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LEVITATION — AN INNOVATIVE TEA BRAND

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Abstract

Currently, Americans are suffering from stress; therefore, consumers have a high interest and demand in beverages that provide relaxation and stress relief. As a naturally relaxing drink, tea is becoming popular in the United States. However, people have associated tea with relaxation by experiencing the various steps of the brewing and drinking process. In this article, market research and a content analysis were conducted to evaluate the existing tea products in the U.S. market. The result reveals a vital market gap: there is no ready-to-drink tea product for tea drinkers to relieve stress, even though tea is the best positioned for relaxation occasions. To fill the market gap as well as meet consumers' demands, I developed a new tea brand based on an innovative bottle packaging system for the delivery of tea, which encourages people to slow down and take a break from their work or study to enjoy a bottle of tea.

Keywords: relaxation, Generation Z, tea, brand, system design

LEVITATION — AN INNOVATIVE TEA BRAND

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Preface

This research originally stemmed from my own experience when I came to study in the United States. As a tea drinker, I was surprised to find Americans love drinking tea so much. However, different age group have different preferences for tea type. For example, older generations prefer a hot tea made by infusing a tea bag at home, while ready-to-drink, bottled tea is trending among young generations because of its convenience and refreshing flavors.

With the rapidly growing market for tea in the U.S., there are more and more tea products competing to win more consumers. Do those products truly meet consumers' needs? My goal in this project is to not only find out the real market demand, but to develop a new tea brand that is more innovative, sustainable, and convenient to align with a modern lifestyle for future generations.

To develop the brand, I made a series of bottle prototypes for tea containers, and a set of user interfaces as my website prototype. I also surveyed experts in brand strategy and used their feedback to modify my design. Then, I conducted interviews and usability tests with participants who identified as young tea drinkers. I found that the system design was loved by participants, as they liked the idea of taking moments to watch tea diffusing in the water to relieve stress.

Due to the unpredictable coronavirus pandemic, the limitations of the project include an unavailability and scarcity of resources, a lack of participants, and imperfect user testing.

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Background

Tea has been consumed in China a long time ago. It was first discovered as a drink by the Emperor Shen Nung in 2737-2698 BCE (Ellis, Mauger, & Coulton, 2015, p. 15). His servant boiled drinking water and the wind blew some leaved from the tree into the water, he tried that drink and named it tea (Shahbandeh, 2018). Since then, tea was taken extensively and started immersing in Chinese customs (Ellis, Mauger, & Coulton, 2015, p. 15). With time went by, the method for producing leaf teas was explored, improved and perfected to brew different flavors of tea drinks (Ellis, Mauger, & Coulton, 2015, p. 18). Tea cultivation, production, and consumption were rooted deeply within the substrata of Chinese commerce and culture until today (Ellis, Mauger, & Coulton, 2015, p. 19). Tea as focal within both religious and political ceremony for bodily as well as spiritual ailments, and the Chinese tea practices on medicine, etiquette, society, and commerce were integral to the ways in which its first European drinkers tasted and perceived the beverage (Ellis, Mauger, & Coulton, 2015, p. 19).

Today, with the rapid development of economic globalization, tea has become the most widely consumed beverage in the world, next to water ("Tea Fact Sheet," n.d.). There are over 159 million Americans drinking tea, which makes it the sixth ranking most popular drinks in the United States ("Top 10 beverage types," 2019). Although it's difficult to figure out how many people drink tea worldwide, we can have a rough idea through some tea-related data. There are 25,000 cups of tea consumed every second globally, about 2.16 billion cups every day (Bolton, 2018). And according to the annual tea consumption worldwide from 2013 to 2021 released by

Statista, global consumption of tea amounted to about 273 billion liters in 2018, and is forecasted

to reach to 297 billion liters by 2021 (Shahbandeh, 2018).

There are three segments in the tea market: (1) bagged & loose leaf tea, (2) RTD (ready-to-

drink) tea, and (3) instant tea mixes (Mintel Group, 2019, p.16). Mintel, the world's leading

market intelligence agency (Longanbach, 2018), reported in August 2019 that the RTD tea

represents 77% of the entire tea market and is driving total market growth (Mintel Group, 2019,

p.16). Moreover, RTD has continued robust growth from 2014 to 2019 and it is expected to have

experienced another 3 – 4% growth (Mintel Group, 2019; "Tea Fact Sheet," n.d.).

There are plenty of RTD tea brands promoting refreshment and flavor, but only a few

positioned to provide functional benefits, although consumers seem interested in a variety of

tea's benefits (Mintel Group, 2019, p.11). Based on Mintel's market research among 1578 users

(2019, p.45), stress relief, of the tested potential benefits, would likely most motivate consumers

to purchase a tea drink. Tea is already associated with relaxation because of its natural

ingredients theanine, an amino acid in tea that can manage and reduce stress levels (Unno et al.,

2016; William et al., 2019). However, RTD tea is so prevalent in the United States, Mintel Group

found that, "Products that promote relaxation are whitespace within the RTD tea market" (2019,

p. 20). Thus, they strongly suggest that tea brands should consider a new type of RTD tea that is

convenient and refreshing, but also boasts the health benefits that fit this market gap (Mintel

Group, 2019, p.11).

To have a better understanding of the target audience, I found the primary consumers of

RTD tea are those who are 18–24 years old (Gen Z), Hispanic consumers, and parents (Longanbach, 2018). According to the American Psychological Association (2018), Gen Z is the second-highest ranking generation suffering stress in 2018, with 91% of Gen Zs aged 18 to 21 experiencing stress in the past month compared to 74% of adults overall. These two results show an age overlapping, which indicates that the target audience of this relaxation-focused campaign should be Generation Z.

Based the above research, I analyzed 43 beverage products from the current market and concluded that market demands exist for a new tea brand, because design gaps occur in the evaluation. Hence, I conducted pilot studies and developed a design intervention to corroborate my research.

Literature Review

My review of the literature focused on five aspects: RTD tea, relaxation, Generation Z, brand, and current functional tea product review. Based on these aspects, I had a better understanding of tea products and gained a clearer insight for developing a new tea brand.

RTD tea

RTD (ready-to-drink) tea is identified as shelf-stable and refrigerated RTD teas in single-serve and multi-serve sizes (Mintel Group, 2019, p. 8). It is the only tea category in 2018 that increased both in volume and value (Bolton, 2018). Martin (2007) states the reason for RTD tea's popularity is that "Americans have always been attracted to convenience" (p. 137), and that is why tea bags caught on so quickly (p. 137). Martin (2007) believes, "Convenience has now taken another leap forward with the ready-to-drink bottled teas that gaining tremendous popularity today" (pp. 137-138).

The Food and Agriculture Organization of the United Nations (FAO) found new consumption gadgets and forms of packaging were driving faster and more convenient ways of preparing tea (2018, p. 5). The alternatives to the classic teabag such as instant teas and tea sachets were promoting consumption (Food and Agriculture Organization, 2018, p. 5). However, besides unique tea product form and customized varieties, sustainability issues are particularly important in tea sector to modern tea consumers (Food and Agriculture Organization, 2018, p. 5).
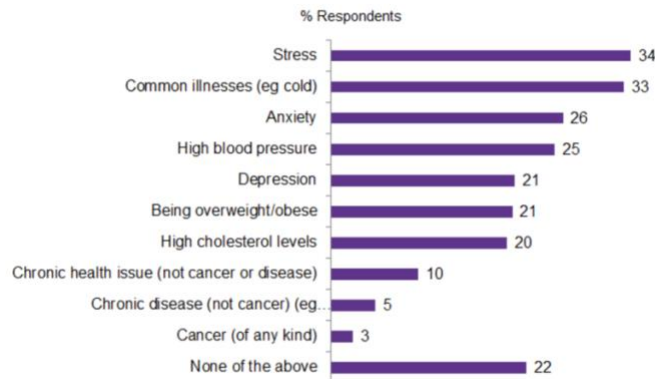
Relaxation

Payne (2005) explains "[r]elaxation" in her book "as opposed to the shortening which

accompanies muscular tension, or contraction." However, she also explains that since relaxation has a mental and physical dimension, the definition is too restricted for exploring relaxation techniques (Payne, 2005, p. 3). Titlebaum summarized relaxation's three aims: as a preventive measure, as a treatment, and as a coping skill (Payne, 2005; as cited in Zahhourek, 1988). In other words, relaxation is not only the inactive muscles, but a free state from stress and tension. It has both physiological and psychological dimensions (Herman, 1985, p. 15).

In this article, "Relaxation" is defined as a coping skill that helps one calm the mind and allow thinking to become more precise and more productive (Payne, 2005, p. 4). As a ubiquitous product of modern life, stress is familiar to everyone (Herman, 1985, p. 15). It can challenge people mentally and cause illness, while relaxation can help to restore clarity of thought, be beneficial in preventing disease, and help promote wellness (Herman, 1985, as cited in Blattner, 1981; Payne 2005).

Currently, Americans are suffering from stress. As Mintel Group states, "It is the most common health concern consumers experience" (2019, p. 20) (see Figure 1). This stress level is the reason why customers have a high demand for beverages that provide relaxation and stress relief.

"Which of the following health concerns have you experienced in the past year? Please select all that apply."

% Respondents

Health Concern	%
Stress	34
Common illnesses (eg cold)	33
Anxiety	26
High blood pressure	25
Depression	21
Being overweight/obese	21
High cholesterol levels	20
Chronic health issue (not cancer or disease)	10
Chronic disease (not cancer) (eg...	5
Cancer (of any kind)	3
None of the above	22

Base: 2,000 internet users aged 18+
Source: Lightspeed/Mintel

Figure 1. Respondents of health concerns that people have experienced in the past year, November 2018. Adapted from "Market Factors," by Mintel Group, August 2019, *Tea and RTD Tea – US – August 2019*, p. 20

Generation Z

Multiple authorities define "Generation Z" differently, though many similarities exist, particular among age range or date of birth. Merriam-Webster defines Generation Z as, "the generation of people born in the late 1990s and early 2000s" (Generation Z, n.d.). The Pew Research Center, as well as Bloomberg News determines Generation Z was born between 1997 and 2012, which means Gen Z is in the age group between 7 and 22 years old (Dimock, 2019; Holman, 2019). However, Mintel Group (2019, p. 58) defines Generation Z as between the ages of 12 and 24 in 2019, and Coca-Cola Company (2019) considers Gen Z shoppers' ages between 14 to 25 in 2019. Because participants in this study must be adults, in this article, Generation Z is in the age group between 18 to 25. As the representative generation of the early years of the 21st century, Gen Zs' consumer behavior is quite different from other generations. Nearly three quarters of Generation Z follow influencers on social media platforms, such as Instagram and YouTube, and a majority consider social media as the place where they most often learn about

new products that they are interested in, causing social media to become an increasingly central driver of consumer decisions (Morning Consult, 2019).

In 2018, the FAO stated the following about tea consumption, "Young people, representing a major and rapidly growing segment of the market, are continuously searching for personal experiences with fashionable products" (p. 5). They believe young people enjoy specialty teas with a variety of different flavors and customized varieties (Food and Agriculture Organization, 2018, p. 5).

Brand

Brand

A "brand" can be a product or service of a particular supplier, which is differentiated by its name and presentation (Murphy, 1990, p. 1). It connects a company and its audiences emotionally (Perry & Wisnom, 2003; Wheeler, 2013). David Haigh, the CEO of Brand Finance, summarized the three primary functions of Brand:

• Navigation: to help consumers choose from a bewildering array of choices (Wheeler, 2013, p. 2);

• Reassurance: to communicate the quality of the product or service and reassure customers they made the right choices (Wheeler, 2013, p. 2).;

• Engagement: to encourage customers to identify with the brand by using distinctive imagery, language, and associations (Wheeler, 2013, p. 2).

Collectively, this view of brand means that a successful brand should be built on special

touchpoints to attract customers' attention and stand out from competitors. That approach is the way to build trust and love with customers.

Brand Identity

As the name implies, Brand identity is the "identity" of the brand. It's tangible and appeals to the senses (Wheeler, 2013, p. 4). It fuels recognition, amplifies differentiation, and makes ideas and meaning accessible (Wheeler, 2013, p. 4). It ties disparate brand elements into the whole system, which generates the core visual identity (Perry & Wisnom, 2003; Wheeler, 2013). To make the entire brand cohesive and differentiated, identity design includes logotype, signature, color system, typography, etc. (Wheeler, 2013, pp. 144-158). While creating touchpoints to express the brand identity, programs with unique but consistent visual language is significant as well (Wheeler, 2013, p. 164). Creating touchpoints is about marketing-related activities, such as advertising, public relations, packaging, and promotions geared toward capturing the attention of intended audiences (Perry & Wisnom, 2003; Wheeler, 2013). Brand identity should be creative when targeted to different age groups. Nowadays, young consumers tend to be influenced by product information, such as packaging and brand attributes (Bae et al., 2016, p. 1362).

As reported by National Retail Federation (NRF) and IBM on Generation Z and brand relationship in 2017, they found Gen Z "expect detailed personalized attention, and they want to be a part of creating the products and services they desire" (p. 1). According to their research, 60% of Gen Z would love to submit ideas for product design, and 67% of Gen Z participate in

product review, while 62% of Gen Z tend to frequently being attracted by new cool and fun

brands, 55% of Gen Z choose brand that are eco-friendly and socially responsible   (National

Retail Federation & IBM Corporation, 2017, pp. 5-8). Thus, the NRF and IBM made

recommendations for brands which target on Gen Z: enable personalized experience and

engagement with Gen Zers across touchpoints; make sure to hear from and value individual's

experience and opinions; create meaningful value propositions (National Retail Federation &

IBM Corporation, 2017, pp. 14-18).

