SMART ITALIC

MI.TO'S

CORSO DI LAUREA IN INNOVAZIONE DEL SISTEMA PRODOTTO

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POLITECNICO MILANO

TÉ

Tè per te

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ABSTRACT

ITALICS

ITALICITY

It is a book-recall that of Pietro Bassetti, addressed to the approximately 250 million italics in the world that the author urges to become aware of their old and new identity. The idea and the research are born in the environment of the Chambers of Commerce that make war to the Italians in the World, because it is also in the business that emerges common values and interests. Italicity manifests itself in the sharing of Italian culture. With Italici Bassetti he intends not only Italian citizens, but also the people of San Marino, Ticinese, Dalmatians, Italian-Americans, Italian-speakers and all those who include the values and traditions of our country in their lifestyle.

Bassetti's large-scale and wide-ranging project is to form a civil society and a ruling class conscious of the transnationality of Italic culture, thus laying the foundations for what he calls a 'glocal' future.

Attention is not only focused on global events, but on their relationship with concrete local events. That of the italics must therefore establish itself as a world community to bring the values of the Bel Paese into the world. Numerous examples of these types of community in the world: the Anglo-Saxon, the Hispanic, the Portuguese. However, the Italian one is missing.

The work is therefore a manifesto for a future association of italics with concrete suggestions for implementation. The author proposes a change in the common concept of 'Made in Italy', with 'Made by Italics', which would identify not only products of Italian quality, but also the relationships and the online and offline cultural exchange of the community.

The Italic civilization is not only the result of migratory movements from a center to the periphery but is born of the multipolar iteration of phenomena generated by meeting with different cultures. It is the Italics themselves, and not only the Italians, who have produced and promoted Italicity around the world: foreigners who choose the Italian civilization as cultural point of reference. The strength of Italicity resides precisely in the ability to combine different ethnicities, languages, and communication codes.

Italicity is not Italocentric ...To define it in the best way possible ... one must regard it as a manifestation that is global (the ensemble of Italian communities at global level) and at the same time local (the numerous ramifications or subensembles of Italian Italics, Italian Swiss, those of Dalmatian origin, ItaloAmericans, Italo-Argentines etc., to whom must be added all those who appreciate the Italic way of life, a very typical and recognisable life-style and culture) and that is present throughout the world and linked by strong shared chains. Italics are identified by their way of being Italic, with culture, economy, amusements, fashion and cuisine of Italic origin ...
(Piero Bassetti, 2005)

A second possible way of internationalising Italian history is a 'transnational' history of the Italian diaspora itself, in which Italy and Italian life remain at the centre of a worldwide network. In accordance with this approach, Italian history could be interpreted as being always responsive, and at the same time an important influence in relation to the developments of Italian communities in the world.
(Donna Rae Gabaccia, 1997)

We should then try to overcome not only the geographical and cultural but also the chronological barriers that characterise the discipline [history of international relations], given that it is difficult to imagine a transnational approach to history that is not long-term, that does not link contemporary and modern history

and that therefore does not put the specialisms of each of us severely to the test.
(Federico Romero, 2005: 79)

Migrations from Italy took place long before the existence of an Italian people or an Italian national state ... The fatherland that migrants glorified and turned into a legend was thus never a national fatherland ... The migrants made a legend of a native land that was a single village or a small locality. Bearing this clearly in mind, I have written widely, here and elsewhere, 'migrants from Italy' rather than 'Italian migrants.
(Donna R. Gabaccia, 2005: 155)

1.Italicity certainly has something to do with the Italian character, but is not confused with it because it does not carry nationalistic connotations.

2.Italicity certainly has something to do with Europe and the West, but is not identified either with one or with the other.

3.Italicity, furthermore, has something to do with the great wave of migration that was a feature of Italy's demography (but in many ways went beyond it) from the end of the nineteenth century to the 1960s.

4.Italicity has a connection with the mantra 'Made in Italy', which finds and has found in that Italicity its origin and raison d'être. But 'Made in Italy' has in turn become an 'activator' of Italicity.

5.Italicity also derives from the new migrations into Italy in the past decades.

INTRODUCTION

013-016

MI-TO

MI-TO PERSON

MI-TO are activities developed by professors and researchers belonging to the TOMI-MITO Observatory of the Department of Architecture and Planning (DiAP) of the Milan Polytechnic, which, in general, concern the territorial configuration of the region included "between" Turin and Milan. A metropolitan region in which, in recent years, the completion of the infrastructural bundle (highway and high-speed railway line) and the celebration of numerous major events (from the Turin 2006 Winter Olympics to the Milan Expo 2015) is producing significant changes in all the territorial system between the main nodes (which are linked to the so-called long and fast networks) and the intermediate territories (which are instead related to the slower and slower networks), some of which risk being affected by segregation processes or in any case not to be involved in programs of valorisation of different nature: environmental, socio-economic, productive, tourist.

MI
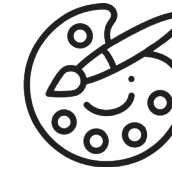
Francesco Peroni	Walter Da Silva	Tony Renis	Lina Bo Bardi	Massimo Vignelli
Gualtiero Marchesi	Giampiero (Momo) Moretti	Lucio Fontana	Ettore Sottsass	Max Huber
Matias Perdomo			Mario Botta	Patricia Urquila
	Flaminio Bertoni	George Clooney Fabrizio Ferri Johanna Ekmark		Bob Noorda
			Mattheo Thun	Makio Hasuike
		Giorgio DeChirico		Paola Antonelli

TO

Luigi Lavazza	Carlo Abarth	Paul Cezanne	Filippo Juvarra	Marcel Bich
Teofilo Sanson	Emmanuel Fangio	Michelangelo Pistoletto	Guarino Guarini	Massimo Banzi
Francesco Cirio	Pinin Farina	Mario Merz	Carlo Ratti	
Federico Grom	Giorgetto Giugiaro	Jannis Kounellis		
	Nuccio Bertone			

GOAL

GOAL

The final synthesis laboratory investigates the universes of interest that are most interesting for those dealing with Made in Italy: Italians are Italian citizens in Italy and outside Italy, descendants of Italians, Italians and Italians or a global community estimated around 250 million people in the world, to whom globalization gives new meanings and potential.

A people to some extent post-national, marked by identity, memberships and citizenship declined in the plural, characterized by hybridization of cultures, products, ways and means of production that we call "italics" who assert themselves and seduce by the imaginary they convey : becoming aware of the existence of the "common system of values" in Italy, it means in fact starting to use it as a factor of promotion and business.

In particular, the experience of tourism and the relationship between Italians and Italy will be the track (focusing on the MI.TO area between Milan and Turin, between Lombradia and Piedmont) in which to imagine possible routes and narrations, where objects and their packaging through IoT technology will become storytelling carriers, turn into tools to create new stories and generate unexpected relationships.

1.TRACK

2.AWARE

3.TRAVEL

SMART ITALIC MI.TO'S
Relations, interactions and objects for new Italic pathsbetween Lombardy (MI) and Piedmont (TO)

CALENDAR

019-022

WORKING CALENDAR

2018 09/24

TRACT
analysis and mapping

2018 10/22

AWARE
concept and storytelling

2018 11/21

Concept and Application

2018

2018 12/17

TRAVEL
storytelling and final presentation

2019 4/-2019 6/

INTERNSHIP

2019 10/

CONCEPT REORGANIZED

2020 1/

DEVELOP

2019

2020

2020 4/

GRADUATION

PAOLA ANTONELLI

BASIC INFORMATION

Paola Antonelli

(born 1963 in Sassari, Sardinia, Italy) is an Italian author, editor, and curator. She is currently the Senior Curator of the Department of Architecture & Design as well as the Director of R&D at The Museum of Modern Art (MoMA), New York City.

Antonelli was recognized with an AIGA Medal in 2015 for "expanding the influence of design in everyday life by sharing fresh and incisive observations and curating provocative exhibitions at MoMA".

As the Moma's senior cutor,Paola Antonelli's objective is to change the perception of design, making sure that people are aware of the importance of design in everyday life. She believes that design is an incredible expression of human creativity and that designers should feel responsibility towards the users they create for.

CAREER

1963
Paola Antonelli was born in Sassari, Sardinia, Italy.

1990
Paola worked as an intern in the Giorgio Armani press office in Milan every afternoon for three years when she was teenager.

She received her MA in Architecture from Politecnico di Milano.

1987-1991
Editor for Domus magazine.

1991
Paola attends the "Collegio delle Fanciulle" in San Babila; At eighteen she was already collaborating with the custom pages of the Giornale di Montanelli.

1991-1993
Paola Antonelli was a lecturer at the University of California, Los Angeles and taught design history and theory.

1992-1994
Editor of Abitare

1994
Paola Antonelli joined MoMA in February.

2003
Paola Antonelli started to teach a course of design theory at the Harvard University Graduate School of Design.

TED

2006

She earned the "Design Mind" Smithsonian Institution's National Design Award.

2007

She was named one of the 25 most incisive design visionaries by Time Magazine. The Triennale museum, founded in 2007, aims to enhance, preserve and show the productions of Italian Design.; The Moma, and in particular Paola Antonelli are certainly points of reference and inspiration for Triennale
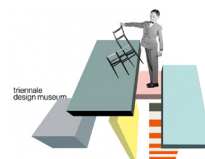
2015

Paola Antonelli was recognized with an AIGA Medal for "expanding the influence of design in everyday life by sharing fresh and incisive observations and curating provocative exhibitions at MoMA"

2019

Paola will work for Broken Nature. The XXII Triennale will inspire citizens to really think of what they can do in their real life to have a sense of purpose, and to mend their relationship with nature.

1) **"Treat design as art"**
2) **"Design and the Elastic Mind"**
3) **"Why I brought Pac-Man to MoMA"**

Paola Antonelli is on a mission to introduce — and explain — design to the world. With her shows at New York's Museum of Modern Art, she celebrates design's presence in every part of life. "Paola Antonelli's goal is to insistently promote design's understanding, until its positive influence on the world is fully acknowledged." — World Technology Network

1. "Treat design as art"

She feels much more comfortable with objects than people and decided to embrace this passion. Design, for some reason, is still misunderstood for decoration. For example, when people say interior decoration, they think of somebody choosing fabrics. But in fact, design can do more for a better life. Some ideas might be cruel or ruthless and miles away from the fancy furniture, however, they are still great design because they improved our life. It is part of her field of passion. The power of MoMA offered her a chance to express herself. The group of Paola Antonelli is to try and see what's going on in the world and try to use that authority in order to make things better. So, the range of design is really quite diverse, designers are the biggest synthesizers in the world, they make a synthesis of human needs, current conditions in economy, in materials, in sustainability issues and finally is much more than the sum of its parts. Designers sometimes don't do things that are immediately functional, but they're functional to our understanding of issues. Design looks upon the whole world and it considers the world in all of its different ranges. Now more and more designers think behaviors are much important than a product itself. Many products try to get people involved and beginning from little scale to make things meaningful.

Design

Ezri Terazi and Bezalel Academy of Art and Design
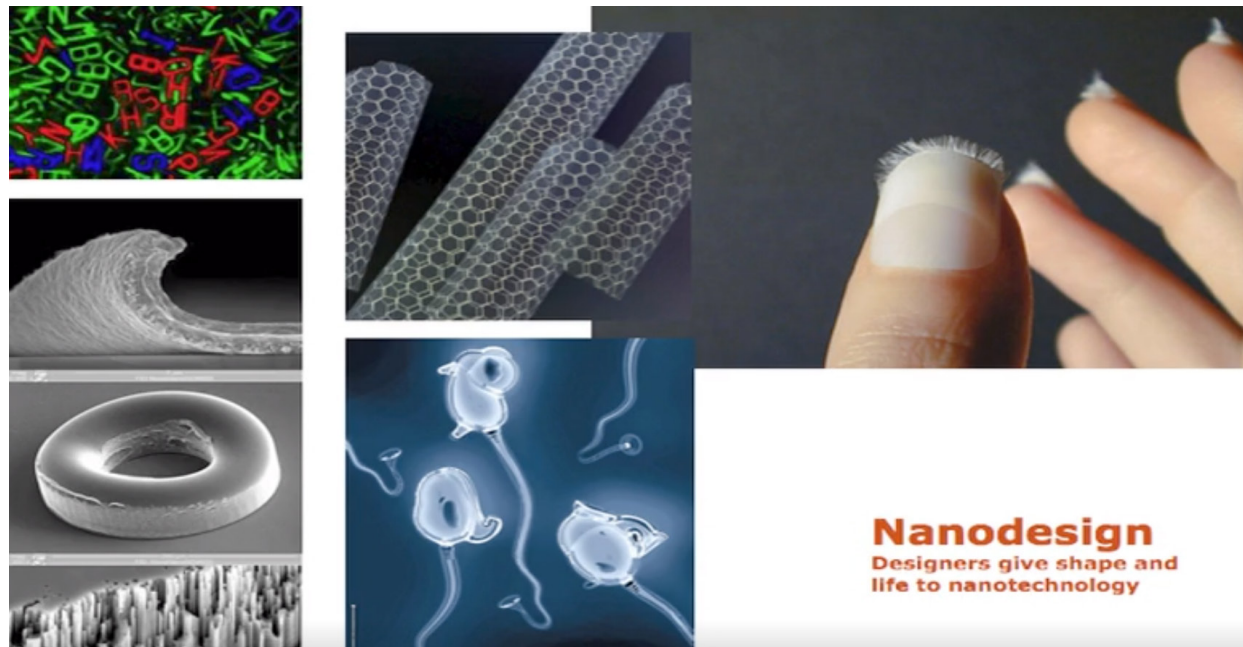
Nanodesign
Designers give shape and
life to nanotechnology
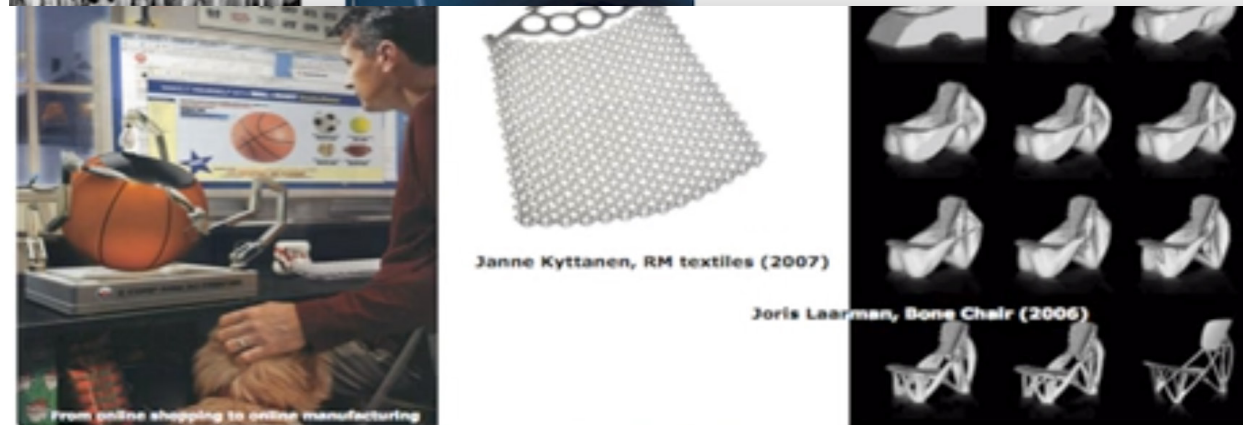
Janne Kyttanen, RM textiles (2007)

Joris Laarman, Bone Chair (2006)

From online shopping to online manufacturing

Rapid Manufacturing

2. "Design and the Elastic Mind"

Really good designers are like sponges, they absorb every kind of information that comes their way, and transform it so that it can be used by people like us. Some people are not elastic, so designers work on the malaise and uncomfortable that we have and try to make life easier for us. Nowadays, science and design become more and more close and the scientists have already noticed aesthetics.

3. "Why I brought Pac-Man to MoMA"

Design is the highest form of creative expression, good design will become part of our identity. Design is so much more than cute chairs, it is everything that is around us. Design being often misunderstood for art or some people think that designers aspire to, would like to be called ,artists. No. Designers aspire to be really great designers.

We tackle video games as a form of interaction design and something that has to go into the collection at MoMA. Video games are not only for fun but also the responsibility. The real core issue of interaction design is behavior. Designers that deal with interaction design behaviors that go to influence the rest of our lives. She wants people to understand that those are important forms of design and in a way, the video games, the fonts and everything else lead us to make people understand a wider meaning for design. MoMA is trying to collect something that maybe part of our life but nobody can have like "@".

Design is truly everywhere, and design is as important as anything, and I'm so glad that, because of its diversity and because of its centrality to our lives, many more people are coming to it as a profession, as a passion and as, very simply, part of their own culture.

