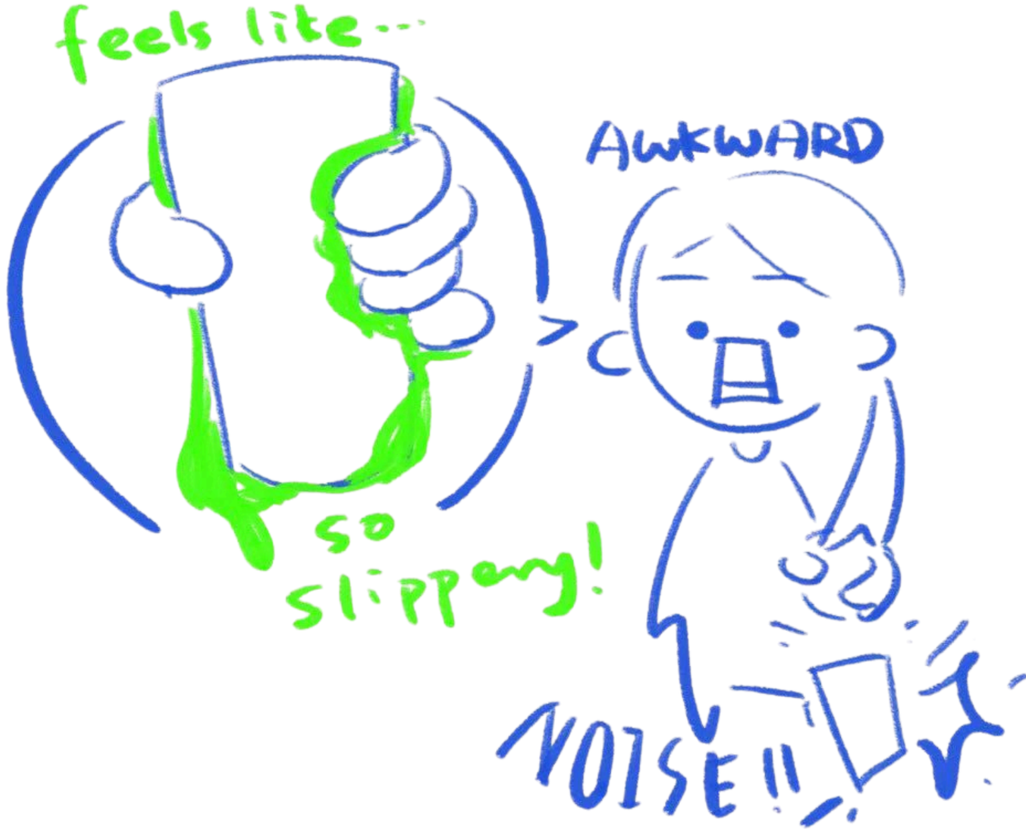
GIZ

chenqiushi zhangruxuan zhangzhaoyi



PROBLEM

Many people always accidently let their bottle dropped down. Sometimes it just makes a noise, sometimes the bottle would be broken. In both ways, it was quite awkward to happen these things, and it might also dropped on one’s feet so it would also be dangerous. Especially these kind of incident are more frequent for people who don’t have enough grip strength



Also, our cup has a special decoration theme about alien’s interaction with Earth’s creature. Our illustration is a cute style. So it might also introduce people with aesthetic needs

PROBLEM

The problem happens when chilrdren in school wants to drink water during class time but suddenly the bottle was so slippery that it fell down and make a loud noise.
Or, it might happen when the elders are walking along the park and want to drink water, but they don’t have enough grip power so the bottle fell down and will hurt their feet.



