITES:** Facebook, LinkedIn

**FAVORITE APPS:** Facebook, Photoshop

**DEVICES/PLATFORMS:**  
**COMPUTER:** Windows, Apple  
**PHONE:** iPhone  
**TABLET:** none  
**CONSOLE:** none

**UX GOALS:** helpful, free, useful

**USER TYPE:** social media, photography, design

**BRAND RELATIONSHIP:** usage - high

**BRANDS:** Apple, Microsoft

**PRODUCT:** computer

**INFLUENCES:** friends

**VISITING FREQUENCY:** Checks to see what kind of food he's eaten weekly/monthly.

**MOTIVATION:** Interested in monitoring the intake of food and calories.

**GOALS:** To carry around his favorite edible content anywhere he wants to go and not worry about it getting ruined.

**MOBILE DEVICES:** Uses mobile device as well as computers for social media sites and to keep in touch with people/classmates.

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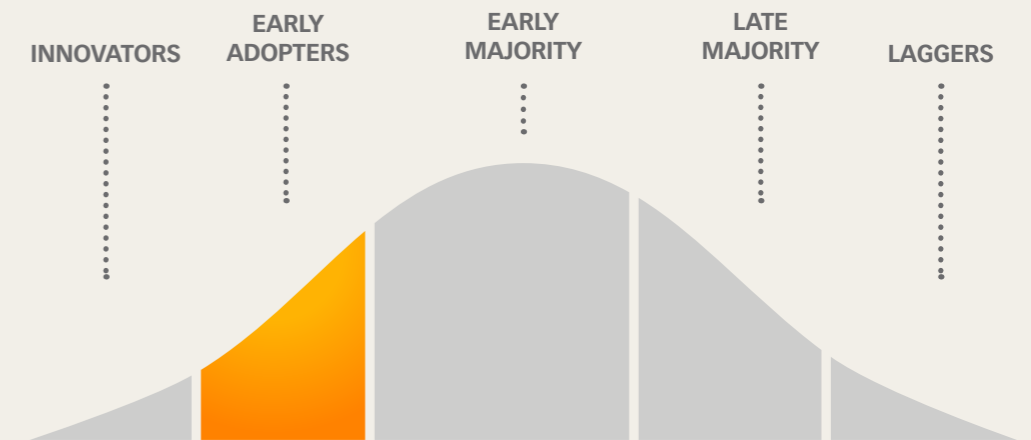
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JOSH FUENTES

## TECHNOLOGY ADAPTATION



**AGE:** mid 20's

**LOCATION:** Los Angeles, CA

**HOBBIES:** skateboarding

**PERSONALITIES:** hardworking,  
friendly, straight-forward

**GOALS:** Keep his water cool while out skating

**BRAND RELATIONSHIP:** usage - high

**FAVORITE APPS:** Instagram, Tumblr, Photoshop

**INTERNET USE:** 60% on the go, 40% home

**DEVICES/PLATFORMS:**

**COMPUTER:** Apple

**PHONE:** iPhone 4

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SELENA  
GONZALES  
FEMALE, 37,  
HOMEMAKER



NO COLD WATER  
IS LEFT IN THE COOLER



RUNNING LATE  
MOM TAKES HER SON  
TO HIS SOCCER GAME



MOM POURS  
WARM WATER  
INTO THE THERMACUP AND  
SETS TEMPERATURE TO 35°

MINUTES LATER  
HER SON HAS ICE COLD,  
REFRESHING WATER



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BRANDON  
HENDERSON  
MALE, 25,  
PERSONAL TRAINER



BRANDON USES  
THE CUP  
TO CONTAIN AND  
KEEP HIS HOME-MADE  
SMOOTHIE COLD



BRANDON  
THEN USES  
THE APP FROM HIS  
MOBILE PHONE

CALORIES  
FROM THE  
SMOOTHIE ARE  
ENTERED INTO  
THE APP



BRANDON  
THEN CHECKS  
HIS DAILY, WEEKLY AND  
MONTHLY CALORIE  
CONSUMPTIONS.



BRANDON  
CAN SHARE  
HIS CALORIE INTAKE  
OR CREATE BEVERAGES  
VIA SOCIAL MEDIA AND  
CHECK HIS FRIENDS  
PROGRESS VIA THE APP





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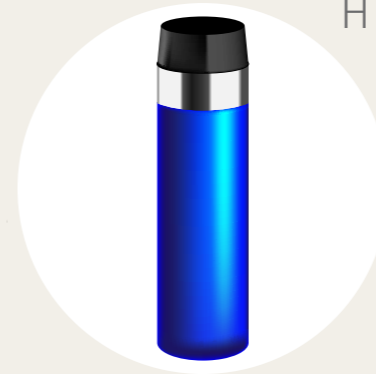
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**ARMEN**  
**MALE, 42,**  
**GRAPHIC DESIGNER,**  
**PHOTOGRAPHER**



ARMEN  
GOES TO  
STARBUCKS



HE TRIAL BUYS  
THE PRODUCT  
PURCHASING THE CUP  
AND DOWNLOADING THE  
APP



CHECKS  
BATTERY  
STATUS



HE TRACKS  
HIS THERMACUP  
TO ITS LOCATION BACK  
AT THE RESTAURANT



GOES TO THE  
RESTAURANT  
HE PUTS HIS LEFTOVERS  
INSIDE THE THERMACUP  
AND FORGETS IT

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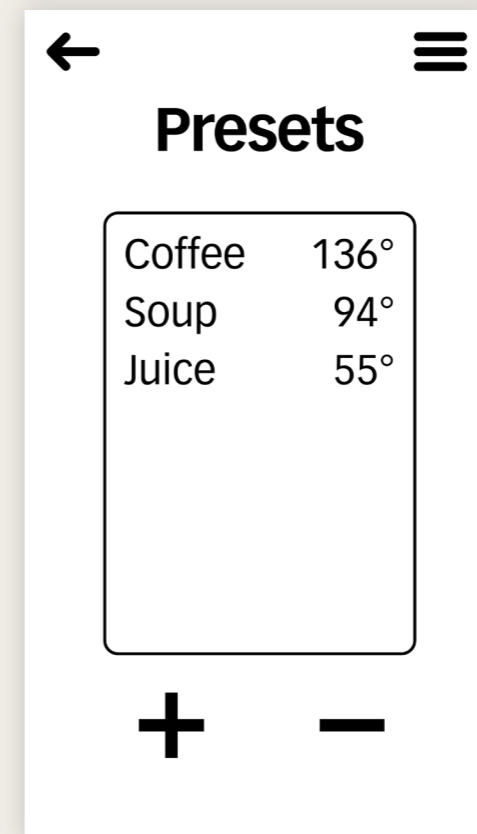
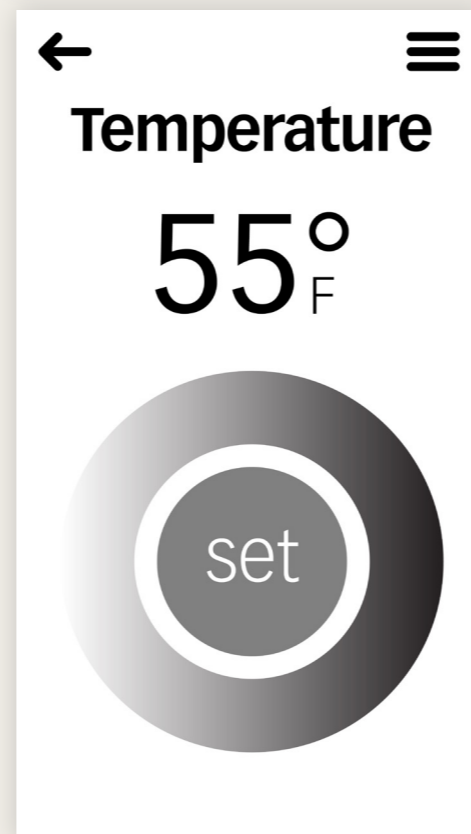
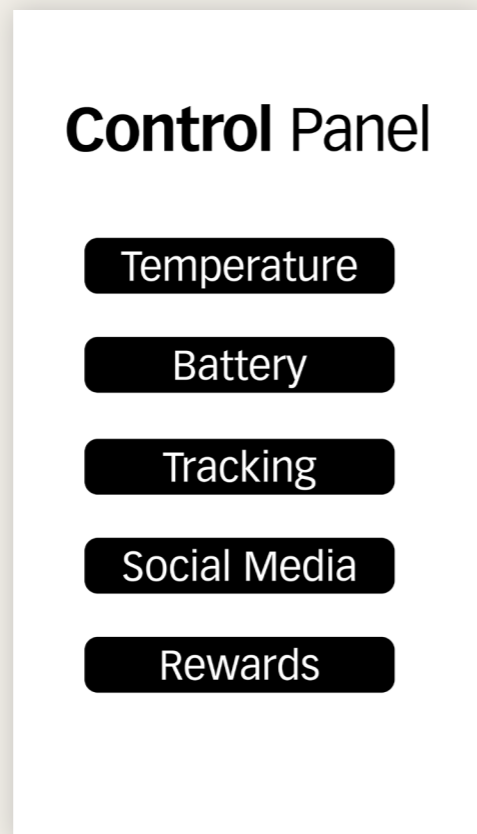
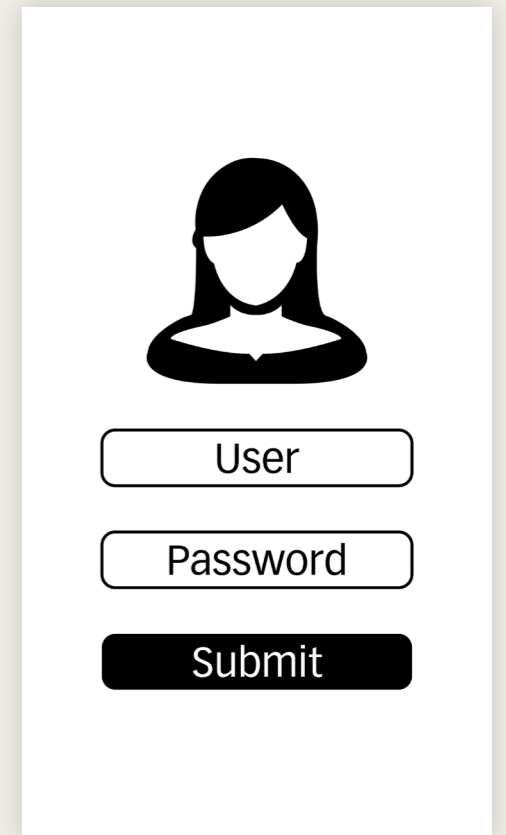
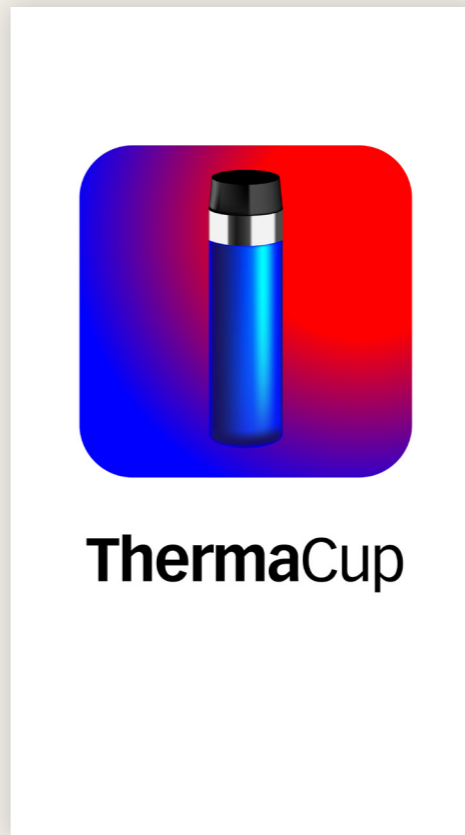
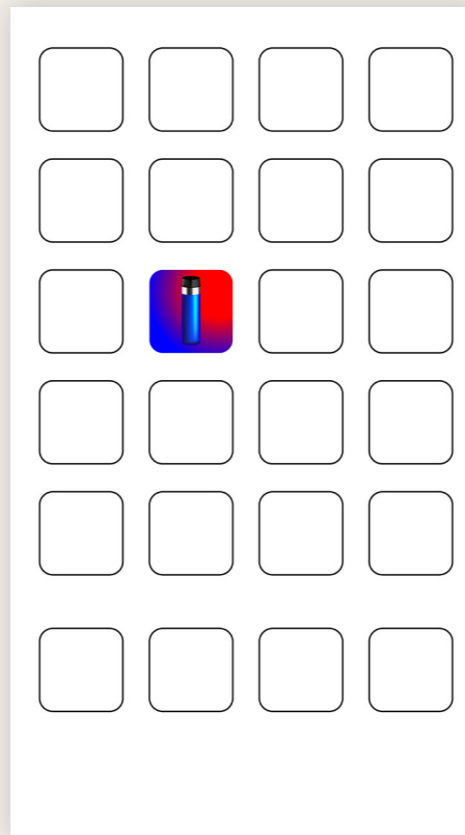
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## TEMPERATURE + PRESET FUNCTION POP PAPER PROTOTYPE

1. tap icon to launch app
2. tap app icon to enter
3. input login info and submit
4. tap temperature button
5. set temperature with dial
6. tap 3 bar icon for presets