Current functional tea product review

The most typical tea product that relieves stress is tea bag and loose tea. In 2007, Andrew

Steptoe, a psychologist at University College London, stated that apart from the natural

ingredients that could help one relax, the process of waiting for the tea to be prepared and

drinking it may also effective (Gilbert, 2019). In 2019, Mintel Group found that consumers

strongly associated bagged tea with relaxation because of the tea brewing and drinking process

was tied to calming and slowing down (2019, p. 52). However, compared to the convenient and

refreshing RTD tea, bagged, loose leaf tea is mature, relatively small, and stagnant segments

(Mintel Group, 2019, p. 16).

Another popular functional tea drink is Kombucha, which is appealing for its probiotics and

low sugar content. However, digestive health claims can only attract a small group of consumers.

According to the research, Kombucha has the second-lowest purchase incidence of any tea

format, primarily driven by older rural consumers (Mintel Group, 2019, p. 43). Mass-market

consumers know little or nothing about it (Mintel Group, 2019, p. 43). The other reason that

people tend not to purchase Kombucha is that they are not interested and dislike the taste (Mintel

Group, 2019, p. 43).

Based on my literature review, I found the gap that the current tea market doesn't offer a full

range product to meet consumers' needs. There is a lot of room for tea products to make good

use of and promote tea's natural functionalities, attracting a wider range of consumers. My goal

is to develop a new tea brand based on an innovative tea delivery system. The drinking container

preserves the tea-serving period to help consumers take a moment to relax; meanwhile, it retains

the convenience of popular ready-to-drink tea containers.

Methodology

Content Analysis

To have a better understanding of the current RTD tea market, I conducted a content analysis (Sage Publications). I chose 43 beverage brands and products from the market, including RTD tea, bagged & loose leaf tea, and RTD tea's competitors of sparkling tea, sparkling water, energy drinks, and RTD coffee (Mintel Group, 2019, p. 15). Based on those beverages' official websites and consumers' feedback online, I categorized eight features as follows:

- Health — If the drink has artificial ingredients (artificial color, artificial sweetener, thickener/stabilizer...), preservatives, carbohydrates, microelements (sodium, vitamin, etc.).

- Convenience — How to purchase, carry, brew, drink, and discard the beverage.

- Refreshment — If the beverage has a specific position for promotion.

- Functionality — If the beverage is a functional drink, such as providing energy and boosting immunity.

- Packaging sustainability — What's the packaging material, how to recycle or biodegrade it.

- Brand loyalty — How long the brand/product established, how're their annual sales go.

- Price — How much is per serving.

- Gamified — If the packaging/promotion (online/offline advertising, etc.) of the brand/product are gamified.

Brands	Health	Convenience	Refreshment	Functionality-focus	Packaging sustainability	Brand loyalty	Price	gamified	Category
Lipton Pure Leaf	1	5	4		3	5	2		RTD Tea
Arizona		5	3		3	5	2		RTD Tea
Gold Peak	1	5	4		3	4	2		RTD Tea
Lipton Brisk		5	3		3	5	1		RTD Tea
Lipton		5	2		3	5	2		RTD Tea
Honest	2	4	2		4	1	2		RTD Tea
Snapple		3	1		5	3	2	3	RTD Tea
Lipton Diet	1	5	2		3	5	2		RTD Tea
Diet Snapple	1	3	1		5	3	1	3	RTD Tea
Arizona Arnold Palmer		5	3		3	5	1		RTD Tea
Monster Rehab		5	2	5	3	4	3		RTD Tea
Kevita kombucha	5	5	3	5	3	2	3		RTD Tea
Nestea		5	2		3	1	2		RTD Tea
MatchaBar	2	4	1		4		3		Sparkling Tea
SOUND sparkling tea		5	3		4		4		Sparkling Tea
Teavana	2	3	3		3	1	2		Bagged Tea; Loose Tea
Tetley	2				4		1		Bagged Tea; Loose Tea
Lipton (hot)	4			4	4	5	1		Bagged Tea; Loose Tea
Red Rose	2				4		1		Bagged Tea; Loose Tea
Bigelow	4			4	4	5	1		Bagged Tea; Loose Tea
Newman's Own	3				4		1		Bagged Tea; Loose Tea
Celestial Seasonings	4			4	4	4	1		Bagged Tea; Loose Tea
Salada	2				4		1		Bagged Tea; Loose Tea
Twinings	3			3	4	4	1		Bagged Tea; Loose Tea
Yogi	3			4	4	4	1		Bagged Tea; Loose Tea
Luzianne	1	3			3	3	1		Bagged Tea; Loose Tea
Tazo	2	3			4	3	1		Bagged Tea; Loose Tea
Traditional Medicinals	3			4	4	3	1		Bagged Tea; Loose Tea
Harney & Sons	4			3	4		1		Bagged Tea; Loose Tea
Sparkling Ice	2	5	4		3	5	1		Sparkling Water
La Croix	2	5	4		3	5	1		Sparkling Water
Perrier	2	4	3		4	4	1		Sparkling Water
Polar	3	5	3		3	4	1		Sparkling Water
Bubly	2		4		3	2	1		Sparkling Water
Red Bull		5	2	5	3	5	2		Energy Drinks
Monster Energy		5	2	5	3	5	1		Energy Drinks
VPX bang		5	1	5		3	3		Energy Drinks
Nos		5	2	5	3	3	2		Energy Drinks
Starbucks		3	2		5	5	2		RTD Coffee
International Delight		1	2		3	4	3		RTD Coffee
Stok		4	2		4	4	5		RTD Coffee
Califia Farms		2	2		2	3	5		RTD Coffee
Dunkin' Donuts		5	2		3	5	3		RTD Coffee

Figure 2. Product analysis.

I made color coding based on these features (see Figure 2). On the scale of 0 – 5, where a score of 0 shows up blank to reveal that there is no such feature of this brand/product, and a score of 5 means this feature is possessed by the brand/product. After a comparative analysis of those features, I made some conclusions:

- Only two of the 14 RTD tea products provide functional benefits: Monster Rehab is positioned as an energy tea drink ("Monster Rehab," n.d.) while Kevita Kombucha is well-known by its digestive health claims ("Master Brew Kombucha," n.d.). The graph proves Mintel Group's research result is authentic as well as valuable and that the current RTD tea market doesn't provide diverse functional drinks, especially to relieve stress.

- Compared to bagged & loose leaf tea, RTD tea is less healthy due to its artificial ingredient and sugar, but it is much more convenient, refreshing, and flavorful.

- As for RTD tea's competitors, sparkling water brands are always positioned as "healthier and cheaper" than coffee, carbonated beverage, as well as bottled tea, and "tastier" than water. Meanwhile, almost all energy drinks products are promoting their functionality to "provide energy" to meet consumers' requirements (Mintel Group, 2019, p. 20). Although Americans' reliance on coffee will be hard to change, decaffeinated as well as a natural refreshing ingredient could be tea's competitive advantage. As Mintel suggests (2019, p. 45), as many trending functional drink brands are emulating the natural functional benefits of tea, tea brands should focus on the benefits tea provides. There is still much space for tea products to develop, especially as a functional drink.

- There is another gap that few brands/products' packaging or promotion is gamified. The only example I found was that Snapple started to get famous because of the "Snapple facts" under the caps (Berger, 2013, pp. 41-42).

Online Questionnaire

To learn about Generation Z's perception of current American-based RTD tea as well as relaxation, I distributed an anonymous online survey to Syracuse University students (see Appendix B1 for survey protocol). In addition to this basic feedback about RTD tea and relaxation, the survey also would yield potential participants for development testing (see

Appendix B2 for protocol). There are 24 total responses, and 21 participants are my target
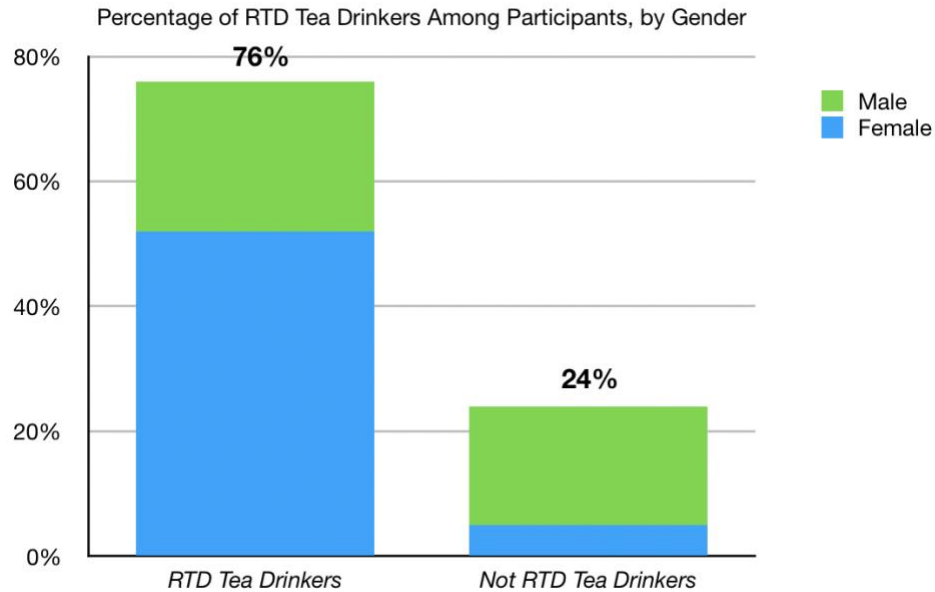
audience. I summarize some interesting points below.

Figure 3. Percentage of RTD tea drinkers among participants, by gender

Among those participants, 76% were RTD tea drinkers, while the primary RTD tea drinkers
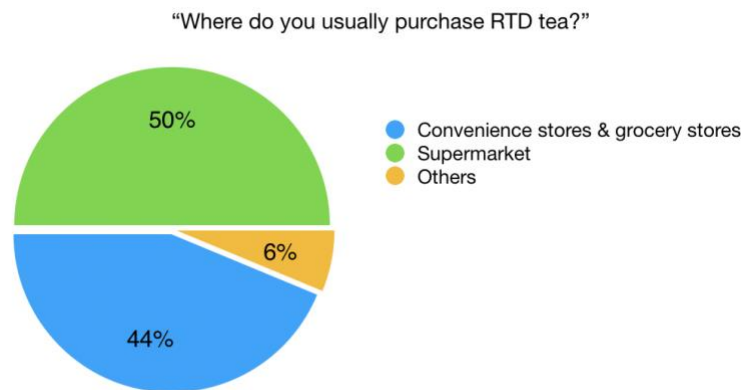
are females (see Figure 3).

Figure 4. Venues of RTD tea drinkers usually purchase bottled tea.

Most venues that RTD tea drinkers purchase from are supermarkets, convenience stores, or

grocery stores (see Figure 4).
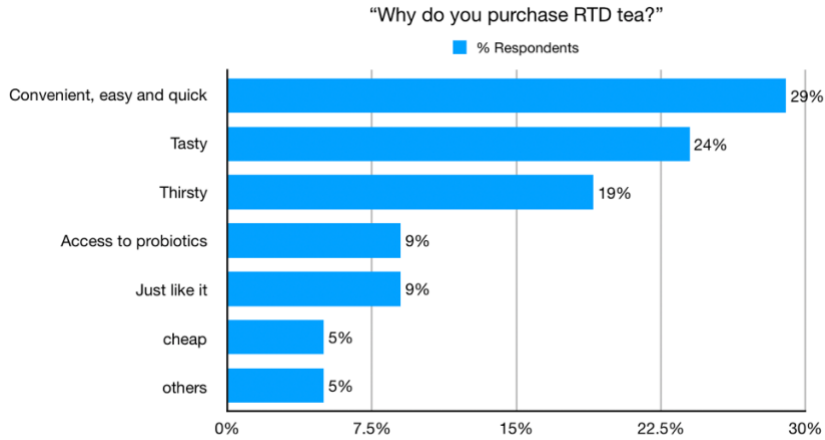
Figure 5. The reasons why they purchase RTD tea.

The most common reasons why people choose RTD tea to drink, according to the survey, are because it is convenient, tasty, and thirst-quenching (see Figure 5).
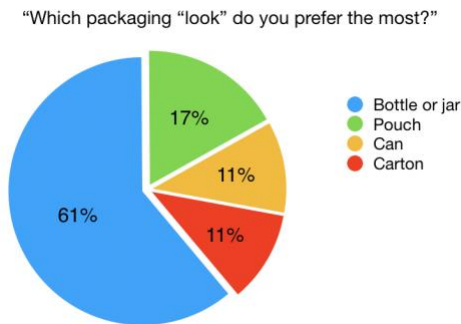
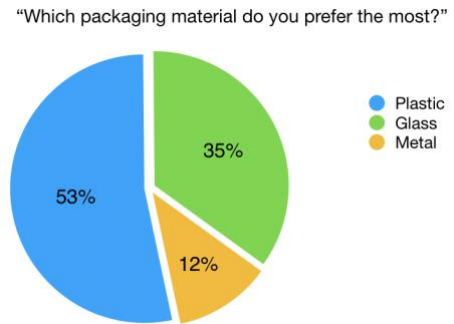*Figure 6.* Consumers' preference for packaging "looking".

Figure 7. Consumers' preference for packaging material.