TARGET MARKET

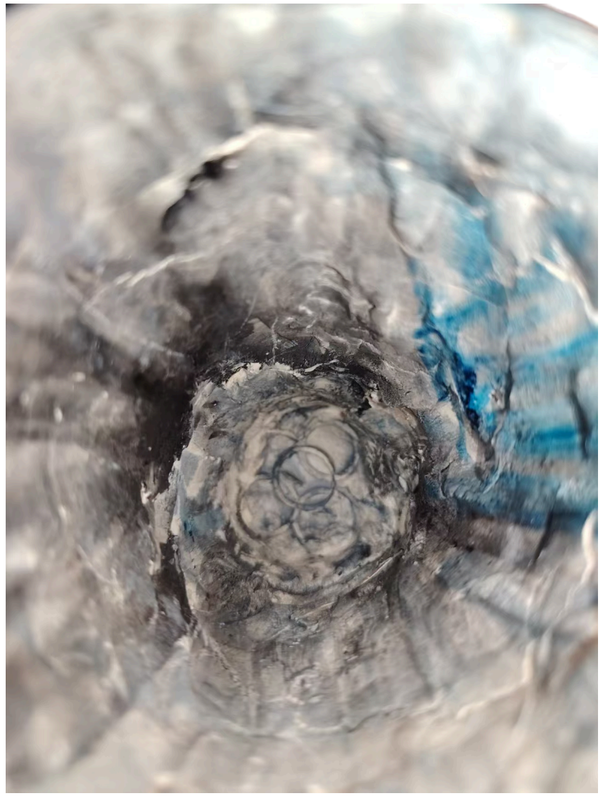
age range: 6-60+
This design is especially suitable for:
-people who regularly drinks in their work/school/daily life
-people who don’t have strong grip power
-people who loves art work and have aesthetic demand

For students, they can use the bottle to drink water at school during break time.
For adults, they can use it to drink water at office when they want to rest.
For elders, they can use it in their home.



We add cup sleeve to increase the friction and allowing people to hold easier. The cup itself was uneven too, so the cup sleeve was basically a double insurance. For people who have a small grip power, they won't have to be worry about whether the water bottle would fell down and hurt themselves or others.

For the people who love cute decorations and have aesthetic needs, we drew some pretty pattern on the bottle. This helps attracting them to drink more water and feel more relaxed when they saw such pretty drawing.

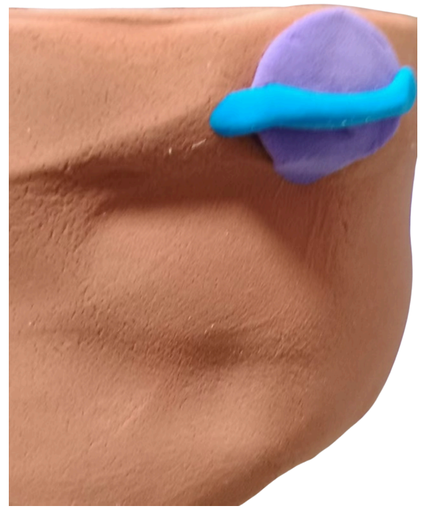


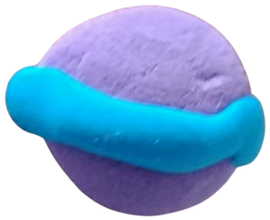
This is the inside of the cup. Different from the outside, which is a view from alien observing human, the inside of a cup was a view of human observing the universe. It was mystery and full of new things for us to discover.

VS STANLY?

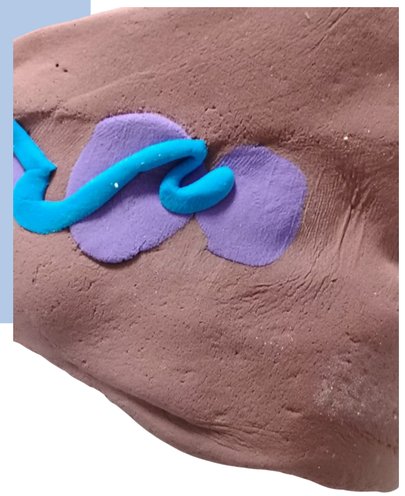
Our possible competitor is Stanly. Its overall weight was very heavy. Even if there is a handle on the side of the bottle, people are hard to use it to hold it by their single hand. Also, their bottle was very slippery and hard to grab.
Last, our design art style have a broader audience. From the kids to the young people who loves cute things, to the old people who like this art style. The design of Stanly is only suitable for young people.