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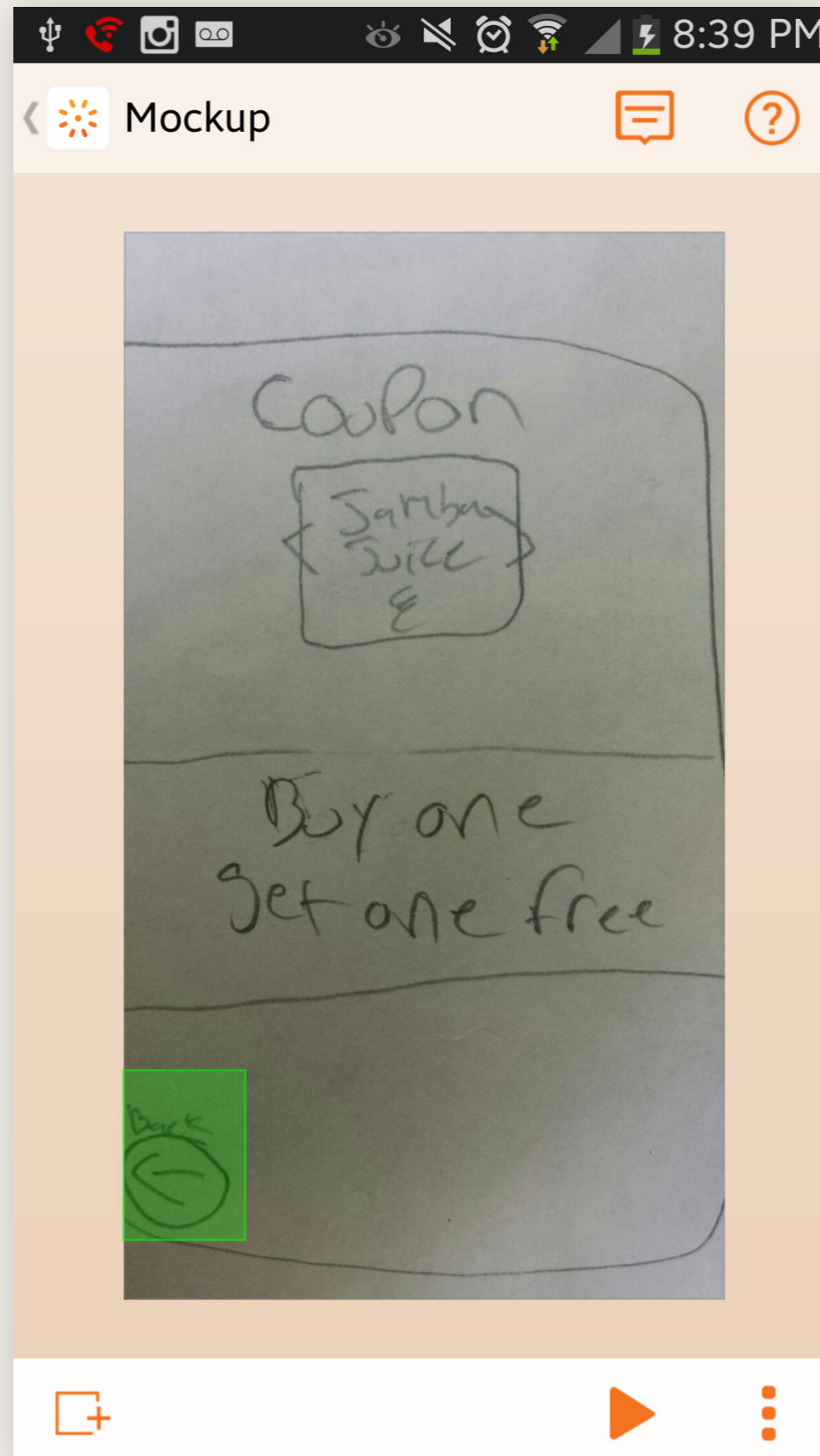
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REWARDS  
FUNCTIONALITY  
POP PAPER PROTOTYPE



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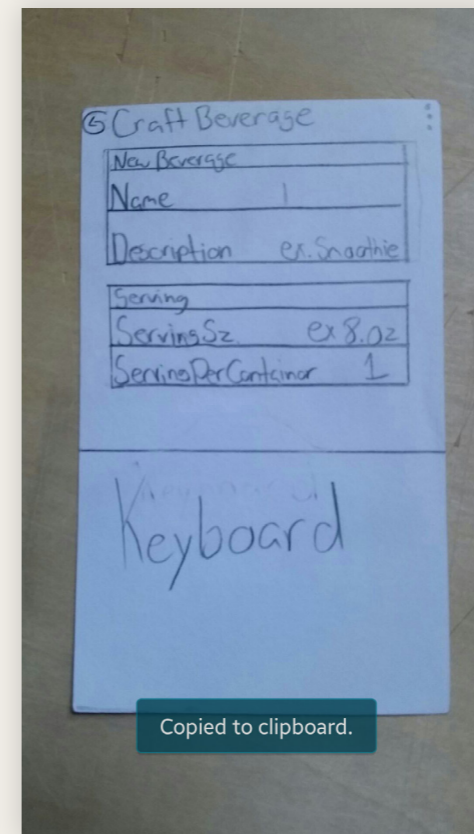
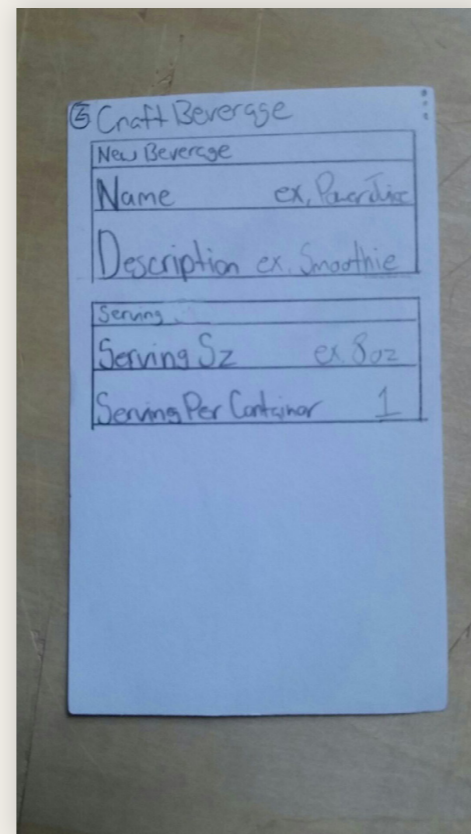
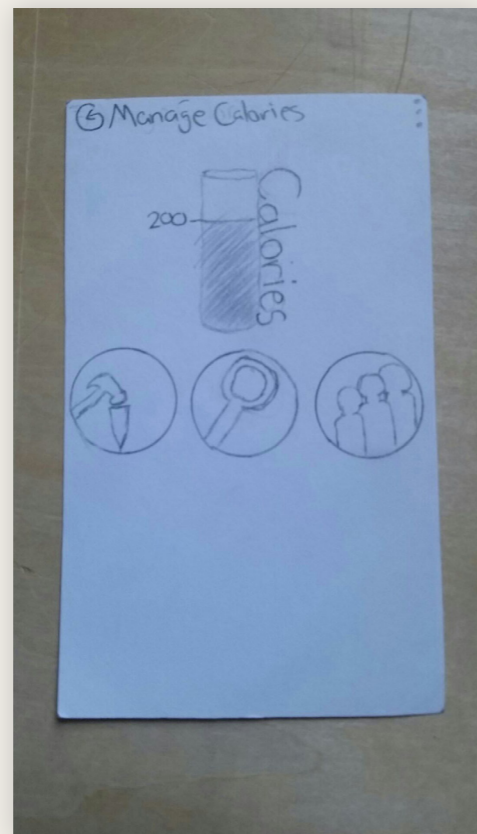
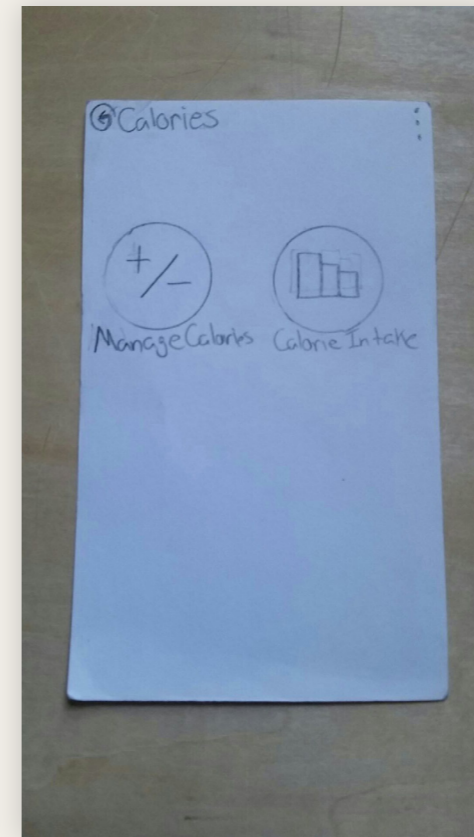
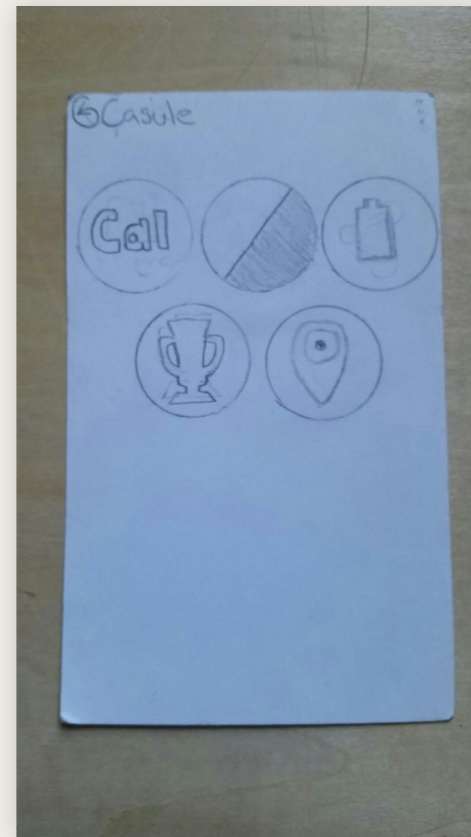
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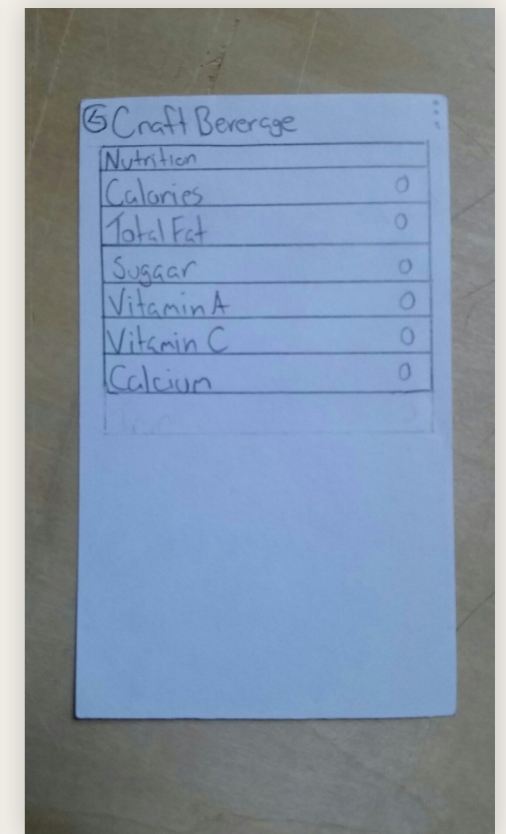
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## CALORIE + CRAFT BEVERAGE FUNCTION

POP PAPER PROTOTYPE



Copied to clipboard.



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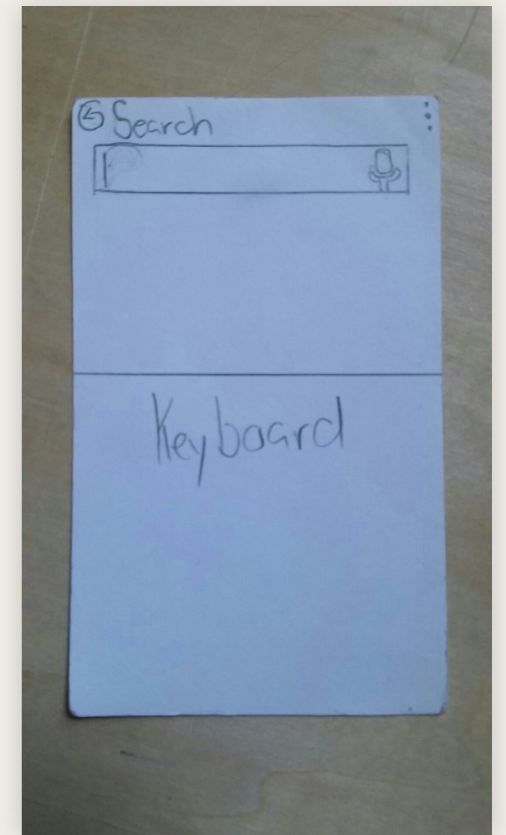
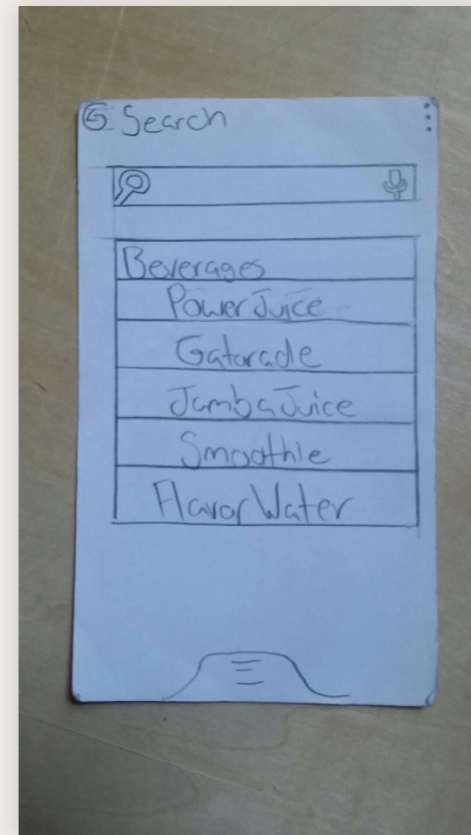
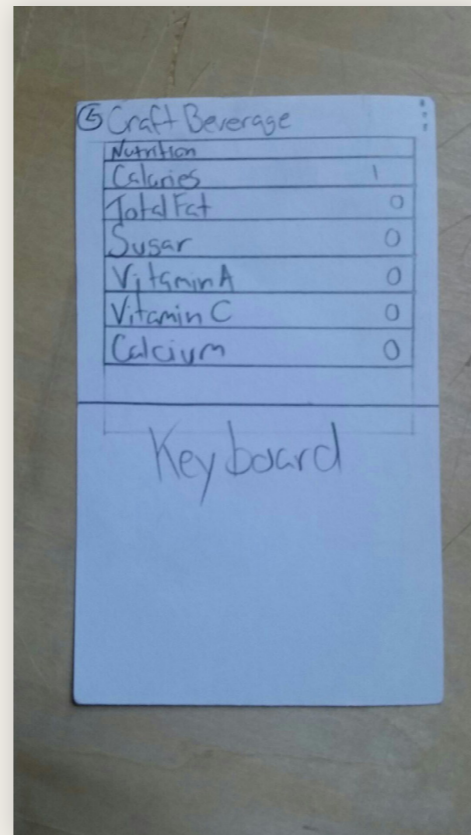
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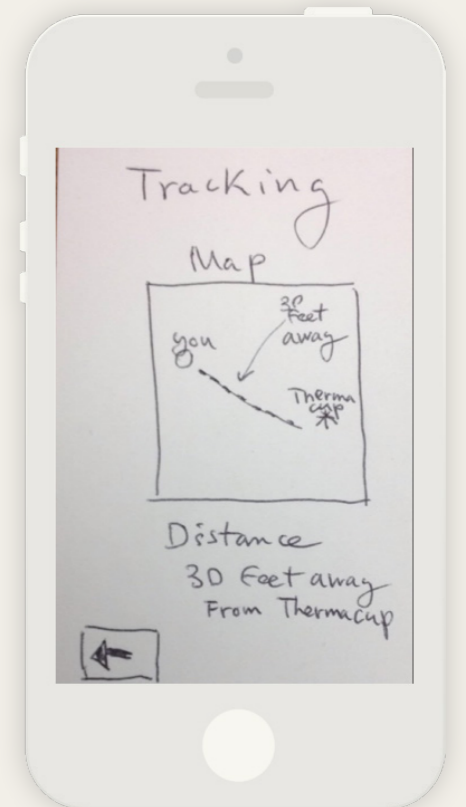
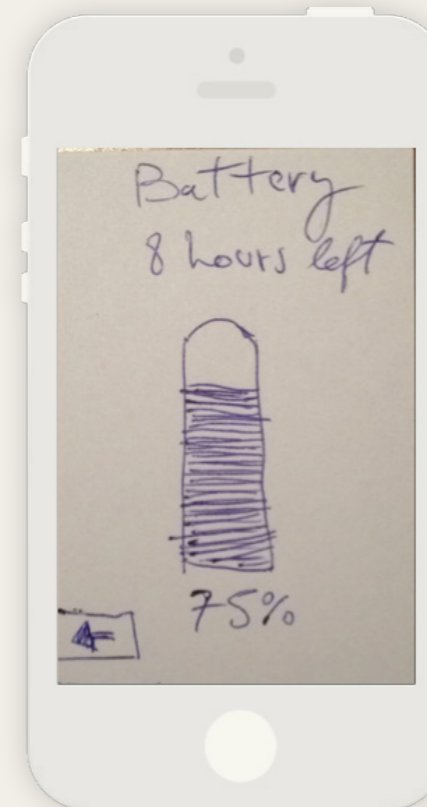
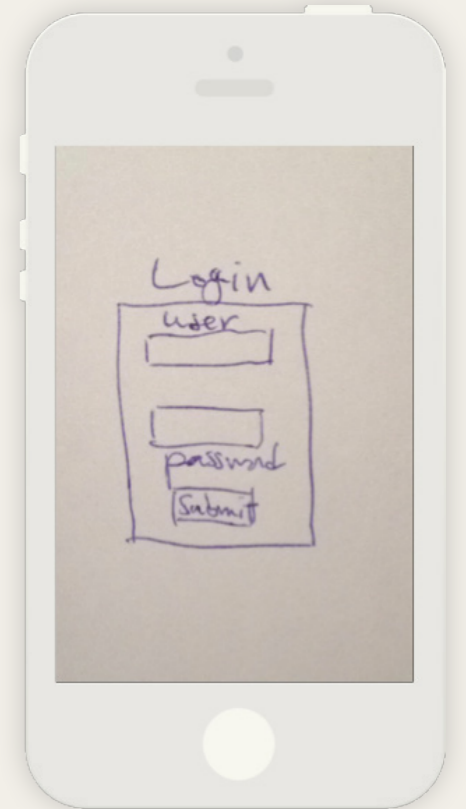
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## BATTERY + MAP FUNCTIONS

