

REFILLS REIMAGINED

2250 THURS LAB - GROUP 8 ODP

Mathias Kohler

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01



Overwhelmed with cleaning



No refills

Less satisfied customers



Understaffed during COVID

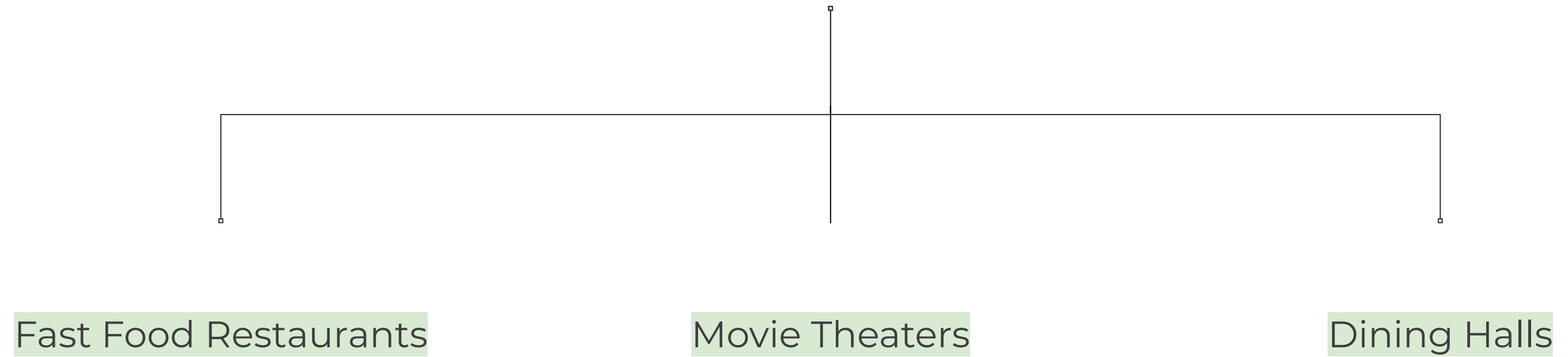


Contamination risk

The Problem

02

Mathias, Millie, Michelle



**Our
Target Market**

03

Our Process

01

USER INTERVIEW-BASED IDEA GENERATION

After our user interview, we used the Crazy 8's approach to generate ideas based off our user's needs

02

MANUFACTURING CONSIDERATIONS

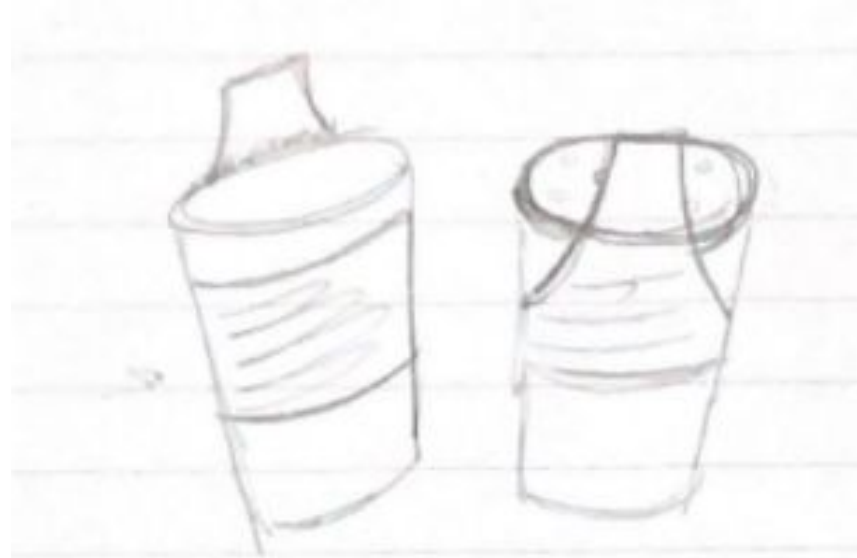
We pared down our initial ideas to find a product that was realistic and manufacturable

