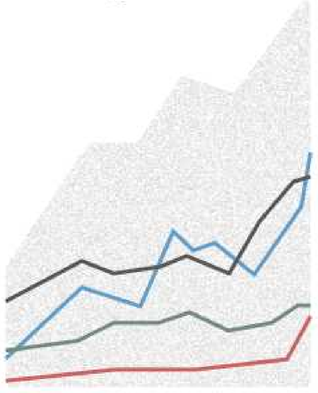
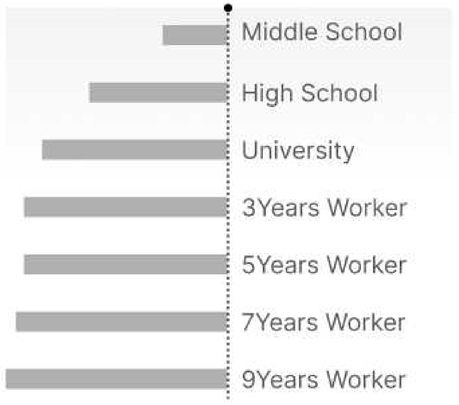
CoolDrip
Time Brews Excellence
CoolDrip
Runsheng Zhang

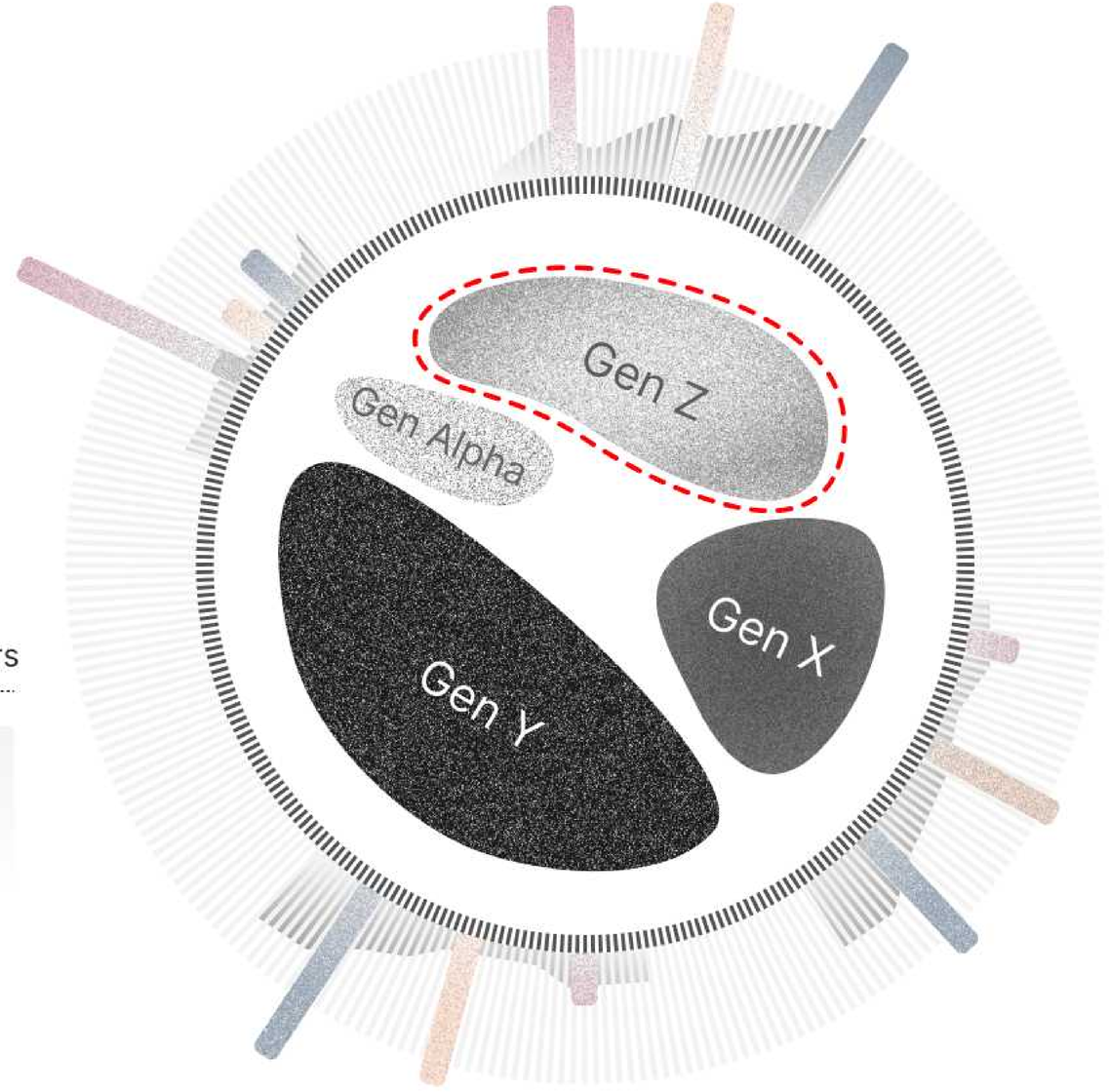
Crowd analysis

Market growth rate &
crowd growth rate



Percentage of coffee drinkers



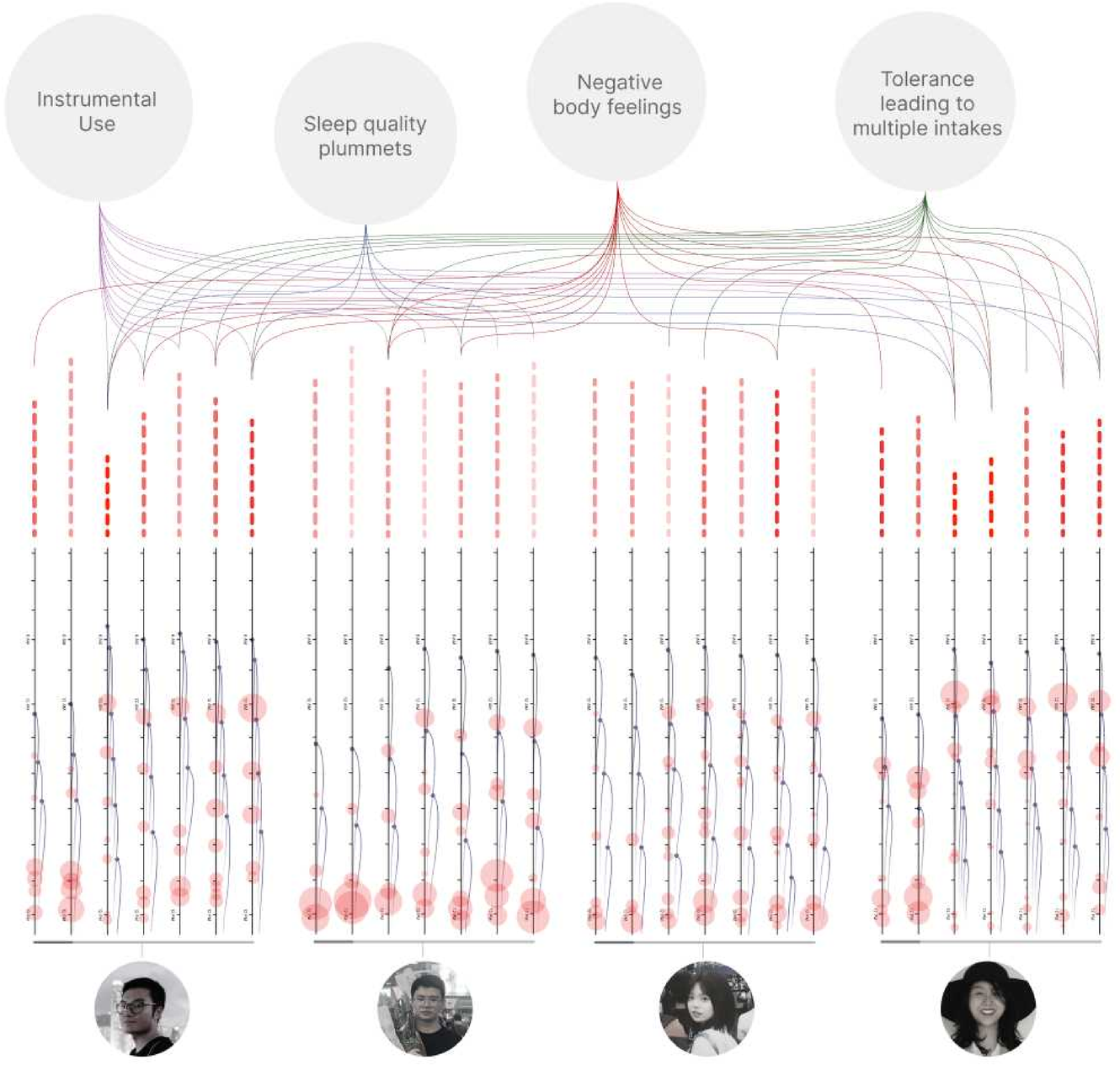


growth potential

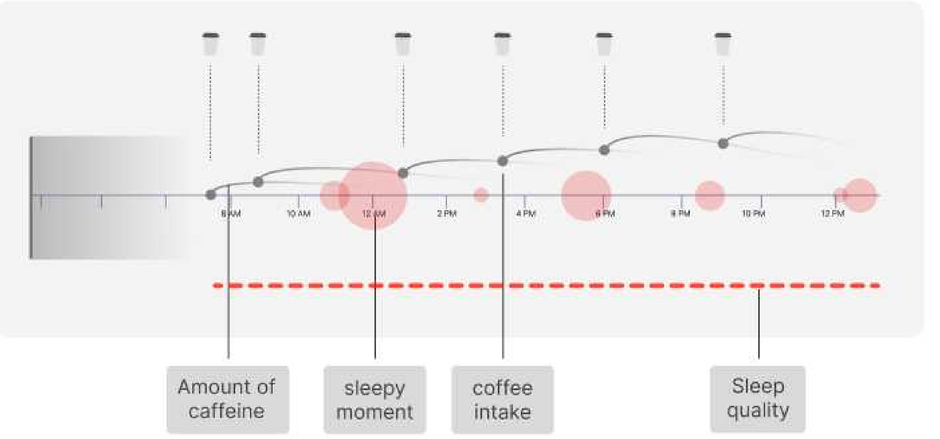
consumer power

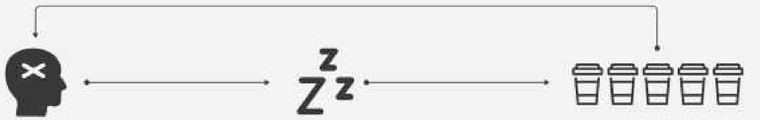
Number of intake

The traditional core consumer group of China's coffee market is mainly the urban middle class between 25 and 40 years old. As the post-90s and post-00s generations gradually become economically independent consumers, they have begun to have a significant impact on the coffee market.



Caffeine Journey Map





It is not very easy to maintain a stable intake in a high-intensity working state

Users often have too late or unable to adjust their coffee intake, resulting in an increasing amount of caffeine, or a snowball effect due to accidental intake or sudden irregular intake

Problem Definition

How might we make it easier for young students/workers to **consume the right amount of caffeine at the right time**, so that they can have a healthier relationship with coffee?