### POP PAPER PROTOTYPE

1. tap icon to launch app
2. tap app icon to enter
3. input login information
4. submit information
5. select battery icon
6. battery status at a glance
7. tracking map with distance away from cup



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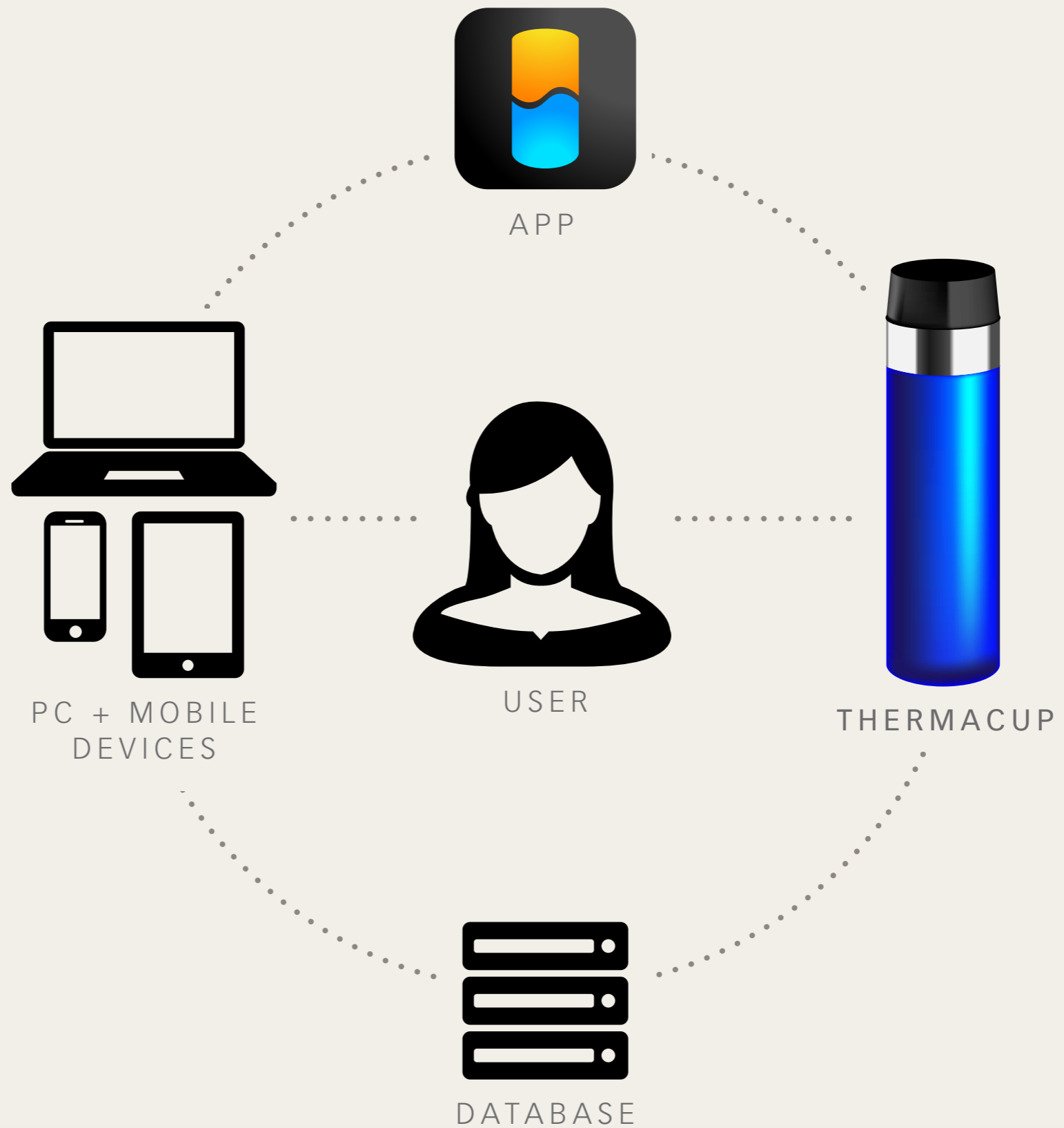
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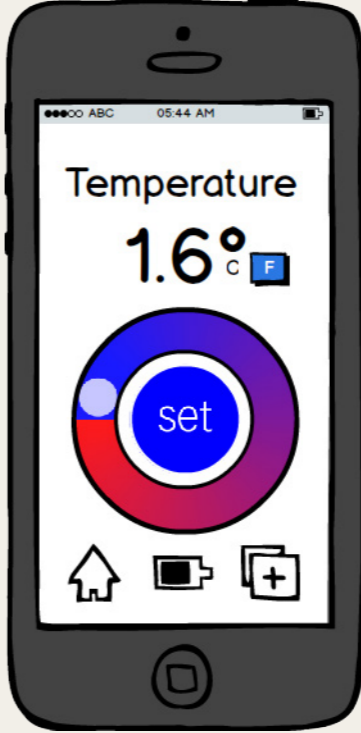
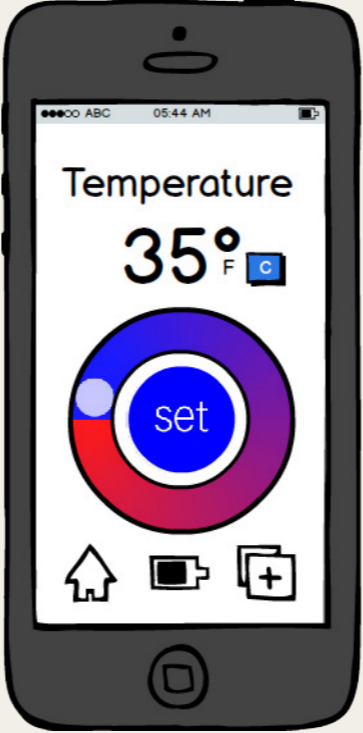
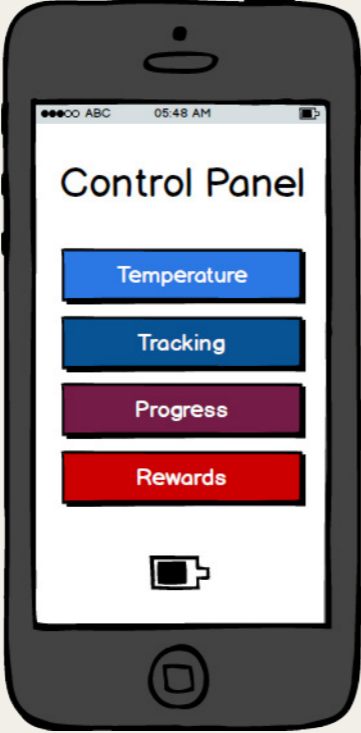
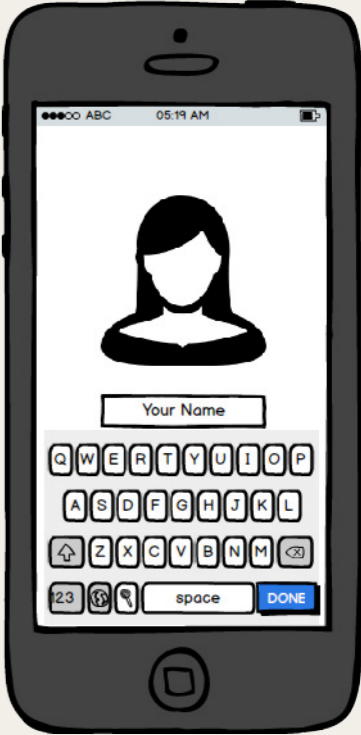
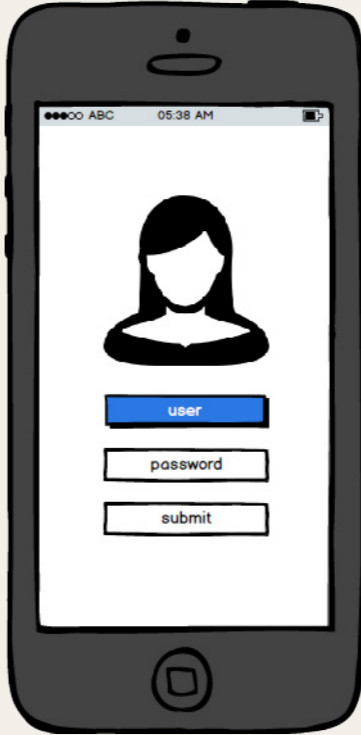
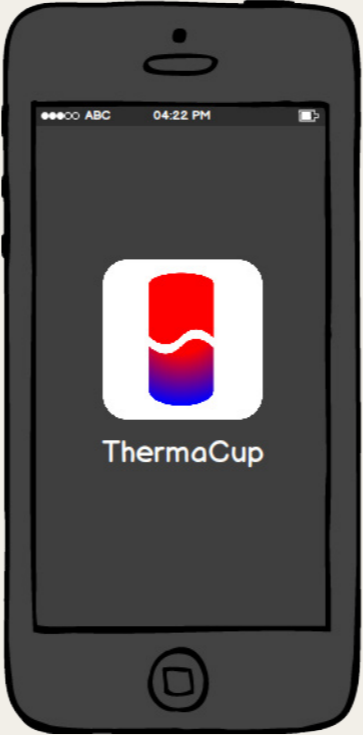
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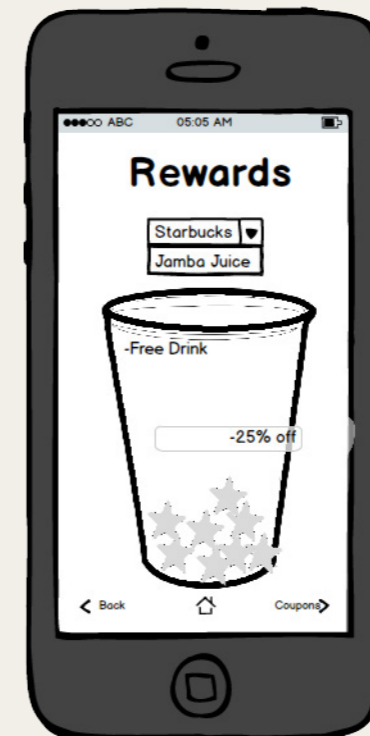
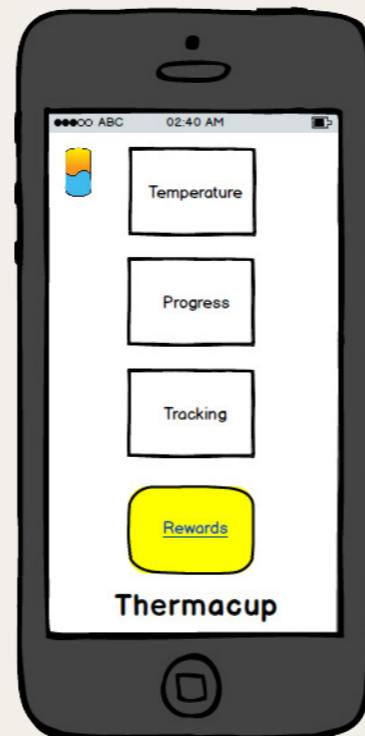
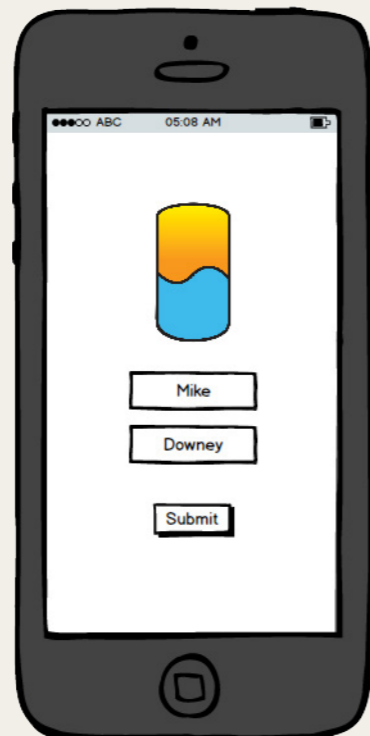
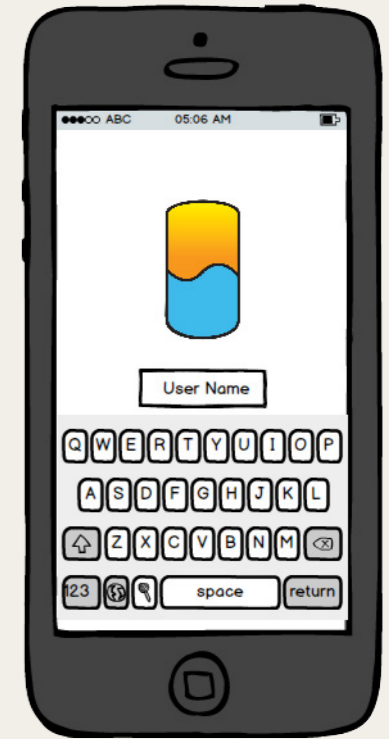
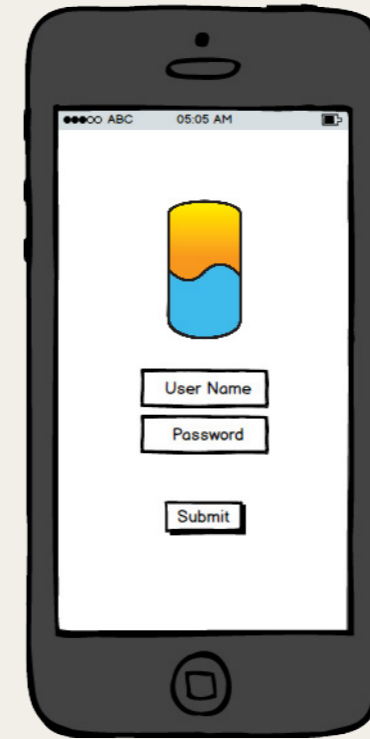
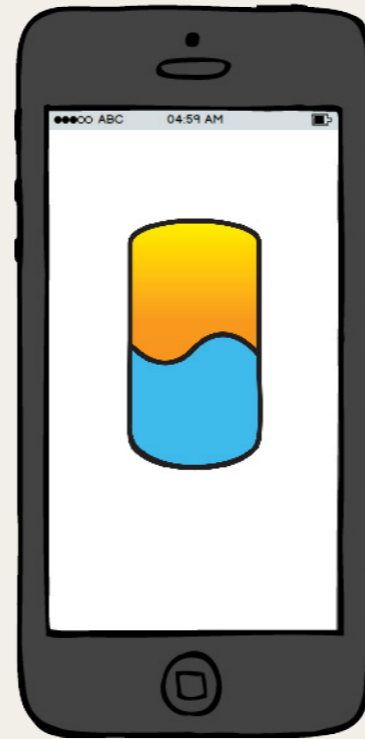
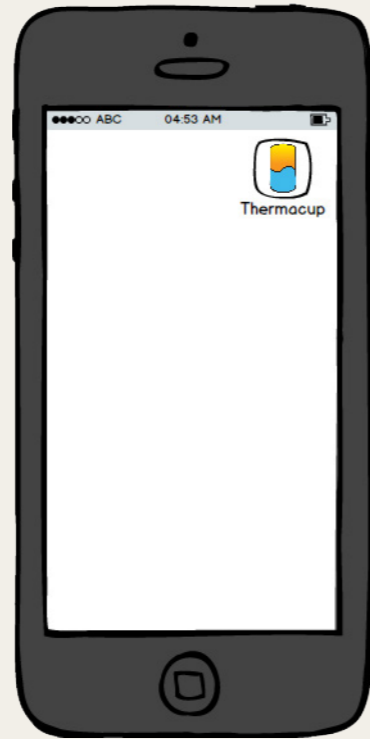
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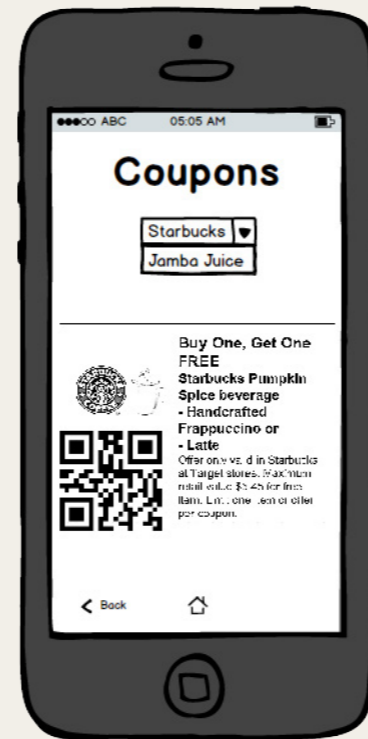
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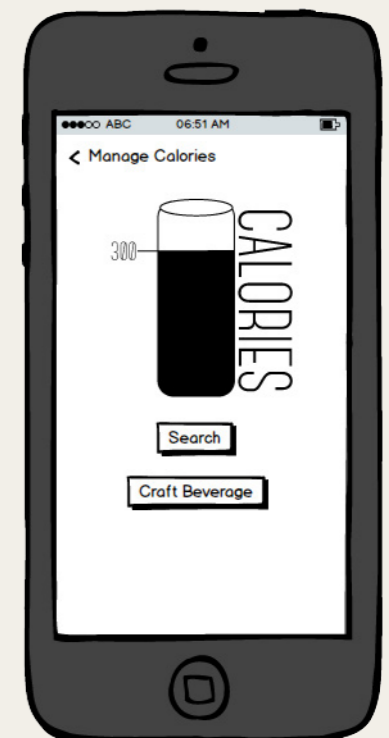
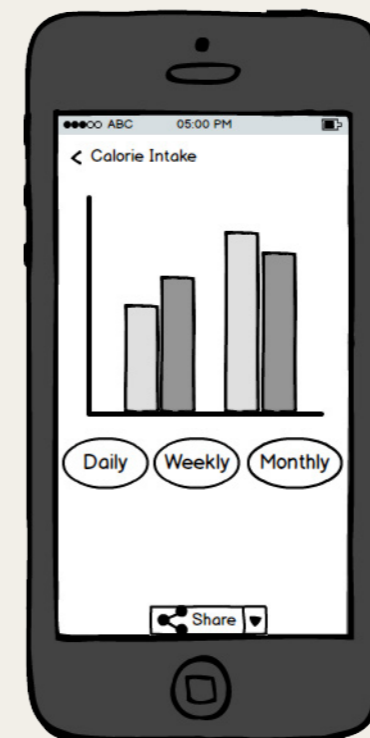
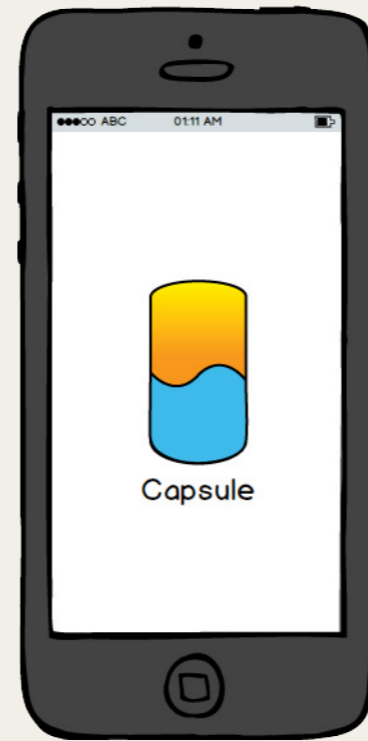
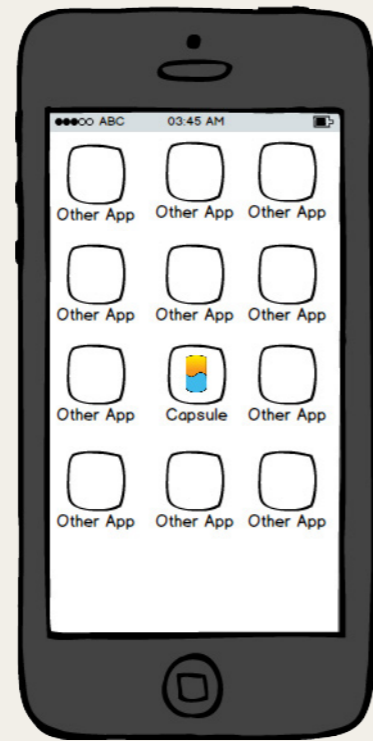
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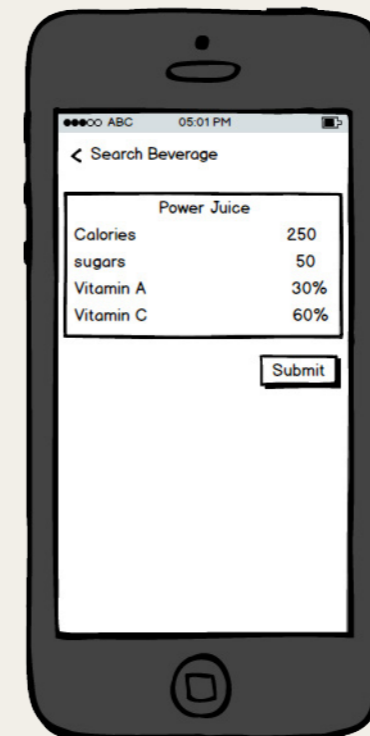
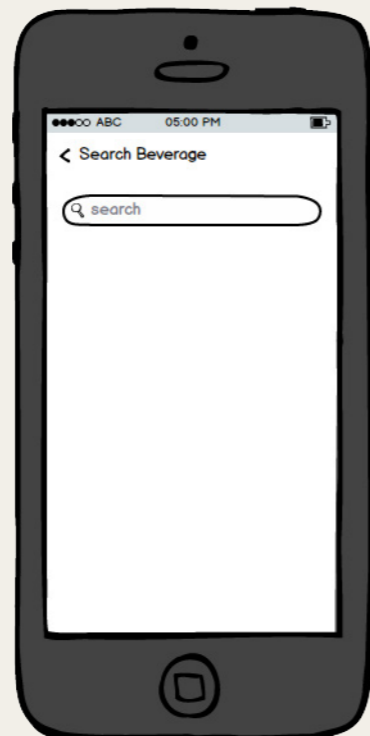