03

CAD IS RAD

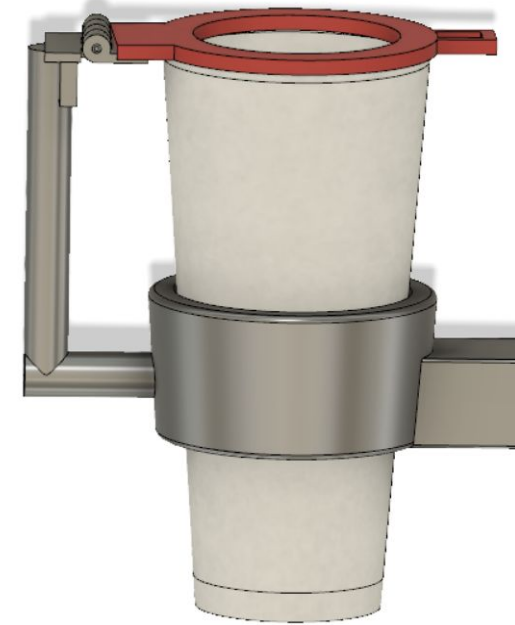
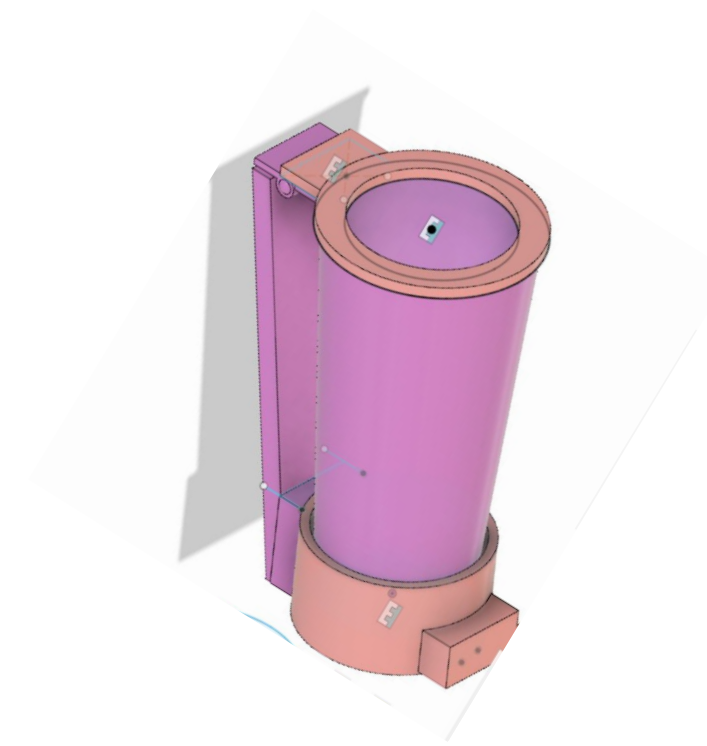
Millie and Mathias worked together to CAD the cup, the initial design and future iterations based on a cup from BurgerFi

