DO YOU HAVE TIME FOR A CUP OF TEA?

--Designing how to experience tea from three different cultures

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Abstract

4700 years ago, tea culture was born in China. For thousands of years, drinking tea has become one of the popular part of the daily life in many places around the world. Tea culture is no longer limited to the tea itself, it is also reflected in the way people drinking tea, in other words, tea ceremony. But fast-paced life has forced people to simplify the seemingly unnecessary process in their lives. The invention of the teabag replaced the complicated tea ceremony, but at the same time, the story and meaning behind drinking tea disappeared. In addition, in today's globalization, no matter where we are in the world, we always can see the spreading of culture. We can buy everything imported from other countries in the world. However, culture exists not only in people's creations but also in people's behaviors. More and more people are beginning to pay attention to the cultural significance behind the items. People began to try to experience another culture by doing rather than owning objects. So I started this project with the idea of critical design and slow design aiming to improve people's awareness of slowing down their lives through the spread of complex tea ceremony cultures. At the same time, the user experience and emotional design are also used as my guidance to stimulate people’s senses, which goes beyond reading to offer the opportunity to perform the tea rituals.

Key words: culture, behaviors, knowledge sharing, tea rituals
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1. Introduction

1.1 Background and brief project description

This master thesis is designing a way that let people experience the tea rituals in three different cultures, Chinese, Moroccan and Japanese. As for the proposal, it is creating a book that not only use the classic layout design, but also added innovative element which is to create some of the interaction between people and books. These interactions will stimulate people's vision, hearing and smell with the intension of enhancing the reader's experience when they are reading. Besides, some movements will be added to the book to make the entire tea experience more realistic and scientific.

1.2 Personal background and motivation

Born in China, I have a keen in traditional culture since I was a child. And also, I feel upset seeing Chinese traditional culture is disappearing because of the fast-developed economy. After coming to study in Sweden, I started to be involved in another culture which is totally different from mine. Being educated in Sweden, let me see things standing on another way of thinking, not only open minded, but also from a widen view. Therefore, I began to be curious and interested in the history and development of different cultures. As for the design perspective, I learnt a lot advanced design thoughts which I would like to try to use it practically.

1.3 Aims and purpose

As an international student, I am not only learning academic knowledge, more importantly, I never stop learning different cultures from meeting different people from all over the world. My thesis aims to enhance people's tea experience of different cultures and understand that life is not just simple and quick. In fact, a complex life has its meaning behind. On the one hand, my design allows more people to understand different tea cultures, strengthen exchanges between different cultures, and eliminate misunderstandings. On the other hand, through this project, I can challenge my ability to innovate and speculate which about discovering and understanding the development of society, generating questions, helping people recognize where the problems are, and then find the right solution.

The development of all societies is now fast-paced, and people are increasingly consuming fast products. Those seemingly unnecessary complex processes in life have been simplified or abandoned. For example, in terms of drinking tea, the invention and use of tea bags changed the way that people are originally used to drink tea. However,
compared to those countries or nations that have a long history of tea culture, drinking tea is not only a physiological requirement, but also an attitude towards life and a spiritual pursuit. Drinking tea is a healthy choice to keep body healthy. On the other hand, in Japan and China, it is generally believed that people can relax at the same time as tea ceremony, so the tea ceremony is also the best match for meditation.

But the fast-paced life has missed all these meanings originally contained in drinking tea. In the past, although only the rich could enjoy tea, they would follow the etiquette and process of drinking tea to represent their social status. Now, tea is affordable to every family, but at the same time, the tea etiquette is gradually disappearing. Due to the lack of history of tea culture, many western countries lack of understanding and awareness of the tea ceremony. Sometimes, it is difficult for them to understand and accept and then go with tea ceremonies in other cultural backgrounds. As tea is increasingly considered a healthy drink, and from the perspective of interest and curiosity, people in Western countries are still very willing to experience tea culture and drink tea. Designing this tea experience book with a lot of added interactions, will deepen people's impression of tea ceremonies, so that they can better understand the culture of drinking tea.

1.4 Delineation of field of study

My project focuses on the critical design and slow design which mainly criticize the social presents and study the relationship between human and items. It criticizes the impact of fast-paced life in society on people and the changing relationship between people and things. Because critical design helps designers analyze the relationship between people and objects, it triggered my thinking about the connection between critical design and user experience. Although user experience design and critical design have different points of view on the problem, the study still concentrate on the relationship between products and users, which is the common goal of these two types of design. With the user experience design together, which helped me to rationally analyze the collision and integration between emerging technologies and traditions in fast-paced life, and at the same time allowed me to consider the rationality of implementation from the technical level. In addition, the study of emotional design from the perspective of human psychology has enabled the entire project to conduct in-depth research and exploration from society to people to psychology.

1.5 Delineation of project

A book design of sharing three different tea cultures focusing on user’s experience by adding some ‘play’ in the book to enhance the interactions between readers and book is
a way that tell people the meaning behind the ‘slow’ and ‘complex’ life. A book of sharing tea ceremonies, on the one hand, raising the awareness that cultural and traditional life has its meaning behind. We cannot stop the pace of life accelerating and people's willingness to pursue a convenient life, but we can properly change our lifestyle. On the one hand, in today's globalization, multicultural exchanges can promote the development of cultures in different societies and eliminate misunderstandings between people. On the other hand, in terms of innovation, many interactive ‘games’ have been added to the book to allow people to truly performing the tea ceremony while reading. This not only shares the culture but gives people the opportunity to experience different cultures. When reading and practice are combined, people can give greater emotional responses.