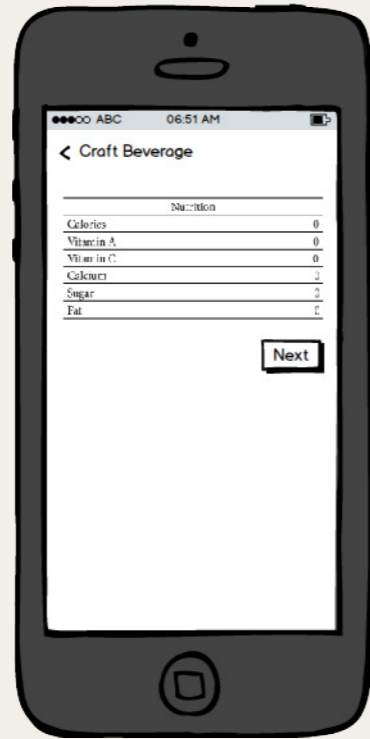
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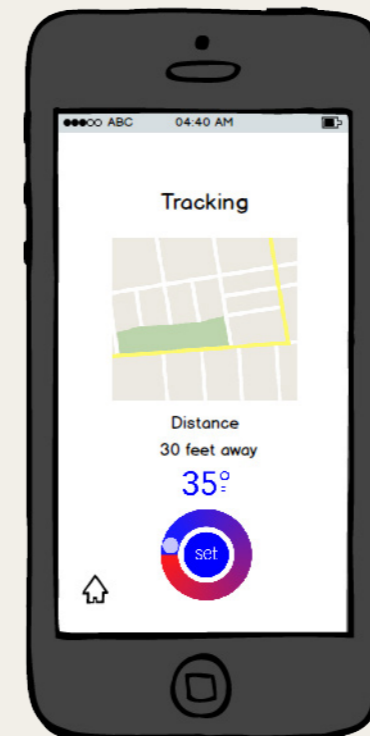
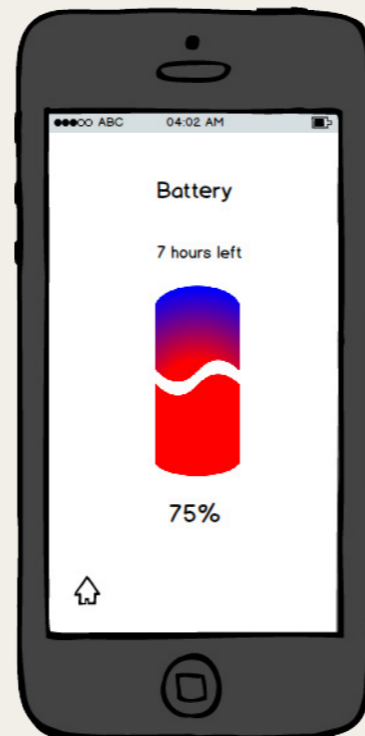
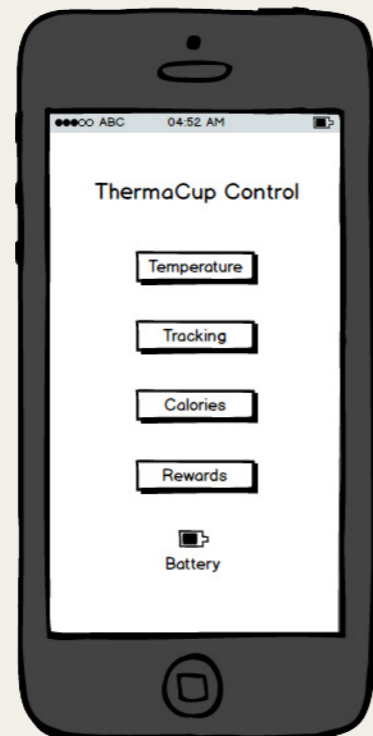
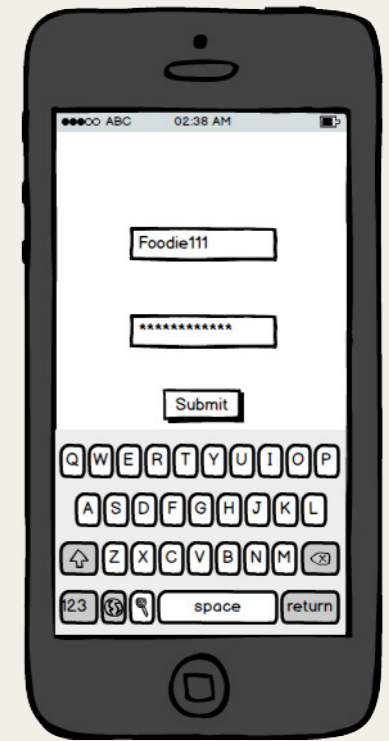
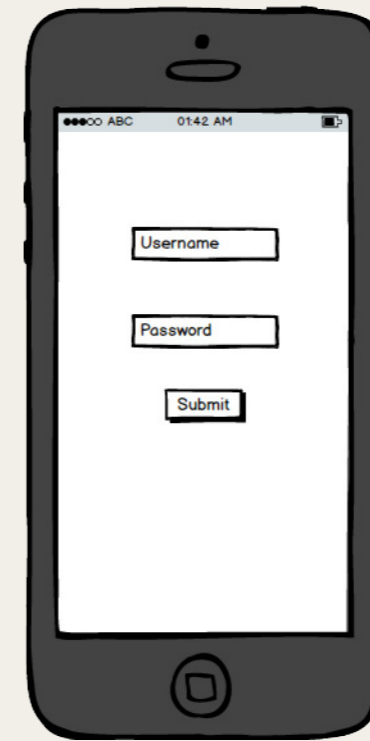
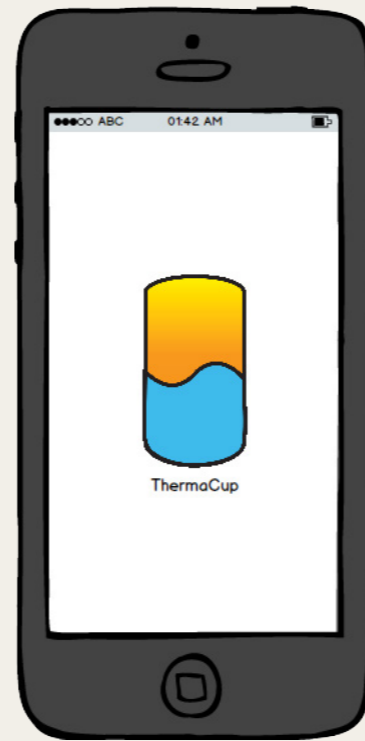
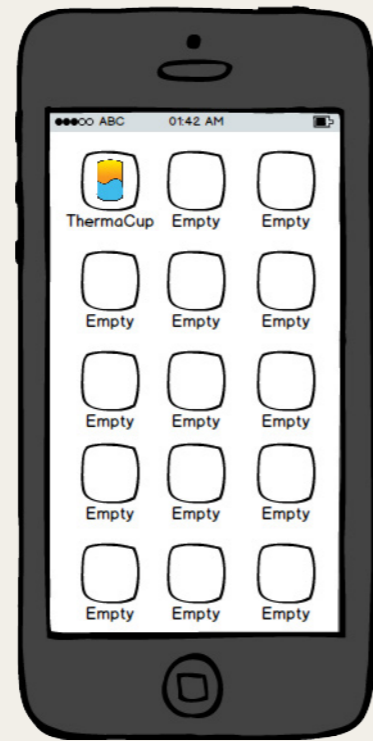
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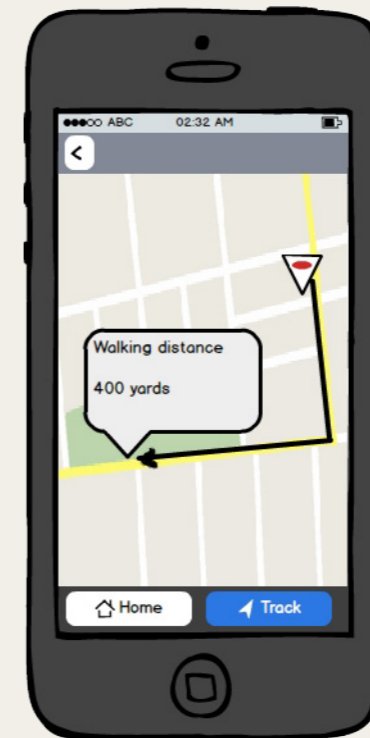
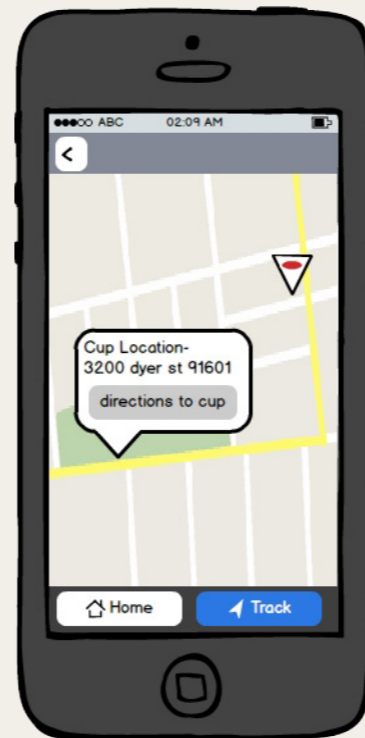
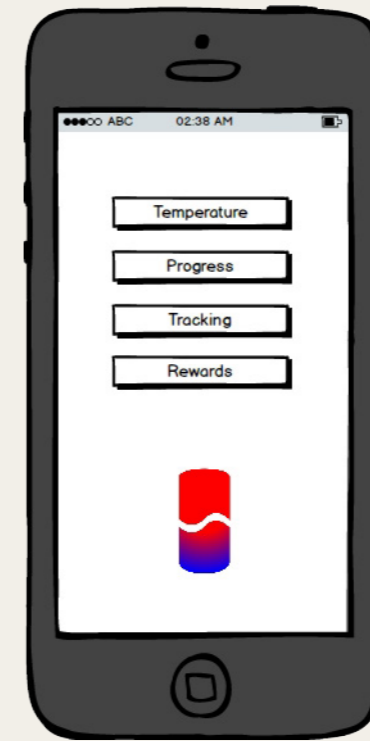
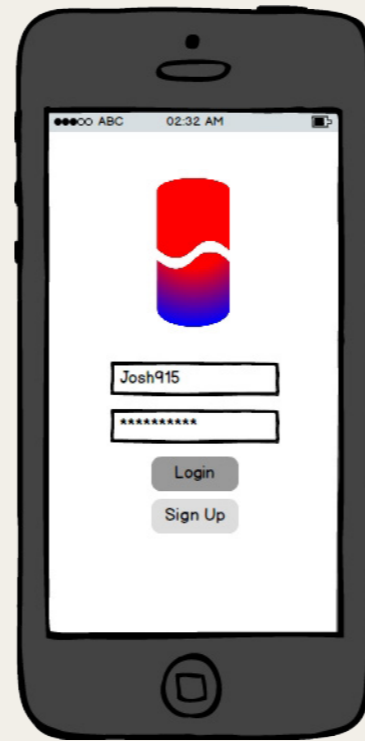
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1. How much would you pay for a smart container with all of the features our product offers?
2. How often would you use a product like the ThermaCup?
3. Which feature(s) do you find most useful?
4. Which feature(s) do you find least useful?
5. Should the device contain an emergency shutoff feature to prevent accidental burns from hot liquid?
6. Would you be interested in purchasing additional accessories or attachments for your ThermaCup?
7. Would you pay more for a deluxe ThermaCup with custom colors or features?
8. Where will you use your ThermaCup most?
9. Should the ThermaCup include a temperature warning sensor or indicator?
10. Is it easier to set the temperature with a simple slider instead of a donut shape interface?