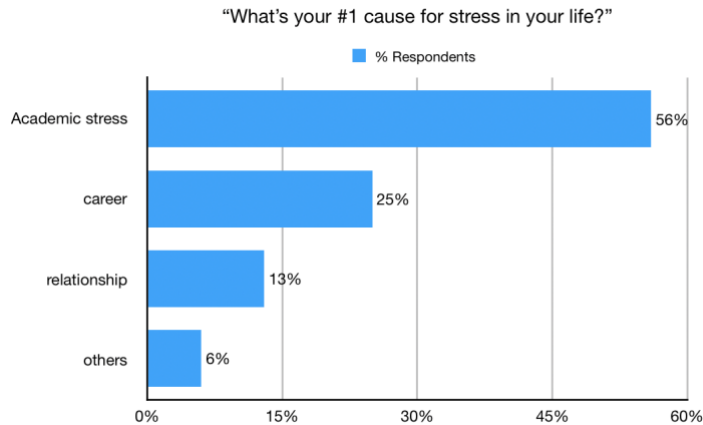And for the RTD tea packaging, consumers prefer a plastic or glass bottle or jar (see Figure 6 and Figure 7).
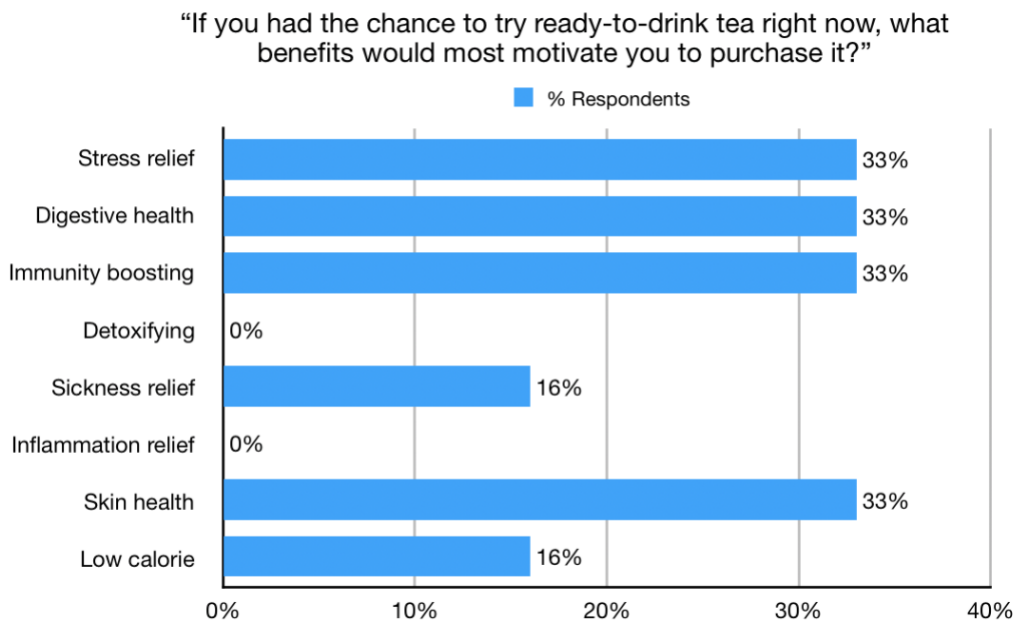

Figure 8. The main stressors

For those RTD tea drinkers among participants, there are 90% of them are reported feeling stressed recently (see Figure 8). The primary stressors are academic stress and career. When asked about relaxation and colors, 44% of people mentioned green and 38% mentioned blue; while for shape, 50% of them stated that a circle would make them feel relaxed. For relaxing sounds, more than 62% of respondents preferred to listen to natural sounds, such as the sound of raindrops, wind, wave, chirp. And 63% of participants would like to have a natural scent for a relaxing smell, especially a flower fragrance. Besides these results, people connected relaxation with a soft material like cotton, silk, or smooth wood.

Figure 9. The most three adjectives or nouns when people think of relaxation.

As the word cloud above shows, sleep, followed by beaches, ocean, and peace were the most common words respondents associated with relaxation (see Figure 9).

"If you had the chance to try ready-to-drink tea right now, what benefits would most motivate you to purchase it?"

■ % Respondents

Benefit	%
Stress relief	33%
Digestive health	33%
Immunity boosting	33%
Detoxifying	0%
Sickness relief	16%
Inflammation relief	0%
Skin health	33%
Low calorie	16%

Figure 10. The main benefits that would motivate non-RTD tea drinkers to make a purchase decision.

For those participants who don't drink RTD tea, they expressed that if they have a chance to try it, the benefits that would most motivate them are stress relief, digestive health, immunity-boosting, and skin health (see Figure 10).

Bulletin Board Research

When I talked to my outside committee member, Professor Bekir Kelceoglu, he suggested that I do qualitative research like collage research or bulletin board research to gather people's perception of "relaxation" because stress is about emotional and psychological aspects. Adopting qualitative research is better than asking direct questions like "what's your relaxing color?" Thus, I did an online bulletin board research step and invited audiences to share their comments or images about relaxation together.
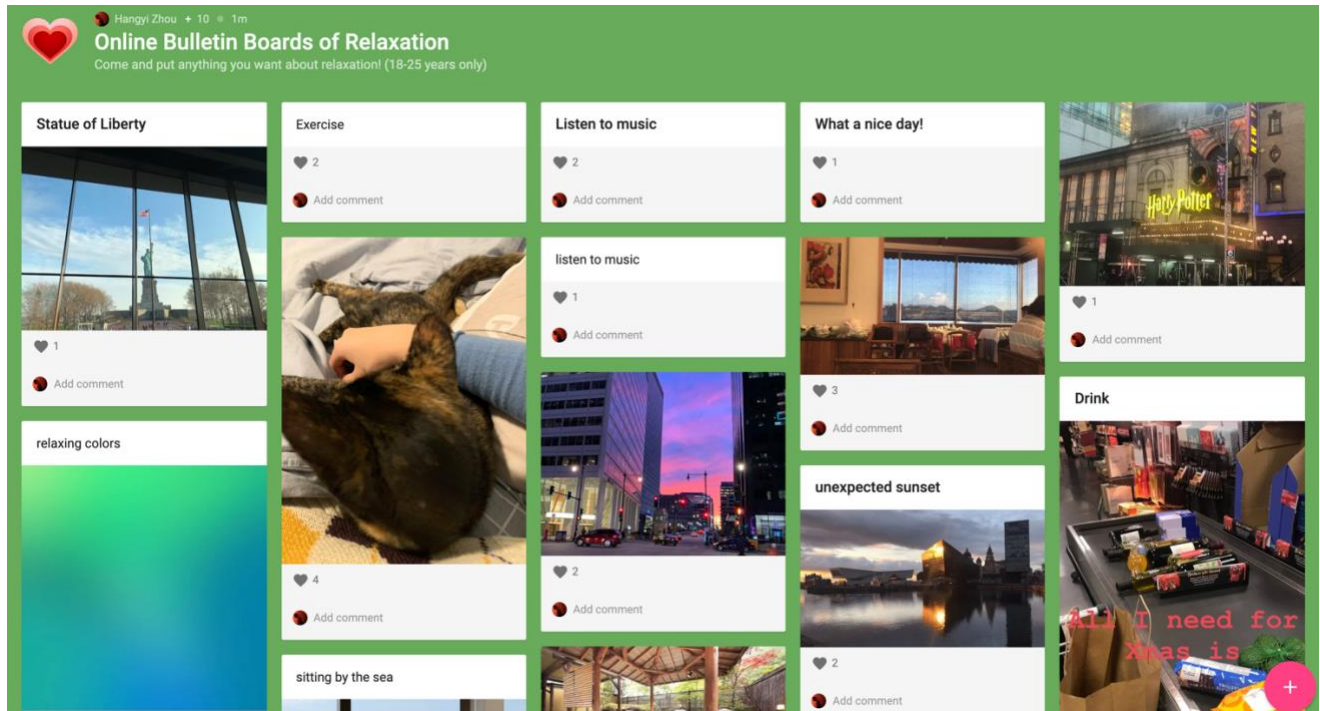
Figure 11. Gen Zs' perception of relaxation. [Screenshot]. Retrieved from https://padlet.com/hzhou25/43hck1zctj5u.

From the online bulletin board (see Figure 11), I found people tend to find their own ways to distract themselves from stressors, such as taking some time to exercise, listening to music, watching a movie, playing with pets, walking out for a while, or drinking. And many people choose to immerse themselves in nature to relax, like oceans, sunsets, sky gazing. All of these activities indicate when people feel stressed, they will try to take a break and do something they like to do to relax their brains.

Idea Evolution Through Four Generation Report

My initial idea was to create a multi-sensory packaging of RTD tea products that promotes relaxation to Gen Z. Thus, my research and ideas evolution were focused more on multi-sensory details in the early two generations to create a beautiful, visually attractive packaging. I came up with multiple ideas on how to modify the outside of the container. After Generation 2, I made an

attribute list of the parent idea "bottle" and developed many solutions to alter the multi-sensory perspectives. Inspired by the concept of preserving the traditional tea-making process while maintaining the RTD tea container's convenience, my solution was separating tea and water in the RTD tea container. The first idea was an empty container with a teabag inside. To drink it, consumers merely fill the bottle with water. For this idea, I sketched various prototypes based on four models: an ordinary, disposable bottle; an ordinary, reusable bottle; a collapsible, disposable bottle; a collapsible, reusable bottle;

Interview participants 1

To get users' feedback, I interviewed 5 participants who were selected from the online survey (see Appendix B3 for protocol). I talked to them about the idea of separating tea and water, showed them the four models, as well prototype sketches, and asked their feedback. Here are some conclusions.

- 80% of participants disliked a collapsible bottle, being meaningless to them;

- 80% of participants liked to see light blue/green on the bottle;

- 60% of participants mentioned that they didn't like the cylindric bottle shape, which would drive them to think of water bottles. They preferred to see some curve for the bottle shape;

- All of the participants liked the glass bottle body, and 80% of them prefer lids/plugs.

- For other advice, two participants suggested for me to think about brand promotion and advertising.

As a result, I decided to focus on developing a disposable RTD tea container. However, when I reconsidered the initial research problem, I realized a multi-sensory packaging may not be the exact solution to meet the design gap. After three generations of analysis and exploration and talking to Professor Carr and Doctor Nyboer, I believed the better solution was to create a new system for the delivery of tea based on the packaging. Moreover, after talking to the participants, they provided me a great insight that I should also consider brand identity and promotion. That's the reason why I changed the topic to developing a new tea brand.

To start a new brand, I made a draft of a brand brief, which is the crucial document of a new brand to clarify strategy (Wheeler, 2013, p. 132). The brief should include:

- Vision: what the brand believes over a long-time horizon (De Chernatony, 2010; Wheeler, 2013);

- Mission: the unique goal for the brand (Wheeler, 2013, p. 34);

- Big idea: the core principle/faith of the brand that aligns strategy, behavior, and communications (Wheeler, 2013, p. 16);

- Brand attributes: the benefits and value of the product;

- Value proposition: the reason why people should purchase your brand (TEDTalk, 2009);

- Target audience: who could care/buy the product/service;

- Key markets: the venues where the product/service will be to meet most target audiences and achieve maximum efficiency goals;

- Key competitors: other brands that have a similar position/target audience/attribute, etc.

- Positioning: the differences from competitors (Wheeler, 2013, p. 136);

- Stakeholders: people who build brand champions or affect the brand success (Wheeler, 2013, p. 8).

Back to the design problem, which was how to create a new tea brand to encourage people to relax and drink a bottle of tea. The keyword of the brand should be "stress relief." Based on all the research, analysis, and synthesis, I did a brainstorming of "stress relief" (see Figure 12) and came up with the brand brief draft (see Figure 13). I also made a brand naming list (see Figure 14).

Figure 12. Brainstorming of "stress relief".

Figure 13. Brand brief draft.

Figure 14. Brand naming listing.

After that, I reached out to Professor Beth Egan from the department of advertising in Newhouse, who specializes in strategic communications solutions and consumer packaged goods. She provided me some suggestion and inspiration for the brand brief:

- Instead of considering WHAT consumers buy your product, WHY they buy it is more important.

- What are the main differences between this product from others?

- Why only this product?

- Why is this product needed?

- The brand attributes should be specific; "functional" and "beneficial" is too broad and shallow.

- All of the naming makes sense, but it should be connected with the brand brief.

According to Professor Egan's feedback, I revised the brand brief (see Appendix C1). To identify the touchpoints for the brand identity and promotion, I made two customer journey maps (see Figure 15).
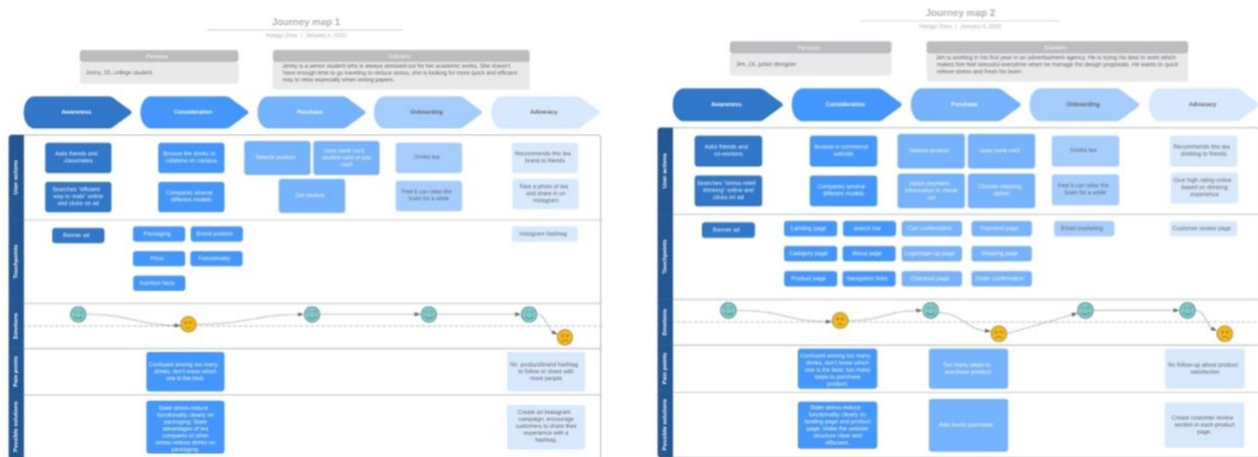

Figure 15. Two customer journey maps.