Alexey Pajitnov (Russian, b. 1955)
TETRIS 1984
Gift of The Tetris Company, LLC, 2012

MOMA

1. @at MoMA
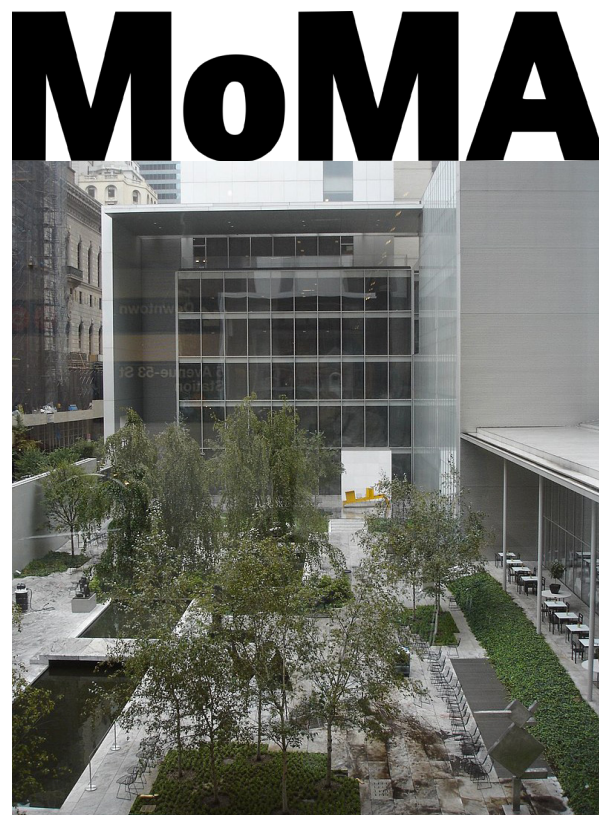
MoMA's Department of Architecture and Design has acquired the @ symbol into its collection. It relies on the assumption that physical possession of an object as a requirement for an acquisition is no longer necessary, and therefore it sets curators free to tag the world and acknowledge things that "cannot be had"

@ is an ancient symbol that already available on the key board yet vastly underutilized. Designers performed a powerful act of design that not only forever changed the @ sign's significance and function, but which also has become an important part of our identity in relationship and communication with others. The @ symbol is now part of the very fabric of life all over the world. Nowhere is this more vividly demonstrated than in the affectionate names @ has been given by different cultures. Germans, Poles, and South Africans call @ "monkey's tail" in each different language. Chinese see a little mouse, and Italians and the French, a snail. For the Russians @ symbolizes a dog, while the Finnish know @ as the miukumauku, meaning the "sign of the meow," and believe that the symbol is inspired by a curled-up sleeping cat. The @ symbol has become so significant that people feel they need to make sense of it; hence it has inspired its own folkloric tradition. We choose to emphasize the diversity and ingenuity of contemporary design practice as it spans architectureand product and communication design.

Ray Tomlinson. @. 1971. Here displayed in ITC American Typewriter Medium, the closest approximation to the character used by a Model 33 Teletype in the early 1970s

2. Born out of Necessity

Showcasing objects that adhere to the traditional view of design as a tool for problem-solving, Born out of Necessity offers close examination of the problems themselves—whether urgent, foreseen, or imagined. From objects that respond to pressing needs in developing countries to new solutions that are tailored to the urban environment, the exhibition examines how design intervenes across a range of experiences, including medical emergencies and natural disasters. Other objects demonstrate how products created to address specific challenges for people with disabilities can provide solutions that improve everyone's life. Drawing on the narrative power of design, Born out of Necessity addresses a host of complex cultural developments, such as the need to incorporate environmental responsibility in everyday life, our attempts to marry ancient religious beliefs with contemporary mores, and the desire to anticipate and prevent technological and ecological quagmires.

3. Video Games: 14 in the Collection, for Starters

MoMA has acquired a selection of 14 video games, the seedbed for an initial wish list of about 40 to be acquired in the near future, as well as for a new category of artworks in MoMA's collection that we hope will grow in the future. Are video games art? They sure are, but they are also design, and a design approach is what we chose for this new foray into this universe. Our criteria, therefore, emphasize not only the visual quality and aesthetic experience of each game, but also the many other aspects—from the elegance of the code to the design of the player's behavior—that pertain to interaction design.

Among the central interaction design traits that we have privileged are: Behavior, Aesthetics, Space, Time.

• Pac-Man (1980)
• Tetris (1984)
• Another World (1991)
• Myst (1993)
• SimCity 2000 (1994)
• vib-ribbon (1999)
• The Sims (2000)
• Katamari Damacy (2004)
• EVE Online (2003)
• Dwarf Fortress (2006)
• Portal (2007)
• flOw (2006)
• Passage (2008)
• Canabalt (2009)

4. Debating Design and Violence

Too often, and naïvely, we only celebrate the positive impact that design artifacts have on the world. However, design also has a history of violence that, unless linked overtly to political and social suppression and upheaval, often goes unexplored. Humanity continuously changes and adapts. To do justice to the complexity of this topic and to understand the impact of violence from many angles, we have selected a range of design case studies that in some way—speculatively, obviously, ambiguously—intersect with violence.

Violence is a constant part of our existence—sometimes even posited as an inevitable part of the evolutionary process. Is it—dare we say this—natural, part of our biological makeup. (Would Darwin say it was designed?) MoMA invites people to test the limits of their own understanding of design, and engage with the questions and comment threads under the posts on the Design and Violence site. All the discussions remain open for the entirety of the project, so everyone can still have their say on the Serpentine Ramp.

5. Biophilia, the First App in MoMA's Collection

Biophilia—a hybrid software application (app) and music album with interactive graphics, animations, and musical scoring—reflects Björk's interest in a collaborative process that here included not only other artists, engineers, and musicians, but also splendid amateurs—the people that download and play the app/album. The interactive graphics and animations of the mini-apps relate directly to the theme of each song and are the musical instruments. The scientific term biophilia refers to research that suggests an instinctive biological bond between humans and other living systems. This suggestive link forms a powerful subtext to both the lyrics and visuals of the 10 songs in the app. With Biophilia however, Björk truly innovated the way people experience music by letting them participate in performing and making the music and visuals, rather than just listening passively. Collaboration, creativity, open-mindedness, curiosity, and endless talent are the basic ingredients of most great examples of art and design. True innovation—technological, social, performative—supported by great art is a mesmerizing gift to the world.
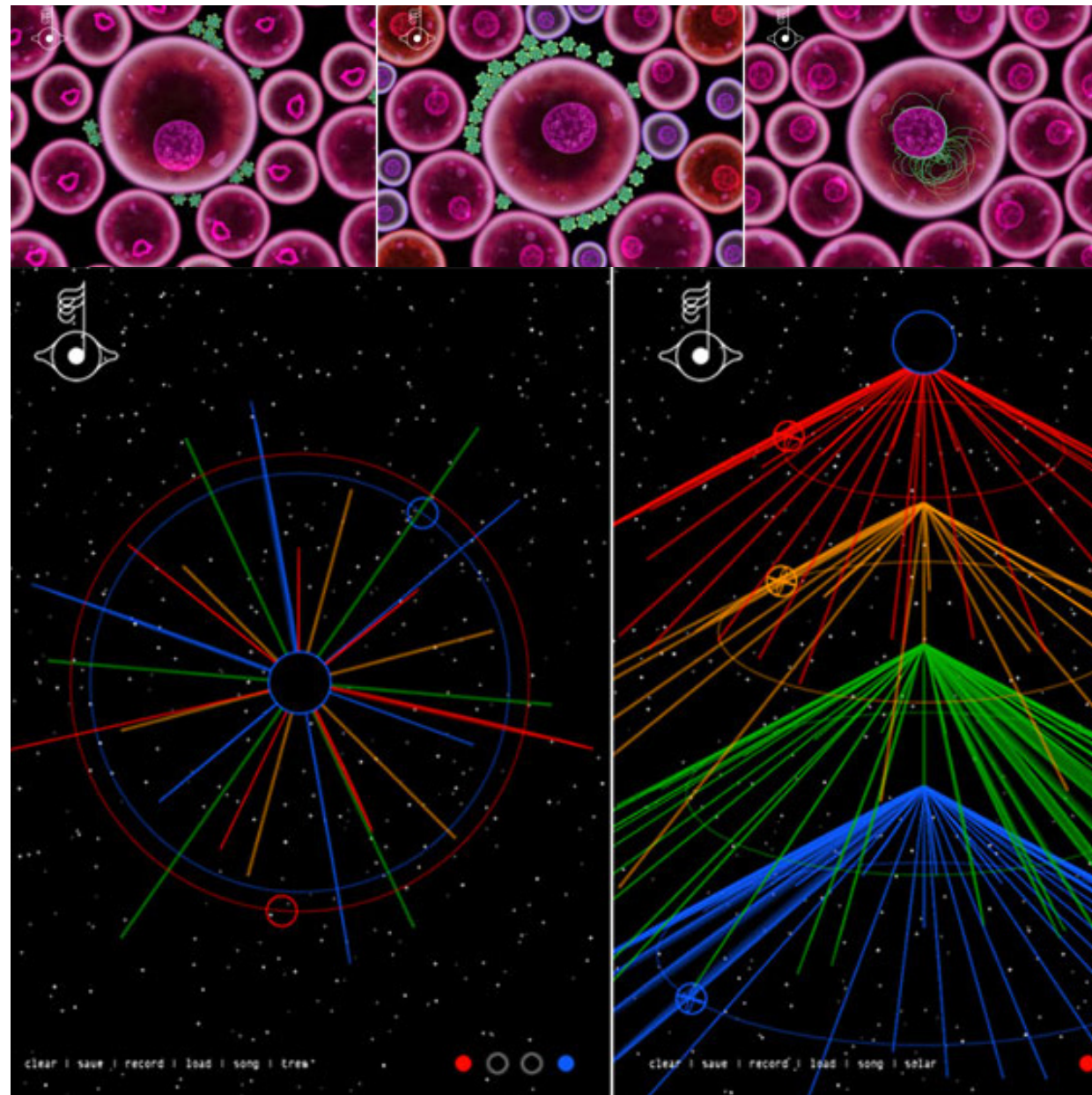
6. The Subway and the City: Massimo Vignelli, 1931–2014

When Massimo Vignelli, one of the greatest graphic designers of the 20th century, was close to death in mid-May, his son Luca informed the whole design community—at Vignelli's request—so we could say goodbye with our thoughts and with a letter. The world will have to move on without him. Still, the world—and especially New York—would not be what it is without Vignelli's elegantly rigorous touch.

In 2004, MoMA acquired the original c. 1972 diagram, the 1970 graphics standards manual indicating how signage and station information was to be designed and implemented, and three porcelain and enamel signs specially produced for the Museum by the MTA NYC Transit's director of signage John Montemarano in high fidelity to the originals ("certified" by the Vignellis together with Sandra Bloodworth, director of MTA's Art for Transit program). The Museum's collection already held many works by Lella and Massimo Vignelli—ranging from their distinctive graphics to furniture and objects—but would never really be able to represent them without one of their most influential and enduring projects. I was lucky enough to be part of the acquisition process and therefore had a chance to see them in action and in their element—directly plugged into the system that keeps New York City going. This is how MoMA chooses to remember Massimo Vignelli, up there with the champions that gave the city its image and place, and down here in the subway with the people that give the city its character.

7. Designing Life: Synthetic Biology and Design

What happens when biology—specifically, the core materials and processes that underpin the life cycle of all living beings—birth, existence, disease, and death—becomes synthetically replicable by humans and, consequently, a building block for design? The realm of research and practice in which basic processes of life are restructured and redesigned is called synthetic biology, or "synbio," for short. A very basic definition suggests that synbio is "an emerging area of research that can broadly be described as the design and construction of novel artificial biological pathways, organisms or devices, or the redesign of existing natural biological systems. You've almost certainly unknowingly come into contact with real-world applications of synthetic biology: from "nano-cocoons" that allow targeted drug delivery in cancer patients, to new biofuels derived from waste, to synthetic algae in household products like laundry detergent (e.g., the Ecover brand) and treats like cookies, which often contain synthetically engineered vanilla.

The intersection of biology and design isn't new—nature has inspired and influenced architecture and design for millennia. The future of synthetic biology and design remains malleable and open.

8. MoMA Acquires the Rainbow Flag

MoMA has acquired the iconic Rainbow Flag into its design col-
lection, where it joins similarly universal symbols such as the @
symbol, the Creative Commons logo, and the recycling symbol.
A flag is different than any other form of art. It's not a painting,
it's not just cloth, it is not a just logo—it functions in so many
different ways. I thought that we needed that kind of symbol,
that we needed as a people something that everyone instantly
understands.

9. "If Not Museums, Then Where?" Adding Ancient Algorithms and New Biological Futures to MoMA's Collection

Like any artifact of culture, design objects are often much more than the sum of their parts. Their forms and materials crystallize thought processes, tools, desires, and imagined futures, both near and far.

One of the new arrivals at MoMA is Baskets, a series of three delicate, sculptural designs resulting from a collaboration between the architectural studio Aranda\Lasch and Terrol Dew Johnson, a nationally recognized Tohono O'odham basket weaver. Algorithms are, in many ways, the basis of life itself—nature is predicated on sets of biological instructions that create the patterns, codes, and frameworks of our world at micro and macro scales. During the same acquisition meeting that welcomed Baskets, MoMA acquired a digital rendering and two 3-D printed models of the "Autodesk Virus"—or Synthetic Phi-X174 bacteriophage, as it is known in the lab—which uses design and science to synthetically replicate the chemical instructions in DNA. Autodesk Distinguisher Researcher Andrew Hessel, of the team behind Phi-X174, reminded us that we all design life on a daily basis: "When we choose to have children, plant a garden, put fish in an aquarium, or select a desirable trait in a plant or behavior in an animal, we are exercising our control over living systems. Conversely, when we choose to go to war, slaughter an animal for food or other materials, harvest a crop, or even disinfect a surface, again we are exercising this control. Biological engineering gives us new, more specific tools for understanding and manipulating living things."

10. Announcing Items: Is Fashion Modern?

At the end of 2017 MoMA opened an exhibition titled Items: Is Fashion Modern? As a way of announcing the preliminary scope and research of this exhibition. Items will consist of a selection of 111 garments and accessories that have had a strong impact on history and society in the 20th and 21st centuries, and that continue to hold currency today. The exhibition will consider the ways in which items are designed, manufactured, and distributed, and will ponder the relationships between clothing and functionality, cultural etiquettes, aesthetics, politics, labor, economy, and technology.

Fashion—whether considered as the clothing of a particular period, place, people, or movement; a behavioral phenomenon; or an especially profound and charged tool for flaunting status, allegiance, and identity—is a contested and thus incredibly rich term to mine in relationship to ideas of the eternal and the fleeting in design.

Pockets
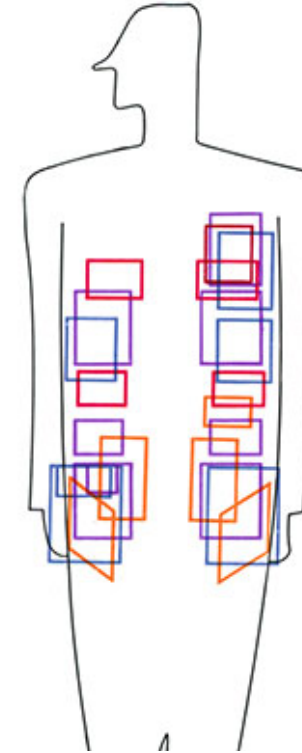
Buttons

Fully clothed man carries seventy or more buttons, most of them useless. He has at his disposal two dozen pockets.
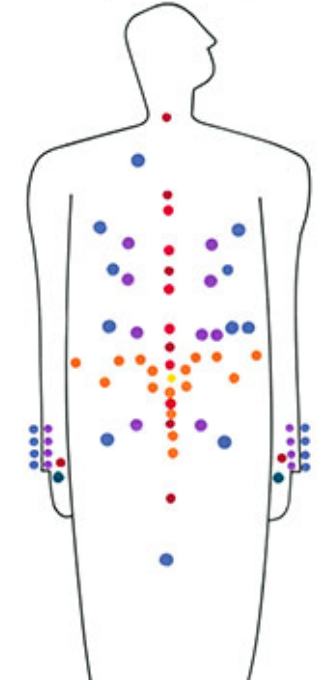
drawers	🟨	2
trousers	🟧	16
shirt	🟥	1
shirt	🟥	8

OTHER MUSEUMS

We compared some other museums with Moma like Triennale and Vitra, it is clear that Paola's work at Moma were followed and taken as example by all the museums." I firmly believe that museums function as cultural acupuncture for society" she said. Museums belong to the cycle of life and culture is important because it is part of the existence of each of us.

BROKEN
NATURE
Milano 2019
XXII Triennale

In 2019 Paola worked for Broken Nature. The XXII Triennale will not be a show to visit for the spectacle, but rather an opportunity to inspire citizens to really think of what they can do in their real life to have a sense of purpose, and to mend their relationship with nature. design is not only about embellishment by itself. It isn't a discipline, but a whole frame of mind that needs to change.

ITALIC POINTS

059-064

ITALIC POINTS

1. OPEN MINDED

Paola Antonelli's objective is to change the perception of design, making sure that people are aware of the importance of design in everyday life. She believes that design is an incredible expression of human creativity and that designers should feel responsibility towards the users they create for.

**APPROACH
THE DIFFERENT
DISCIPLINES**

OPEN MINDED

**ORGANIC VIEW OF THE
WORLD**

She became known for her acquisitions which have confronted the definition of what design is for those of a more traditional persuasion like videogames. Design must change people's Lives; that's why her vision of design is completely inclusive. For her, design is everything and everywhere.

2. AN ORGANIC VIEW OF THE WORLD

She always try to understand this work in different way, for example: she indicates that "Symbol is different than any other form of art. It's not a painting, it's not just cloth, it is not a just logo—it functions in so many different ways. I thought that we needed something that everyone instantly understands."

Her criteria, emphasize not only the visual quality and aesthetic experience, but also the many other aspects: Behavior, Space and Time.