### USER 1

1. \$40 - \$60
2. everyday (during breaks)
3. temperature presets
4. none
5. yes!
6. yes, like a holder
7. yes, \$80 for a deluxe model
8. at work
9. yes
10. slider bar

### USER 2

1. \$40
2. everyday
3. temperature control
4. none
5. yes!
6. yes, charging dock & car charger
7. yes
8. office and school
9. yes please
10. round interface

### USER 3

1. \$20 (because I'm cheap)
2. everyday (throughout)
3. heating instantly
4. none
5. absolutely!!
6. yes, a handle or special holder
7. no
8. in the car, in bed at night
9. yes
10. yes, the donut face is cute

### USER 1, TRACI, 43

High School Teacher  
1 daughter, 4 years old

Comments:

*The icon for the presets is confusing. Also change the icon on the presets page for the temperature circle. Add color to different sections in the app. "I like the app. It's short and easy to use. Good use of color."*

### USER 2, PHYLLIS, 55

Student  
1 son

Comments:

*"I like the options and ease of use. I also like the convenience of use with a cell phone."*

### USER 3, GRACE, 74

Retired Teacher  
2 sons

Comments:

*The preset screen needs a back arrow. "You should add a water filter for international travelers."*

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### USER 4

1. \$35 for the cup, \$15 for the app
2. daily
3. I really like that this app offers presets for both hot and cold and a mechanism to increase or decrease to personal taste
4. I would need to know more about what tracking and progress mean and what the difference is
5. yes!
6. yes
7. this depends on the distinctiveness of custom features. Color I would not pay more for.
8. During the work week from 8AM-3PM
9. yes
10. yes a slider is easier

### USER 5

1. \$25 - \$40.00
2. I would use this product daily for work and on weekend outings
3. Temperature presets
4. The coupons
5. Yes. And an emergency shutoff for when the container is almost empty.
6. yes
7. yes, because each member of the home may want their own cup
8. at home to make my lunch for work
9. I'd prefer the current temperature be on the app along with the temperature settings
10. I don't think it matters as long as it is presented along with the temperature reading

### USER 6

1. \$50 - \$100
2. when I go to work or when I go for recreation reasons
3. temperature regulation from smart phone
4. I do not know
5. no, because the temperature won't be sustainable
6. a bag to carry it
7. no
8. when I go to work or when I go for recreation reasons
9. yes
10. simple slider

### USER 4, DARCIÉ, 40

Technology adaptation level: early majority

### USER 5, GAIL, 48

Technology adaptation level: late majority

### USER 6, MILA, 61

Technology adaptation level: late majority



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### USER 9

1. \$40
2. daily and would get rid of old thermos
3. Temperature Control and Calorie Intake
4. Tracking the cup
5. yes
6. yes
7. no
8. during morning bike rides and at work
9. yes
10. the slider would be much easier

### USER 10

1. \$30
2. daily
3. Temperature control and the ability to have presets.
4. Tracking the cup
5. yes
6. yes
7. yes
8. daily living
9. yes and this makes more sense then an emergency shut off feature
10. the slider would be much more simple to control

### USER 11

1. \$30.00 to \$35.00
2. daily
3. temperature control and health aspects
4. counting calories
5. yes
6. yes
7. yes
8. on the go
9. no since the safety shutout off feature is included
10. the circular slider works best for me

### USER 9, ETHAN, 25

Aerospace Structures  
Mechanic

### USER 10, KATIE, 30

Retail

### USER 11, TIMOTHY, 29

Self Employed

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## QUESTION SET 2 FOR USER TESTING

1. Would you use this product?
2. What aspect of this product do you like least?
3. Is there anything you would change about the product or app or both?
4. Which aspect would you use this product for first and foremost?
5. Have you ever heard of a product like this or similar?
6. Would you find this product to be useful or not? Why?
7. Would you buy this product?
8. What price range would you be comfortable in buying this product?
9. Would you buy another ThermaCup specifically for food or would you rather just one ThermaCup?
10. Would you check the battery status of your ThermaCup? Which apps do you use? Why do you like them?

### USER 1

1. yes
2. temperature presets
3. nothing
4. for work
5. no, never
6. yes, my profession requires me to have something like this
7. yes
8. \$40 - \$60
9. no. one ThermaCup for everything
10. yes. games, Hay Day, Google, Gmail

### USER 2

1. yes
2. temperature control and the metallic finish
3. no
4. temperature control
5. no
6. very useful, less microwaving
7. yes
8. \$40 or less
9. one for everything
10. yes. Google and text messaging apps

### USER 3

1. yes
2. being able to set the temperature
3. just the temperature guage on the bottle
4. traveling (short or long trips)
5. no
6. yes, for it's convenience
7. yes
8. \$20 - \$25
9. just one ThermaCup
10. yes, Safari, AccuWeather, Camera, Maps

### USER 1, TRACI, 43

High School Teacher  
1 daughter, 4 years old

Comments:

*Add lines to the battery icon. Make the reward section clearer.*

### USER 2, PHYLLIS, 55

Student  
1 son

Comments:

*The battery icon is confusing. Change the look of the icon or add a dedicated battery button.*

### USER 3, GRACE, 74

Retired Teacher  
2 sons

Comments:

*The battery icon isn't clear. The rewards section needs to be cleaned up.*

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10. Would you check the battery status of your ThermaCup? Which apps do you use? Why do you like them?

### USER 4

1. if it were reasonably easy to use and the app worked on my phone I might
2. I like that it keeps your products hot longer and partners with retailers on rewards, etc.
3. no it looks good
4. I would use it for product temperature duration and rewards
5. no I haven't
6. it seems like a bit of an excess luxury but it's cool
7. potentially
8. for the product \$35 for the app \$15
9. It would be great to have one for food also that came in a lunch size, dual compartment with a lid. I would likely use that as well as the cup.
10. yes. I do not use many specialized apps on my phone except for email, browser, camera, etc. I am not very used to using smart phone apps because I am a new smart phone user

### USER 5

1. yes
2. temperature control
3. I would be more likely to purchase the product if it came in colors and if the app was more modern looking
4. I would most likely use this product for my children's sporting events and picnics
5. I own a travel container that can keep items warm or cold by using the lighter in the car
6. Yes, because I like the way I make my drinks and food. It would help in maintaining a proper diet, especially portion control.
7. yes
8. \$25.00 - \$40.00
9. I would buy two: one for tea and one for everything else
10. Yes. That is essential for using the item. Shopping, music, first aid, calorie counter, food diary, finance, news, science, e-reader, wildlife identification and a sign language app.