According to the journey maps, there would be a brand style book to serve a guideline for identity and promotion as well as two touchpoints:

- A tea delivery system design based on packaging to differentiate from other products and stand out from competitors;

- A brand website to connect with the audience.

Design Iterations

System Design

The core of the system design is leaving people some moments to slow down and take a break from work or study by experiencing the delivery of tea. The first idea was making a water vortex to mix tea with water, and consumers watch the mix process and relax their minds. It requires a vortex device inside the bottle, but considering that it's a disposable container, the

vortex mechanism may cause added waste. Thus, I revamped the way of combining tea and

water by pressing a button to release concentrated tea into the water, smoothly and slowly

diffusing the concentrated tea to produce a bottle of tea drink.

    User Testing 1. To understand consumers' preference for the shape of the bottle and how the

system would work, I decided to conduct interviews and shape testing among participants. To

convey the idea directly and accurately, I sketched a series of idea developments and form

studies (see Figure 16). I built various low-fidelity prototypes with foam core to identify general
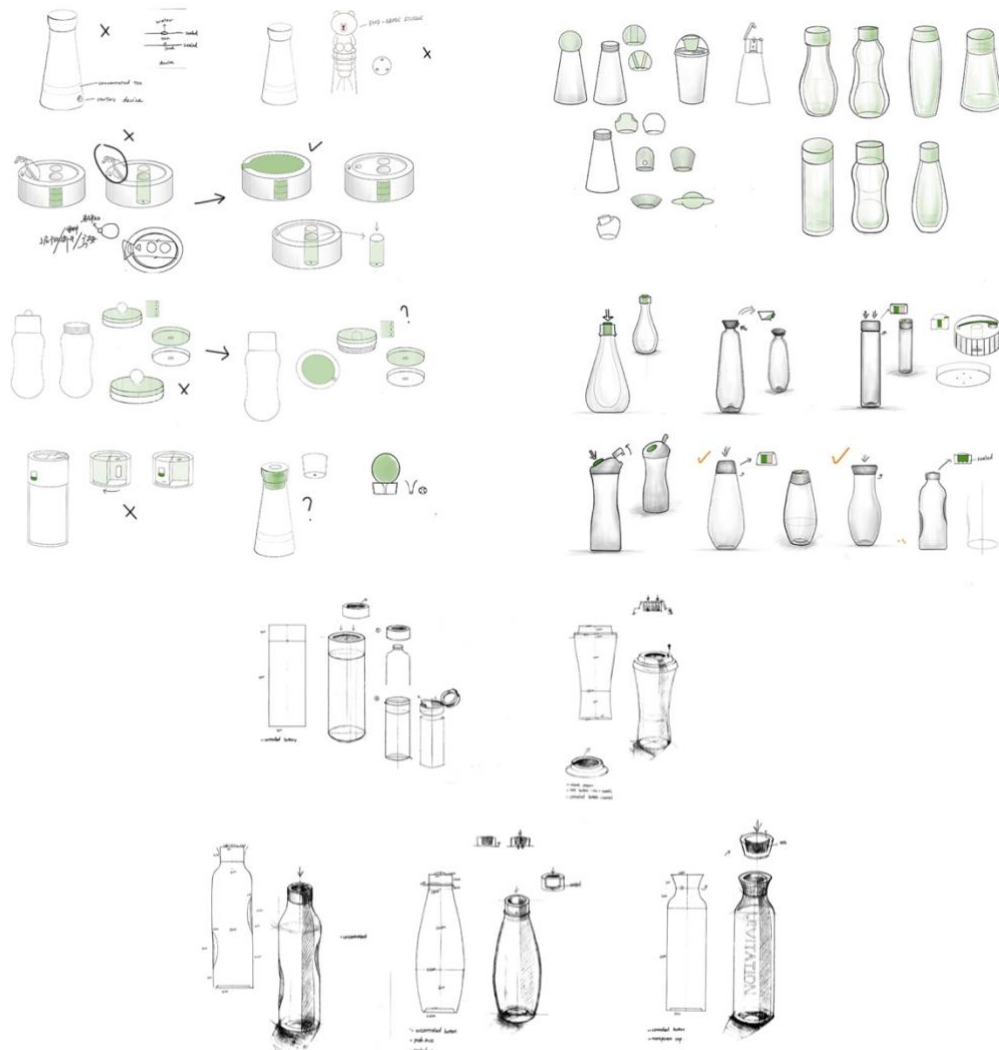

Figure 16. Sketches of idea developments and form studies.

shapes and sizes (see Figure 17). Then, I tried to use blue foam to build high-fidelity prototypes

but failed when finished surfaces were not smooth. Professor Carr introduced me a model

Figure 17. Photos of low-fidelity prototypes made by foam core.

making material named RenShape, which feels like wood but is smoother and easier to turn on a

lathe. Eventually, I built five high-fidelity prototypes and spray-painted them with primer grey to

Figure 18. Photos of high-fidelity prototypes made by RenShape. From left to right are bottle No. 1—5.

conduct shape testing (see Figure 18). Roughly speaking, the five prototypes can be divided into

two categories: small-cap and big-cap. The prototypes with small-caps are designed to be simpler

to control, where consumers merely press the button on the cap to inject tea into the water. The

prototypes with bigger caps have more options, such as sweetness or flavor punch. Both systems

have two option of controlling the tea volume that goes into the water. In the first option, the tea

box inside is sealed by foil, and once consumer presses the button, the foil breaks and all of the

tea will drop into the water. In the second option, there is a small opening at the bottom of the tea

box, and one quarter of the tea drops into the water every time the button is pressed. In this way,

consumers can adjust tea strength by themselves; Then, I reached out to ten participants on

campus, half women and half men (see Appendix B4 for protocol). The results shows that:

- 80% of the participants preferred a small-cap, twist it and drink. The prototypes with

  bigger caps reminded them of vacuum cup; and they didn't care much about adjusting

  the sweetness or flavor punch;

- 40% of the participants liked bottle No. 4, and 30% of the participants preferred No. 2;

- 90% of the participants liked the idea of controlling tea strength by themselves;

For the additional suggestion, 3 participants concerned about when putting an opened bottle

in the bag, the button on the top might be dangerous to inject tea automatically into the water if it

is touched by any items in the bag. Due to this reason, they suggested that I should have something

to protect the button on top, while Professor Carr suggested that I add some curve on top to make

the button lower than the top surface.

Critique by committee members. When I explained my project to Dr. Nyboer, Dr.

Prochner, and Dr. Fathers, all of them proposed that I should change the disposable container

into a reusable one. A sustainable solution is a necessary aspect for a product in the 21 Century.

There are two approaches to consider: 1) how to encourage consumers to reuse the bottle and 2) how to design a reusable or recyclable tea packaging. As a result, I decided to work on developing both solutions.

Firstly, I revised the system design. Instead of a plastic, disposable container, I changed the materials into recyclable glass-simulated plastic, and the bottle structure was also modified because I hope the concentrated tea would work like coffee capsules which are replaceable and recyclable. Then, consumers merely would change the tea capsule every time before drinking. Inspired by Nespresso's coffee capsule recycling approach, I thought the tea capsule could also be made by recyclable aluminum (Nespresso, 2015). Customers could return the capsule packaging to a brand shop after use and receive free tea capsules in return. Professor Carr suggested an easier way: the tea capsule packaging could be made by wax, which is completely biodegradable. After each use, the capsule could be simply thrown into the garden along with other compostable materials. Therefore, I concluded that the tea capsule packaging would be made by wax.

Secondly, to encourage consumers to reuse the drink container and expand its service life, I designed a customization system on the brand website for them to choose various colors. Customers can also purchase a default green bottle or ones with other trendy colors in stores. As a popular approach for brands to satisfy consumers, customized products have a higher emotional value to consumers (Coelho & Henseler, 2012, pp. 347-350). It, therefore, has a longer service life, which leads to a stronger intention to recycling and reuse (Tseng & Ho, 2012).

Brand Style Book Design

The visual identity of the brand includes a brand logo, use of color, type styles, and application. The name of the brand "Levitation" was inspired by the idea or image of floating in the air, which gives a sense of breathing, softness, relaxation, and freedom. Following is the logo development process and the final brand logo (see Figure 19 and Figure 20). The feeling of freedom and relaxation is expressed throughout the identity, from the typeface and the visual language engaged, to the color palettes and product packaging.
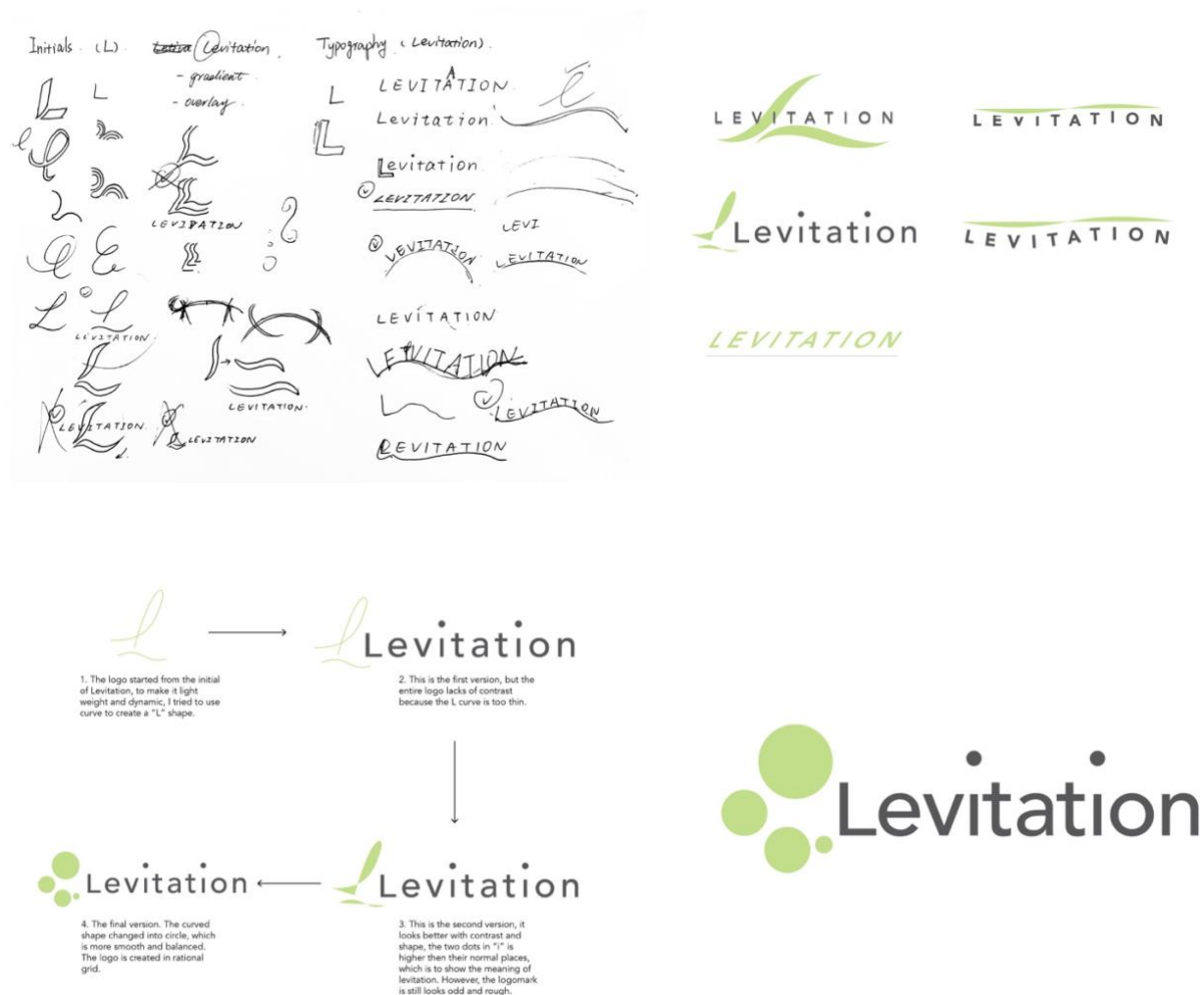

Figure 19. Logo development process.

Figure 20. The final brand Logo.

The first draft of the Levitation brand book is linked in Appendix C2, and the format is a reference to the official symbol of the American Revolution Bicentennial Manual (Blackburn & Bonanos, 2016). In her critique, Professor Michelle said that she liked the logo, as the circles reminded her of floating water bubbles. She suggested that although the visual design was important, the description text was vital for the entire brand as well. She helped me to revise the style book into its final version.