3. APPROACH THE DIFFERENT DISCIPLINES
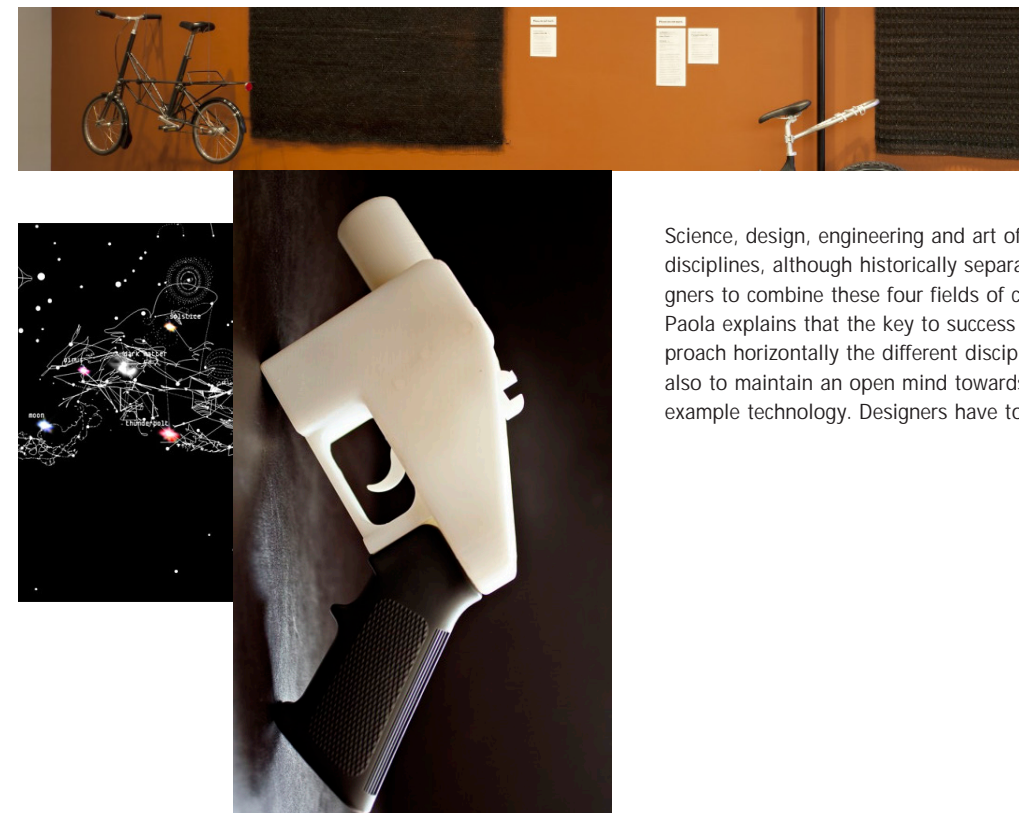
Science, design, engineering and art offer are four different disciplines, although historically separate, nowadays allow designers to combine these four fields of creative experimentation. Paola explains that the key to success in life is not only to approach horizontally the different disciplines that are known, but also to maintain an open mind towards what is not known, for example technology. Designers have to update their knowledge.

FINAL DECISION

AN ORGANIC VIEW
OF THE WORLD

ANALYSIS

7

WHAT IS "AN ORGANIC VIEW OF THE WORLD"

After the research, we realized that although Paola is a curator rather than a designer, her point of view is very clear: "Design" is more important than people think and has deeply influenced our life but many of us are not aware. The "Design" we talk about today is not limited to VI design, UI design, Product design and Architecture but also include behavior, space and time. Just like everyone can understand the meaning instantly when we see the symbol "@". Because of the diversity of design, many more people are coming to it, as a passion, as a profession, and as part of their culture. All the works that Paola did are try to aware people a wider meaning of design by using her organic view.

DESIGN THAT WE ARE FAMILIAR WITH
- UI DESIGN
- PRODUCT DESIGN
- ARCHITECTURE
- VI DESIGN
- GRAPHIC DESIGN
- ...
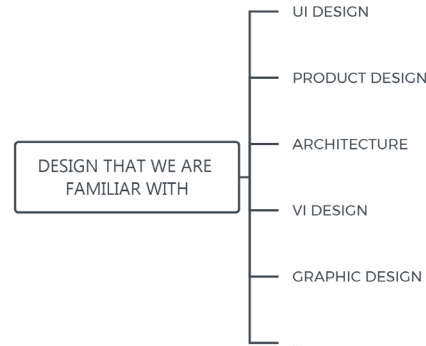
THE ANALYZE OF CARRIER

We mentioned that "Design" has actually deeply inside our life but the majority of us just ignored the existence of "Design", because we are too familiar with things that around us. This is an abstract definition, so we need to find a suitable carrier to analyze it. The culture of tea and coffee are two typical representatives. They are the most famous beverages in the world and influenced people's life a lot. Compared with tea, coffee has developed to a modern level, such as Starbucks and Flagship Store Lavazza. They have developed a lot of creative coffees, related products which promote the coffee culture while combining the wisdom of more people. But tea still stays in a traditional state today. So I chose tea to be my carrier.

DESIGN THAT ARE IGNORED
NEED TO DISCOVER
- BEHAVIOR
- CULTURE
- SPACE
- TIME
- HUMAN
- ...

Too abstract → TEA & COFFEE

TEA
Tea Processing

| wilting | bruising | oxidation | fixation | yellowing | shaping | drying | curing |

natural aging · wet piling · post-fermented tea

fresh tea leaves → steaming / panning → rolling / forming → drying → green tea

sweltering → rolling → drying → yellow tea

baking → light rolling → drying → white tea

sunned wilting / indoor wilting → tossing in basket → pratical oxidation → panning / baking → rolling / ball rolling → drying → firing → oolong tea

light crushing → full oxidation → rolling → drying → black tea

CTC with full oxidation

THE EXPLANATION OF EACH STEP

Withering / wilting:
The tea leaves will begin to wilt soon after picking, with a gradual onset of enzymatic oxidation. Withering is used to remove excess water from the leaves and allows a very slight amount of oxidation. The leaves can be either put under the sun or left in a cool breezy room to pull moisture out from the leaves. The appropriate conditions for withering, such as temperature and relative humidity, are not readily defined in literature as it can vary depending on climate, producing region and type of process used. However, variations in the rate of withering, such as a hard or soft wither, has been shown to influence flavor compounds. The leaves sometimes lose more than a quarter of their weight in water during withering. The process is also important in promoting the breakdown of leaf proteins into free amino acids and increases the availability of freed caffeine, both of which change the taste of the tea.

Disruption/ Bruising:
The leaves may be lightly bruised on their edges by shaking and tossing in a bamboo tray or tumbling in baskets.More extensive leaf disruption can be done by kneading, rolling, tearing, and crushing, usually by machinery. The bruising breaks down the structures inside and outside of the leaf cells and allows from the co-mingling of oxidative enzymes with various substrates, which allows for the beginning of oxidation. This also releases some of the leaf juices, which may aid in oxidation and change the taste profile of the tea.

Oxidation:
For teas that require oxidation, the leaves are left on their own in a climate-controlled room where they turn progressively darker. This is accompanied by agitation in some cases. In this process the chlorophyll in the leaves is enzymatically broken down, and its tannins are released or transformed. The tea producer may choose when the oxidation should be stopped, which depends on the desired qualities in the final tea as well as the weather conditions (heat and humidity). For light oolong teas this may be anywhere from 5-40% oxidation, in darker oolong teas 60-70%, and in black teas 100% oxidation. Oxidation is highly important in the formation of many taste and aroma compounds, which give a tea its liquor colour, strength, and briskness. Depending on the type of tea desired, under or over-oxidation can result in grassy flavours, or overly thick winey flavours.

Fixation / kill-green:
Kill-green is done to stop the tea leaf oxidation at a desired level. This process is accomplished by moderately heating tea leaves, thus deactivating their oxidative enzymes and removing unwanted scents in the leaves, without damaging the flavour of the tea. Traditionally, the tea leaves are panned in a wok or steamed, but with advancements in technology, kill-green is sometimes done by baking or "panning" in a rolling drum. In some white teas and some black teas such as CTC blacks, kill-green is done simultaneously with drying.

Sweltering / yellowing:
Unique to yellow teas, warm and damp tea leaves from after kill-green are allowed to be lightly heated in a closed container, which causes the previously green leaves to turn yellow. The resulting leaves produce a beverage that has a distinctive yellowish-green hue due to transformations of the leaf chlorophyll. Through being sweltered for 6–8 hours at close to human body temperatures, the amino acids and polyphenols in the processed tea leaves undergo chemical changes to give this tea its distinct briskness and mellow taste.

Rolling / shaping:
The damp tea leaves are then rolled to be formed into wrinkled strips, by hand or using a rolling machine which causes the tea to wrap around itself. This rolling action also causes some of the sap, essential oils, and juices inside the leaves to ooze out, which further enhances the taste of the tea. The strips of tea can then be formed into other shapes, such as being rolled into spirals, kneaded and rolled into pellets, or tied into balls, cones and other elaborate shapes. In many types of oolong, the rolled strips of tea leaf are then rolled to spheres or half spheres and is typically done by placing the damp leaves in large cloth bags, which are then kneaded by hand or machine in a specific manner. The tea can also be pressed into bricks through the use of heavy stones or presses.

Drying:
Drying is done to "finish" the tea for sale. This can be done in a myriad of ways including panning, sunning, air drying, or baking. Baking is usually the most common. Great care must be taken to not over-cook the leaves. The drying of the produced tea is responsible for many new flavour compounds particularly important in green teas.

Aging / curing:
While not always required, some teas required additional aging, fermentation, or baking to reach their drinking potential. For instance, a green tea puerh, prior to curing into a post-fermented tea, is often bitter and harsh in taste, but becomes sweet and mellow through fermentation by age or dampness. Additionally, oolong can benefit from aging if fired over charcoal. Flavoured teas are manufactured in this stage by spraying the tea with aro

mas and flavours or by storing them with their flavorants.

Sorting:
Tea sorting can help remove physical impurities, such as stems and seeds. Using a sorting equipment to improve tea production efficiency is very common in a tea processing plants, especially in black tea processing. A Color sorter may also be used to classify final product grades according to color and shape.

FROM IGNORE TO AWAKE

As we can see, the source of tea is actually just several different tea leaves. Over time, it has been enriched with many cooking methods and techniques. Each step includes the human wisdom and experience. There were so many peoples joined this process and improve it. There is no doubt that the way people create tea is DESIGN.
When we talk about modern tea culture, especially in China and Japan. People pay more attention on the etiquette of drinking tea instead of tea itself. We focus on the quality of tea instead of try to design our own tea. At the same time in Europe and America people know very little about tea. In addition, tea is not only "tea" but also fruit tea, flower tea even bubble tea. It should be a general name.

Unfortunately, in China and the world, the tea industry still lags behind, staying in a very traditional sales model. We have variety types of famous tea, but we do not have a representative brand. The absence of a brand means that we have absolutely ignored the added value of tea. And when we talk about tea, we always focus on the tea itself rather than thinking about the culture behind it. We try to promote tea to the world, but always repeating the single thing of "redesign the tea set and packaging" instead of using a brand to promote the real Chinese life philosophy behind tea. We should treat tea in an organic way as Paola Antonelli.

So, what is the real tea culture?

BRAIN STORMING

Lead a pleasant life attitude

yum cha — Dim sum is a style of Chinese cuisine. Dim sum dishes are usually served with tea and together form a full tea brunch. Yum cha means the tradition of enjoying tea with this cuisine.

Intangible cultural heritage

Inheritance of tea-making skills — tea farmer

asian culture

Balance between human & nature

tea set

health

TEA

Balance

Season — gift of nature

Solar terms

Time

Seating chart

How to select tea

etiquette/tea art

How to brew tea

How to drink tea

comfortable

Meditation — Entertain guests

Chat with friends — Family members chatting at home

Sober up — Elders people chatting on the street

scenario

Relieve fatigue after work — Warm up your hands in the cold winter

Enjoy the drama — Relieve heat with herbal tea in summer

... — Dolce far niente

CONCLUSION

After brainstorming we found that etiquette is only a very small part of tea culture, and in most cases there is no one pay much attention to etiquette. The reason why etiquette is the representative of tea culture is that etiquette itself is a very respected thing in Asia. We can say that tea is a carrier of etiquette, but we cannot say that etiquette is the most important part of tea culture.

Tea can also become a gourmet in addition to drinking. There are so many tea-related cuisines were born in China, Japan, Korea, Malaysia and other places due to the different climate and cultural reason. Especially the "Yum Cha" of China and the matcha of Japan. "Yum cha" is a transliteration of "drinking tea" in Cantonese, but it does not mean "drinking tea" but getting up early for a rich breakfast with lots of dim sum (Chinese snacks) and drinking tea to enjoy these delicacies. It is a very famous dietary culture in southern China which shows the pursuit of enjoying life.

Turning back to the tea itself, we can see that the varieties existing tea species are affected by not only cooking techniques but also the season and climate. Wine can be used as an analogy. Sunlight, temperature, and humidity make the products and yields are unique every year. This is a kind of balance between man and nature. It is a combination of nature's gift and human wisdom. Only mutual respect and protection can make natural resources sustainable.

It is not difficult to find that one of the major characteristics of drinking tea is that people is always in comfortable scenes, not in the extreme emotions compared with drinking wine. In China, there is an ancient poem "润物细无声", which means to moisten things silently. Just like tea, exists and lives quietly as a witness. Witness the joy of family, witness the closeness between friends, witness the harmonious coexistence of neighbors, witness the time of one person's meditation, and accompany with us to survive from hard work.

When we talk about tea culture, we are actually looking for a relationship between people and tea.

Tea is not only a commodity, but also a part of our lives. We can create tea through our own wisdom and thoughts. We can enrich tea species, we can create a variety of ways to use tea. It is us who have given the meaning to tea and it is us who have designed tea.

Now the point is how to use "our organic view of design" to make tea-this ancient thing to be rediscovered in a new way, and to let more people know the real meaning of tea.

PERSONA

Young people aged from 25-30. They are most likely to accept new things. They can influence and guide a new trend with its own behavior to the greatest extent, and spread new things, new concepts quickly.

Mino

Nationality: Italy
Age: 28
Job: Entrepreneur

Mino had lived in China when he was a child, therefore he has a certain understanding of Chinese culture. In his point of view, tea has a large market outside Asia. There were many producers try to promote tea in Europe these years, but none of them can develop successfully like Starbucks and become a popular beverage for young people. Now Mino is ready to start a tea-centric industry. Determined to influence more people with his strength.

FEATURES:
1. Familiar with asian culture;
2. Familiar with the use of digital products;
3. Easy to accept new concept & life style;
4. Have curiosity to the world;
5. Have a passion for tea industry;
6. Strong cognitive ability；
7. Sufficient funds;

PREFERENCE:
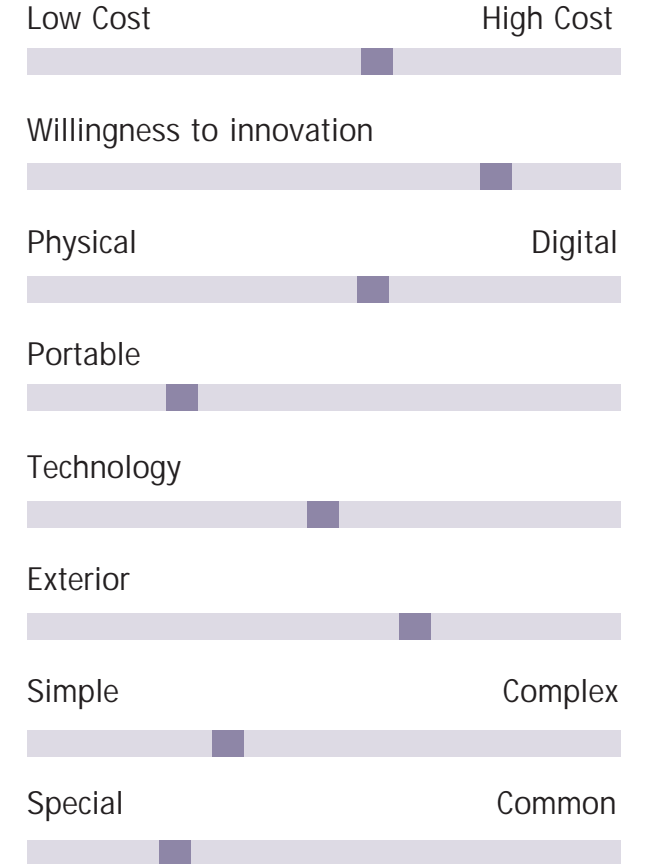
Low Cost   High Cost

Willingness to innovation

Physical   Digital

Portable

Technology

Exterior

Simple   Complex

Special   Common

CONCEPT

NAME AND SLOGAN

INTRO

NAME: TÈ

SLOGAN: "TÈ PER TE"

Based on the analysis of "italic point", "aware" and "tea culture", I decided to design a tea system combining product design, service design and branding from online to offline experience. It includes an APP, a machine and stores. This system is not designed for professional tea producers, but for all of us to understand the meaning of tea, to feel the charm of design and home-made, to find a deeper relationship between tea and people in our life.

Machine:
This machine has the functions of air-drying, drying, rolling, crushing etc. with modularized methods. Users can make their favorite tea leaves, plants, fruits, flowers, etc. into tea for drinking. Shorten the traditional tea making time and help people to DIY a lot of new home-made drinks and food.

App:
With this app you can control the machine's operating time, temperature and other parameters, you will find the origin, culture, processing and drinking methods of different varieties of tea. This app provides ready-made recipes, users can also create their own recipes and share the ingredients and machine parameters with others. You can buy ingredients online. Book offline store services.

Stores:
Focus on the experience and understanding of tea culture. Here provides not only the chance to experience the professional tea making process, traditional tea drinking process and tea etiquette but also the chance to try our product, DIY hand-made drinks and food, taste the recipe provided by the brand, purchase ingredients and purchase additional modules.

WHEN & WHERE

Since this system contains three parts: machine, app and store, it can be used anywhere, as long as the user has free time. Read the recipe in the app on the way home then people can start making after arrived. At your leisure, it will be a good choice to open the app and learn something interesting about ingredients. In addition to studying new recipes at home during the holidays, you can also go to offline stores with family members and friends to get some new experiences. Through this series of actions, it not only gives meaning to the fragmented time in daily life, but also enriches people's holiday, help them to find the joy of ho-me-made and design.