Solution Research

original symptoms

Coffee tolerance

proposed plan

Stop taking in on weekends

After

original symptoms

Poor sleep quility

proposed plan

Plan intake time, Reduce intake

After

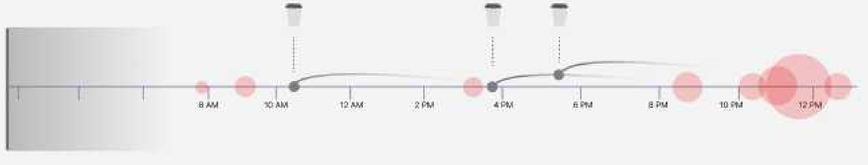
original symptoms

Worry tolerance

proposed plan

Stop taking in on weekends

After



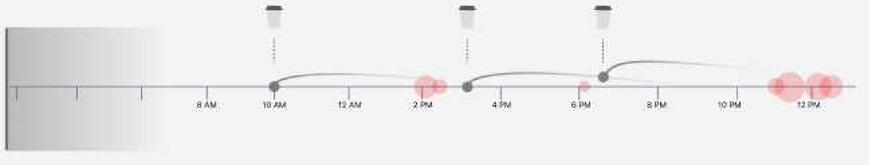
original symptoms

Sleep quality affected

proposed plan

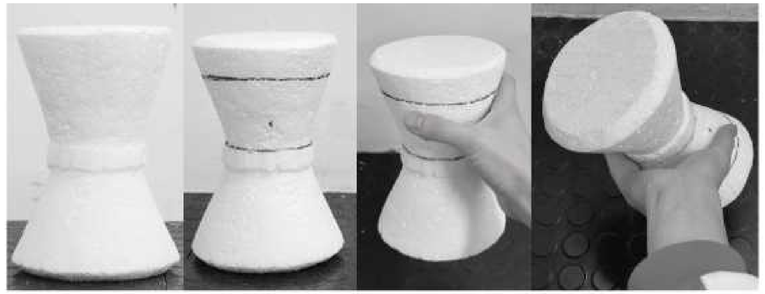
Plan intake time, Reduce intake

After

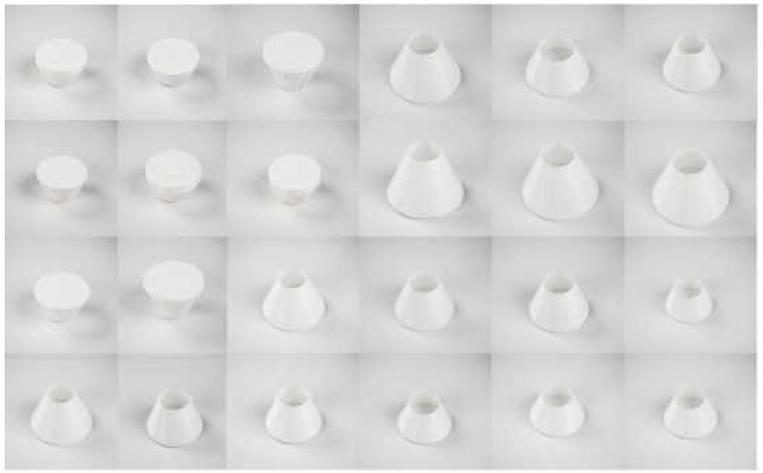


Sketch

Model scale iteration

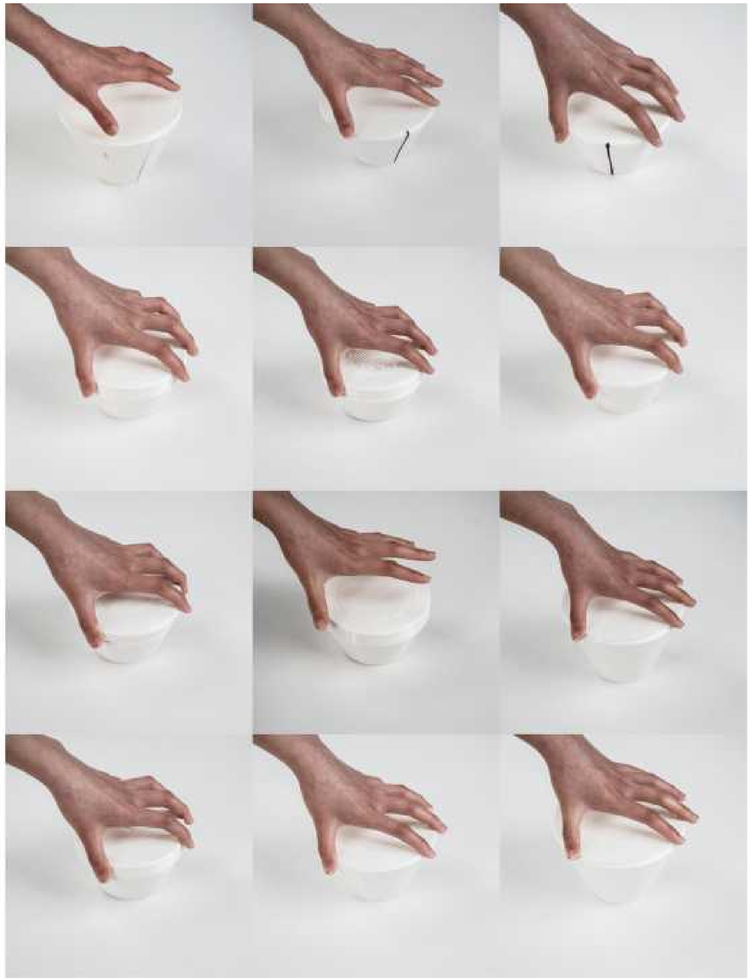


White foam rapid model making



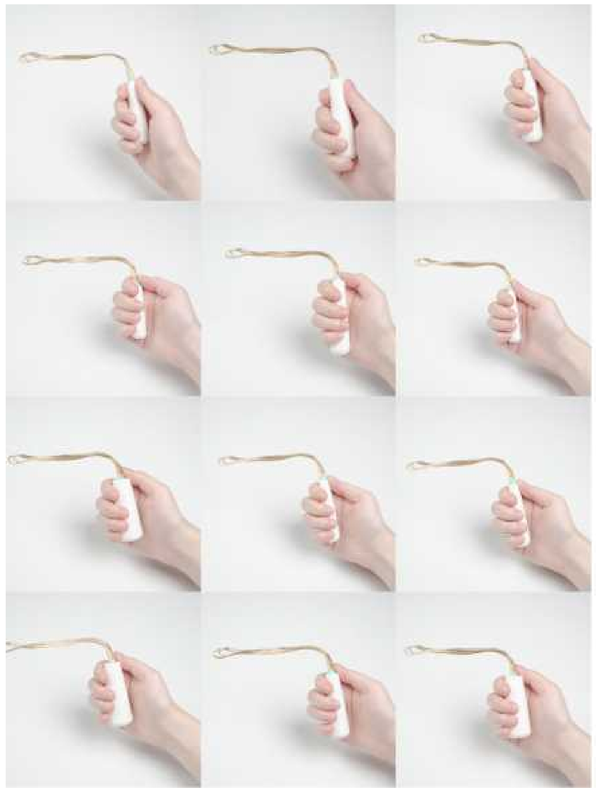