Brand Website Design

Professor Denise helped considerably in developing the website. Firstly, to identify the website's main functions, as well as to find opportunities to develop a better user experience for customers, I created three task analyses (see Figure 21). The first two personas are quite normal routings for purchasing online or finding nearby stores. The third persona interested Denise a lot, and she helped me to think more deeply about the entire user experience as an influencer. At present, following influencers is popular among young Americans to learn about new products and make consumer decisions (Morning Consult, 2019). Both Professor Denise and I believed the influencer was the bridge to connect with customers for a new product, so there was a vast opportunity to engage with influencers to promote the brand. Accordingly, the two most popular
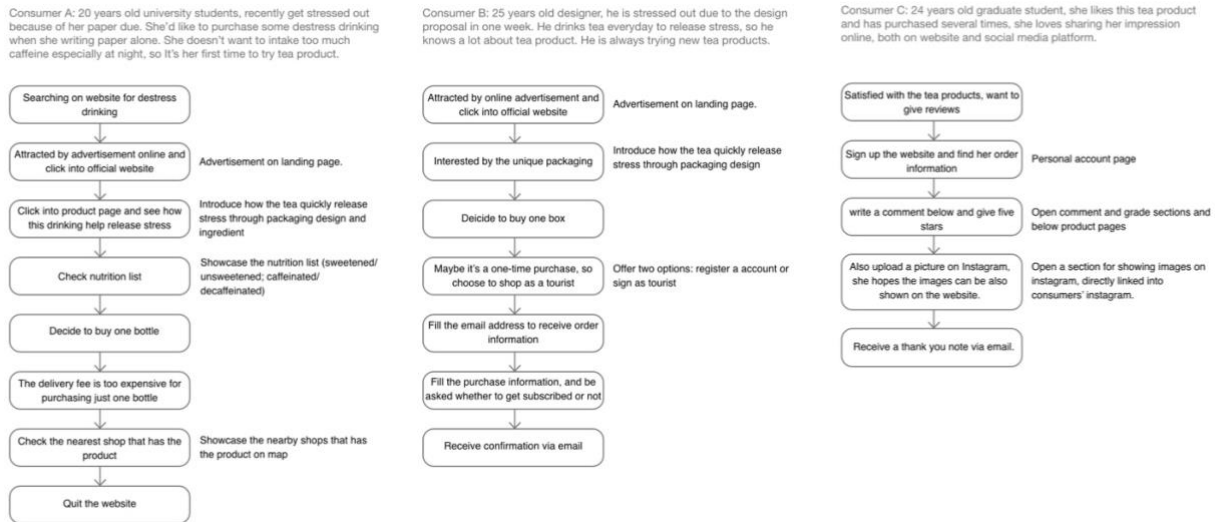
Figure 21. Three task analyses.

platforms for following influencers are YouTube and Instagram ("5 essential strategies," 2019;

Morning Consult, 2019). Influencers would post images and short video clips on Instagram and

upload long videos as well as open live streaming on YouTube. To activate the connection

between Influencers and Levitation consumers, I designed a special page called #MyLevitation

for people where they can share impressions of the brand via Instagram and YouTube.

Considering some Levitation consumers may use the website as a starting platform for being an

influencer, there would be a tutorial explaining how to post with #levitation on Instagram. Here,

consumers can interact with one other and learn more about others' lifestyles.

Secondly, I made a task list to find out every situation of customers' requirements (see

Figure 22). Based on that, I built the structure of the website that simplified and maximized the

functionalities of each page (see Figure 23). Next, I began to build a framework, which is

necessary for developing a clean, pragmatic website design (see Figure 24), and is also the tool

to communicate with web developers for further needs. The framework is created for the final

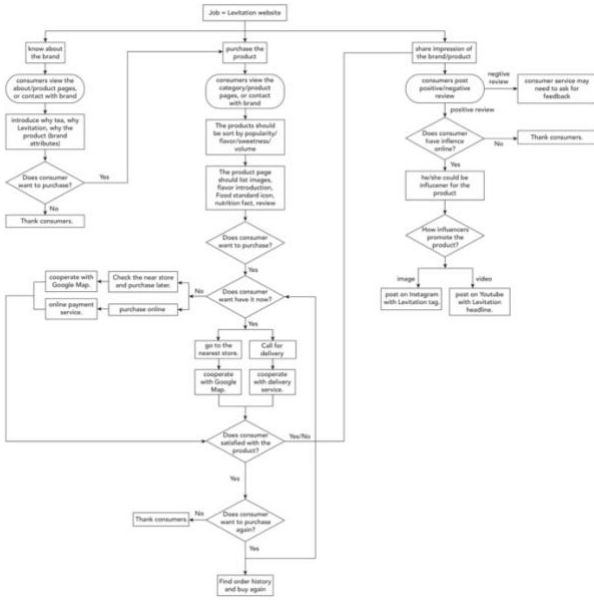website showcase, some of the buttons or pages may be unavailable.
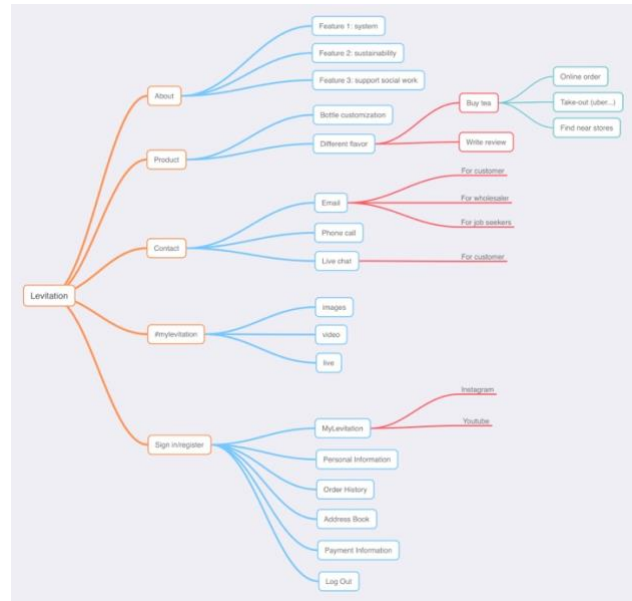

Figure 22. Task list.

Figure 23. Structure of the website.

Figure 24. Website interfaces framework.

For the delivery of the website, I was thinking of using an iPad for the audience to interact with at the MFA thesis show. But when Professor Carr talked about last year's thesis show, asking participants to interact with the app caused various problems. Both he and Professor Denise suggested that I record a video of how the brand, especially the brand website, works. Thus, I wrote a script for the video and asked Anna Rupert, a graduate student to read it as a narrator. And I also designed the website pages based on the script.

User Testing 2. Due to the special COVID-19 situation, I could only find 4 participants and tested the website online (See Appendix B5 for the link to prototype). They gave some valuable feedback:

- All of them liked the idea of using the brand website as a platform to interact with Levitation consumers and share lifestyles with each other;

- 50% of participants suggested that the product page should show prices and scores for each flavor or sorting by popularity or price would be meaningless. They also suggested that the slogan underneath of each flavor was too small and repetitive;

- One participant believed the customization system could be simplified because there were only three parts that needed to be adjusted, so maybe making the customization action more direct, rather than having customers click the hamburger icon multiple times, would be helpful;

Based on this feedback, I developed the website design into the final version.

Final Design

After constant revision and development, I completed the final design. Compared to the existing tea product, Levitation's tea delivery system is an innovation to better meet market demand. It preserves the tea-serving period for consumers to take a moment and relax; meanwhile, it maintains the convenience of the popular ready-to-drink tea container but more environmentally friendly. The brand style book serves a guideline to the entire brand for identity and promotion, which is an essential document for a new brand. To build trust with consumers as well as to convey brand attributes, the Levitation website becomes an important bridge to connect consumers. Thanks to the frequent interviews and user tests, the usability and feasibility of my prototypes were highly improved.

However, due to the limitation of my background and capacity, I could only convey a general mechanical system of the bottle cap in the final model. That's the reason why I don't think it works well. If participants could not use it as a real item completely, they may lose some opportunities to experience it and provide feedback. If possible, I would collaborate with a mechanical engineer to develop a practical model for users to operate, which would allow the optimal user testing.

The following are some rendered images of the bottle as well as tea capsule, and photos of the final tea container model:
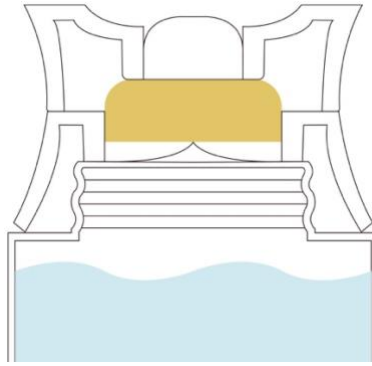
Figure 25. A cross section of the cap design

Figure 26. Rendered image of the container when purchased in store, there is a cover on top to protect drinking mouth.

Figure 27. Rendered image of an empty container.

Figure 28. Rendered image of a lemon flavor tea capsule.

Figure 29. Rendered image of a paper packaging of lemon flavor tea capsule.

Figure 30. Photo of the final model.

Figure 31. Photo of separate parts of the model.

Figure 32. Photo of when tea capsule is inserted.

Figure 33. A bottle of tea drink.

Following are some spreads of the brand style book. Please see Appendix D for the link to the full version:
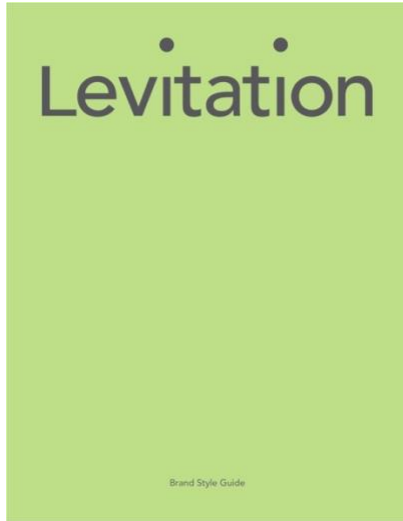

Figure 34. Cover of the Levitation
brand style book.
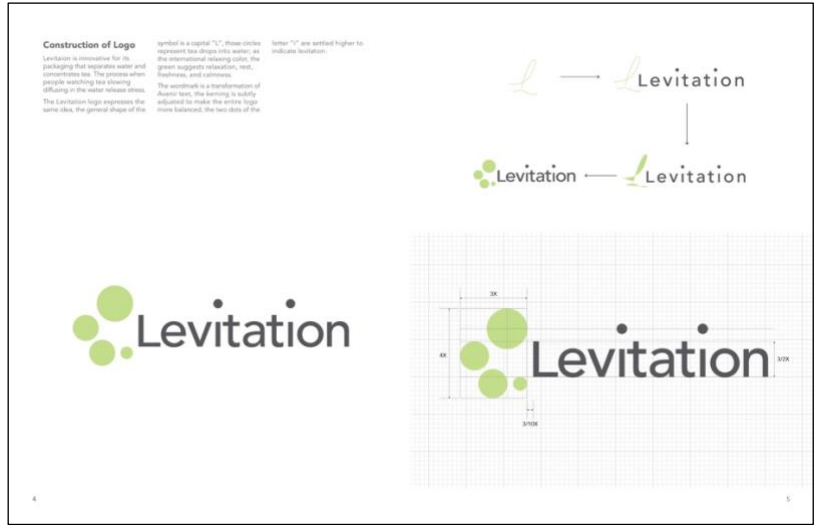
Figure 35. Spread of logo construction.

Figure 36. Spread of brand typeface and colors.

Figure 37. Spread of brand stationery and promotion.

Following are some interfaces from the website, please see Appendix E for the link to the
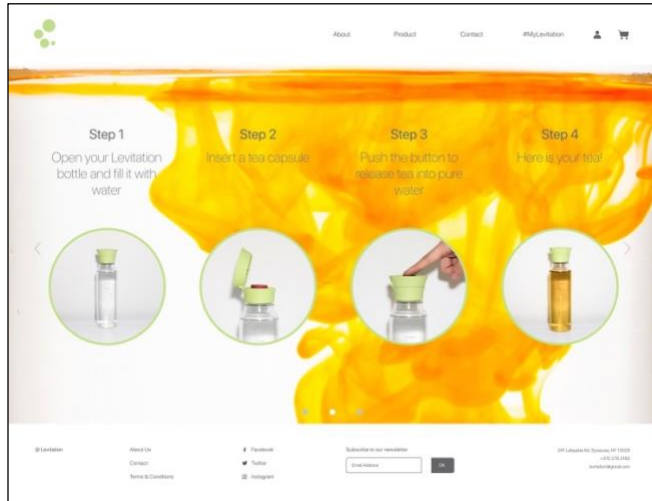
final prototype design and video:

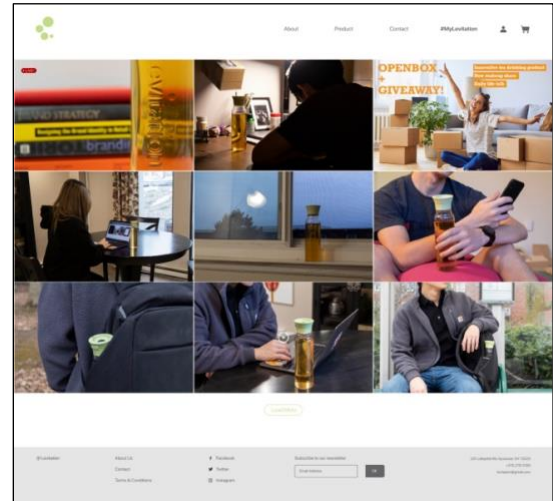*Figure 38*. Landing page of the website.
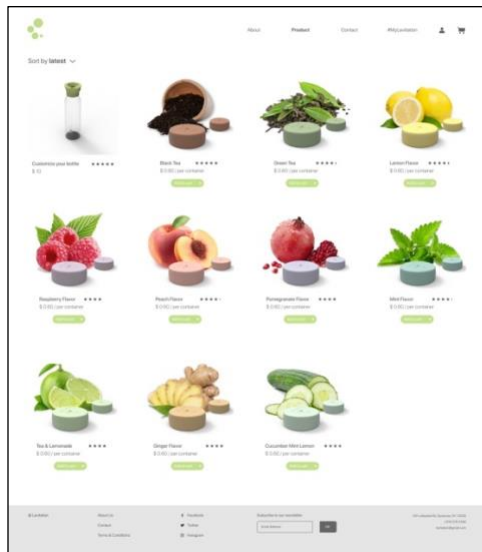

Figure 39. #MyLevitation page of the website.
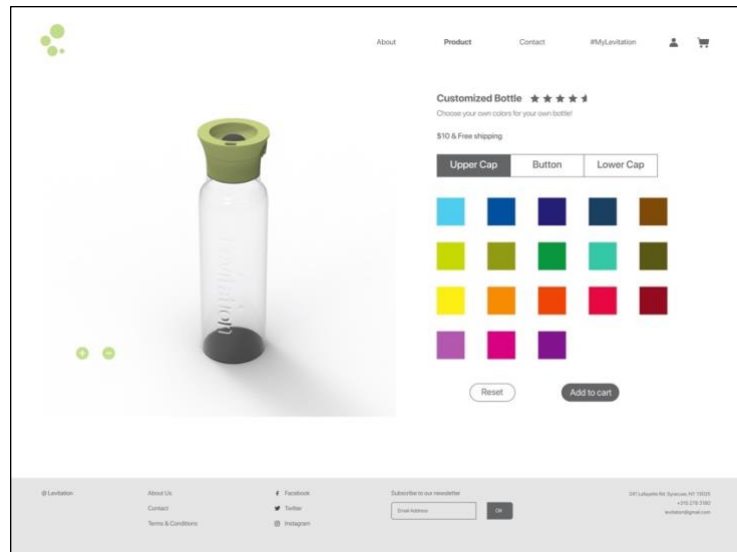

Figure 40. Product page of the website.