EMPHASIZE

DEVELOPMENT PLAN

TÈ
"TÈ PER TE"

BRAND

MACHINE

APP

STORE

CULTURE

BEHAVIORS / HABITS

COGNITION / VALUS

USAGE NEEDS / PREFERENCE

EXTERNAL CONDITIONS
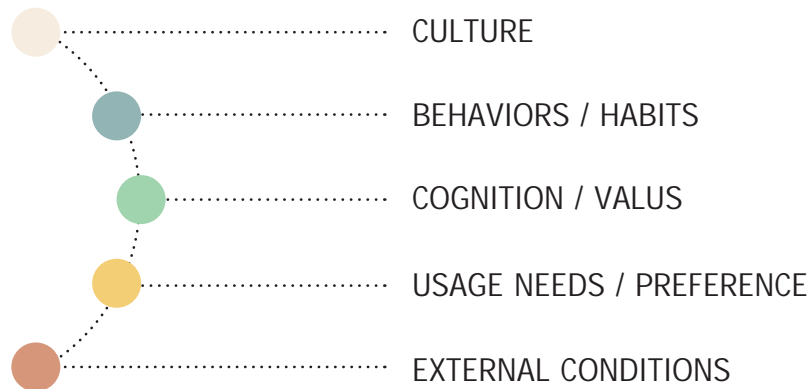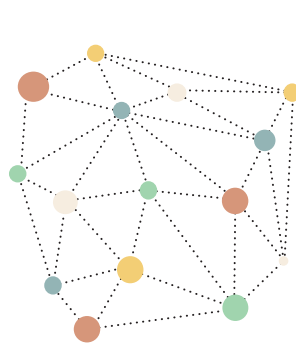
ANALYZE BOARD
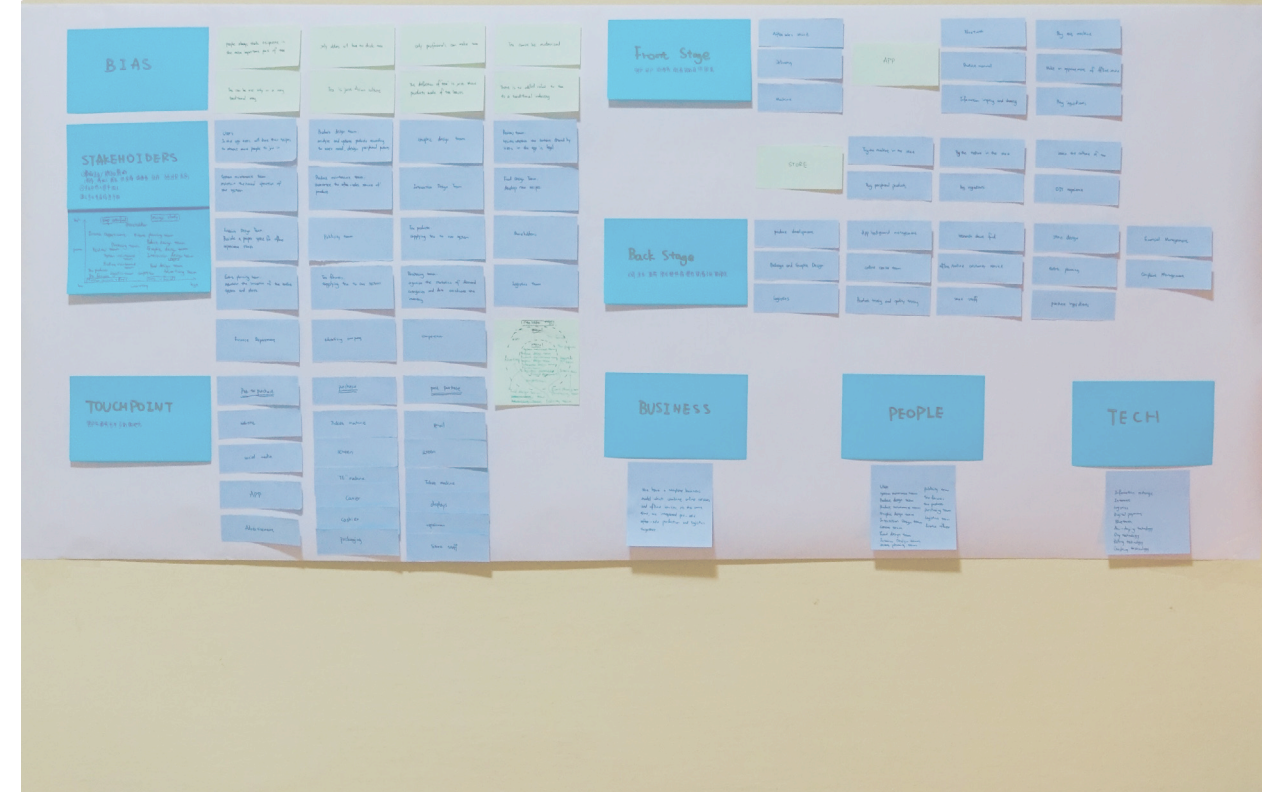
EMPHASIZE WITH DIMENSIONS

PEOPLE

BUSINESS   TECH

BIAS

1.People always think etiquette is the most important part of tea;
2.Tea can be use only in a very traditional way;
3.Only elders will love to drink tea;
4.Tea is just Asian culture;
5.Only professionals can make tea;
6.Tea cannot be modernized;

7.The definition of tea is only those products made from tea leaves;
8.There is no added value to tea as a traditional industry;
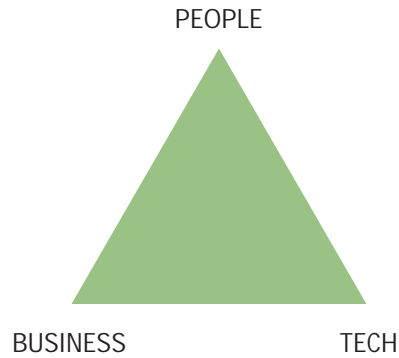
Dimension 01: Business

We have a complete business model which combine online services and offline services, at the same time, we integrated pre-sale, after-sale, production and logistics together.

Dimension 02: People

Users; System maintenance team; Product design team; Product maintenance team; Graphic design team; Interaction Design Team; Censor team; Food Design Team; Interior Design Team; Event planning team; Publicity Team; Tea farmers; Tea producer; supplying; Purchasing team; Logistics team; Finance officer

Dimension 03: Tech

Information exchange; Internet; Logistics; Digital payment; Bluetooth; Air-drying technology; Drying technology; Rolling technology; Crushing technology

STAKEHOLDERS

1.Users: In the app users will share their recipes to attract more people to join in;
2.System maintenance team: maintain the normal operation of the system;
3.Product design team: analyze and update products according to user needs, design related products;
4.Product maintenance team: guarantee the after-sales service of product;
5.Graphic design team;
6.Interaction Design Team;
7.Censor team: to make sure that the content shared by users in the app is legal;
8.Food Design Team: develop new recipes;

9.Interior Design Team: Provide a proper space for offline experience stores;
10.Event planning team: maintain the innovation of the entire system and stores;
11.Publicity Team: Brand Promotion;
12.Tea farmers: supplying tea to our system;
13.Tea producer: supplying tea to our system;
14.Purchasing team: organize the statistics of demand categories and data, coordinate the inventory;
15.Logistics team;
16.shareholder;
17.Finance Department;
18.Advertising company;
19.Competitor;

STAKEHOLDER MAP

EXTERNAL
Tea farmers
users   Tea producer
INTERNAL   Logistics team
shareholder
system maintenance team
Product design team
Product maintenance team
Graphic design team
Interaction Design Team
Censor team
Food Design Team
Competitor   Event planning team
Purchasing team
Publicity Team
Finance Department

Interior Design Team
Advertising company

HIGH
keep satisfied   manage closely
shareholder
Finance Department
Event planning team
Product design team
Censor team   Interior Design Team
power   Interaction Design Team
Product maintenance team
Publicity Team
Purchasing team   Food Design Team Advertising company
Tea producer   system maintenance team
Logistics team   Graphic design team   users
Tea farmers
Competitor
monitor(minium effort)   keep in formed
LOW   interest   HIGH

TOUCHPOINT

CUSTOMER EXPERIENCE

DISPLAYS

APP

SCREEN

DISPLAYS

COURIER

SCREEN

SOCIAL MEDIA

PACKAGING

WEBSITE

CUSTOMER SERVICE

"TE" MACHINE

PROMOS

REPAIRMAN

SELLER

EMAIL

ADS

CASHIER

STORE STAFF

APP

PRE-PURCHASE   PURCHASE   POST-PURCHASE

ENABLE MAP

Delivery
Machine
After sales service
APP: Bluetooth
    Product manual
    Information inquiry and sharing
    Buy ingredients
    Buy the machine
    Make an appointment of offline service
Store:Try the machine in the store
    Buy the machine in the store
    Buy ingredients
    Learn the culture of tea
    DIY experience
    Buy related products

Logistics
Product development
Package and Graphic Design
Product testing and quality testing
App background management
Online censor team
Research about food
Online customer service
Store staff
Store Design
Event planning
Purchase ingredients
Financial Management
Complaint Management

FRONT STAGE

BACK STAGE

LINE OF VISIBILITY

USER JOURNEY MAP

Before | In the store

Stage

Discover

Experience/Understand & Decide

Action

advertisment

internet — store

enter the store

pay for entering the store

try to use the "TE machine"

decided to buy "TE machine"

pay the bill

staff introduces brand&concept to customers

watch a VCR to understand the concept of brand /tea culture/life spirit better

DIY your tea by "TE machine" with staff

buy other related products and tea ingredient

refund DIY fee if customers decided to buy the "TE machine" and they can participate in DIY activities in store for free forever

Touchpoint

website | social media

store staff | display | screen | cashier | "TE machine" | packaging | seller

Feeling

curious about new things

know more about "TE"

find that there is a store to go,sounds interesting

not sure it worth or not

wait for a long time but start to understand tea culture

try new things

find that hand-made is interesting

feel happy to buy new things

ready to create tea!

there are so many people waiting for paying

Opportunity

Advertising on various social media.

Cancle the fee of entering the store but customers still need to pay for the DIY activity if they don't decided to buy our product.

It's so boring to wait outside for the little movie so we can enrich the display and introduce our brand concept/ tea culture etc.. but remember control the time. Customers shoulde be divided into some groups.

Digital payment can solve the problem of wating in line at cashier. Use our APP to scan the QR code of each product then they can pay online directly and bring their procudts away.

Don't forget that packaging is a good place to put our advertisement.

APP | Machine

Stage

Learn & Share

Use

Action

register an account

read the information about tea culture

buy products and ingredients online

delivery

enjoy the homemade beverage with others

read the product manual

check the recipe provided by "TE"

pay the bill online

use the "TE machine" at home

create new recipe

share the recipe/ new idea with others in APP

Touchpoint

smart phone | APP | courier | online payment | packaging

"TE machine" | related products

Feeling

let's start!

recognize tea culture

a little bit boring to read this manual

things will eaiser with these recipe given by APP

there are so many good ingredient and product

it's really convience to pay online directly via APP

the delivery is fast and cheap!

although it's a new product, the usage is quiet simple

it's so good to share the hand-made beverage tiwh family members

create new recipe is fun but difficult, the appriciate from other users encouraged me to continue

Opportunity

Maybe cinemagraph is a better choice to show the usage of machine.

Tea culture here is not the history but the spirit and life philosophy.

Collaborate with big logistics company.
Still pay attention to the packaging because the good packaging will show our attitude to customers.

The mental activity of users is an important part of our APP because people always feel satisfied when they get the appriciation from others. This will help us to keep the sustainability of our APP.

Machine   APP

Use   Online service

create new   book an   check the   join the DIY   home
way to use tea   appointment   repair   activity
                   online   statement

repair machine   check the   take the   store   internet
                   repair fee   machine back
                   and address   to home
                   of store

customer   customer   APP   repairman   • • • • •
services   services

the cusromer service is very humane

feel disappointed
                                                          this system is a
get a sense   positive circulation and
of achieve-   has a sustainable com-
ment   petitive advantage

Facing a broken machine   The DIY activity could not
is very disappointed so we   be changeless, tea has a
need to provied a thoughtful   very strong relationship
after-sale service.   with season and climate so
                                        as our DIY activity. These
                                        different DIY activities help
                                        us to keep the interests
                                        of users.

DESIGN DEVELOPE

091-100

LOGO

"What the company, products, and service system want to promote is a quiet, comfortable, and relaxed life style, so it is the same of the logo. "

FRAMEWORK OF APP

Stop/Start

Message
- Likes
- Reply
- To main page/setting/manual/collection/me

Setting
- Software update/Address/Account security/Notifications/Sounds/Theme/General ——— Date&Time/Keyboard/Language&Region/About
- To main page/setting/manual/collection/me

Manual
- To main page/setting/manual/collection/me

Collection
- Recipe
- Subscribe
- To main page/setting/manual/collection/me

Me
- Head portait
- Log out
- Message
- My reservation/My order/Logtics
- My recipe
- To main page/setting/manual/collection/me

PRODUCT (SKETCH)

① flower: rose; chrysanthemum; honeysuckle; mint; lavender...

② fruit: lemon; lime; grapefruit; pineapple...

③ tea

Function fy

basic: drying + "fried tea" (fixation / kill-green)

plus: air-drying ; rolling ; "crushing"; "fermentation"
          ①   ②   ③   ④

120mm   100~150mm   8mm   100mm~120mm

plan B

plan A

中控

no button

30cm

30cm

30cm

glass

modular →(lens mount structure)

insert.

central center
点控盒器

module
with different
function.

连接D.
connector
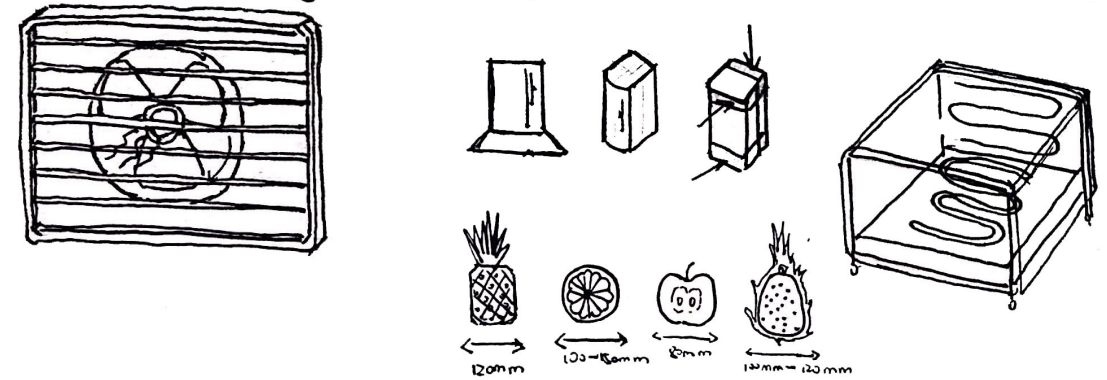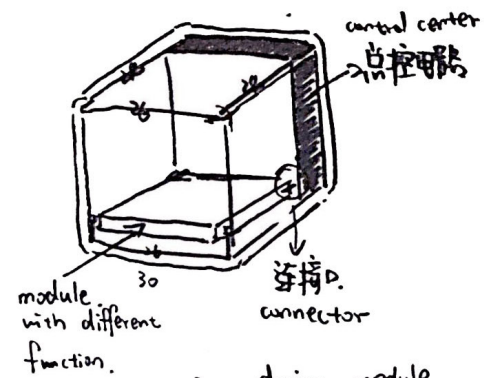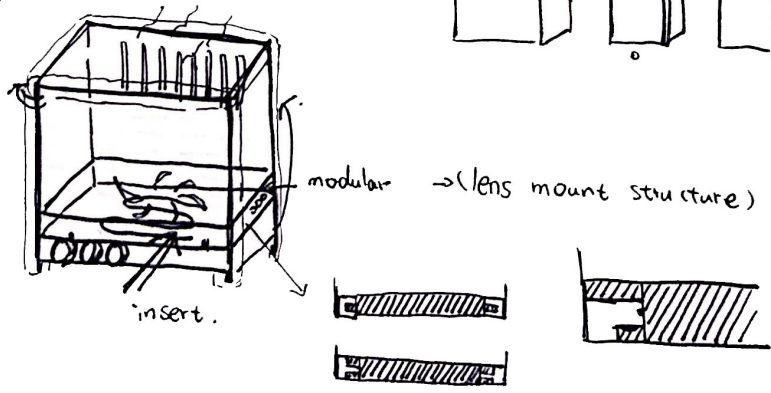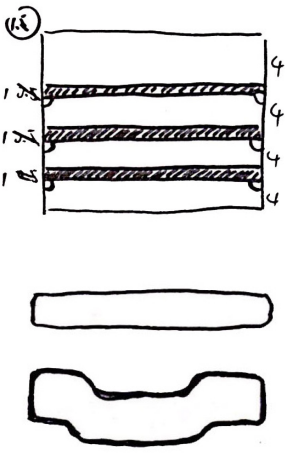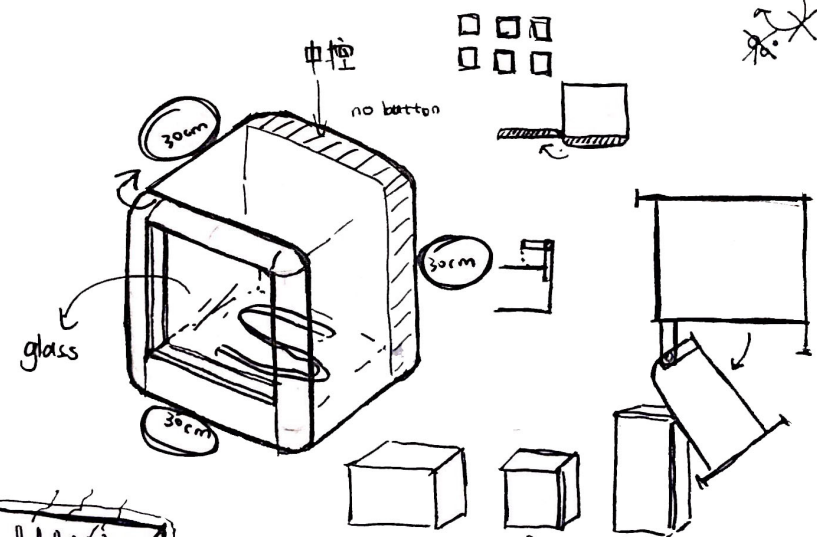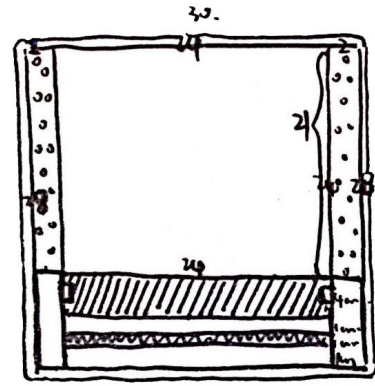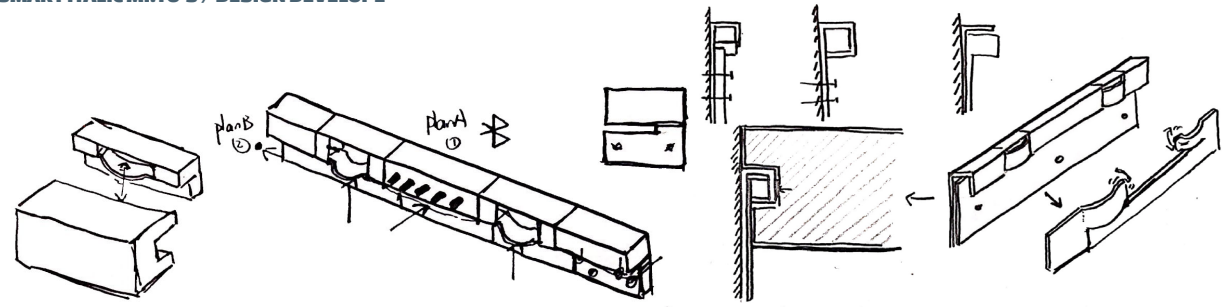
Function
① drying ✓ → heating tube inside
② air drying ✓   ④ rolling ✓
③ fried tea ✓   ⑤ crushing
   fry   ⑥ fermentation
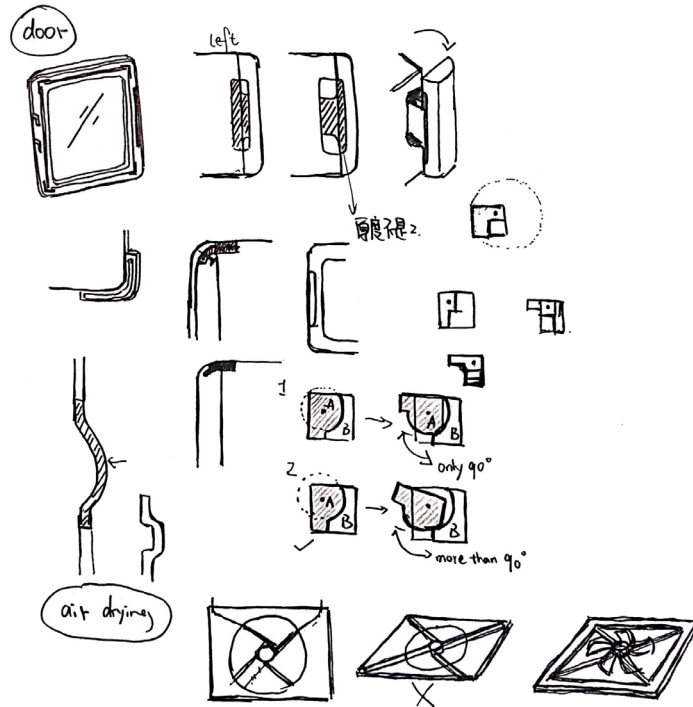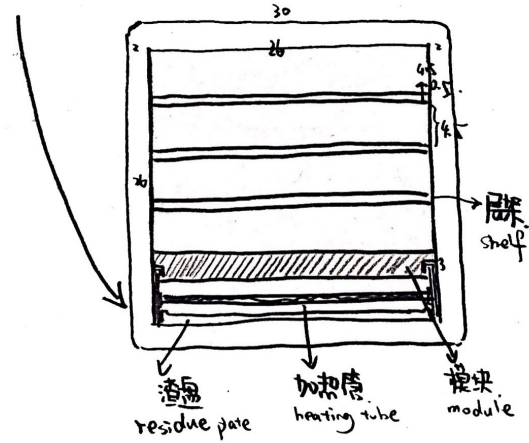
② air drying module