### USER 6

1. yes
2. temperature control
3. no
4. lunch meal, smoothies, hot/cold drinks
5. Thermos
6. yes it is very useful, because it will keep a desired temperature for whatever I will need
7. yes
8. \$50 - \$100
9. a multipurpose one
10. Yes of course. I do not use any application at present.

### USER 4, DARCIE, 40

Technology adaptation level: early majority

### USER 5, GAIL, 48

Technology adaptation level: late majority

### USER 6, MILA, 61

Technology adaptation level: late majority

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10. Would you check the battery status of your ThermaCup? Which apps do you use? Why do you like them?

### USER 7

1. yes
2. I like how it keeps track of your calorie intake
3. no but I would like to add a step-counter to the cup
4. I would keep track of my calories the most
5. no
6. yes this product would be very useful to me because when I'm not able to exercise I could still keep track of how hydrated I am and my calorie intake
7. yes
8. around \$45-\$50
9. I would buy two separate ThermaCups
10. Yes I would like to know how long I have until my cups battery dies. I use Instagram and Twitter, I like sharing my experiences with friend and classmates and vise versa

### USER 8

1. yes
2. I like the tracking feature most
3. No I wouldn't change anything
4. the cooling feature while I'm out skating
5. no
6. yes this product is very useful it keeps my beverages cold and I can keep track of its location at all times
7. yes
8. \$50
9. I would buy 2 separate ThermaCups
10. Yes I would utilize checking the battery status. I mostly use Instagram, I enjoy using it because I can see what other people are up to on a daily basis around the world

### USER 11

1. yes
2. Temperature Control
3. No, but tracking is a take it or leave it feature for me
4. Temperature Control
5. no
6. Yes because of the ability to either cool or warm up my drinks no matter where I am
7. yes
8. \$30.00 to \$35.00
9. I would prefer multiple cups
10. yes

### USER 7, CYRUS, 19

Student

### USER 8, BRYAN, 22

Skateboarder

### USER 11, TIMOTHY, 29

Self Employed

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## QUESTION SET 3 FOR USER TESTING

1. Which Thermacup feature would you use the most?
2. Would you download the free app that comes with the Thermacup?
3. How often do you use digital coupons and promotions?
4. Do you keep track of your carbohydrate and calorie intake?
5. How much would you spend on the Thermacup?
6. Would you buy the Thermacup as a gift for someone?
7. Would you take the Thermacup everywhere you go?
8. How often do you visit Starbucks and Jamba Juice?
9. What is your least favorite Thermacup feature?
10. What feature would you like to see added to the Thermacup?

### USER 4

1. simply the mechanism for the temperature control of the contents and the rewards and coupons
2. yes
3. I am getting accustomed to using coupons and promotions on my phone but have been using email coupons and rewards programs for about 3 years
4. no, not in a formal way
5. \$35 for the cup, \$15 for the app
6. yes
7. I would take it to work and to places where I would be at for extended periods of time (in the car on road trip for example)
8. I never visit Jamba Juice and have never been there because they just opened one in my city but not in a location I visit. I am at Starbucks twice a day during the week.
9. no. one ThermaCup for everything
10. yes. games, Hay D

### USER 5

1. the heating function and the presets on the app
2. yes
3. rarely
4. yes, daily
5. \$25.00 to \$40.00 depending on the features
6. Yes. Great for someone who is out of the house during the day.
7. Yes. I like to make my own lunch and keep track of my portions and calories.
8. weekly
9. the app looks outdated, almost 16-bit like
10. different sizes and shapes to accommodate varying types of food. Also, a carrying case to hold napkins and utensils

### USER 6

1. temperature control
2. yes
3. often
4. yes
5. \$50 - \$100
6. yes
7. yes, especially to work and to recreational areas
8. weekly
9. I'm not sure
10. A carry bag for it

### USER 4, DARCIE, 40

Technology adaptation level: early majority

### USER 5, GAIL, 48

Technology adaptation level: late majority

### USER 6, MILA, 61

Technology adaptation level: late majority

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6. Would you buy the Thermacup as a gift for someone?
7. Would you take the Thermacup everywhere you go?
8. How often do you visit Starbucks and Jamba Juice?
9. What is your least favorite Thermacup feature?
10. What feature would you like to see added to the Thermacup?

### USER 7

1. I like how I'm able to keep track my calories
2. yes I would
3. not very often I don't go to Starbucks or Jamba Juice often very much
4. I try too just by reading the label of what I'm eating but I don't have an app for it so I'm not always accurate
5. \$45-\$50
6. no I don't think it would make a good gift
7. not everywhere but I always have with me at school and when exercising
8. not often
9. the coupons and discounts
10. I would like to include a step-counter

### USER 8

1. the tracking and the promotional deals
2. yes
3. I don't use digital coupons often
4. no
5. \$50
6. yes I think it would make a good gift
7. yes I would take it everywhere
8. Jamba Juice not very often but Starbucks every other week
9. being able to check calories is the feature I would never use
10. I wouldn't add anything to the app or cup

### USER 9

1. Temperature Control and Calorie Intake
2. yes
3. rarely
4. no
5. \$40
6. yes
7. yes
8. Five times a month
9. Tracking the cup
10. Temperature guide for drinks

### USER 7, CYRUS, 19

Student

### USER 8, BRYAN, 22

Skateboarder

### USER 9, ETHAN, 25

Aerospace Structures  
Mechanic

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3. How often do you use digital coupons and promotions?
4. Do you keep track of your carbohydrate and calorie intake?
5. How much would you spend on the Thermacup?
6. Would you buy the Thermacup as a gift for someone?
7. Would you take the Thermacup everywhere you go?
8. How often do you visit Starbucks and Jamba Juice?
9. What is your least favorite Thermacup feature?
10. What feature would you like to see added to the Thermacup?

## USER 12

1. The rewards that are redeemed
2. Yes, because of Combinability
3. Every moment of my life
4. Yes, it's important that I know what is going into my body
5. No more than \$100
6. Yes, it makes a perfect gift for anyone
7. Yes, but not when I have to leave the office
8. At least 1 time a week
9. The progress feature
10. To be alerted if someone drinks from your thermacup, instant notification feature

**USER 12, RUDY**

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## QUESTION SET 4 FOR USER TESTING

1. What is your level of tech use?
2. What are some app you use that are similar to this one?
3. What are some features you like about the app and product?
4. Would you buy the product and use the apps full features? If not what features would benefit you the most?
5. Are you physically active?
6. Are you a coffee or tea drinker? If so would you use this product for your hot beverages on a consistent basis?
7. What do you think is the most useful feature about the product/app?
8. Do you think any of the apps or products features are of no use?
9. Are there any features that you would add to the app or product?
10. Would you use the promotional features from our products sponsors?

### USER 7

1. intermediate
2. I don't use any app like that
3. I like that the app helps my stay in shape. I like how the cup is able to keep track of my calories without my phone
4. yes I would buy the cup and use the app and I don't own anything similar to the Thermacup
5. yes I try to exercise as much as possible, so this product would help a bunch
6. no I don't drink coffee or tea often
7. I think keeping track of calories is the most useful feature
8. I wouldn't use the coupons and the discounts often
9. a step-counter to track how far you've walked or ran with the cup in hand
10. No I don't go to Starbucks or Jamba Juice often

### USER 8

1. intermediate
2. no
3. I like the tracking feature and the promotional deals
4. yes, no I don't own any type of portable thermos
5. yes I work in construction and I am an avid skateboarder
6. no
7. everything about the cup is useful and the tracking feature in the app is the most useful to me
8. the promotional deals in the app
9. nothing
10. yes I would use the Starbucks promotions

### USER 9

1. Intermediate
2. Map My-Ride GPS Cycling App
3. Creating your own beverage and calorie intake and Temperature control
4. Would use the full features and would benefit the most from temperature control for hot beverages
5. Rides bike on consistent basis and works out daily so would benefit from product
6. Yes is an avid coffee and tea drinker
7. Temperature control
8. Could do without tracking
9. Temperature guides on keeping beverages at specific hot and cold temps
10. yes

### USER 7, CYRUS, 19

Student

### USER 8, BRYAN, 22

Skateboarder

### USER 9, ETHAN, 25

Aerospace Structures  
Mechanic



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3. What are some features you like about the app and product?
4. Would you buy the product and use the apps full features? If not what features would benefit you the most?
5. Are you physically active?
6. Are you a coffee or tea drinker? If so would you use this product for your hot beverages on a consistent basis?
7. What do you think is the most useful feature about the product/app?
8. Do you think any of the apps or products features are of no use?
9. Are there any features that you would add to the app or product?
10. Would you use the promotional features from our products sponsors?

### USER 10

1. intermediate
2. I don't use any app like that
3. I like that the app helps my stay in shape. I like how the cup is able to keep track of my calories without my phone
4. yes I would buy the cup and use the app and I don't own anything similar to the Thermacup
5. yes I try to exercise as much as possible, so this product would help a bunch
6. no I don't drink coffee or tea often
7. I think keeping track of calories is the most useful feature
8. I wouldn't use the coupons and the discounts often
9. a step-counter to track how far you've walked or ran with the cup in hand
10. No I don't go to Starbucks or Jamba Juice often

### USER 11

1. intermediate
2. no
3. I like the tracking feature and the promotional deals
4. yes, no I don't own any type of portable thermos
5. yes I work in construction and I am an avid skateboarder
6. no
7. everything about the cup is useful and the tracking feature in the app is the most useful to me
8. the promotional deals in the app
9. nothing
10. yes I would use the Starbucks promotions

### USER 14

1. My level of tech use would be advanced
2. The find my I Phone applications tracking feature
3. I really liked the remote feature, which allows you to control the temperature of your Thermo Cup and also the Thermo Cup provides nutritional information, which is extremely helpful in monitoring your calorie intake
4. Yes, I would buy the product and use all of the application features because they work together so well with each other. The most beneficial feature would be the cooling feature, since I spend majority of my time outdoors.
5. Yes I am physically active. Without a doubt I benefit from using this product. The Thermo Cup helps me stay hydrated with temperature-controlled storage.
6. I prefer coffee, and the Thermo Cup does an excellent of keeping my coffee hot; but I would still use the cooling feature.
7. I think the most useful feature is the nutritional information of the contents. These well help users manage their nutritional intake and help manage serving sizes. Plus you can share your nutritional progress with social media sites with ease.
8. No I feel all of the applications features are relevant and useful.
9. I feel that everything that would benefit the user of the Thermo Cup has been properly executed.
10. Yes I would take advantage of the promotional features that your product sponsors have to offer.

### USER 10, KATIE, 30

Retail

### USER 11, TIMOTHY, 29

Self Employed

### USER 14, JOE LUKE, 29

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## QUESTION SET 5 FOR USER TESTING

1. Where do you find yourself using your ThermaCup the most?
2. What do you like most about your ThermaCup?
3. What feature do you find most useful
4. Do you use your cup for mostly hot or cold contents?
5. Do you see yourself buying this product?
6. How do you compare this thermos to others you have used?
7. Did you Find navigating through the app difficult?
8. Do you find tracking the bottle a useful feature?
9. Would you recommend this product to others?
10. Would you consider purchasing this product if you already own a thermos?

### USER 10

1. Everyday on the go
2. Temperature Control
3. Being able to control the temperature directly from the phone
4. cold
5. yes
6. This cup would be a better more high tech cup that would keep my smoothies colder much longer
7. no
8. Yes but not personally
9. yes
10. yes

### USER 13

1. I would use my ThermaCup the most at the skate park. Since most parks are outdoors and drinks never stay cold outdoors. This would be the perfect portable remedy
2. My favorite feature on the ThermaCup is the wireless cooling feature, which will keep all contents in the cup ice cold without getting watered down with melted ice
3. The most useful feature on the ThermaCup is its extended battery technology. No cords, or constant battery charging, no restraints just freedom to go where you please
4. I personally use my ThermaCup mostly for cold contents
5. Yes I would definitely purchase the ThermaCup
6. The ThermaCup surpasses any traditional thermos. What the traditional Thermos lacks the Thermo Cup provides. Durability, tracking, extended cooling, and heating technology
7. No the application was very user friendly and operates seamless with the Thermo Cup. The menus and options are easy to navigate and choose the specific option on your Thermo Cup
8. Yes a very helpful feature especially if you happen to misplace you Thermo Cup tracking will take you right to its location
9. Without a doubt I would recommend this product to anyone who likes to spend time outdoors. This will make the perfect companion for your workout or skate session
10. Yes I would take into consideration all of the advantages and features over the traditional thermos