Figure 41. Customization page of the website.

Summary

The market research by Mintel Group in 2019 indicated there was a gap in the current U.S. tea market, which is that there is no ready-to-drink tea product for tea drinkers to relieve stress, even though tea is a naturally relaxing drink. Thus, I conducted a content analysis of the tea products as well as some of its competitors from the current U.S. tea market. According to the analysis, a market gap was proven. To understand people's perception of RTD tea as well as their understanding of relaxation, I sent an online survey to Syracuse University students. Based on their answers and feedback, I sketched multiple prototypes for multi-sensory bottle packaging. However, after communicating with professors and professionals, I realized the better solution was a tea delivery system design rather than a multi-sensory bottle design. As a result, I decided to focus on system designs based on the container packaging. I designed both low-fidelity and high-fidelity models for user testing. The feedback of testing and interviews were very positive. Then, I further developed my bottle design and started to design the brand style book and website for the entire brand promotion. After interviewing professionals, I finished the style book and prototype of the website, so I conducted another user testing online for the website interfaces. Based on participants' feedback and advice, I revised the interfaces and generated the final designs.

Significance of my design

This project helps to fill the market gap and meet consumers' needs, based on my background research. From the preliminary market research, I summarized both strengths and

weaknesses of other products, which helped me understand the current market and consumers'

dominant needs. I gained insights that helped my product become more effective and compelling.

As a designer as well as a researcher, this project is a critical practice for me as well as my

future career. Understanding users' needs is always the first step to solving problems. Thus,

every instance user testing and feedback are valuable and meaningful, as only in this way can

designers develop truly useful and user-centered design.

Limitation of my design

Due to the coronavirus situation, the later-stage user testing procedure was not regular and

ideal. The participants for user testing supposed to be those selected from the online survey, but

some of the participants for user testing 1 and 2 were randomly selected. And the number of

participants was not enough either. The target groups are students and jobholders, but my project

only focused on students, which means I lacked feedback from a different perspective.

Another limitation of my project was how to determine the success of the brand. Building

brand loyalty and recognition takes time, and it's impossible to know if the brand identity and

promotion touchpoints would really work in a short time. In the future, if I have the opportunity

to get the brand into the market, I would continue to develop other touchpoints for the brand and

also build a database management system for the website to provide and monitor search volume

data.

Appendix A

The IRB application was for my initial concept that a multi-sensory tea packaging that

appeals to across cultures. Since the secondary research and market research I did were more

focused on the multi-sensory aspect and the U.S. tea market, I revised the thesis topic to

developing a multi-sensory tea brand. However, the research methods and the way of recruiting

participants kept the same as the IRB application.

SYRACUSE UNIVERSITY
Institutional Review Board

Application for Research Designated as Exempt

Principal Investigator Eligibility: Faculty at the assistant, associate, or full professor level, academic, research, or professor-of-practice faculty, department chair/dean, or administrative staff with the position of director or higher may serve as the Principal Investigator (PI) or Co-Investigator (Co-PI). If you have any questions regarding this Syracuse University institutional policy, call the IRB office at 315.443.3013 for guidance.

This application must be typewritten and all questions must be answered. To complete form, tab to each field. Incomplete forms will be returned to the investigator for additional information. Outdated applications will not be accepted for review.

Principal Investigator/Faculty Member Information

First Name: Jody	Middle Initial: L	Last Name: Nyboer
Title: Assistant Professor		
Department: VPA, school of Design	College: Syracuse University	
Campus Address: 350 W Fayette St, Syracuse, NY 13202		
Campus Phone : 315 443-2455	Fax :	
Email: jlnyboer@syr.edu	Cell Phone (optional): 505-350-4612	

Co-Researcher/Student Researcher/Research Staff Information ☐ ☐NA

First Name: Hangyi	Last Name: Zhou
☐ Faculty ☒ Graduate Student ☐ Undergraduate Student ☐ Staff ☐ Other: _____	
Department: VPA, School of Design	College: Syracuse University
Local/Campus Address: 350 W Fayette, Syracsue, NY 13202	
Local/Campus Phone: 315 278-3180	Fax: _____
Email: hzhou25@syr.edu	Cell Phone (optional):

Research Protocol Title: Designing Multi-Sensory Tea Packaging that Appeals to Across Cultures

*NOTE: Collaborative Institutional Training Initiative (CITI) is **not** required for research determined to be exempt. CITI is required for researchers involved in expedited or full board studies.

Version January 2019

Please answer each question in the application. A response is required for each bolded and underlined question; incomplete applications will cause a delay in the review process.

Section 1 - IS IT RESEARCH?

The definition of research as defined by the Department of Health and Human Services (DHHS) regulations: "Research means a *systematic investigation*, including research development, testing and evaluation, designed to develop or contribute to *generalizable knowledge.*"

To be considered a "systematic investigation", the concept of a research project must:

- Attempt to answer research questions (in some research, this would be a hypothesis).
- Be methodologically driven, that is, it collects data or information in an organized and consistent way.
- Analyze data or information in some way, be it quantitative or qualitative data.
- Draw conclusions from the results.

1-A Is this research project a systematic investigation? ☒ Yes (Please explain below) ☐ No

When "Yes" is indicated a response is required:

ABSTRACT: This design research aims to develop a multi-sensory packaging of traditional Chinese tea products (loose leaf) for the generation z market (specifically for ages 18-24) in the US. Tea is the second most widely consumed beverage worldwide (water is number one). Although China is the biggest tea export country, the traditional tea packaging is totally different from Americans' most popular tea packaging, "ready-to-drink" (RTD). This is because culture plays a key role in how people interact with beverage products. Research suggests that multi-sensory attributes of packaging have a positive impact on consumer decisions and enhance the connection with product. My method of approach to develop a multi-sensory tea packaging design has two parts. Part one is to distribute an online anonymous survey. This will be distributed to Syracuse University students because the University is diverse with a large population of international students, and the undergraduate population of students is mostly generation z. The survey will collect both quantitative and descriptive data. Data will only be collected from individuals who consent to the survey and verify that they are 18 years or older (see Attachment A for the consent form). The goal of the survey is to learn about student's perception about existing American-based RTD tea products (see Attachment B for survey questions). The end of the survey will aim to recruit participants for part 2, product development testing. Product development testing will be limited to questions that inquire about design legibility, having participants interact with the product, suggestions for design changes, and opinions about whether or not the product would work (see Attachment C for the product development questions). This thesis work is expected to be of interest to packaging and product designers that are working on projects that aim to make traditional products more appealing to a younger generation.

"Generalizable knowledge" would include one or more of the following concepts:

- The knowledge contributes to a theoretical framework of an established body of knowledge.
- The primary beneficiaries of the research are other researchers, scholars and practitioners in the field of study.
- Publication, presentation or other distribution of the results is intended to inform the field of study.
- The results are expected to be generalized to a larger population beyond the site of data collection.
- The results are intended to be replicated in other settings.
- Web based publication for professional purposes.
- Web based publication intended to display student work.

2

1-B Will this research project contribute to generalizable knowledge?   ☒ Yes (Please explain below) ☐ No

When "Yes" is indicated a response is required:

ABSTRACT: This design research aims to develop a multi-sensory packaging of traditional Chinese tea products (loose leaf) for the generation z market (specifically for ages 18-24) in the US. Tea is the second most widely consumed beverage worldwide (water is number one). Although China is the biggest tea export country, the traditional tea packaging is totally different from Americans' most popular tea packaging, "ready-to-drink" (RTD). This is because culture plays a key role in how people interact with beverage products. Research suggests that multi-sensory attributes of packaging have a positive impact on consumer decisions and enhance the connection with product. My method of approach to develop a multi-sensory tea packaging design has two parts. Part one is to distribute an online anonymous survey. This will be distributed to Syracuse University students because the University is diverse with a large population of international students, and the undergraduate population of students is mostly generation z. The survey will collect both quantitative and descriptive data. Data will only be collected from individuals who consent to the survey and verify that they are 18 years or older (see Attachment A for the consent form). The goal of the survey is to learn about student's perception about existing American-based RTD tea products (see Attachment B for survey questions). The end of the survey will aim to recruit participants for part 2, product development testing. Product development testing will be limited to questions that inquire about design legibility, having participants interact with the product, suggestions for design changes, and opinions about whether or not the product would work (see Attachment C for the product development questions). This thesis work is expected to be of interest to packaging and product designers that are working on projects that aim to make traditional products more appealing to a younger generation.

Section 2 – IS IT HUMAN SUBJECTS RESEARCH?

The definition of Human Subject as defined by the Department of Health and Human Services (DHHS) regulations (45 CFR 46.102(e):
"Human Subject means a living individual about whom an investigator (whether professional or student) conducting research:
  i.   Obtains information or biospecimens through intervention or interaction with the individual, and uses, studies or analyzes the information or biospecimens; or
  ii. Obtains, uses, studies, analyzes, or generates identifiable private information or identifiable biospecimens."

Intervention includes both physical procedures by which information or biospecimens are gathered (e.g.-venipuncture) and manipulations of the participant or the participant's environment that are performed for research purposes.

Interaction includes communication or interpersonal contact between the investigator and the participant.

Private information includes information about behavior that occurs in a context in which an individual can reasonably expect that no observation or recording is taking place, and information that has been provided for specific purposes by an individual that the individual can reasonably expect will not be made public.

Identifiable private information is information or biospecimens for which the identity of the participant is or may be readily ascertained by the investigator or associated with the information or biospecimens.

2-A Will the information or biospecimens obtained be about living individuals?
        ☒ Yes ☐ No

3

2-B Will the information or biospecimens obtained through intervention or interaction with individuals be used, studied, and/or analyzed?
        ☒ Yes ☐ No

2-C Will the researcher obtain, use, study, analyze or generate identifiable private information or identifiable biospecimens ?
        ☒ Yes ☐ No

Section 3 – Categories for Exemption

Select the category or categories appropriate to your research design.

☐ **Category 1**
  Research, conducted in established or commonly accepted educational settings, that specifically involves normal educational practices that are not likely to adversely impact students' opportunity to learn required educational content (e.g.- cannot take time or attention away from normal instruction that might negatively impact student achievement) or the assessment of educators who provide instruction (e.g.-have a negative impact on the employment/evaluation of instructors). This includes most research on regular and special educational strategies, and research on the effectiveness of, or the comparison among instructional techniques, curricula, or classroom management methods. Not allowable: Randomization to unproven teaching/educational techniques or research involving employment decisions.
May include pregnant women, children, and prisoners if the research is aimed at a broader population and only incidentally includes prisoners.

☒ **Category 2**
  Research involving **one** or more of the following:
    i.   Educational tests (cognitive, diagnostic, aptitude, achievement):
Only applies to minors/children if the research activities are exclusively limited to educational tests.
      a.   If the information is recorded in a manner that individuals cannot be identified (either directly or through identifiers linked to the individual), or
      b.   Any disclosure of the participant's responses outside of the research would not reasonably place the participant at risk of criminal or civil liability or be damaging to the participants' financial standing, employability, educational advancement, or reputation. or
      c.   If the information is recorded in a manner that individuals can be identified (either directly or through identifiers linked to the individual) and the IRB determines there are adequate provisions in place to protect both the privacy of the participant and the confidentiality of the information obtained.
    ii. Survey, interview procedures, or focus groups that do not include research activities with minors/children:
      a.   If the information is recorded in a manner that individuals cannot be identified (either directly or through identifiers linked to the individual), or
      b.   Any disclosure of the participant's responses outside of the research would not reasonably place the participant at risk of criminal or civil liability or be damaging to the participants' financial standing, employability, educational advancement, or reputation. or
      c.   If the information is recorded in a manner that individuals can be identified (either directly or through identifiers linked to the individual) and the IRB determines there are adequate provisions in place to protect both the privacy of the participant and the confidentiality of the information obtained.
    iii. Observation of public behavior (including visual or auditory recording) of adults. This includes observation of public behavior that occurs in a public place where there is no expectation of privacy and where no special permission is required to observe others, such as public locale, street, park, etc.:
      a.   If the information is recorded in a manner that individuals cannot be identified (either directly or through identifiers linked to the individual), or

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  b.   Any disclosure of the participant's responses outside of the research would not reasonably place the participant at risk of criminal or civil liability or be damaging to the participants' financial standing, employability, educational advancement, or reputation. or
  c.   If the information is recorded in a manner that individuals can be identified (either directly or through identifiers linked to the individual) and the IRB determines there are adequate provisions in place to protect both the privacy of the participant and the confidentiality of the information obtained.
May include pregnant women and prisoners if the research is aimed at a broader population and only incidentally includes prisoners. May include minors/children ONLY if the researcher *does not* participate in or manipulate the activities being observed.