24

3   26   3

20
3.6×5+0.5×4

3.2×5+0.5×4

insert

box to protect the
尚蕴电路的盒子. circuit
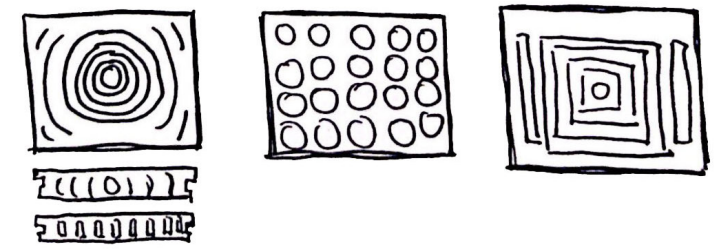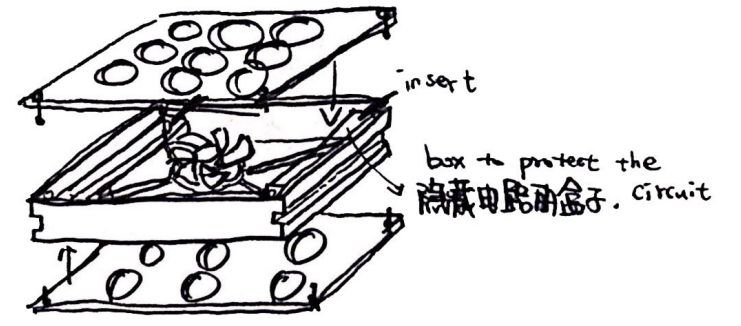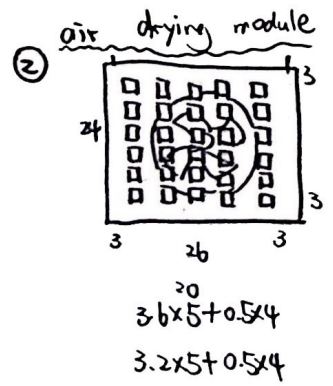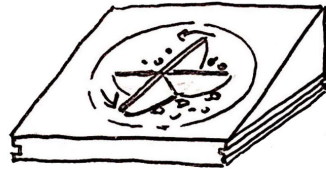
③ fry tea moudle
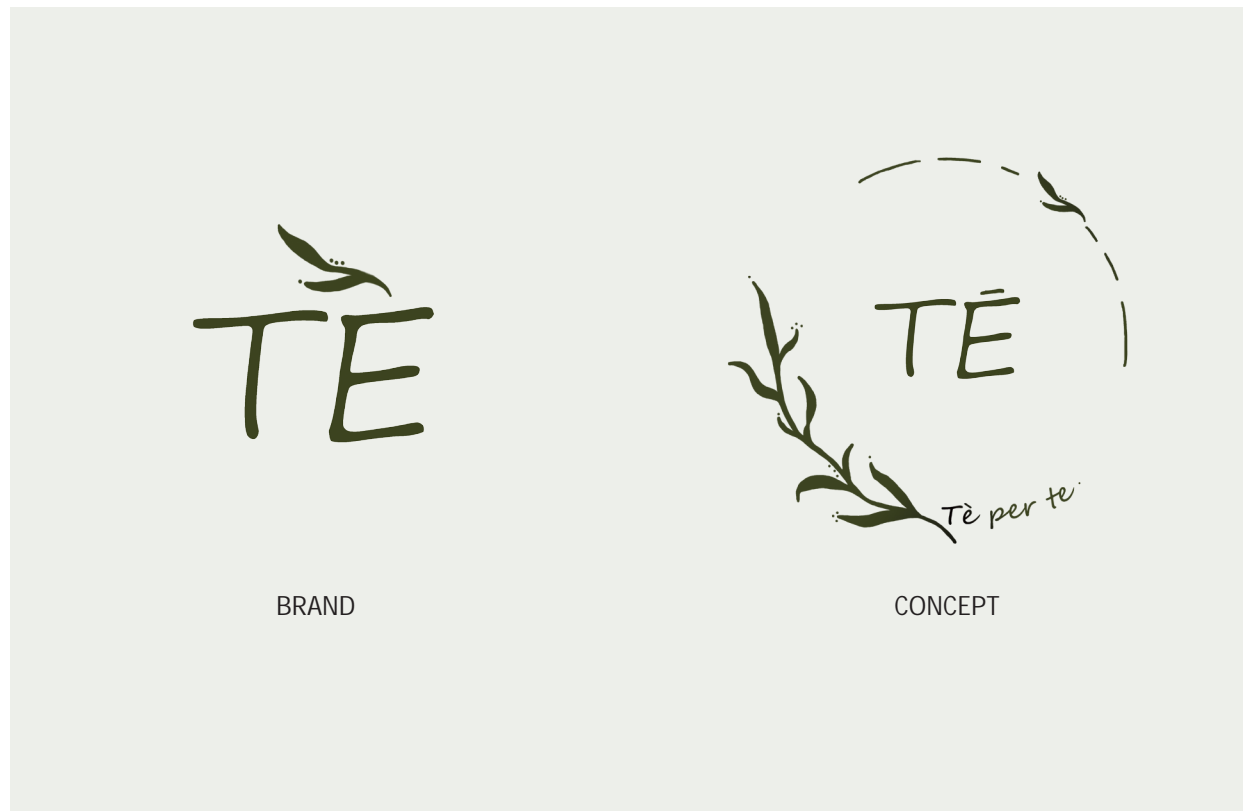
④ rolling moudle
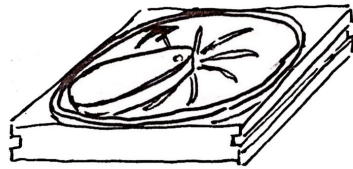
③ fry tea moudle
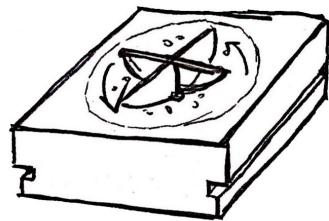
⑤ crushing moudle
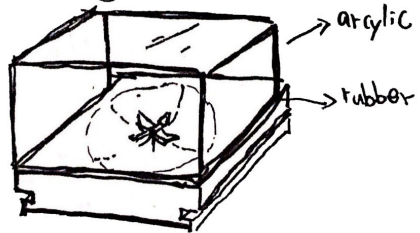
→ arcylic

→ rubber

30
26
蹄架
shelf

渣盘
residue pate

加热管
heating tube

提块
module

door

left

屋里2.

only 90°

more than 90°

air drying

FINAL DESIGN

LOGO

BRAND

CONCEPT

FONTS: *Segoe script*

IDEA:

What the company, products, and service system want to promote is a quiet, comfortable, and relaxed life style, so it is the same of the logo. The leaf in the upper right corner is like a trigger point. After passing through "TE", it becomes a larger branch, symbolizing the creativity of you & "TE".

PANTONE 5747 C

RGB   61 68 30
HEX/HTML 3D441E
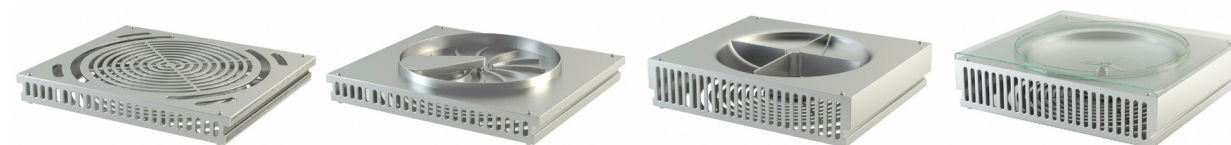CMYK   39 19 96 76

PANTONE Black 3 C

RGB   33 39 33
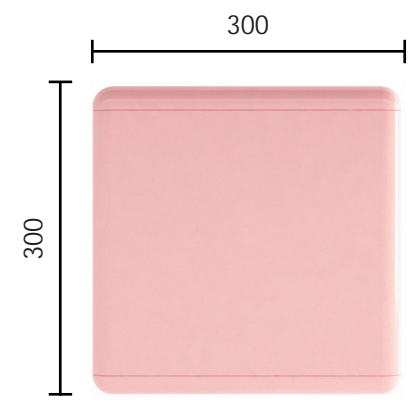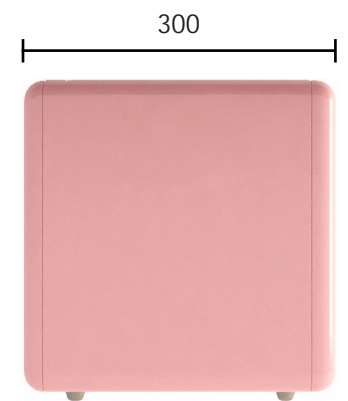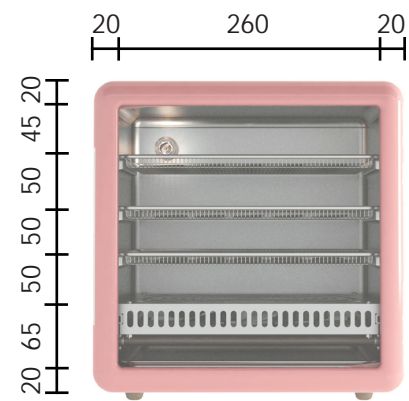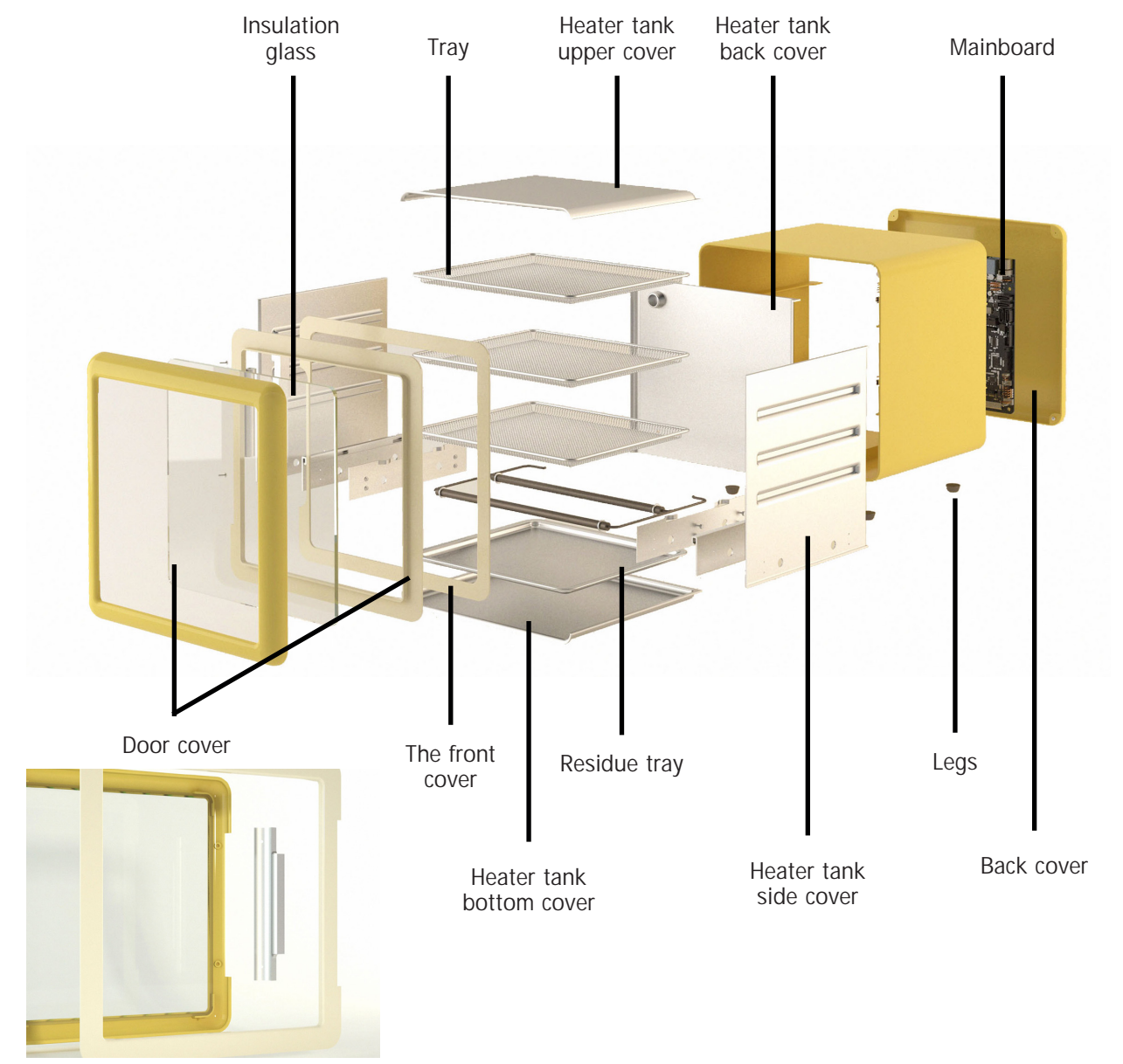HEX/HTML 212721
CMYK   74 52 71 90
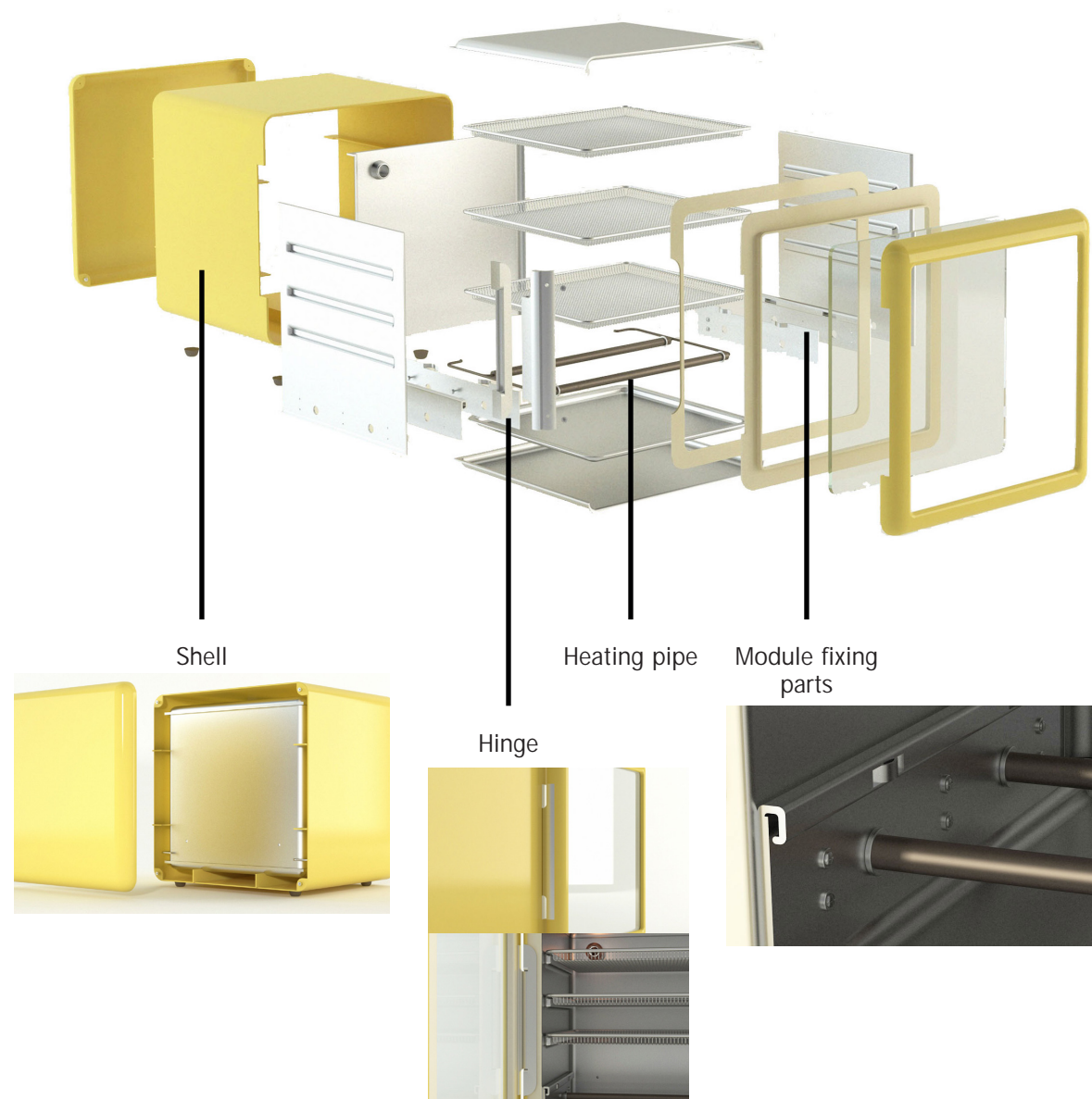
PRODUCT