Rapid iteration of styling proportions

Style combination test

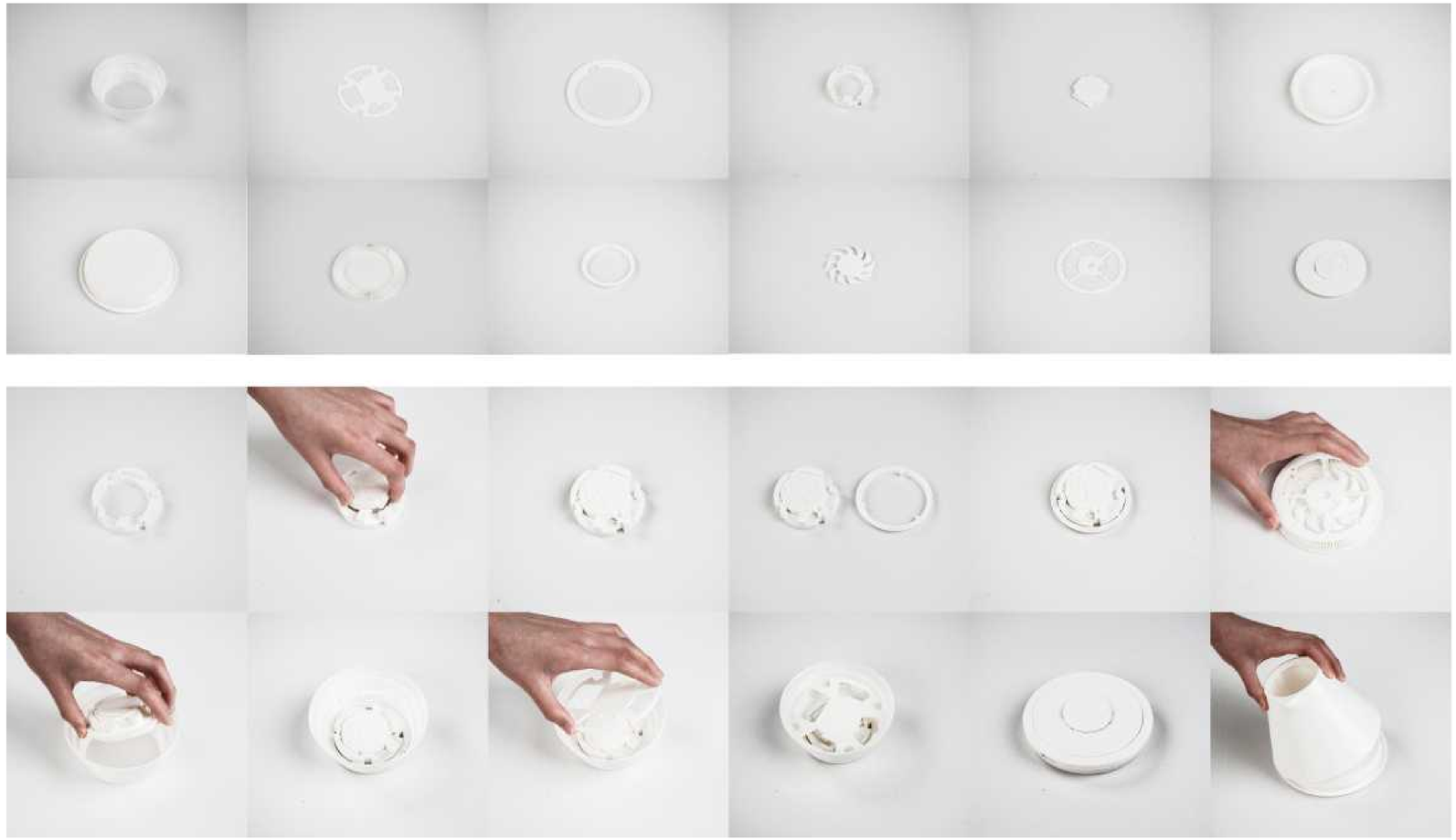


Human-machine iterative testing

Detailed adjustments



Structural design and testing



CMF

braun
PLAY ON
THE MOVE

Rubber handle
PC plastic
frosted plastic
Stainless steel
brushed metal
Stainless steel
powder bowl
oak
Glass