04



Our
Iterations 🖋️

05



Our Iterations

Key Changes

1. Obvious, comfortable handle
2. Lid tab
3. Large lever pusher
4. Reduced material

06



Our
Iterations

07



Our Product

A rim guard + cup holder + cup handle

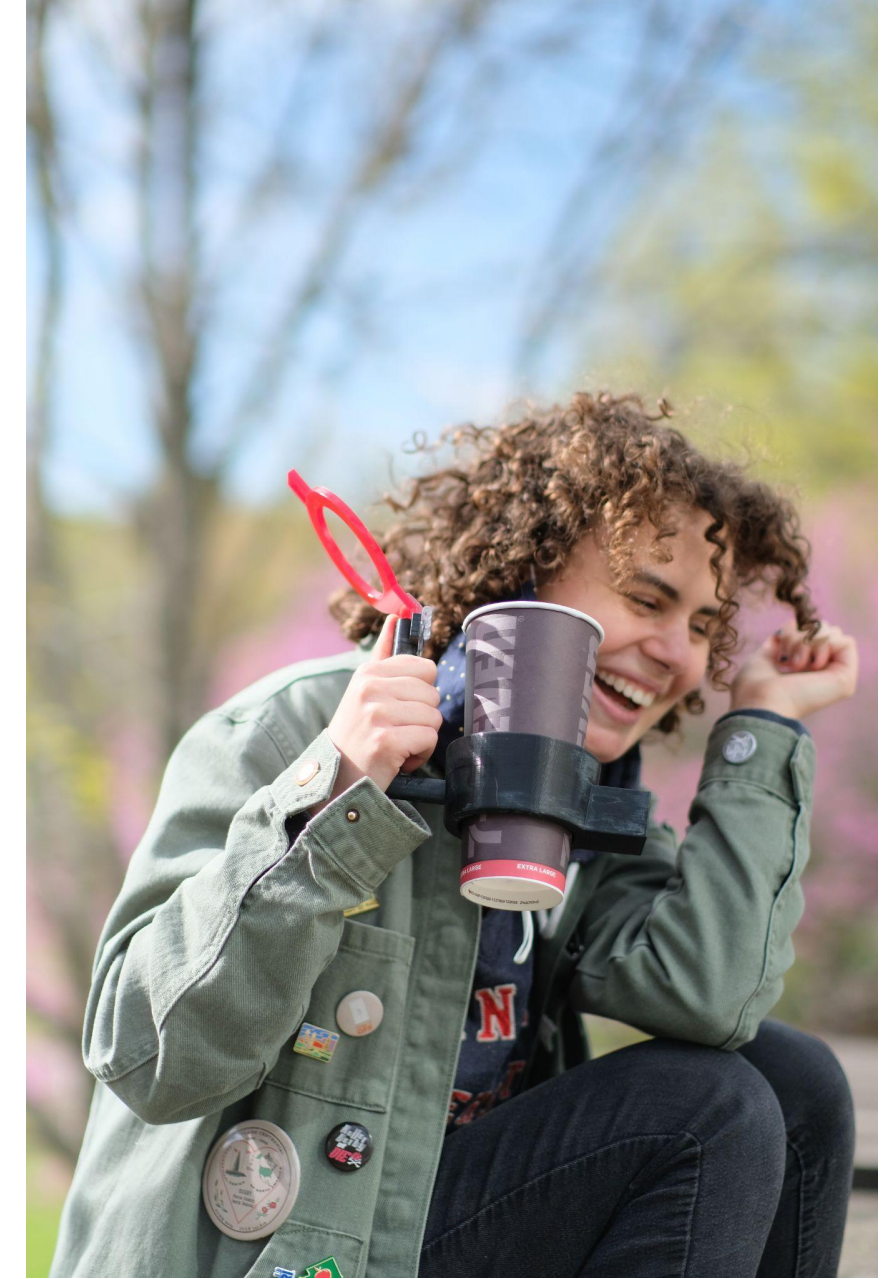
A cheap add-on to fast food restaurants' paper cups that allow for easy and sanitary refills.