MAIN PRODUCT

The main product itself only has the function of heating, but more possibilities can be added by carrying different modules. These functions will help users to achieve their own design of tea. The whole body of the machine is very smooth, without any buttons and handles, the adjustment of parameters is completed in the APP. The control center of the machine is located on the rear mainboard, where the main product and all modules are controlled. The processor of the machine will be updated through the APP network to support more new modules. When you want to use other module, just insert it into the socket on the back cover of heater tank.

20 260 20

300

20 45 50 50 50 65 20

300

300

Unit:mm

Insulation glass

Tray

Heater tank upper cover

Heater tank back cover

Mainboard

Door cover

The front cover

Residue tray

Legs

Heater tank bottom cover

Heater tank side cover
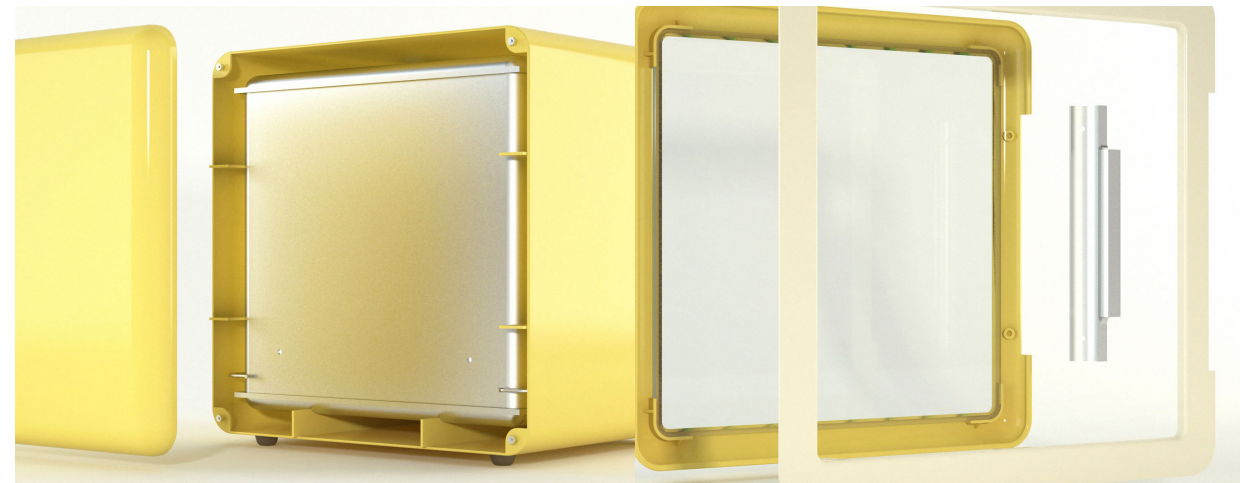
Back cover

Shell

Heating pipe

Module fixing parts

Hinge

The whole body of the machine is very smooth.

The part in the circle is metal spring, friction can be generated when other modules are inserted, that will ensure a stable installation.

The beam on the shell can maintain the shape of the machine and fix the position of the heater tank.

Assembly method of door and hinge.

AIR-DRYING MODULE

The fan can speed up the air flow in the machine, so that the tea leaves will be dried more evenly. In addition, this module provides users the air-drying, low temperature drying and other functions. The speed of the fan can be adjusted in the APP.

Cover

Fan

Side cover

Shaft and Bearing

Circuit hidden parts

plug

Bottom cover
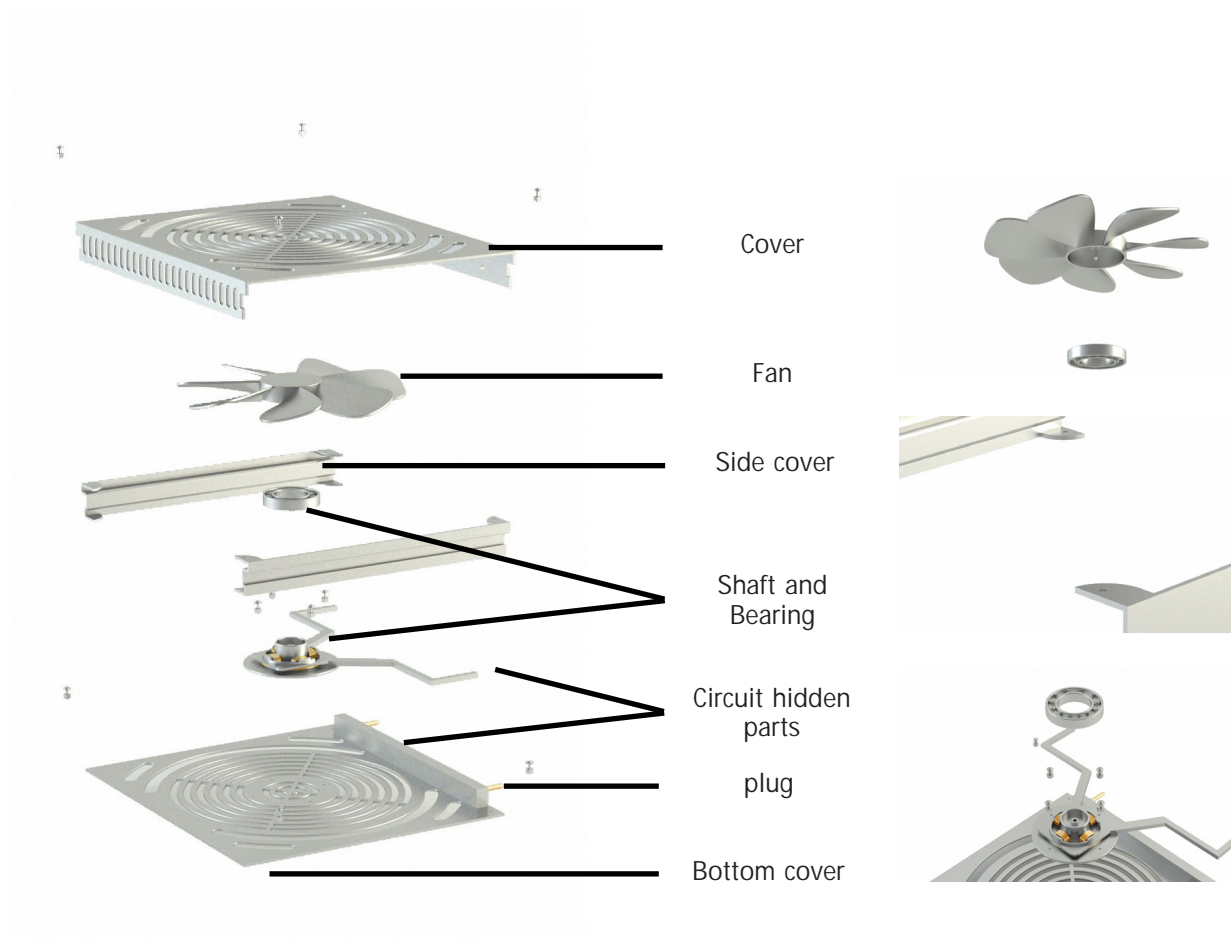
ROLLING MODULE

When used, the central parts rotate, tea leaves will be twisted on a rough surface. It makes the juice of the tea leaves adhere on themselves, and stimulate more aroma when kill green(fixation).

Rolling part

Rough surface

Cover

Side cover

Shaft and Bearing

Circuit hidden parts

plug

Bottom cover
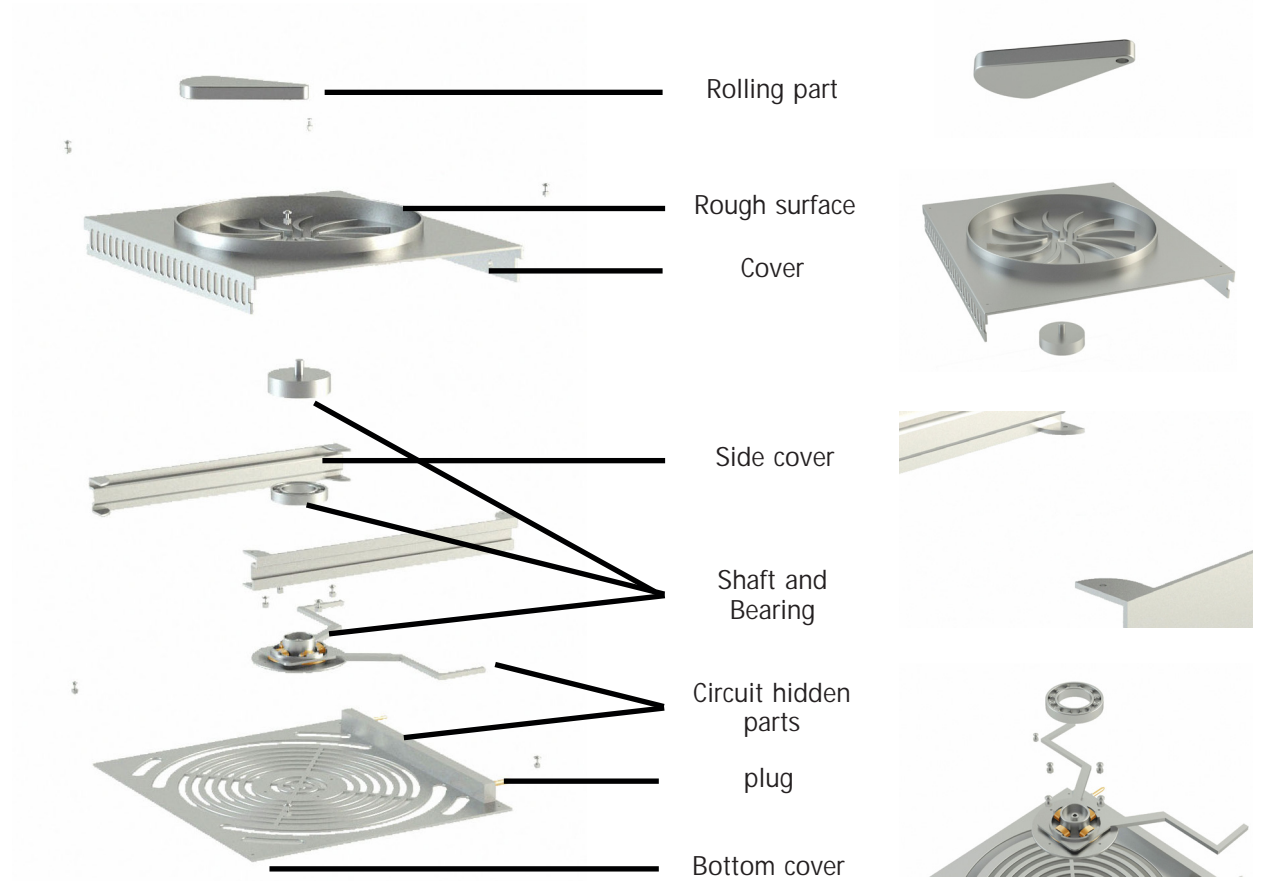
FIXATIONG MODULE

This module can perform the most important step in the tea making process-kill green(fixation), remove the water from tea leaves and give tea a different aroma. The central part of fixation module will rotate to simulate human hands, which can ensure that the tea leaves are heated evenly when exposed to high temperatures, and dry the tea leaves thoroughly.

fixation part

Cover

Side cover

Shaft and Bearing

Circuit hidden parts

plug

Bottom cover
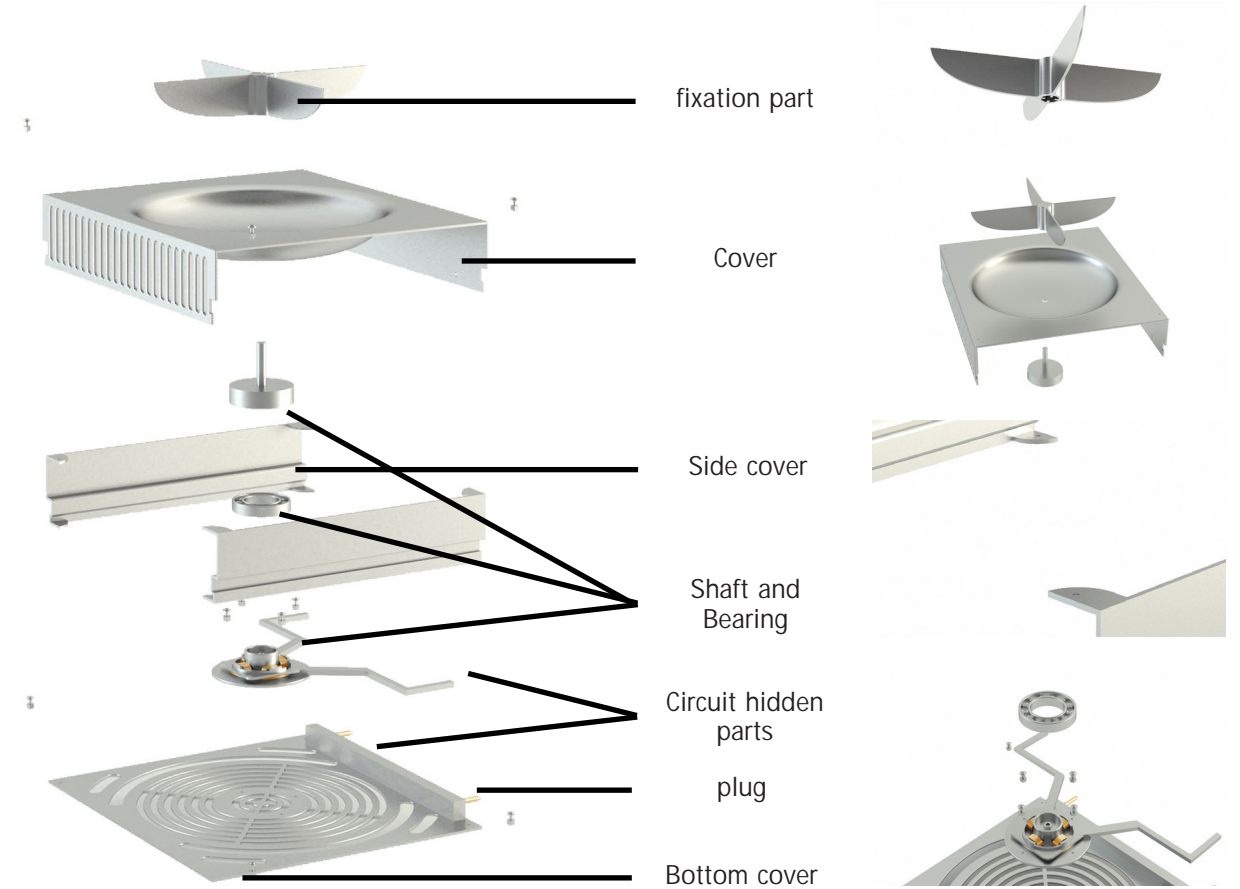
GRINDING MODULE

Grinding is not one of the traditional tea making process steps, but the tea powder, which obtained through grinding, gives tea more possibilities. Users can use them to design new drinks, desserts, or whatever they can imagine.