The cup sleeve on the right side have uneven areas. This part helps increase the friction. By grabbing this part, people can hold the bottle more steadily.











GIZ

GIZ-a gift of ice hide in a zip

1. It suits our back ground story about human found alien's design of a bottle, aliens left their water container in ice and then human found it. This story suits kids interest of an attractive story.
2. If you read this wword backwads, it would be zig. It makes people remind of a word "zigzag". Just as for this word, every "zag" needs a "zig", everyone needs our "GIZ" bottle to drink water. This shows the neccessary of our bottle.
3. This also identify our artstyle. The drawing on the bottom was more like a "zig" way instead of a lovely way.

VISUAL IDENTITY

1. Colors: We choose to use a retro color style, basically containing yellow, blue, green and silver.
2. image: We have different images on the bottle. On the cover, there is an image of UFO. On the side of the bottle, there ian a image about three real world cows, one alien cow and a dog on the grass. The image represents the alien accidently capture a black and white dog instead of a cow. The sky is dark blue with a bright yellow light. On the bottom, there is a slogen——more moisture and a alien, which echoes the alien on the top of the cup.
3.typography: For different part of bottle, we have different image. The top part means alien that people cannot see, the middle part is a view of people's prespective of what is happening, the bottom was the alien's true purpose that people do not know







MORE MOISTURE

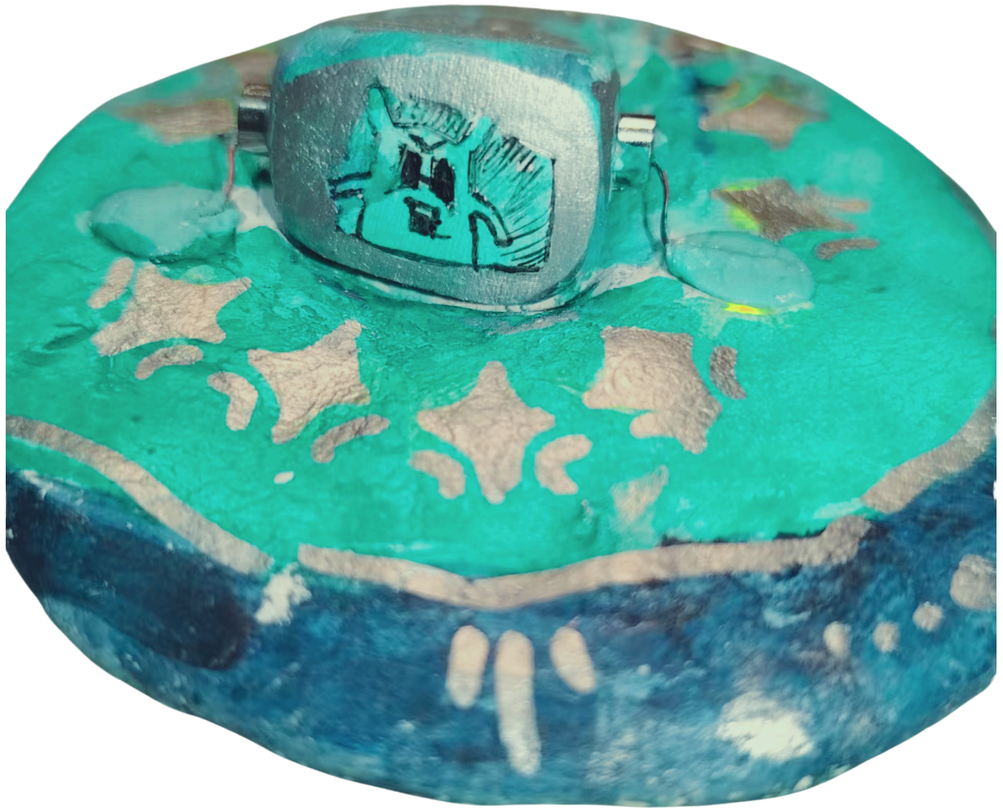
This is our slogan. In our background story, this represents alien's purpose of going to Earth- they want to get more moisture here. This is also what we want to express to people, to encourage them to use this bottle to drink water often.