### USER 10, KATIE, 30

Retail

### USER 13, JOSH

Skateboarder

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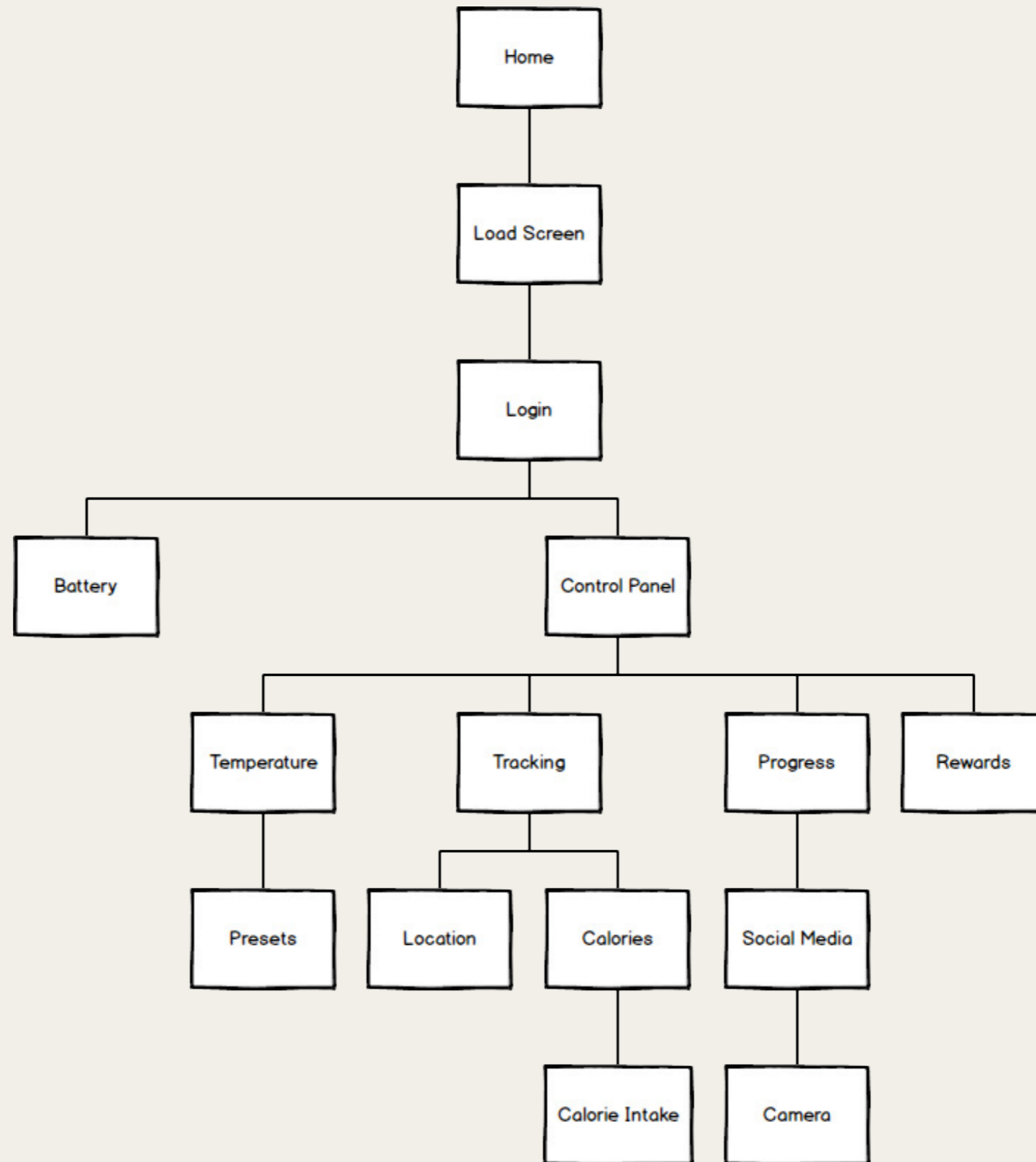
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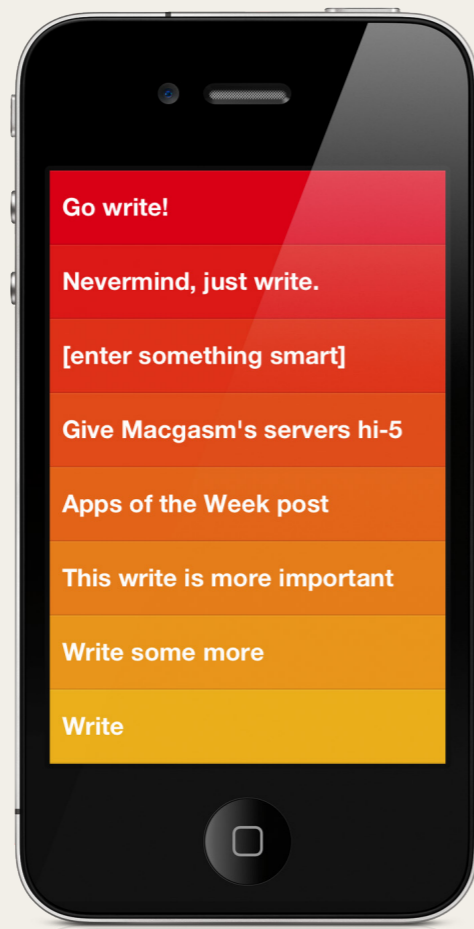
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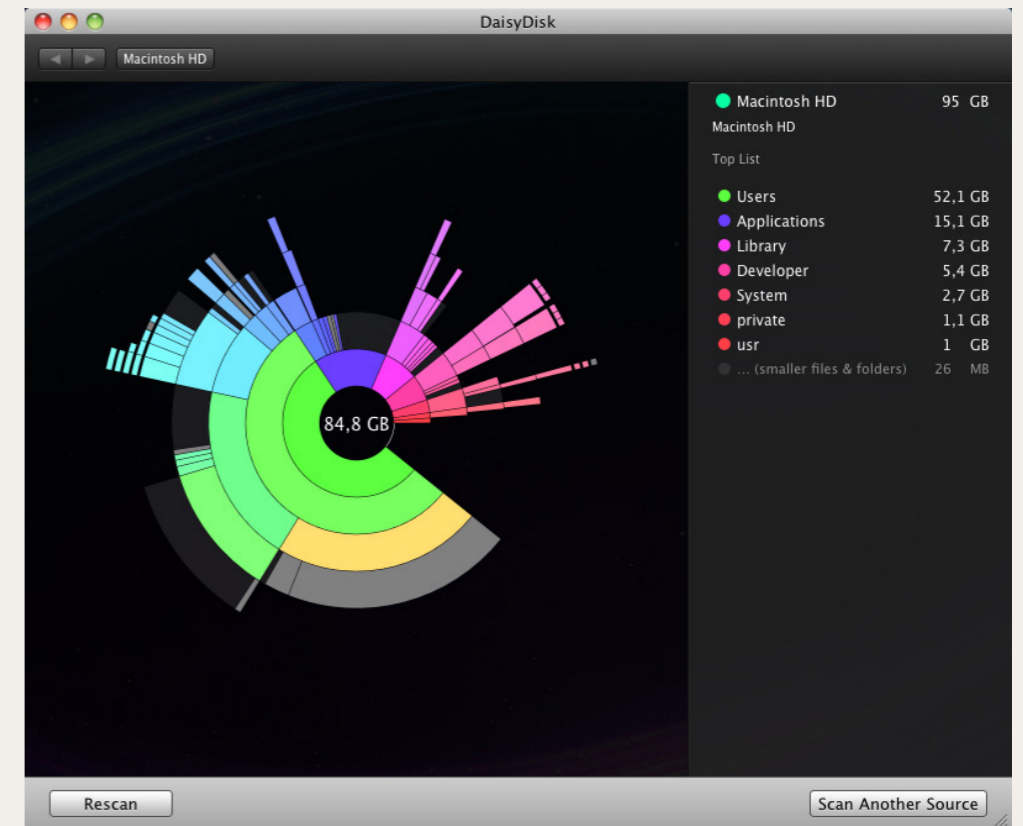
We looked at several successful app interfaces for inspiration. These apps (mobile and desktop based) include: Clear, Nest, Passbook, DaisyDisk, and the iOS 8 interface.



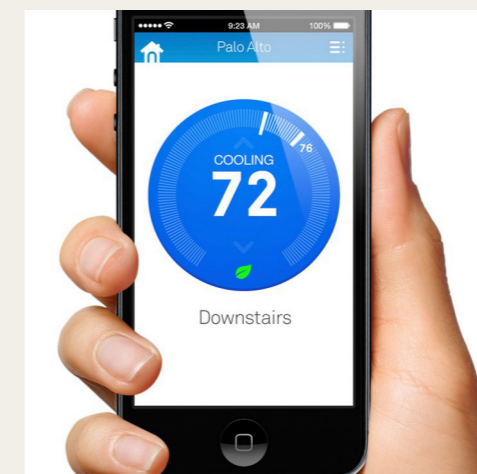
CLEAR



IOS 8



DAISYDISK



NEST



PASSBOOK

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## LOGO

### PRIMARY LOGO

The ThermaCup logo will appear on merchandise. When possible, the blue color version of the logo should be used.

The negative space formed by the lowercase "t" and "h" in ThermaCup form the silhouette of our product.



### LOGO LOCKUP

The ThermaCup logo lockup will be used as an alternative to the primary logo. It will be used with promotional materials.



## TYPOGRAPHY

### BRAND TYPEFACE

The ThermaCup logo was created by altering United Italic Condensed. This process book and all printed and digital materials will use Vectora LH.

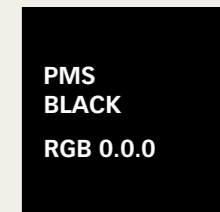
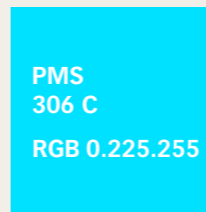
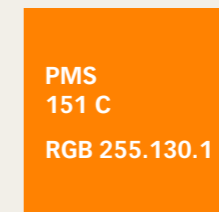
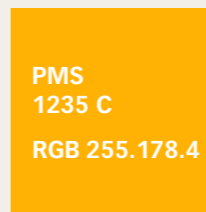
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789 *United Italic Condensed*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789 Vectora LH

## COLOR PALETTE

### PRIMARY COLORS

We specifically chose a variety of warm and cold colors to represent the functionality of the ThermaCup.