Acrylic cover with rubber

Blade subassembly

Cover

Side cover

Shaft and Bearing

Circuit hidden parts

plug

Bottom cover
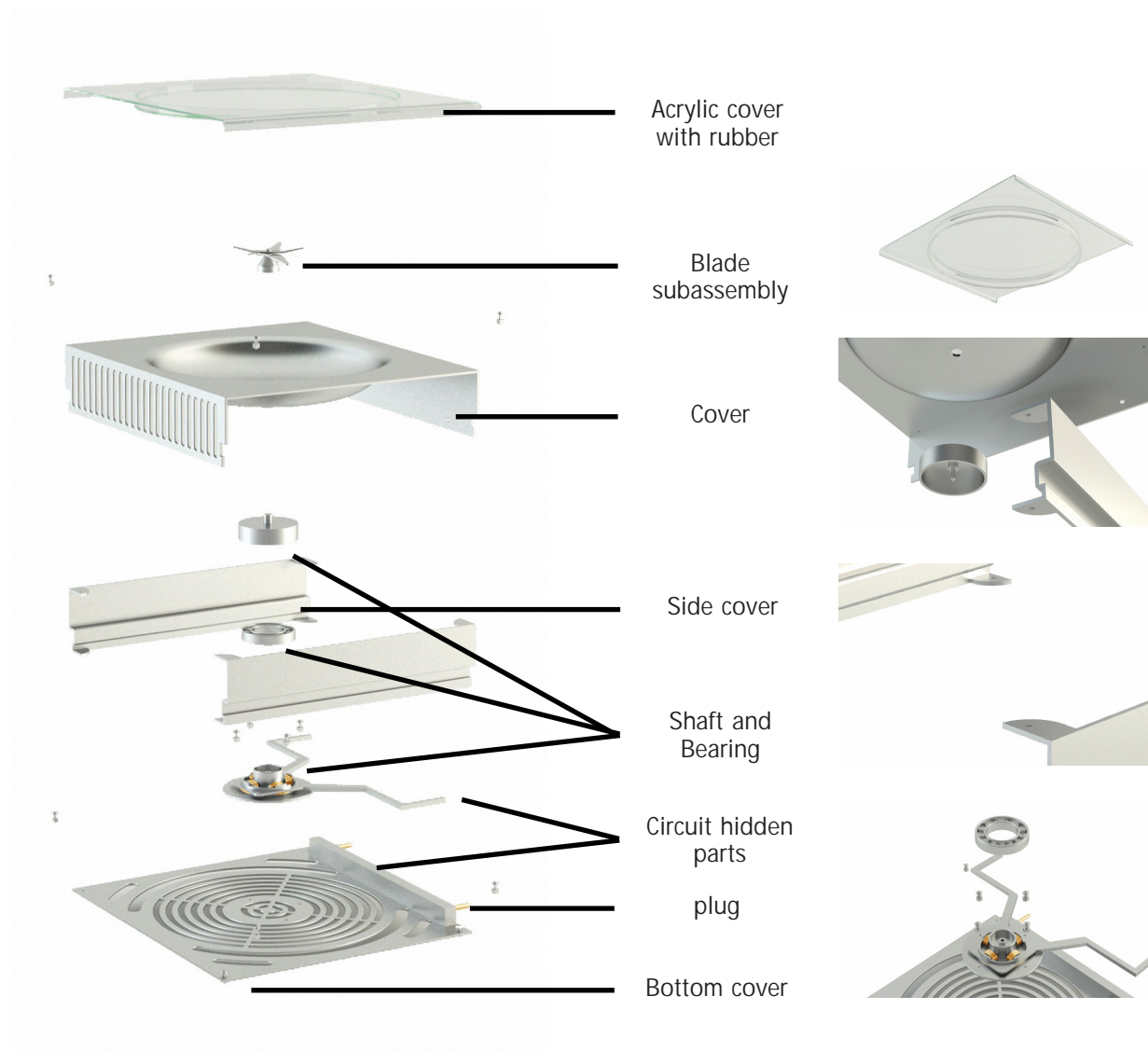
SERVICE SYSTEM

"The service is divided into two parts: APP and store. Although these two parts exist independently, they are also related to each other."

APP

TÈ

ICON

TÈ

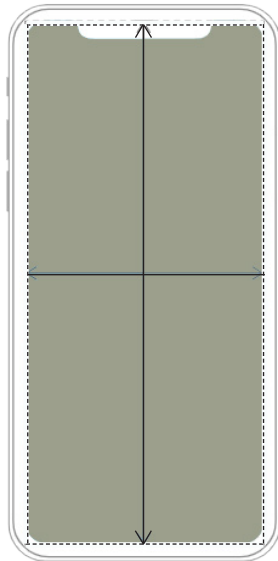iPhoneXS   180px × 180px (60pt × 60pt @3x)
              120px × 120px (60pt × 60pt @2x)

INTERFACE

iPhoneXS
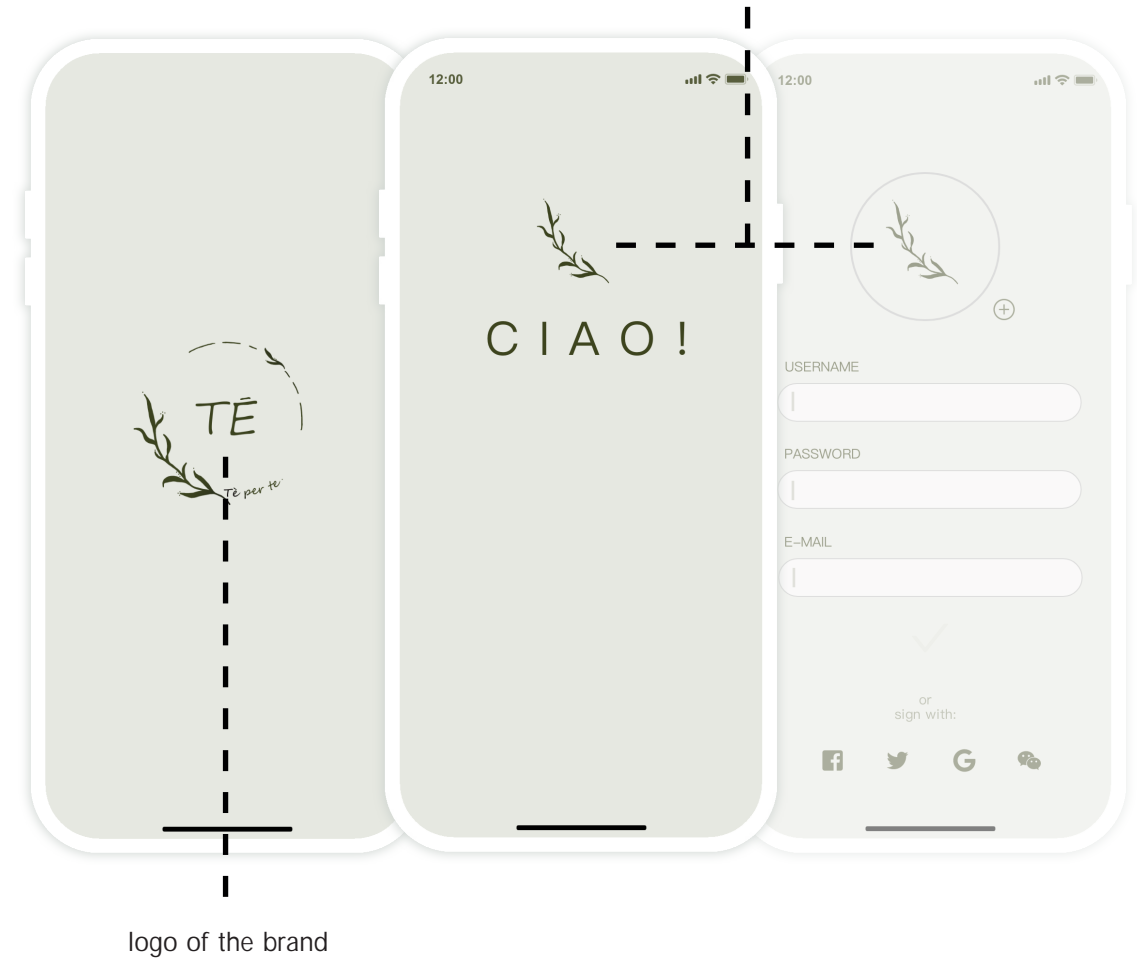
1125px × 2436px

FONTS

Arial

Arial bold

COLOR

#f4f3f2

#e5e7e0

#d1d1cb

#535838

#b3b8a6

#e6e8dd

LOADING PAGE

the iconic pattern will change to the
head portait part at the next page

TÈ

Tè per te

C I A O !

12:00

USERNAME

PASSWORD

E—MAIL

or
sign with:

logo of the brand

SIGN IN/UP PAGE

WELCOME PAGE

MAIN PAGE
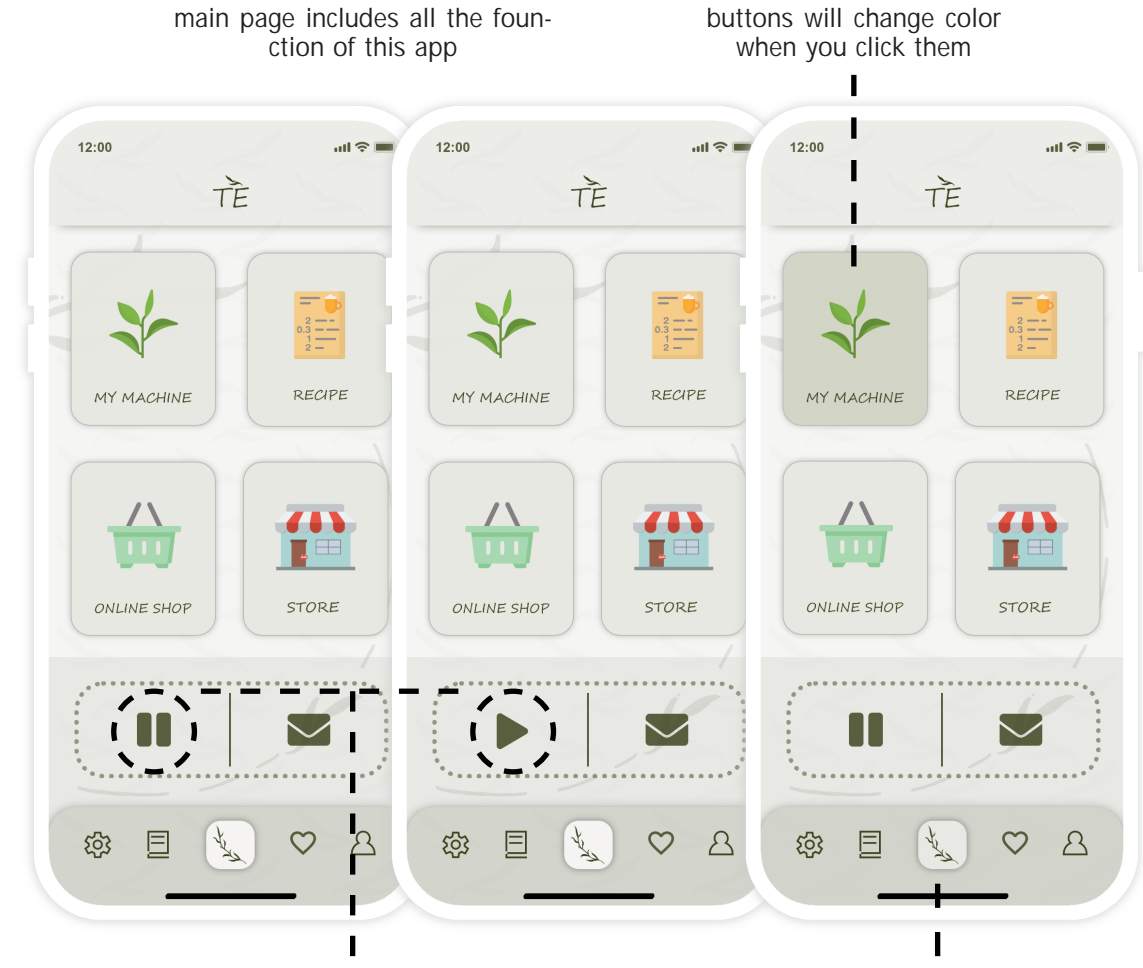
main page includes all the foun-
ction of this app

buttons will change color
when you click them

USERNAME

PASSWORD

E-MAIL

or
sign with:

USERNAME

Sheen

PASSWORD

****

E-MAIL

niguangceguang@sina.com

or
sign with:

Crea il tè per te!

12:00

TÈ

MY MACHINE   RECIPE

ONLINE SHOP   STORE

12:00

TÈ

MY MACHINE   RECIPE

ONLINE SHOP   STORE

12:00

TÈ

MY MACHINE   RECIPE

ONLINE SHOP   STORE

you can register a new account or
sign in with google ecc. here

this button will change to dark green
once the information is effective

with this hot key you can stop and restart
your machine easily

you will see this bar on each page so that
you can back to main page or other page
as soon as possible

MACHINE PART: BLUETOOTH PAGE / CONTROL PAGE

your machine
(this pic will be replaced after rendering)
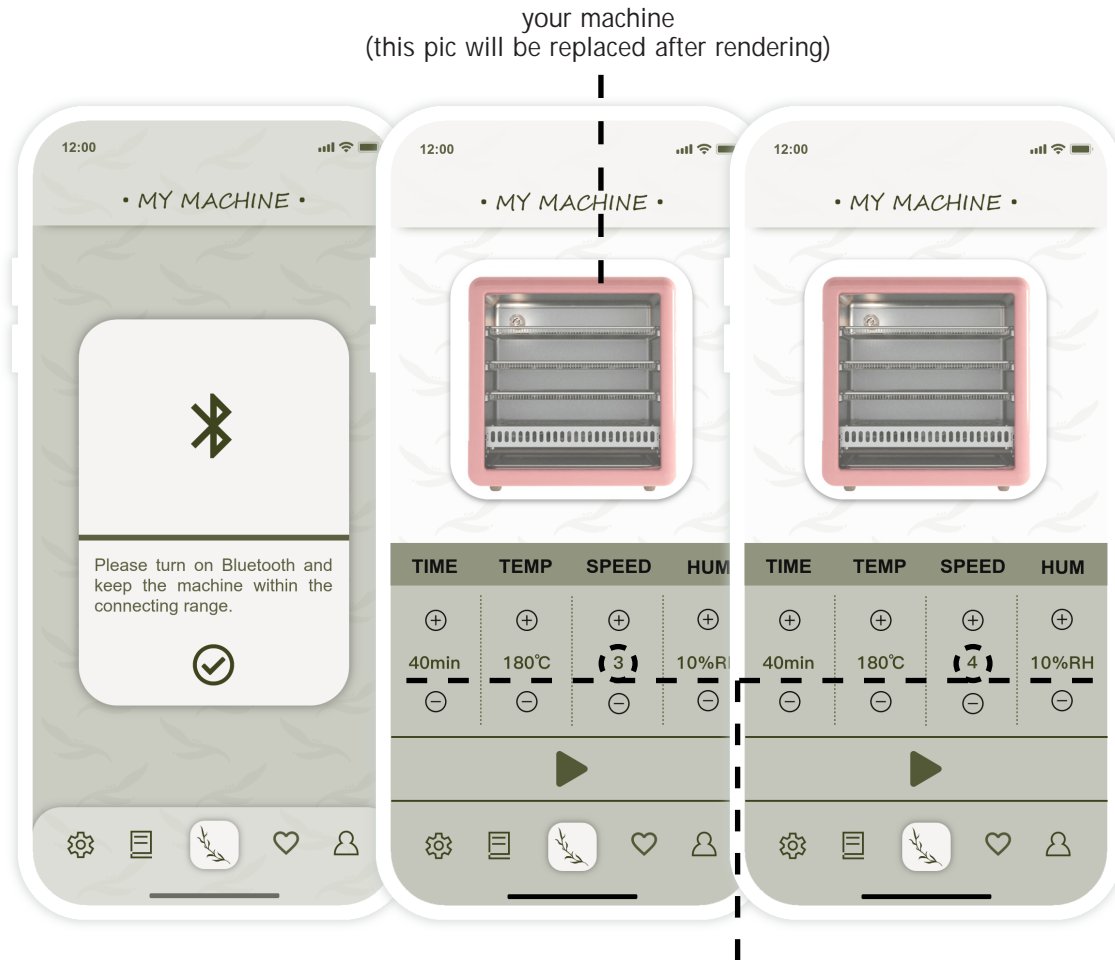
before start remember to connect
your machine!