Our design can attract kids to drink more water by showing such beautiful pictures. This is very interesting to them.
Also, our unique art style, the mix of cute illustration and cool graffiti style can satisfy people's aesthetic needs.

DESIGN SPECIFICATION

Function: To drink water.
Increase the friction-Holding the water bottle better, no slippery any more
There is a cup sleeve that can be easily put up and down.
On the cup sleeve, there are bulges in the shape of a planet, that can help people grab the bottle better.
Because of the material, the cup itself have uneven areas, which increase the friction. Cup sleeve, as a double insurance, can enhance the experience of holding the bottle.
14cm, cylinder shaped
300g-easily to hold it by one hand
optimistic+retro style, looks are cute and complicated
user: Kids and other people who enjoy lovely art style would love this kind of decoration.
Purpose: let people have an aesthetic satisfaction when they are drinking water

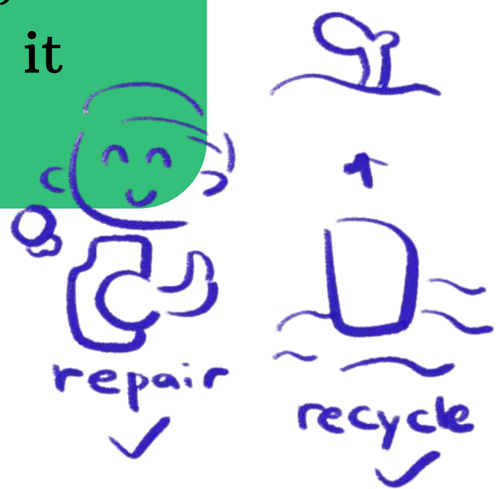


A bowel cover, which shaped like an UFO

safety: It might drop on the ground and hurt people-so we make it lighter Sustainability: It can be reused and recycled and repaired. It is made of mud. In the process of making it, we didn’t use any possible materials that might cause pollution

The cost of making one cup was around 40 yuan, we would sell it for 155/cup. Because it was hand made and requires lots of time and effort.

We choose to use stone plastic clay and polypropylene as our main material. Polypropylene’s cup was the support of this bottle, and plastic-stone clay covers it Firstly, this material is relatively cheap. Secondly, it was easy to draw things on it and can fix it whenever you want. Last, it was very light. Thirdly, it is quite stable when it was dried up.