Product Details

Stainless steel powder bowl

Stainless steel powder bowl

Product Details

Load

User fills in ground coffee powder

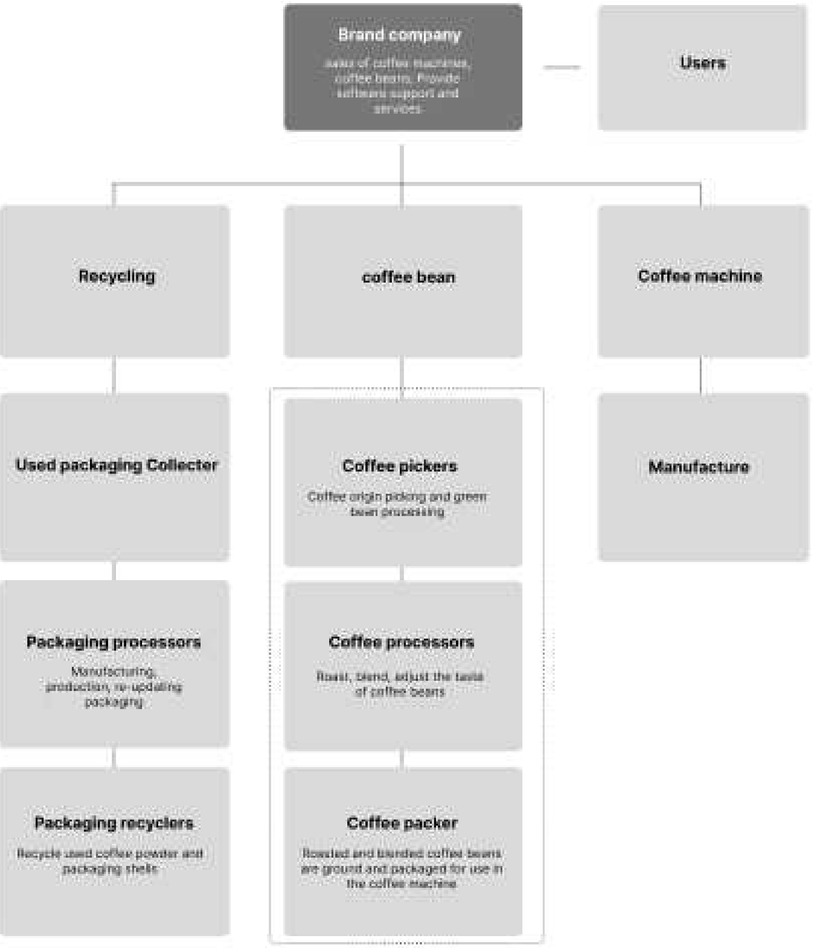
Water Injection

Fill the water tank

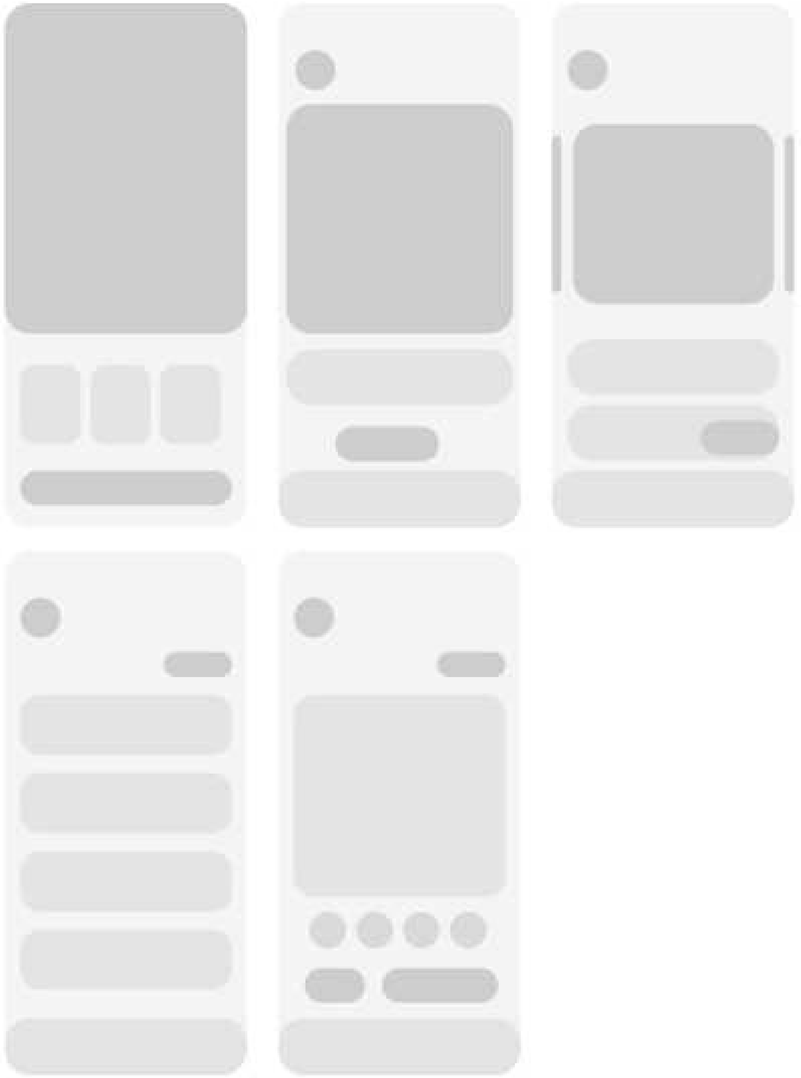
Start Extraction