parameter settings bar
speed for example

MACHINE PART: STOP & START

back to previous
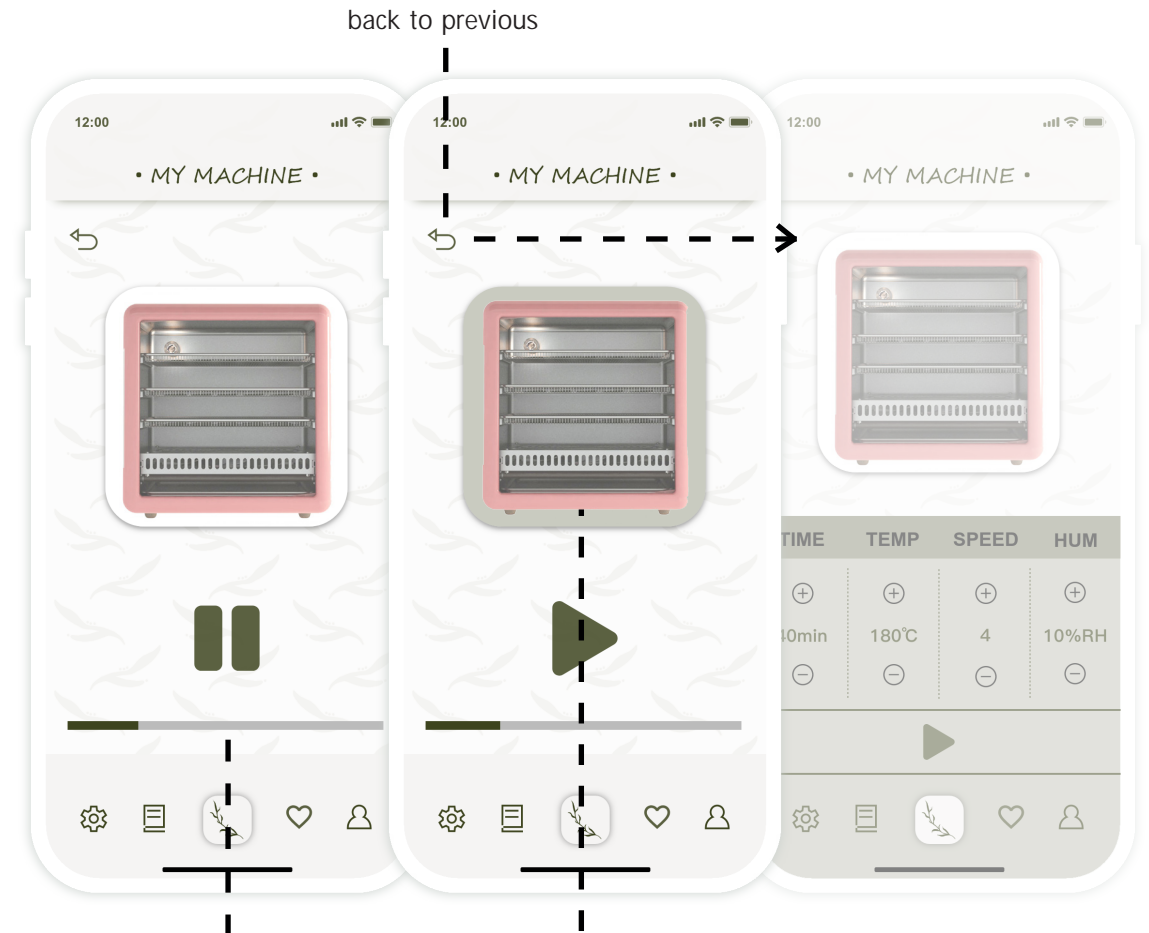
progress bar

your machine will flash 3 times when
you press the pause button

RECIPE PART: MAIN PAGE

post your recipe here
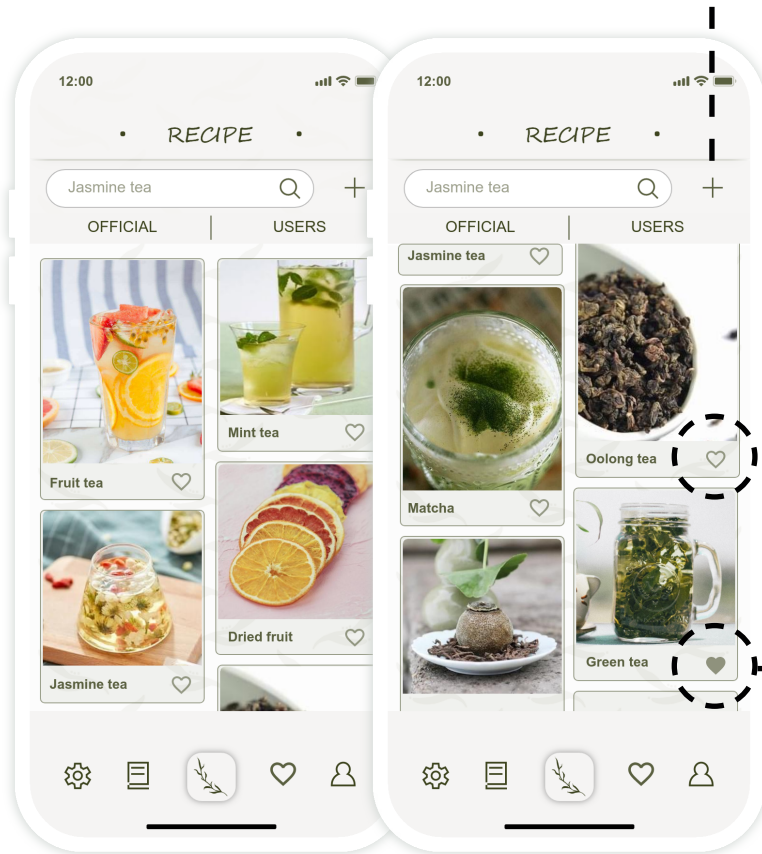
the color of this little heart will change if you collect the recipe

there are so many excellent recipes waiting for you!

RECIPE PART: RECIPE

collect the recipe and subscribe other users

share this recipe!

Comment

Paola
XXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXX

Mino
XXXXXXXXXXXX
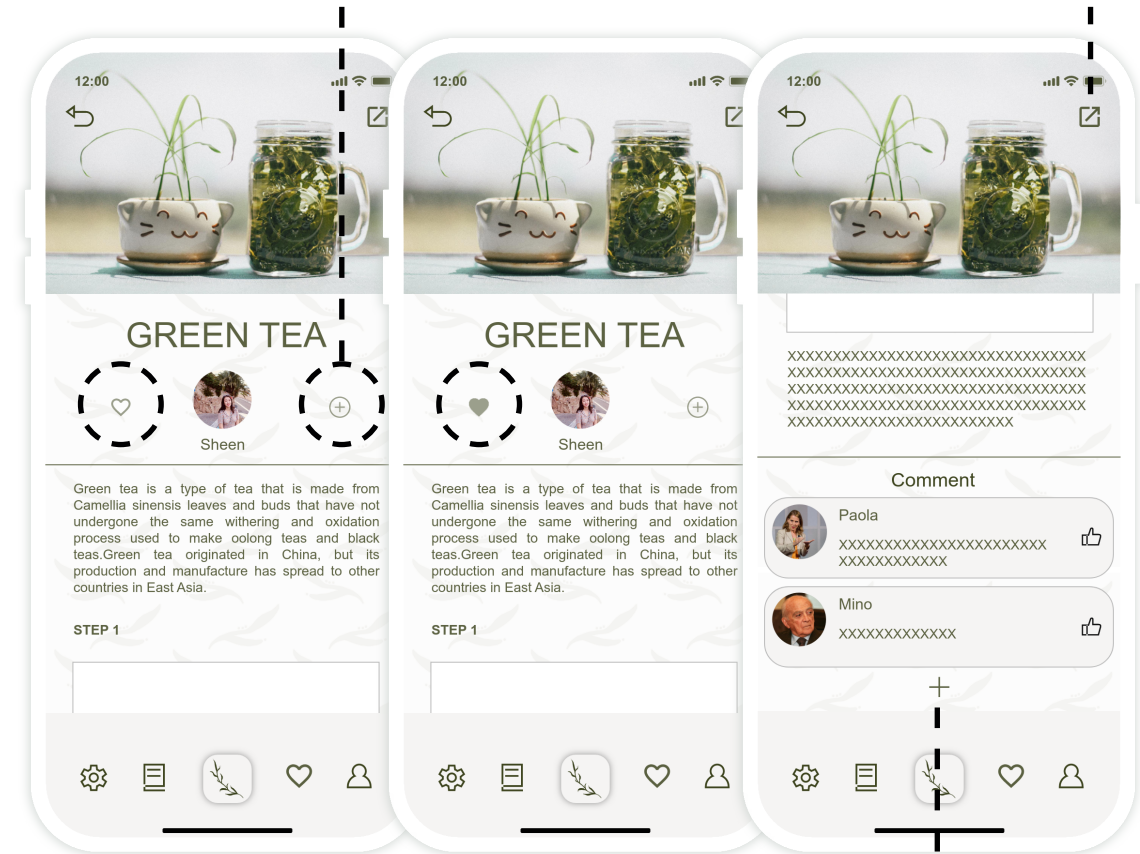
slide this page you will see the whole recipe

leave your comment here

ONLINE SHOP PART: MAIN PAGE

ONLINE SHOP PART: SHOPPING CART PAGE / PAYMANT PAGE
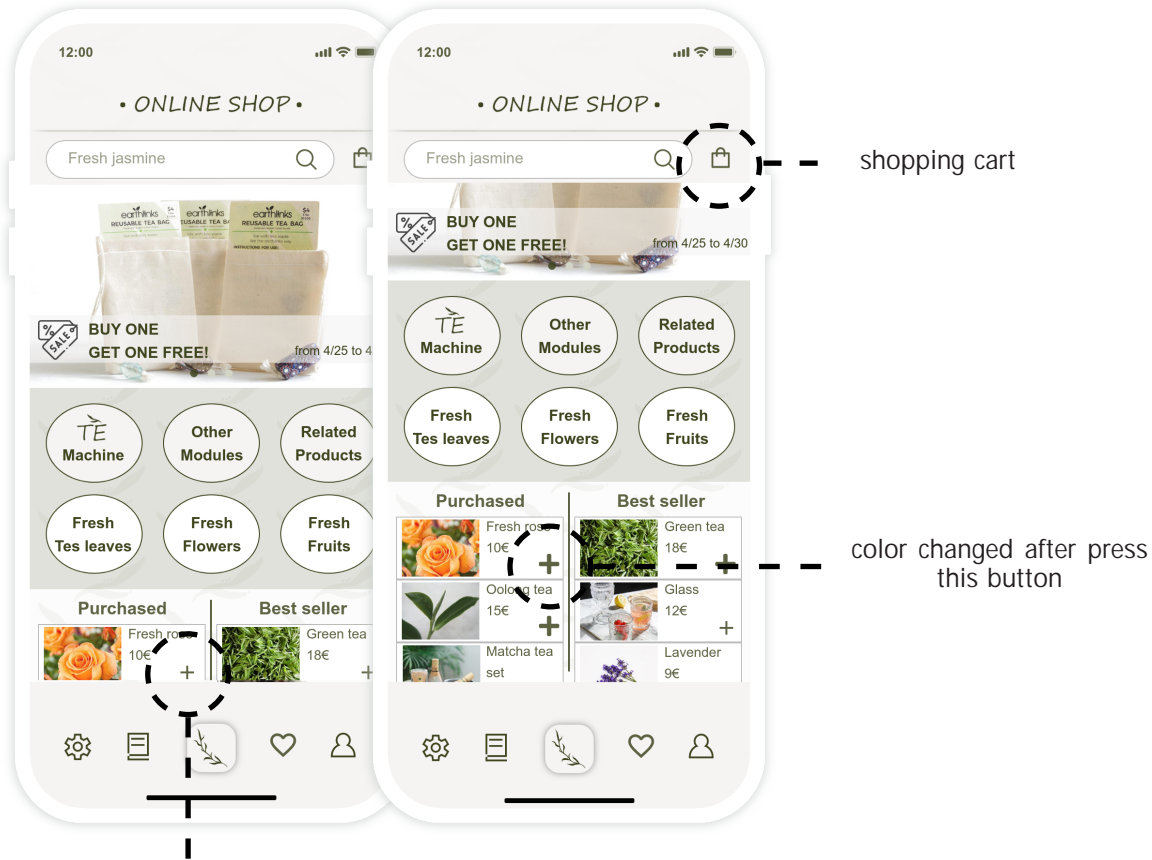
shopping cart

color changed after press this button

press this button and add the product to your cart

slide this page in order to see the whole onlie shop

during all the step before

different payment

STORE PART: LOCATION PAGE / MAIN PAGE

STORE PART: COMFIRM PAGE

SETTING PAGE   MANUAL PAGE
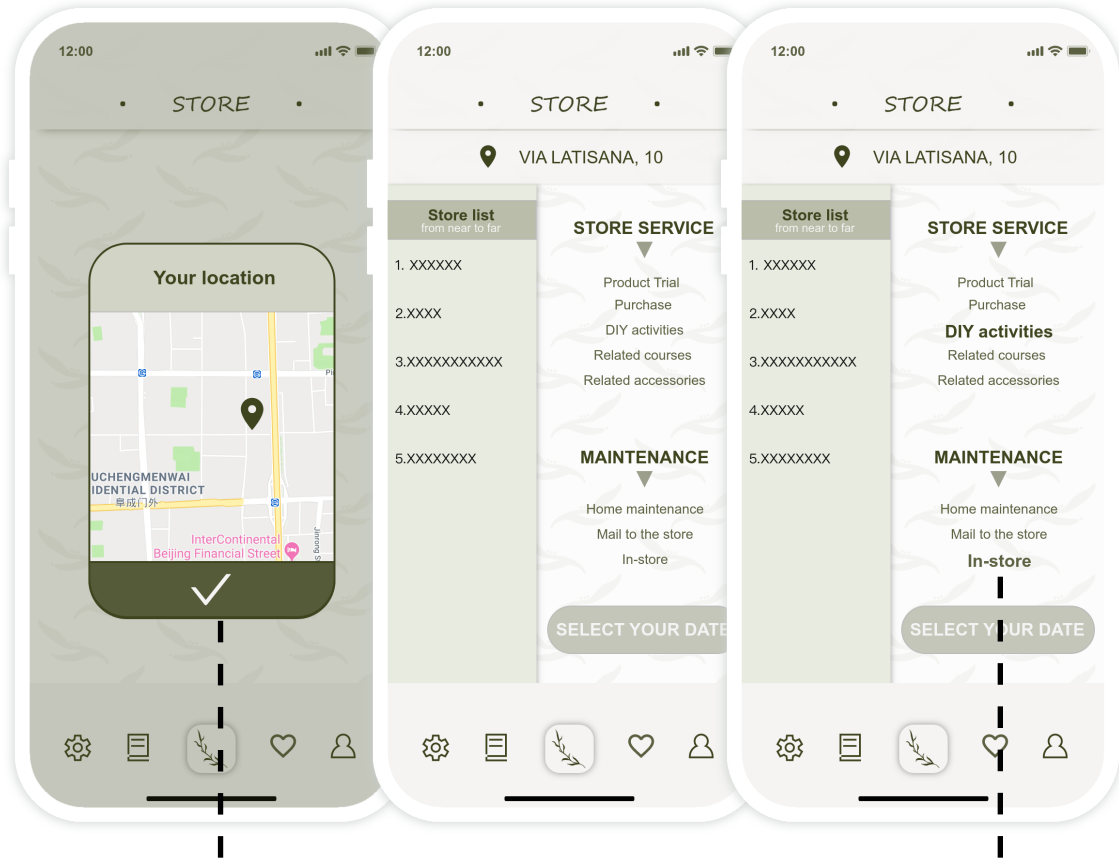
help you to find the nearest stroe

color changed when you choose this service

date you choosed   date that can not be choosed

COLLECTION PAGE

ME PAGE

log out

subscribe other users

slide this page in order to see the whole page

Online customer service
After sales service & Handling complaints

Program maintenance
Fix the bug

Online reviewing
To check if everything is legal

Chef
Update official recipes

APP
- Creat your recipe
- Read other recipes
- Understand the brand
- Creat an account
- Discover promotions
- Understand the product
- Control your machine
- Book an event
- Shopping online

(maintanance / DIY activity)

(maintanance: mail to store)

Users

Advertisement /Internet

Graphic design
Design the logo

Advertising company
Work with graphic designers and product designers

Interior design
Show the relationship between tea and people in the store

Store

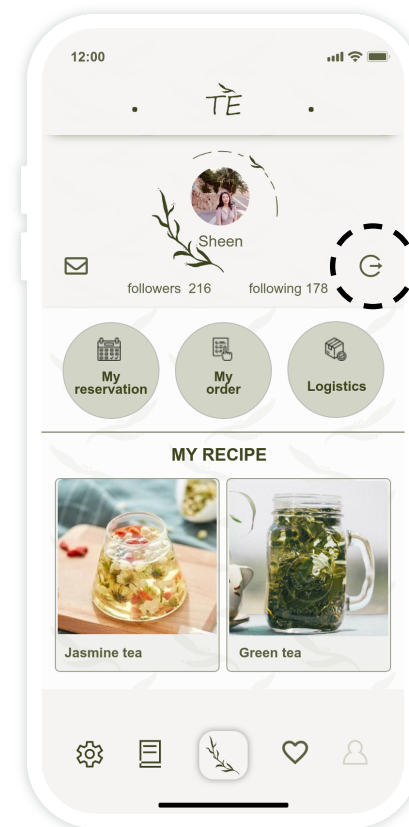**Store staff**

After sales service

Repairman

Complaint Management

Logistics management
Coordinate inventory, delivery staff, time

Warehouse management
Adjust product inventory, update the data on APP

Purchasing Department
Select suitable related products from other brands

Package Design
The packaging will reflects the brand concept

Event planning
Adjust the content according to different seasons or festivals

Logistics services
Logistics info

DIY activities
It takes about 40 minutes. If you decide to buy a machine or other products up to 30 Euros, you don't need to pay for DIY activity, otherwise you need to pay.

Shopping
The shop sells not only self-operated products, but also cooperation-related products with other brands
Cash payment + electronic payment, reduce queue time

SERVICE SYSTEM

VCR
watching the VCR about our brand can offset the waiting time(for DIY)

Product Trial
Use the time wisely while waiting for other events

Tea Art Class
About 20mins

Product development
New module development and product iteration based on existing products

Causal relationship
Parallel relationship
Front stage services

XXX
XXX
Back stage services

THANKS!