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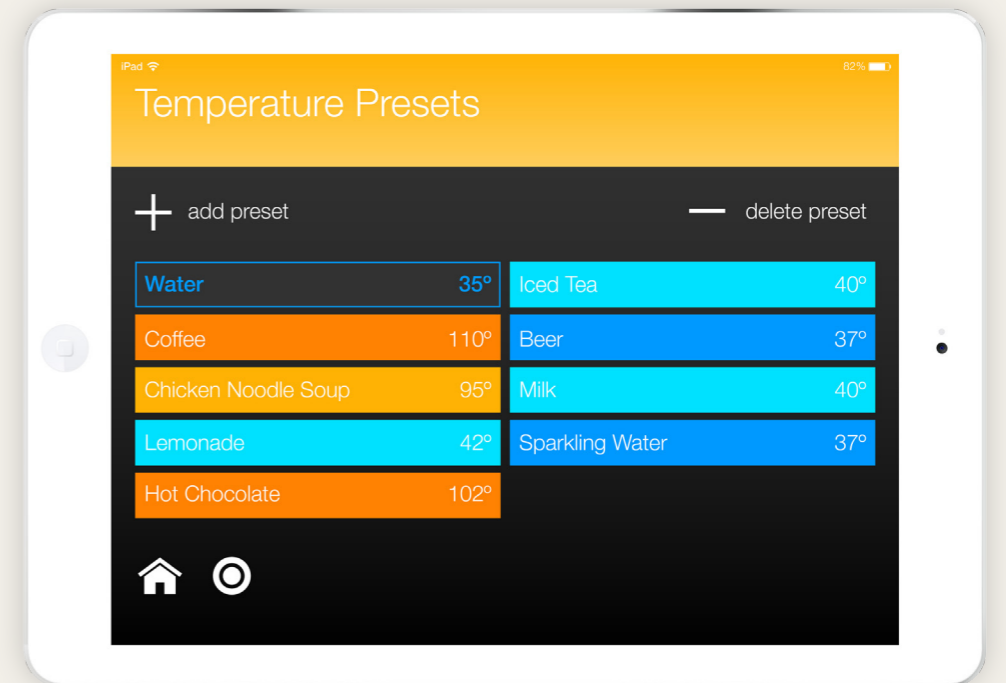
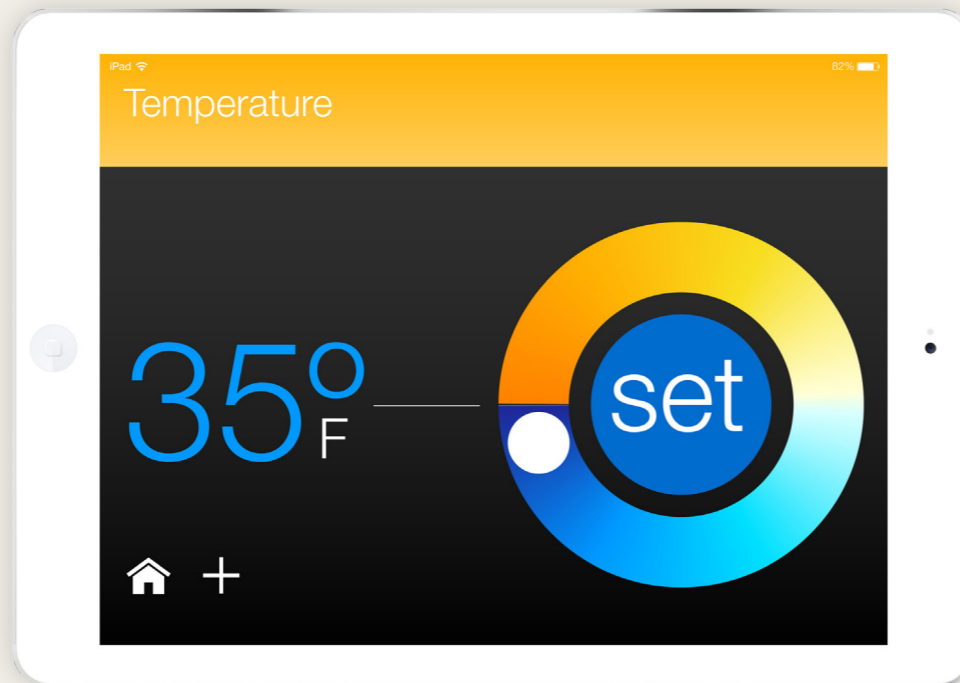
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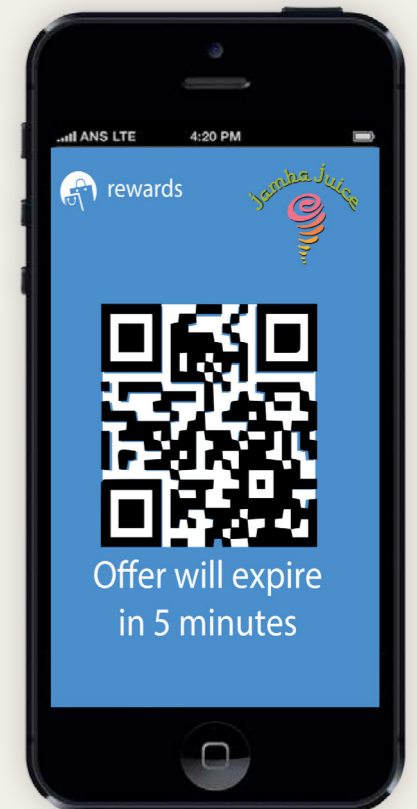
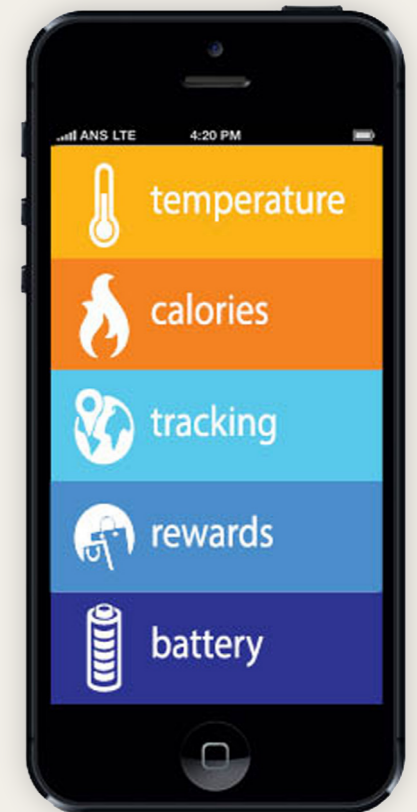
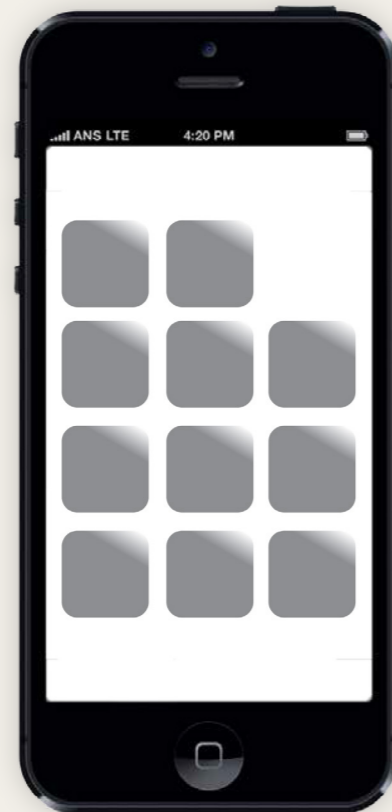
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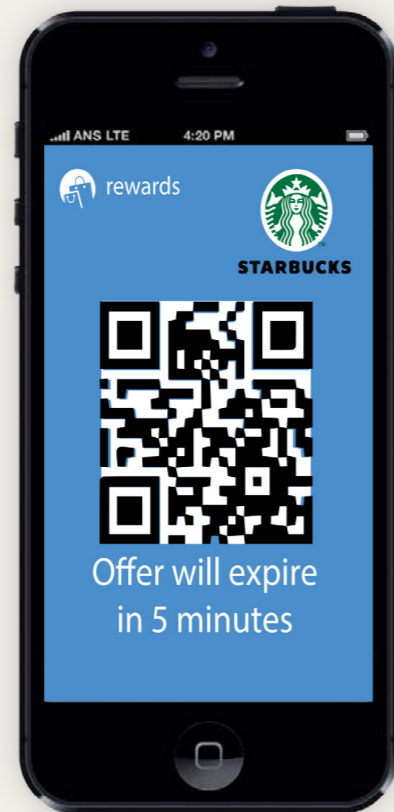
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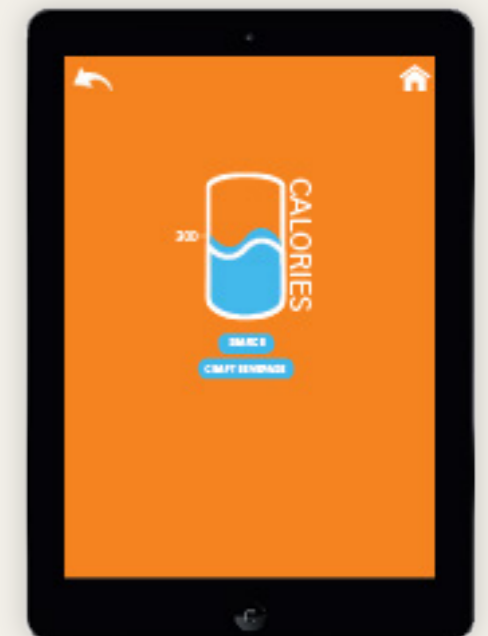
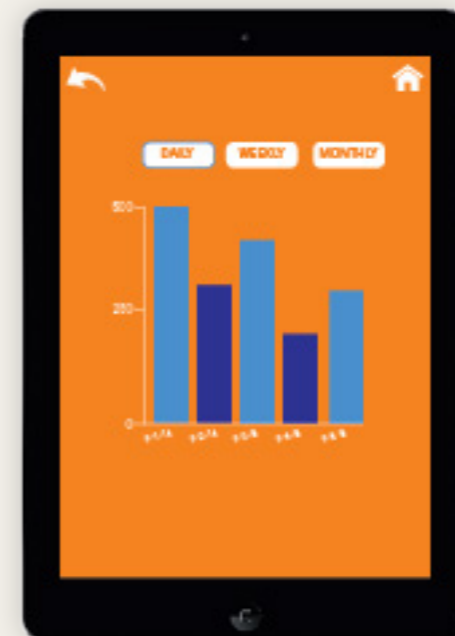
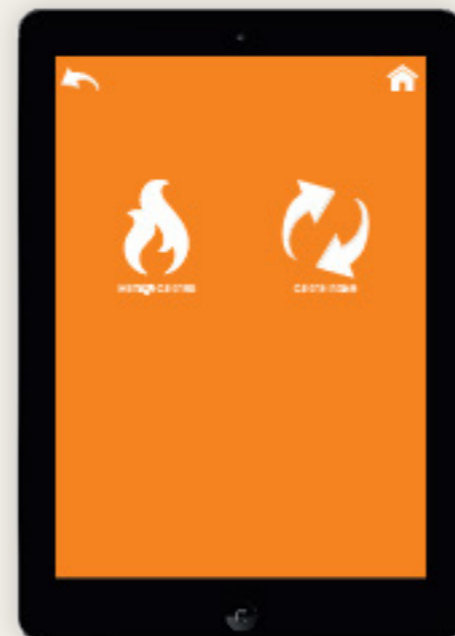
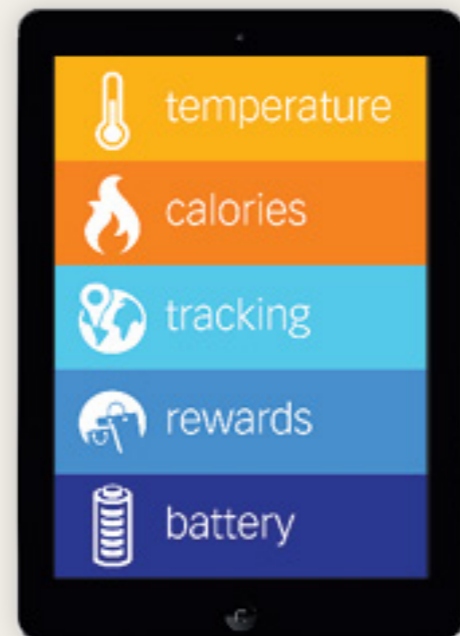
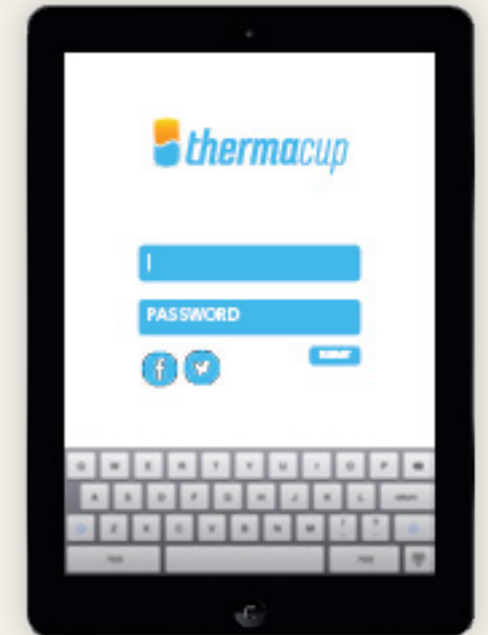
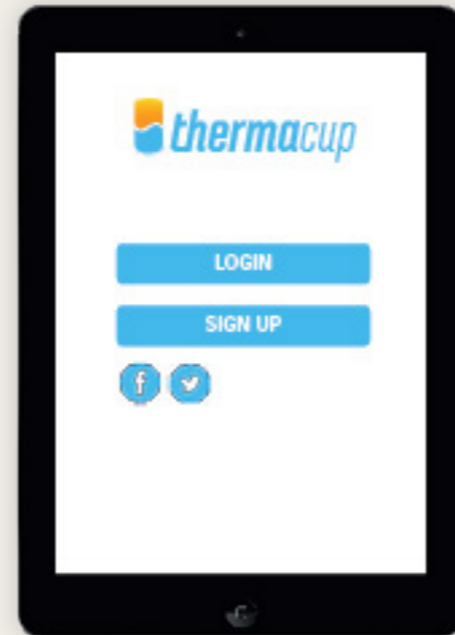
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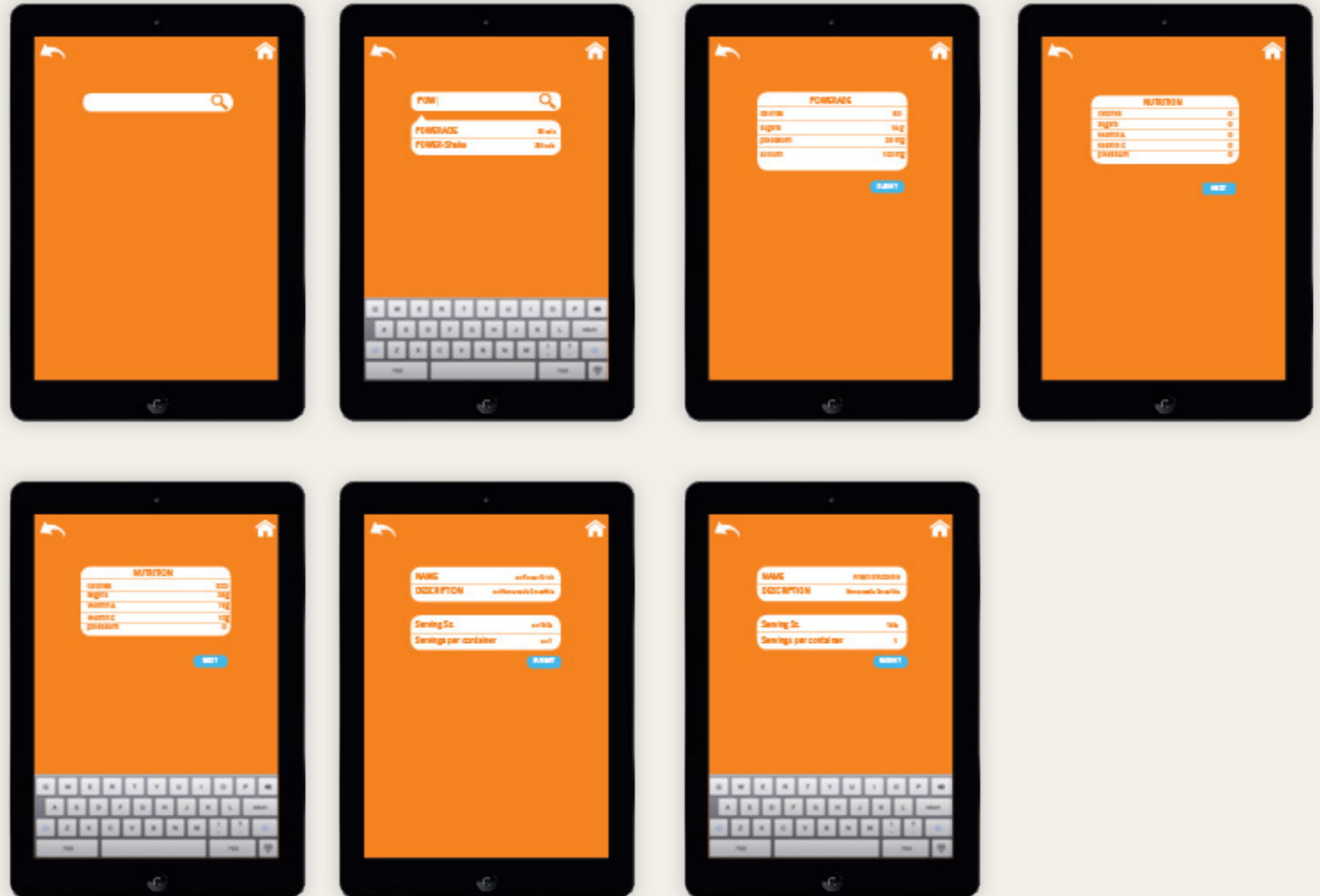
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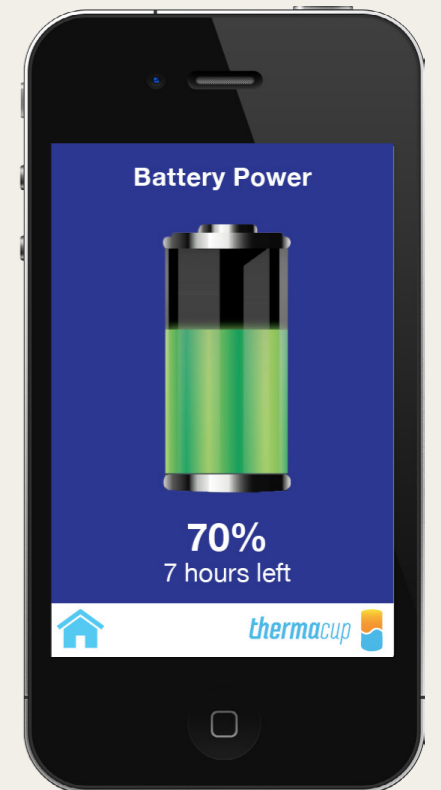
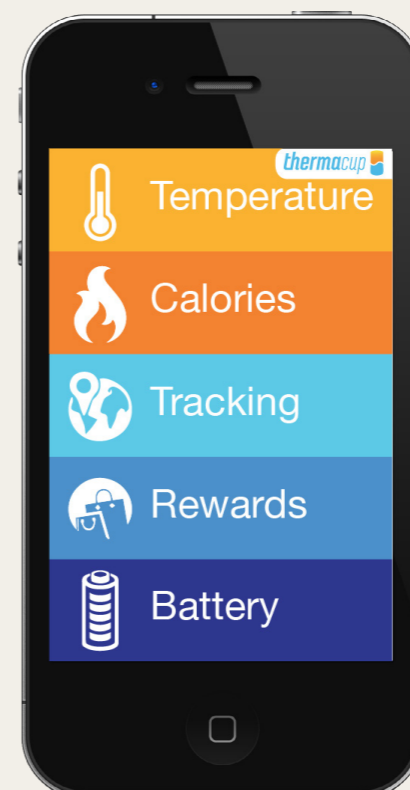
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