



GOODWYNTM

Goodwyn Tea

BRIEF

To design a tea cart which can be used to sell tea in areas such as airport terminals or hotel lobbies.

The cart needs to be simple, having identified the aesthetic scheme of the brand.

The cart needs to be inexpensive to make and easy to maintain, with sufficient space on it to make the tea and serve to customers.

DELIVERABLES

A render of a tea cart, based on reference photos shared by the client.

Reference Images

The client shared some images, to give us an idea about what wants our cart to look like.



Our Inspiration.

Based on the brief and references received from the client, I set out to collect images for inspiration for the cart.



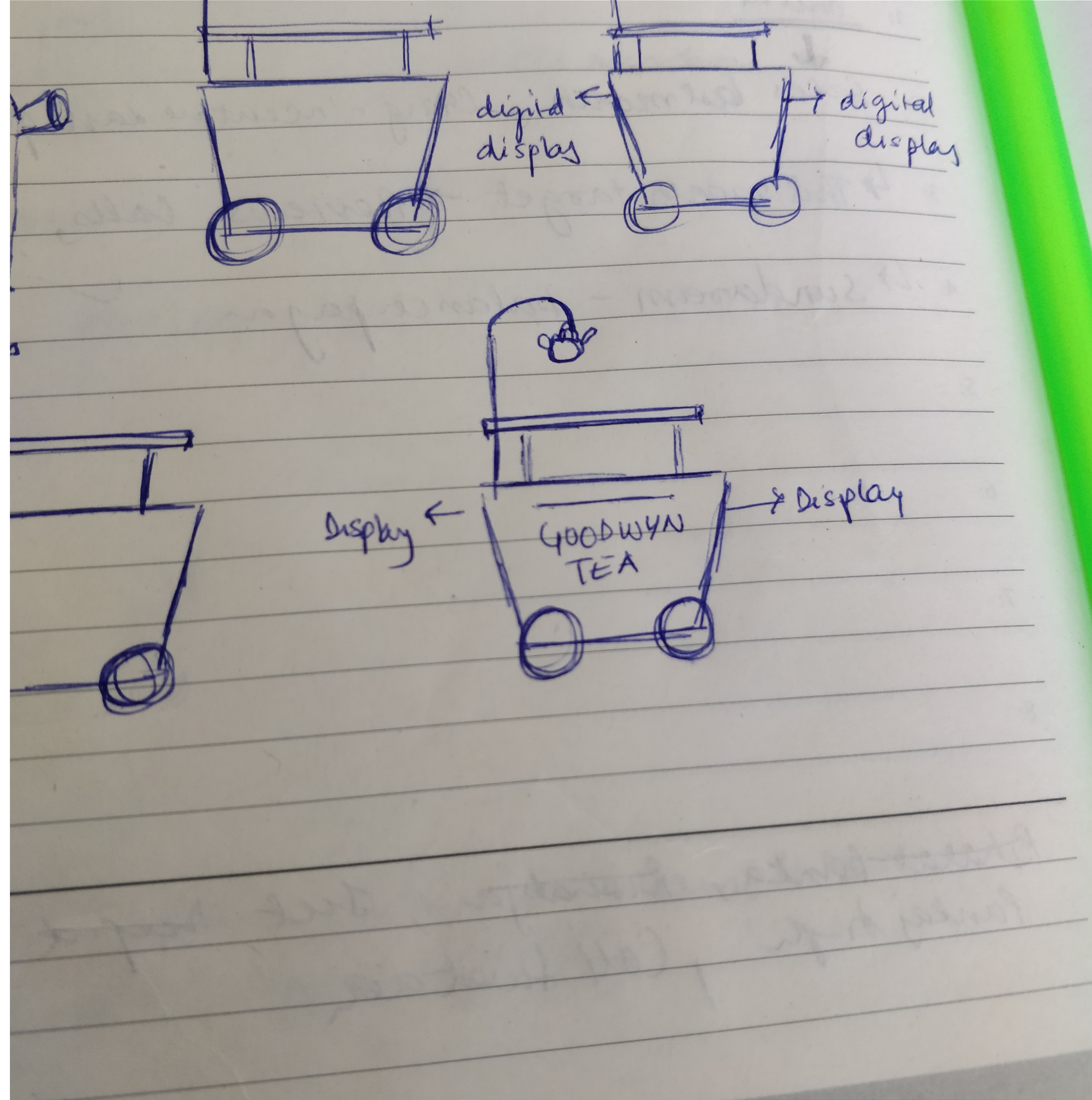
Ideations

I came up with some different design directions, based on the client's selection of reference images.



Feedback

The client reviewed the ideations and referred us to this photo to illustrate some changes he would like for us to make.



The Concepts

Based on the feedback I came up with these concepts, and sent them for further feedback.



FINAL DESIGN