Select the corresponding roast level of the coffee beans and start extraction

Stakeholder map



Low Fidelity



Color Pallete for APP

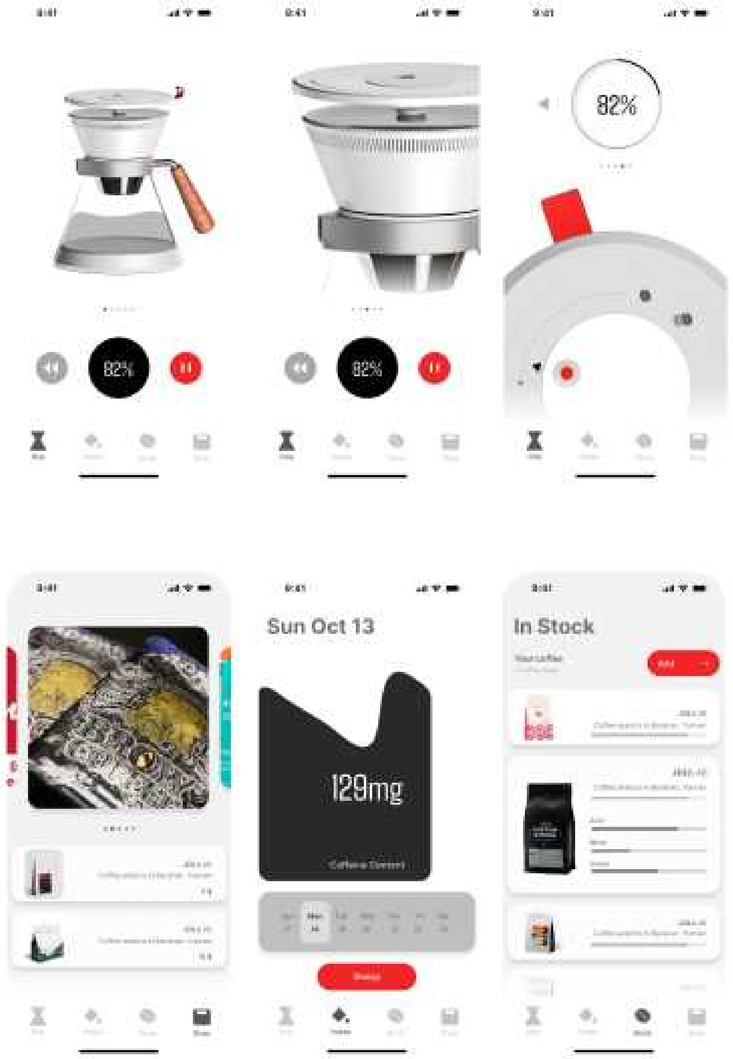
#3E3E3E

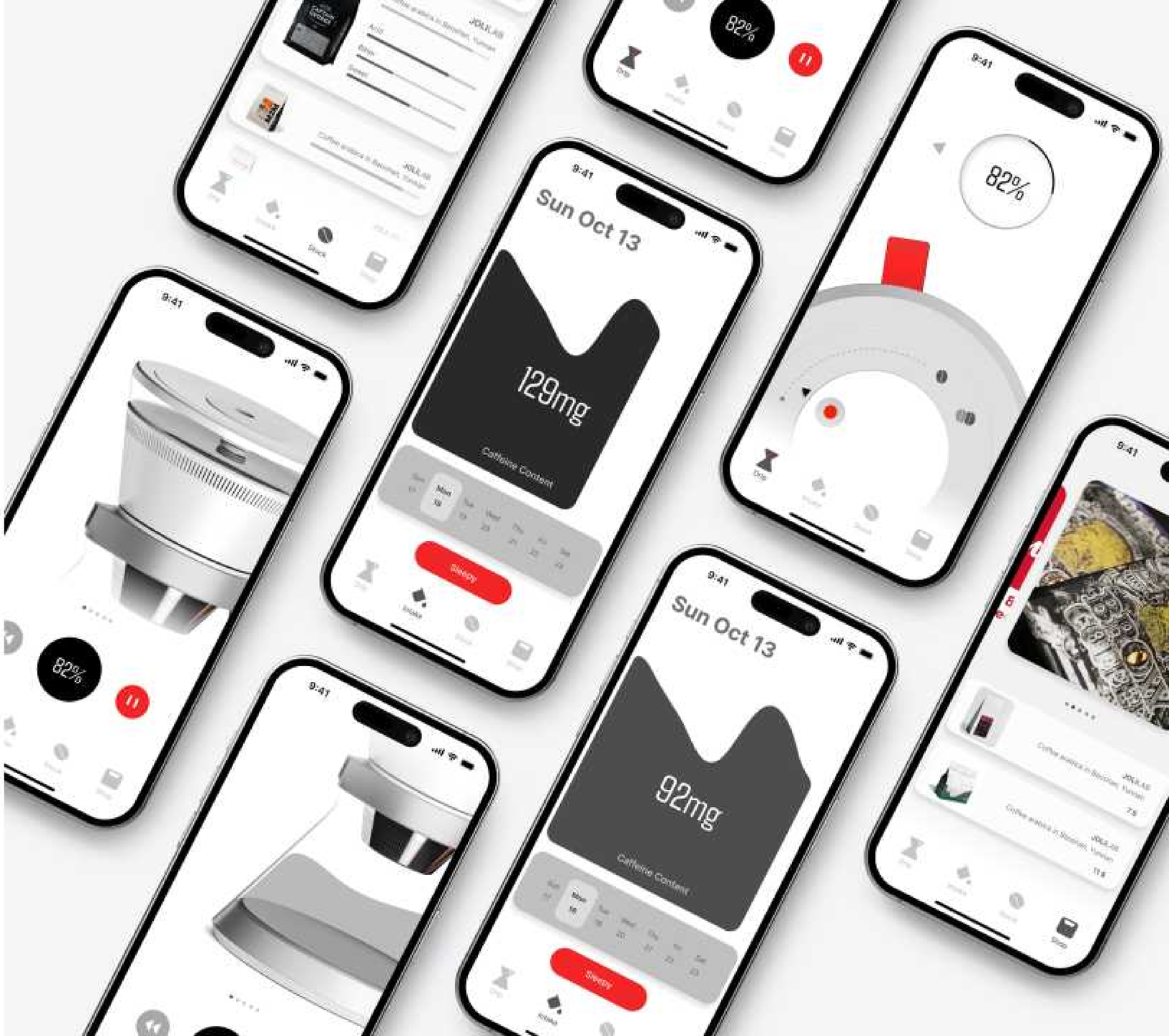
#EB0004

#FFFFFF

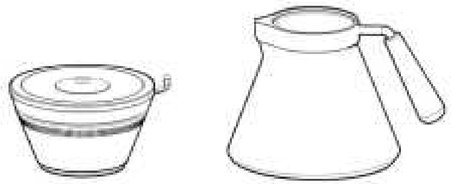
#F0F0F0

APP Function





9:41
Sun Oct 13
92mg
Caffeine Content
Sun 17
Mon 18
Tue 19
Wed 20
Thu 21
Fri 22
Sat 23
Sleepy
Drip
Intake
Stock
Shop

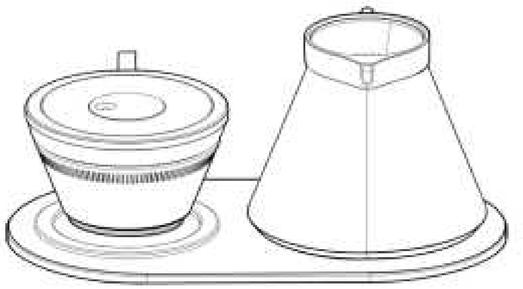


CoolDrip

Product Name : CoolDrip

Model Number : CDCF01CM

Rated Power : 40W



Model making