☐ **Category 3**
    i.   Research involving benign behavioral interventions in conjunction with the collection of information from an **adult** participant through verbal or written responses (including data entry) or audiovisual recording if the participant prospectively agrees to the intervention and information collection and at least **one** of the following criteria is met:
      a.   If the information is recorded in a manner that individuals cannot be identified (either directly or through identifiers linked to the individual), or
      b.   Any disclosure of the participant's responses outside of the research would not reasonably place the participant at risk of criminal or civil liability or be damaging to the participants' financial standing, employability, educational advancement, or reputation. or
      c.   If the information is recorded in a manner that individuals can be identified (either directly or through identifiers linked to the individual) and the IRB determines there are adequate provisions in place to protect both the privacy of the participant and the confidentiality of the information obtained.
    ii. For the purpose of this provision, benign behavioral interventions are brief in duration, harmless, painless, not physically invasive, not likely to have a significant adverse lasting impact on the participant and the investigator has no reason to believe the participant will find the interventions offensive or embarrassing. (Examples of such benign behavioral interventions might include playing an online game, solving puzzles under various conditions, deciding how to allocate a nominal amount of money between self and others, etc.).
    iii. If the research involves deceiving the participants regarding the nature or purpose for the research, the exemption is ONLY applicable if the participant authorizes the deception through a prospective agreement to engage in the research under circumstances in which the participant has been informed that they will be unaware of and/or misled regarding the nature or purposes of the research.
May include pregnant women and prisoners if the research is aimed at a broader population and only incidentally includes prisoners. Category 3 research is limited to **adult** participants. Minors/children and decisionally-impaired persons are **NOT** eligible for this exemption.
Behavioral Intervention involves the performance of a cognitive, intellectual, educational, or behavioral task; or the manipulation of the participant's physical, sensory, social, or emotional environment.

Methods of data collection are limited to verbal or written responses, observation, and audio/visual recording. Data cannot be collected via physical procedures such as blood pressure monitoring, the use of EEG, activity trackers (e.g.-Fitbit), eye tracking, and blood draws.

☐ **Category 4**
  Secondary research (involving the use of identifiable private information or identifiable biospecimens) for which consent is not required; if at least **one** of the following criteria is met:
    i.   The identifiable private information or identifiable biospecimens are publicly available; or
    ii.   Information, which may include information about biospecimens, is recorded by the investigator in such a manner that the identity of the human participant cannot readily be ascertained directly or thorough identifiers linked to the participants, the investigator does not contact the participants, and

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the investigator will not re-identify participants (e.g.-use codes such as pseudonyms, assign ID#'s, etc.); or
    iii. The research involves only information collection and analysis involving the investigator's use of identifiable health information when that use is regulated under 45 CFR parts 160 and 164, subparts A and E, for the purposes of "health care operations" or "research" as those terms are defined at 45 CFR 164.501 or for "public health activities and purposes" as described under 45 CFR 164512(b); or for "public health activities and purposes" as described under 45 CFR 164.512(b); or
    iv.   The research is conducted by, or on behalf of, a Federal department or agency using government-generated or government-collected information obtained for non-research activities, if the research generates identifiable private information that is or will be maintained on information technology that is subject to and in compliance with applicable federal policy standards found in the E-Government Act, Privacy Act and the Paperwork Reduction Act.
Data/specimens would be allowed from pregnant women, children, decisionally-impaired persons, and prisoners if the research is aimed at a broader population and only incidentally includes prisoners.

☐ **Category 5**
  Research and demonstration projects that are conducted or supported by a Federal department or agency, or otherwise subject to the approval of department or agency heads (or the approval of the heads of bureaus or other subordinate agencies that have been delegated authority to conduct the research and demonstration projects), and that are designed to study, evaluate, improve or otherwise examine public benefit or service programs, including procedures for obtaining benefits or services under those programs, possible changes in or alternatives to those programs or procedures, or possible changes in methods or levels of payment for benefits or services under those programs. Such projects include but are not limited to, internal studies by Federal employees, and studies under contracts or consulting arrangements, cooperative agreements, or grants. Exempt projects also include waivers of otherwise mandatory requirements using authorities such as section 1115 and 115A of the Social Security Act, as amended. Each Federal department or agency conducting or supporting the research or demonstration projects must establish, on a publicly accessible Federal website or in such other manner as the department or agency head may determine, a list of the research and demonstration projects that the Federal department or agency conducts or supports under this provision. The research or demonstration project must be published on this list prior to commencing the research involving human subjects.
Projects eligible for this exemption will be posted on a Federal website.

☐ **Category 6**
  Taste and food quality evaluation and consumer acceptance studies: if wholesome food without additives are consumed, or if a food is consumed that contains a food ingredient at or below the level and for a use found to be safe, or agricultural chemical or environmental contaminant at or below the level found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Services of the U.S. Department of Agriculture.
May include pregnant women, children, prisoners if the research is aimed at a broader population and only incidentally includes prisoners, and decisionally-impaired persons if their inclusion can be justified.

☐ **Category 7**
  Storage or maintenance for secondary research for which broad consent is required: Storage or maintenance of identifiable private information or identifiable biospecimens for potential secondary research use if an IRB conducts a limited IRB review an makes the determinations required by §_.111(a)(8).
May include pregnant women, children, and prisoners if the research is aimed at a broader population and only incidentally includes prisoners.

☐ **Category 8**
  Secondary research for which broad consent is not required: Research involving the use of identifiable private information or identifiable biospecimens for secondary research use, if the following criteria are met:

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i. Broad consent for the storage, maintenance, and secondary research use of the identifiable private information or identifiable biospecimens was obtained in accordance with §_.116(a)(1) through (4), (a)(6), and (d);

ii. Documentation of informed consent or waiver of documentation of consent was obtained in accordance with §_.117;

iii. An IRB conducts a limited IRB review and makes the determination required by §_.111(a)(7) and makes the determination that the research to be conducted is within the scope of the broad consent referenced in paragraph (d)(8)(i) of this section; and 479;

iv. The investigator does not include returning individual research results to participants as part of the study plan. This provision does not prevent an investigator from any legal requirements to return individual research results.

May include pregnant women, children, and prisoners if the research is aimed at a broader population and only incidentally includes prisoners.

Section 4– Study Design, Methods and Procedures

4-A Provide a lay description of the proposed research including the purpose and the hypothesis to be evaluated.

This design research aims to develop a multi-sensory packaging of traditional Chinese tea products (loose leaf) for the generation z market (specifically for ages 18-24) in the US. Tea is the second most widely consumed beverage worldwide (water is number one). Although China is the biggest tea export country, the traditional tea packaging is totally different from Americans' most popular tea packaging, "ready-to-drink" (RTD). This is because culture plays a key role in how people interact with beverage products. Research suggests that multi-sensory attributes of packaging have a positive impact on consumer decisions and enhance the connection with product. This thesis work is expected to be of interest to packaging and product designers that are working on projects that aim to make traditional products more appealing to a younger generation..

4-B Select all methods of data collection that will be employed in the study (more than one may apply):
☒ In person, telephone and/or Skype interviews
☒ Paper, telephone, and/or Internet surveys (including online and email based data collection)
☐ Use of Social Networking Sites
☒ Data collection using other communication/electronic devices (e.g.-cell phones, texting devices, etc.)
☒ Observation
☐ Focus Groups
☒ Audio/Visual Recording of any kind (including photographs)
☐ Other (please describe): _____

4-C Provide a detailed description of what participants will be required to do. Note: Copies of all research instruments including sample interview questions, questionnaires, surveys, etc. must be provided as an attachment to the application. (Without this information a determination of exemption cannot be made and review of your research will be delayed.)

My method of approach to develop a multi-sensory tea packaging design has two parts. Part one is to distribute an online anonymous survey. This will be distributed to Syracuse University students because the University is diverse with a large population of international students, and the undergraduate population of students is mostly generation z. The survey will collect both quantitative and descriptive data. Data will only be collected from individuals who consent to the survey and verify that they are 18 years or older (see Attachment A for the consent form). The goal of the survey is to learn about student's

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perception about existing American-based RTD tea products (see Attachment B for survey questions). The end of the survey will aim to recruit participants for part 2, product development testing. Product development testing will be limited to questions that inquire about design legibility, having participants interact with the product, suggestions for design changes, and opinions about whether or not the product would work (see Attachment C for the product development questions).

4-D Describe how participants will be recruited and/or learn about involvement in the research. Note: If the researcher will be provided with private identifiable participant contact information (e.g.-names, email/home addresses, phone numbers, etc.) from any source (e.g.-SU department/school/college, other school/college, private organization/agency/company, church etc.) a letter of support signed by the individual authorized to provide you with this information must be provided. More than one letter may be required. Submission of your recruitment instruments/tools is not required.

A URL link to an online, anonymous questionnaire will be sent to a convenience sample of students who attend Syracuse University. My professors in the M.F.A. program will send the URL to their students in the School of Design. And I'll also send the survey link to Vicki Smith, who delivers supportive services for all College of VPA students. Besides, I'll contact with another professor (not decided yet) who did research about "cross-cultural" or "sensory packaging" in our school, hopefully she or he could send the link to students as well. This convenience sample is expected to chain refer (snowball) to expand the number of participants.

4-E Will this research be conducted in a primary or secondary school or is it funded by the US Department of Education?
☒ No
☐☐ Yes If yes, complete the form found at: Department-of-Education-Schools-Form

4-F Will the SU investigators travel to a foreign country to conduct this research? [This does not include research that will be conducted remotely from the U.S. and targets foreign participants (e.g.- online surveys, Skype/telephone interviews, etc.)].
☒ No
☐ Yes If yes, an additional form related to international research must be completed and submitted with this application: International-Research-Form

5. INFORMED CONSENT
Please provide a copy of the written or electronic informed consent document or oral consent script you will use in your study. This document must include the following minimum required elements:

1. A statement that clearly explains that the study is research. The purpose of the research should be described in lay language, avoiding the use of technical terms and using language appropriate to the targeted subject group.
2. A statement that describes what procedures will be followed, clearly explaining what participation in the study will involve.
3. It must be clear that participation is voluntary and participants can withdraw from the study at any time without penalty.
4. Contact information for the investigator.
5. For adult participants, a statement that the subject is 18 years or older must appear as part of the consent.
6. When applicable: Notification of the potential secondary use of information or biospecimen must be provided.

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7. For internet research add the following statement:

Whenever one works with email or the internet there is always the risk of compromising privacy, confidentiality, and/or anonymity. Your confidentiality will be maintained to the degree permitted by the technology being used. It is important for you to understand that no guarantees can be made regarding the interception of data sent via the internet by third parties.

6. SIGNATURE PAGE
Investigators of studies exempt from IRB review are responsible for the ethical conduct of research and obtaining informed consent when appropriate. If this study is being conducted by a student, a faculty member must confirm review and oversight using one of the following methods: provide a signature in the space provided; the use of an E-signature (not computer font); submission of the application directly from their email; and/or provide a confirmation email stating the application has been reviewed.

This is to acknowledge that I take full responsibility for the conduct of the research.

Faculty member/Principal Investigator: _[signature]_

Name (printed): Jody Nyboer, PhD

Date: October 03, 2019

If Applicable:

Co-Researcher/Student: _Hangyi Zhou_

Name (printed): Hangyi Zhou

Date: October 03, 2019

Applications can be submitted via campus/US mail, hand delivery to 214 Lyman Hall, or as an attachment to an email sent to orip@syr.edu.

SYRACUSE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
Office of Research Integrity and Protections
214 Lyman Hall
Syracuse, New York, 13244-1200
Phone: 443-3013
orip@syr.edu
===

Attachment A: Online Invitation and Consent to Participate

Hello!

My name is Hangyi Zhou. I am a graduate student pursuing a master's degree in the MFA Design Program at Syracuse University. I am inviting you to participate in my thesis research study titled: Designing Multi-Sensory Tea Packaging that Appeals to Across Cultures. This study aims to develop a packaging design that can be applied in promoting Chinese tea in the USA markets.

Please read this consent form carefully. If you agree to participate, a short anonymous survey (it will take you about ten minutes) will be launched in your browser. Some questions will ask you to provide short answers. Others might ask you to select a response or provide a rating. All questions are designed to gather information about your individual perceptions and experiences related to tea packaging.

At the end of the survey, you'll be asked whether you have interested in participating in product development testing (it will take you about 45 minutes) that will allow you to give feedback concerning the design prototypes. If interested, please access the link at the end of the survey; a separate form will launch and you can fill out your contact information. This procedure is to preserve the anonymity of responses in the questionnaire. All selected participants for product development testing will be compensated with a gift card (see the section on compensation below). Our contact information will also appear at the end of the survey.

Compensation
This research has funding to support participant incentives for product development testing. If selected, you will be compensated with a $5.00 gift card to Starbucks.

Risks and Benefits of Participating in the Study
The study poses minimal risks. The survey asks you to share your experiences, ideas, and perceptions. However, you may refuse to answer questions that make you feel uncomfortable.

Voluntary Nature of the Study
Participation in this study is voluntary. The decision of whether or not to participate will not affect your relationship with Syracuse University. If you decide to participate, you are welcome to refuse any answer or withdraw your participation at any time without affecting the aforementioned relationship.

Confidentiality
Any recorded information you provide on the online survey will be anonymous. The data, observations, notes, and documents related to this study will be kept confidential and will be securely stored in a locked cabinet at Syracuse University or password protected on a computer. All data, reports and presentations that emerge will be scrubbed to remove individual identities.