ITERATION



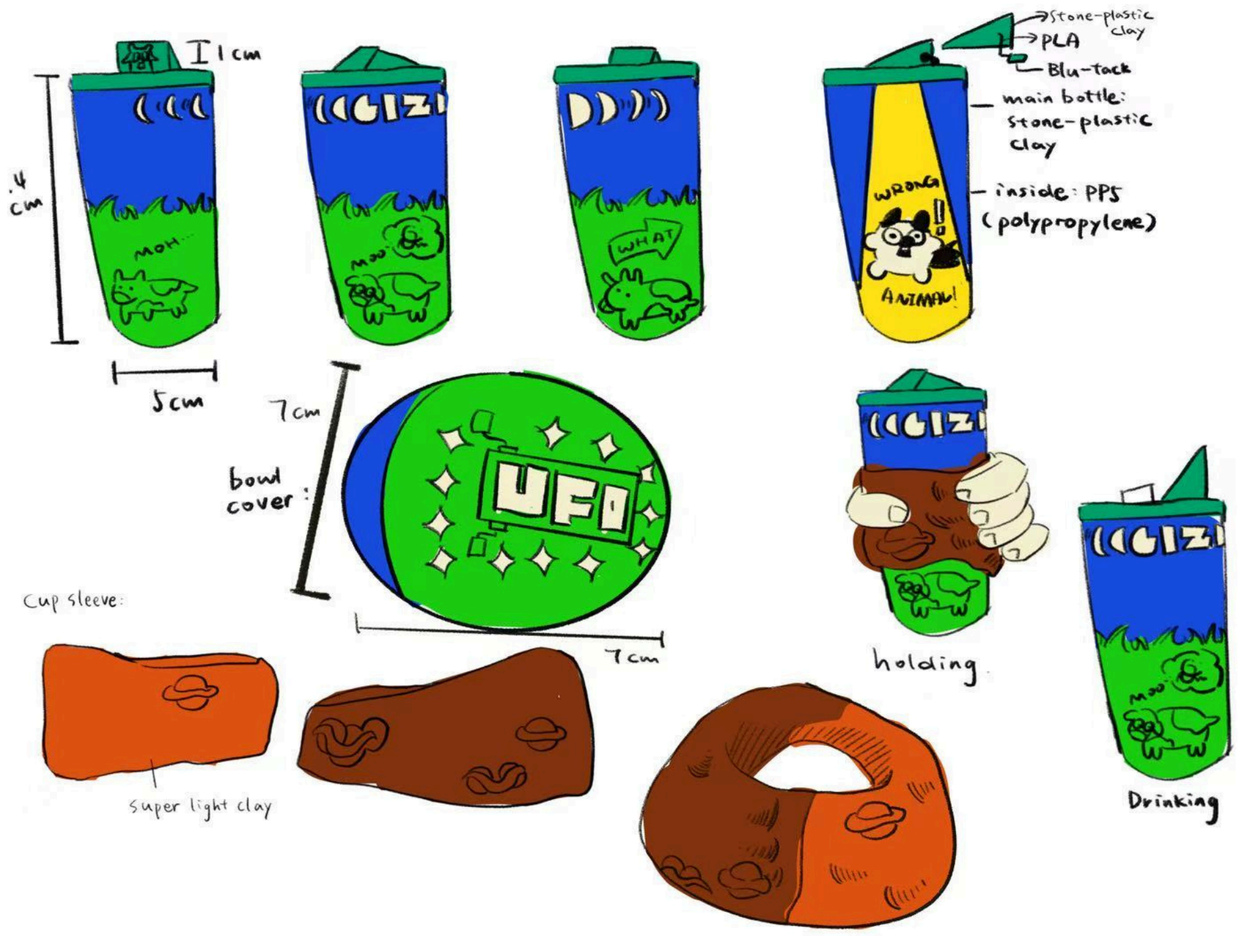
first version



second version

Changed the design of the place to put the straw, from the outside to the inside. For the second version, we thought to make an embedded groove to place the straw outside the bottle. We increased a design of star-shaped hump to increase the friction of holding the bottle.
We thought if the straw was placed on the outside, it might get polluted and not easy to use, because it requires more steps of taking it down.

ITERATION



final version

For the final version, we changed the design for the straw. Because when we are actually making the bottle, we found out it was hard to make a structure outside to put the straw. So we changed our key point into the friction increasing structure. For the cup sleeve part, we use our hands as model to leave the uneven spot on the material, because we received a feedback about hoping the cup sleeve can be fit into people's hand.

COMPROMISE

We choose to use our hand to draw picture on it instead of mechanical production for a large amount because it increase differences between each product. We also are able to draw images that based on consumer’s preference because it promotes them to buy, even though it means a higher cost of materials and workers.