08



Our
Product Demo

09



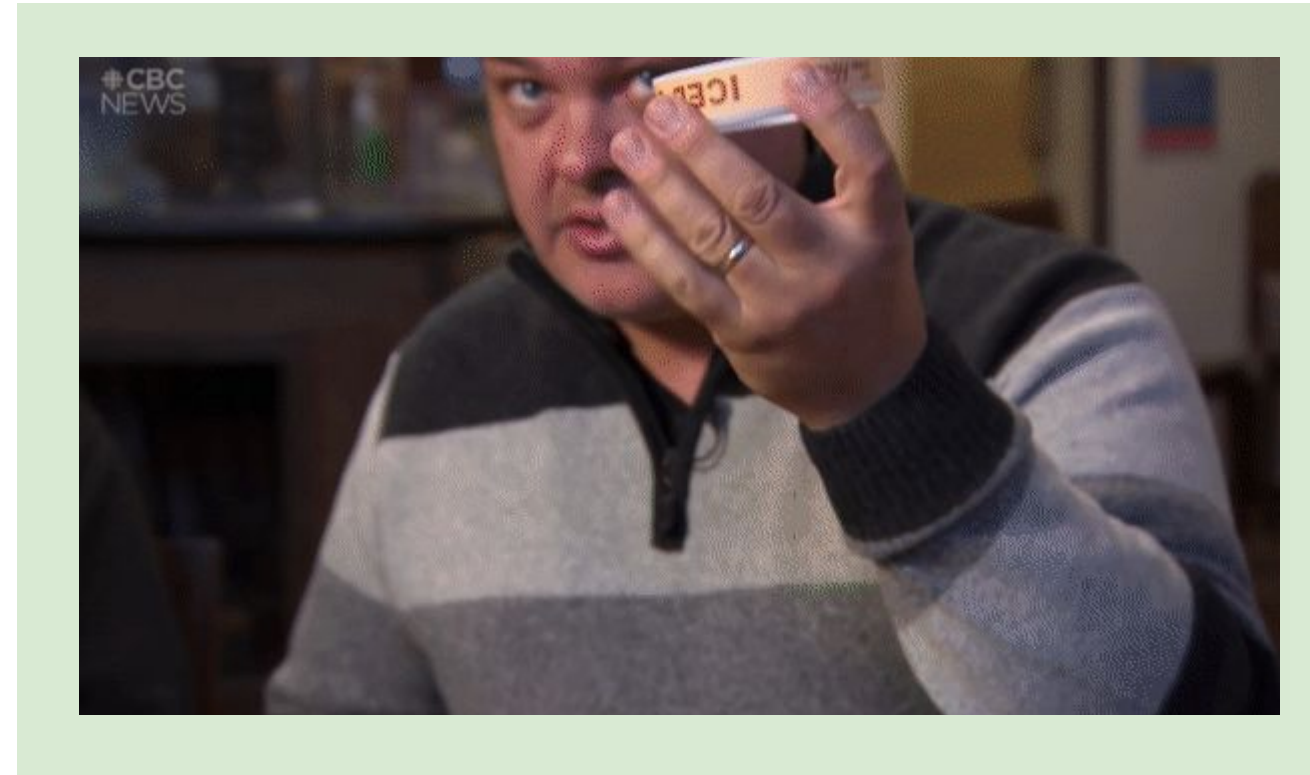
Our Target User

The everyday customer

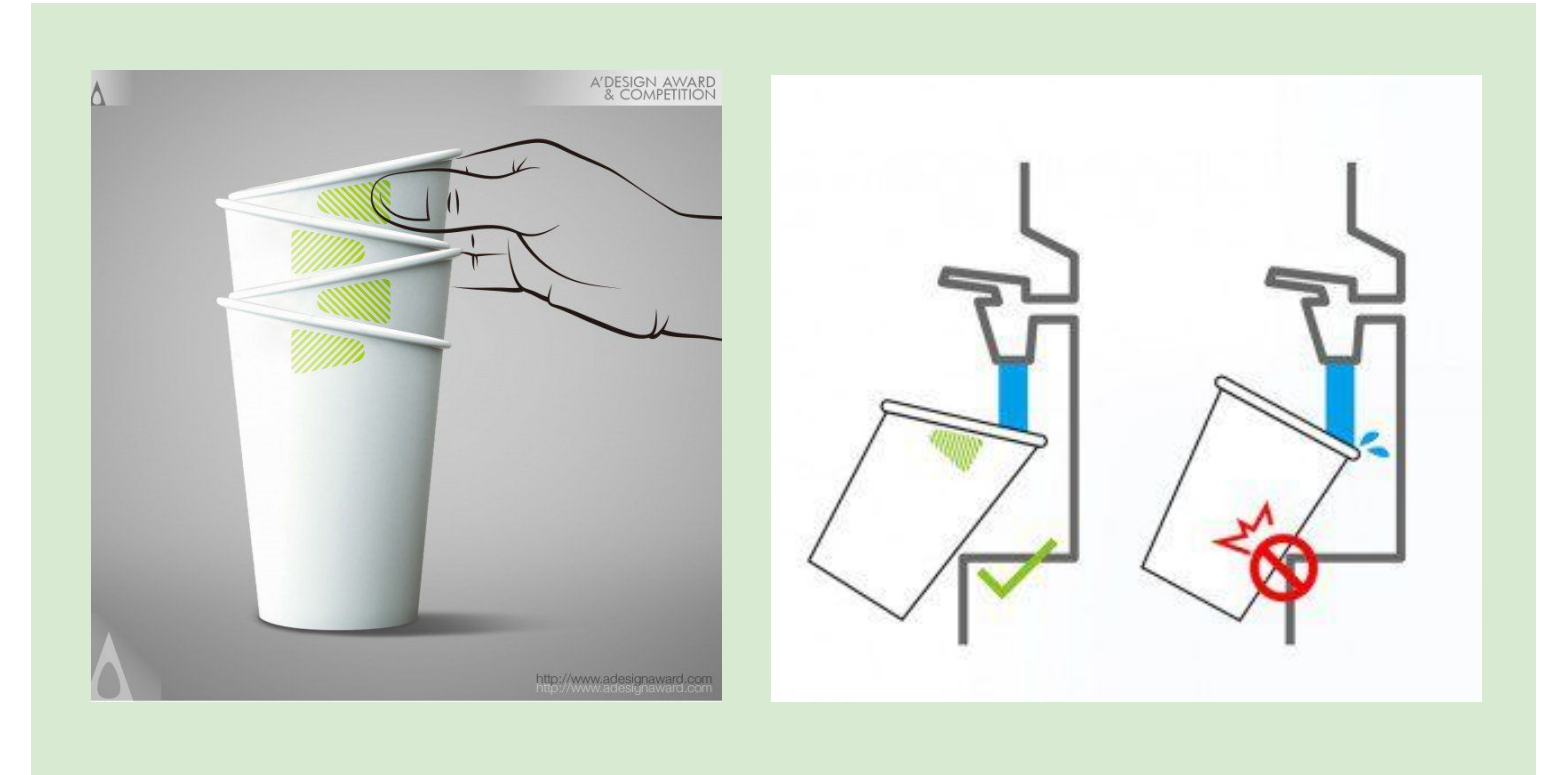
who's in need of a contactless refill

Use by the customer helps essential workers

010

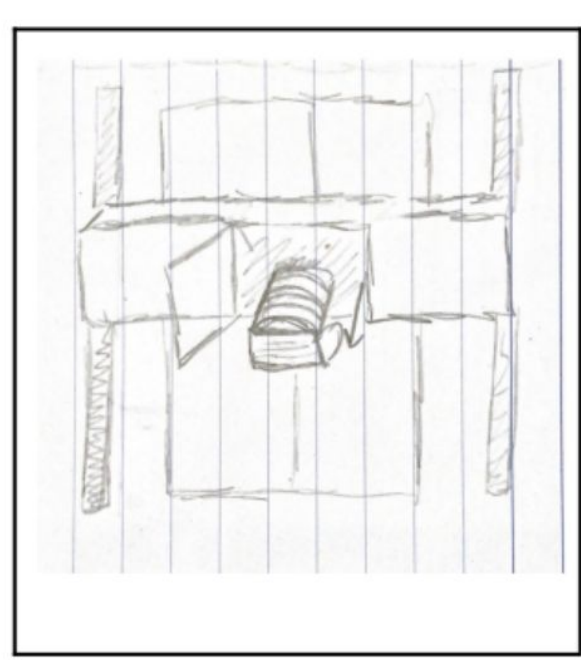