Whenever one works with email or the internet there is always the risk of compromising privacy, confidentiality and/or anonymity. Your confidentiality will be maintained to the degree permitted by the technology being used. It is important for you to understand that no guarantees can be made regarding the interception of data sent via the internet by third parties.

Contacts and Questions

All questions or concerns regarding this study should be directed to the researcher Hangyi Zhou at hzhou25@syr.edu. Should you have questions for the supervising professor of this study, please contact Dr. Jody Nyboer at jlnyboer@syr.edu. Apart from the team, please voice any other questions or concerns to the Office of Research Integrity and Protections at 214 Lyman Hall, Syracuse, NY 13244, or (315) 443.3013.

Consent

To consent to the procedures of this study please click "agree to participate" below and your browser will be directed to the online questionnaire. Note: **you must be 18 years or older to participate.**

O I agree to participate and am 18 years or older

Attachment B: Online, Anonymous Questionnaire Protocols

1. How old are you?
2. What's your gender?
3. Are you a "ready-to-drink" tea drinker? (yes/no)

Answer "yes" for the third question:

4. How often do you buy RTD tea?
5. Where do you usually buy RTD tea?
6. How much do you usually spend when you buy a RTD tea?
7. Why do you usually buy RTD tea?
8. Tell me about a time when you purchase a RTD tea at store?
9. What color do you think related to RTD tea?
10. What shape do you think related to RTD tea?
11. What size do you think related to RTD tea?
12. What sound do you think related to RTD tea?
13. What texture do you think related to RTD tea?
14. Can you tell three adjectives/nouns when you think of RTD tea?
15. Have you ever bought a Chinese tea product? If yes, why you bought Chinese brands instead of others? If no, why not?
16. Is there anything else you'd like to share that you believe related to this study?

Answer "no" for the third question:

4. Why don't you drink RTD tea?
5. If you have a chance to try RTD tea, what features will drive you make the purchase decision?

Attachment C: Design Development

Show them the prototype design.

Tell them "My goal is to develop a multi-sensory tea packaging that appeals to across cultures."

Ask them the following questions (these questions will be developed as the prototypes do):

1. Rate how your level of satisfaction of the following packaging design elements: color, shape, size, texture, weight, smell and sound (Likert scale).
2. Describe which elements are difficult to evoke your interest and why.
3. Does this packaging stimulate your desire to buy it?
4. What country do you think this RTD tea is from when you see the packaging? And why you think so?
5. How do you believe this packaging design compares to other RTD tea packaging?
6. Are there any aspects of the design that make you feel uncomfortable?
7. What do you think about the design? Do you have any suggestions for how my design can improve?

Appendix B

Appendix B1

Developing multi-sensory packaging for Generation Z that promotes relaxation!

Hello!

My name is Hangyi Zhou. I am a graduate student pursuing a master's degree in the MFA Design Program at Syracuse University. I am inviting you to participate in my thesis research study titled: Designing Multi-Sensory Tea Packaging that Appeals to Across Cultures. This study aims to develop a packaging design that can be applied in promoting Chinese tea in the USA markets.

Please read this consent form carefully. If you agree to participate, a short anonymous survey (it will take you about ten minutes) will be launched in your browser. Some questions will ask you to provide short answers. Others might ask you to select a response or provide a rating. All questions are designed to gather information about your individual perceptions and experiences related to tea packaging.

At the end of the survey, you'll be asked whether you have interested in participating in product development testing (it
will take you about 45 minutes) that will allow you to give feedback concerning the design prototypes. If interested, please access the link at the end of the survey; a separate form will launch and you can fill out your contact information. This procedure is to preserve the anonymity of responses in the questionnaire. All selected participants for product development testing will be compensated with a gift card (see the section on compensation below). Our contact information will also appear at the end of the survey.

Compensation
This research has funding to support participant incentives for product development testing. If selected, you will be compensated with a $5.00 gift card to Starbucks.

Risks and Benefits of Participating in the Study
The study poses minimal risks. The survey asks you to share your experiences, ideas, and perceptions. However, you may refuse to answer questions that make you feel uncomfortable.

Voluntary Nature of the Study
Participation in this study is voluntary. The decision of whether or not to participate will not affect your relationship with Syracuse University. If you decide to participate, you are welcome to refuse any answer or withdraw your participation at any time without affecting the aforementioned relationship.

Confidentiality
Any recorded information you provide on the online survey will be anonymous. The data, observations, notes, and documents related to this study will be kept confidential and will be securely stored in a locked room at Syracuse University or password protected on a computer. All data, reports and presentations that emerge will be scrubbed to remove individual identities. Whenever one works with email or the internet there is always the risk of compromising privacy, confidentiality and/or anonymity. Your confidentiality will be maintained to the degree permitted by the technology being used. It is important for you to understand that no guarantees can be made regarding the interception of data sent via the internet by third parties.

Contacts and Questions
All questions or concerns regarding this study should be directed to the researcher Hangyi Zhou at hzhou25@syr.edu. Should you have questions for the supervising professor of this study, please contact Dr. Jody Nyboer at jlnyboer@syr.edu. Apart from the team, please voice any other questions or concerns to the Office of Research Integrity and Protections at 214 Lyman Hall, Syracuse, NY 13244, or (315) 443.3013.

Consent
To consent to the procedures of this study please click "agree to participate" below and your browser will be directed to the online questionnaire. Note: you must be 18 years or older to participate.

Thank you!

* Required

---

1. **Do you agree to participate in this research study?** *
   Mark only one oval.

   ◯ Yes, I agree to participate and am 18 years or older
   ◯ No, I don't want to participate   *Stop filling out this form.*

Select your age.

2. **Select your age.** *
   Mark only one oval.

   ◯ 18
   ◯ 19
   ◯ 20
   ◯ 21
   ◯ 22
   ◯ 23
   ◯ 24
   ◯ 25
   ◯ 26 or older   *After the last question in this section, stop filling out this form.*

3. **What is your gender?** *

4. **Do you drink "ready-to-drink" (RTD) tea? (i.e. Pure Leaf, Arizona, Kombucha)** *
   Mark only one oval.

   ◯ Yes   *Skip to question 5.*
   ◯ No   *Skip to question 20.*

Okay, RTD tea drinker... we've got some questions for you!

5. **Where do you usually purchase RTD tea?** *

6. **Why do you purchase RTD tea?** *

---

7. **Tell me about your favorite brands and what you like about them.** *

8. **Tell me about the brands that you don't like.** *

Skip to question 9.

When you are going to purchase a ready-to-drink tea...

9. **Which packaging "look" do you prefer the most?** *
   Mark only one oval.

   ◯ Can
   ◯ Bottle or jar
   ◯ Pouch
   ◯ Carton
   ◯ Other:

10. **What packaging MATERIAL do you prefer the most?** *
    Mark only one oval.

    ◯ Plastic
    ◯ Glass
    ◯ Metal
    ◯ Other:

Some tea can reduce stress...

11. **Have you recently felt stressed?** *
    Mark only one oval.

    ◯ Yes   *Skip to question 12.*
    ◯ Maybe   *Skip to question 12.*
    ◯ No   *Skip to question 22.*

We would like to know more about your experience with stress.

12. What's the #1 cause for stress in your life?

_____

13. Can you tell a time when you felt stress and how you became relaxed? *

_____
_____
_____
_____
_____

14. What color do you think is related to relaxation? *

_____

15. What shape do you think is related to relaxation? *

_____

16. What sound do you think is related to relaxation? *

_____

17. What smell do you think is related to relaxation?

_____

18. What texture do you think are related to relaxation? *

_____

19. What three adjectives or nouns comes to mind when you think of relaxation? *

_____

Skip to question 22.

Okay, so you're not into ready-to-drink tea... We have some questions for you!

20. Why don't you drink it? *

_____
_____
_____
_____
_____

21. If you had the chance to try ready-to-drink tea right now, what benefits would most motivate you to purchase it? *
Check all that apply.

- [ ] Stress relief
- [ ] Digestive health
- [ ] Immunity boosting
- [ ] Detoxifying
- [ ] Sickness relief
- [ ] Inflammation relief
- [ ] Skin health
- [ ] Other: _____

Skip to question 22.

Last question!

22. Is there anything else or any other experiences you'd like to share that you believe relates to this study?

_____
_____
_____
_____
_____

Appendix B2

Seeking Participants for Product Development
* Required

1. Please share your information below if you are interested in providing feedback about a multi-sensory tea packaging design aimed to promote relaxation! We need feedback and comments about the product, and we need them from people who are Gen Z! If you provide your contact info, you are not obligated to participate. If you are selected, you will be contacted by the researchers and provided more details about the study, the process, and confidentiality. If selected you will be compensated with a $5.00 gift card to Starbucks (will be issued to you when you participate in the product testing). Note that your identity will NOT be revealed in any reports or presentations should you decide to participate, and you can rescind your interest at any time. *
   Mark only one oval.

   ◯ Got it! Please continue the form!   *Skip to question 2.*

   ◯ No thanks. I'm not interested.   *Stop filling out this form.*

First things first...

2. **Are you between the age of 18 and 25?** *
   Mark only one oval.

   ◯ Yes   *Skip to question 3.*

   ◯ No   *Stop filling out this form.*

Contact information

3. **What's your first name?** *

   _____

4. **What's your email address?** *

   _____

5. **If convenient and appropriate, please provide a number that can receive text messages and include the area code. If you prefer not to provide a number or do not have one, just leave the answer blank.**

   _____

6. **How do you prefer to be contacted regarding this study?** *
   Mark only one oval.

   ◯ Email

   ◯ Text message

Appendix B3

Interview participants 1 protocol

Introduce the project background and four models of separating water and tea leaf.

1. Which model do you prefer? Why?

2. How much will you spend on this?

After choosing the model, show the prototypes of each below questions:

3. What color/image you prefer to see on the bottle that would make you feel relaxed?

4. What shape you prefer to see of the bottle that would make you feel relaxed?

5. What material you prefer to use that would make you feel relaxed?

6. What kind of access you prefer that would make you feel relaxed?

7. Do you have any program-related suggestion or thought?

Appendix B4

User Testing 1 protocol

Introduce the project background, ask participants to touch and feel the five prototypes, and explain how they works.

1. Which cap do you prefer and why?

2. Which shape do you like best and why?

3. How do you think of idea of controlling the strength of tea?

4. Do you have any program-related suggestion or thought?

Appendix B5

User Testing 2

Link to the interfaces prototype in Figma:

https://www.figma.com/file/pBYOI7nKPiRy1hjj9Qs5CY/wireframe-skinning-before-

change?node-id=0%3A1

Appendix C

Appendix C1

1. Vision: to improve Americans' mental health.

2. Mission (core purpose): to encourage people to relax and drink a bottle of tea.

3. Big idea: Levitation brings you a new tea-drinking experience;

4. Brand attributes:

   - Efficient: quick fix;

   - Trustworthy: respond to feedback timely and value them to improve the brand.

   - Approachable (can be purchased in convenient store and market)

   - Innovative: no other equivalent tea delivery system;

5. Value proposition: Levitation helps people relieve stress from study or work.

6. Target audience: stressed-out American Generation Z (18 — 25)

   - Primary: students

   - Secondary: jobholders

7. Key markets (key services): convenience stores, supermarket, grocery stores;

8. Key competitors: Lipton, Arizona, Bigelow, Twinings Tea, Traditional Medicinals, La Croix, Perrier, Starbucks, etc.

9. Competitive advantage (positioning): Levitation is the only RTD herbal tea brand that actually relieve my stress.

10. Stakeholders: customers, industry experts, competitors

Appendix C2

The link to the Levitation style book first draft:

https://drive.google.com/file/d/1R6OJmtEWYRLV8XVMfy3Y0aWR2b8iAA6y/view?usp=sharing

Appendix D

The Link to the brand style book full version:

https://drive.google.com/file/d/1FqVQ2bWu2_xNVluCxvy7DpxW_t2BNXQ2/view?usp=sh

aring

Appendix E

The link to the final website design:

https://www.figma.com/file/Ra3RIjBRIEn05ITffMnoPp/wireframe-skinning?node-id=0%3A1

The link to the final video for the brand and website:

https://drive.google.com/file/d/1B_L0I-azb5mahOE_sDmI3BSUqqpJ5-x4/view?usp=sharing

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Vita

I'm a designer who works in both visual communication and design research.

Born in Zhejiang, China, I earned a BFA degree in graphic design from the Visual Communication Department of Kean University in 2018. Currently, I am pursuing an MFA in Design at Syracuse University in New York.

As a designer, my visual communication work encompasses identity, packaging, websites and graphics, as well as editorial design and advertising. As a design intern in the summer of 2017 at We Are Social, a Shanghai advertising agency, I was responsible for the domestic online promotion of Nestle, Master Kong, Oysho, Berinini, as well as for brand design, photography shoots and image retouching for J-dot, a luxury fashion brand. Additionally, as one of only six Design Lab members during my senior year, I designed the cover of the school's 2017 graduation brochure and the entire yearbook for Renxin, a medical nonprofit charity.

I also specialize in design thinking and human-centered research and methodology. This work includes identifying problems, setting research strategy, interviewing target audiences, and analyzing research results so as to provide theory and facts to support practical solutions. Working both collaboratively and independently, I was employed by the Stickley furniture company, Syracuse University, Onondaga county central library, and the Food Bank of Central New York to identify their promotional opportunities, analyze and synthesize research, and develop creative solutions.

When I'm not working on design, I usually make time for photography. My project

"Overlooked" explores how Chinese women use tattoos to express themselves as well as their attitudes toward traditional female roles and expectations for women. This project allows me to shift the way from customer-centered thinking to self-reflection. In spring 2019 in Syracuse, I shared this project in my first solo exhibition.

The link to my resume:

https://drive.google.com/open?id=1U_2hVFG2nsqUO7Jomtx3ImbamHUjn57i