Tim Horton's Lid Handler
adds to employee's workload

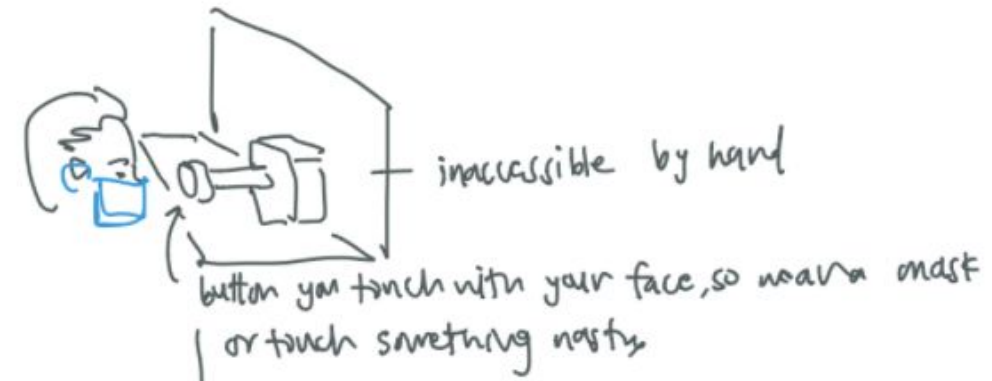


Angled Paper Cup
requires complete cup restock

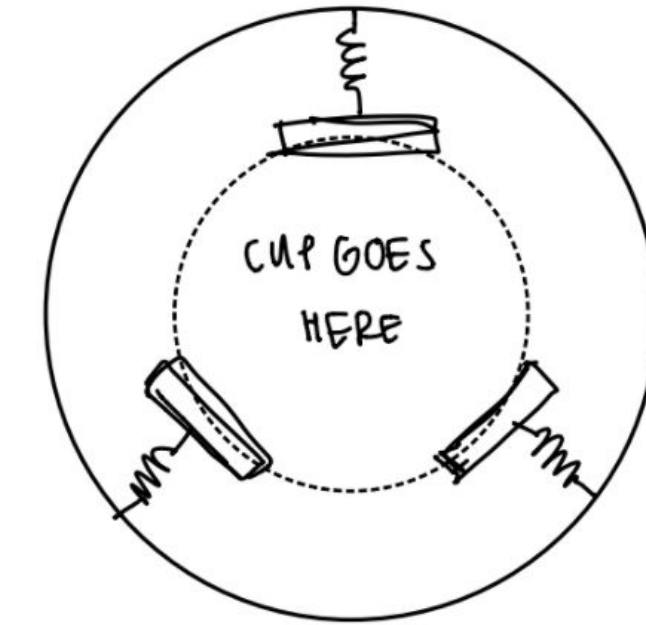
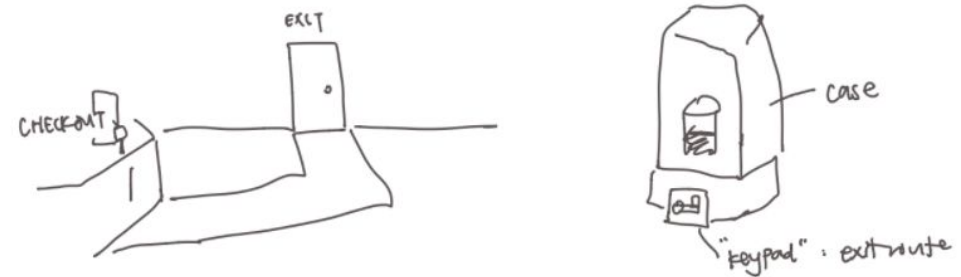
Market Comparison



Enter the mask jet



① traffic control: peg maze to learn route to be able to pick up drink/food



TOP DOWN VIEW

Difficulties:

1. Defining **product context**
disposable? customer or worker?
2. Staying within **mechanical context**
idea generation gone wild
3. **Sizing down** from idea pool

Our Reflection

Thank you!