1.6 Formulation of question

The core question I map out is ‘How to enhance people's tea experience of different cultures and understand that traditional life is needed.’
2. Theory

Having studied here for two years, I learned how to use the critical view to see the problem. Also began to pay more attention to social issues. So, for my project, I tried to use critical design to understand complex social phenomenon and come up with questions. With critical design in my mind, I tried to relate it to a specific direction which is slow design, particularly slow food perspective. Since part of slow food is studying the relationship between man and food, I try to relate it to user experience study. What is more, there are many factors that influence the user experience design, I mainly concentrate on the emotional design which will be conducted by stimulating people’s senses.

2.1 Critical Design

Critical design is a unique design practice that is different from the traditional industrial and product design, and it has been affecting the development and popularization of the design world for the past two decades (Liene, 2017). It greatly enhances the ability of designers to open their mind, in other words, to enhance their understanding of the different thinking capabilities of participating in more consciously designed products.

It incorporates some of the concepts into the scope of the evaluation criteria to be considered in the design that was not able previously. One of the most obvious features of critical design is the emphasis on the future. It is very concerned about the future and aware of the potentials that design will influence the society.

Critical design applies speculative design approaches to challenge preconceptions, raising questions, and triggering debates (Raby, 2007: 94). Critical design is the contrary way to the affirmative design. In accordance with the supporters of critical design, most designers create affirmative designs because they are working in a specific ideological context. Their design is consistent with this background rather than against it (Dunne & Raby, 2001: 58). The design of mainstream industrial products follows the “rules established by the capitalist government and industry” (Dunne & Raby, 2013: 4), which indirectly leads to various negative effects, including serious social and environmental problems on a global scale.

Critical design classification is described by "realistic social, cultural and ethical meanings of design objects and practices" (Malpass, 2012, p. 186). Some common items are very important in maintaining and changing the details and design of everyday life. Because they exist in people's lives at any time and allow people to complete valuable social practice. Although convenient life may be the real situation in the
'mainstream' society, commodities and artefacts still are at the central position in other traditions, such as material and non-material context. As sociological cultural interest in consumption begins to condense into an identifiable subdiscipline, and in the meantime, it begins to focus on basic cultural development, the consumption of culture is getting more and more attention. Consumer products have since been affected by ethnographic and literary and semiotic analysis techniques in order to disseminate culture and make it easier for consumers to understand and analyze the aesthetic, symbolic and experience dimensions of consumer culture (see Lury (1996) for the investigation of such works).

It is influenced by critical social theory which is "the purpose is to let the audience's imagination and intelligence convey the information" (Malpass, 2012, p. 186). Critical design emphasizes the role and responsibilities of the designer in guiding the user and increasing their passive awareness as citizens. This lead to the need that designers have to consider the tight fit between users and products. It emerged as an objection to the designer. Designers often consider themselves as typical users but they are actually not. Each of us has a set of everyday psychological theories that professionals call it 'popular psychology' or 'superficial psychology' (Norman, 2013: 179). Humans can know their conscious thoughts and beliefs, but they cannot perceive their own subconscious thinking. When we are consciously thinking, we often make some reasonable explanations to the behavior or make inferences after something happens. We always like to project our own interpretations and beliefs on others' behaviors and beliefs. However, professional designers should realize that human beliefs and behaviors are very complicated. It is difficult for a single person to discover all the relevant factors.

Critical design practice aims to transform our lives into better ones. Related to my project, it will be achieved by making people aware of the current state of their life and future consequences of their lifestyles, and indirectly emphasizing their responsibilities and capabilities, then it can stimulate them to improve their lives. In general, by promoting people’s critical thinking towards their lives. In the context of the rapid consumption economy analyzed, many problems in human society have been caused, such as the destruction of the environment, the disappearance of culture, both for material culture and non-material culture. Therefore, the critical design is useful because it helps to achieve the goal of turning the existing situation into a preferred situation. Critical design raises questions about social culture and ideology, as well as immutable things - from seemingly unrelated daily activities to social roles, and the entire cultural system. Then, their focus is on “using design language and structure to attract people” (Dunne & Raby, 2013: 35). The design created under a certain ideological background supports the cultural adjustment of the society and promotes the idea of cultural exchange. Design literally forms our physical environment. It
provides the physical shape of each man-made object that we use or encounter, thus affecting our thoughts, behaviors, and habits. It is everywhere, it forms the normative thought, so it is the perfect medium for ideological propaganda.

2.2 Slow design and slow food

_Slow design_

"Slow design" originated from the "slow" movement of opposition speed against people in Europe at the end of the 20th century (Van, 2011). Although the products helped people to complete various activities in life more quickly, they lost the joy of life that was supposed to belong to us, and at the same time, they also caused damage to the environment and social development. The design began to reflect on the many blind pursuit of the function of the supremacy brought to people the convenience of rapid products on the social, environmental, cultural and personal development of physical and psychological harm. In this process of reflection, the concept of “slow design” was opposed to the idea of ignoring the relationship between design and human, environmental and social development simply for the purpose of speed.

As described in the reasons for the slow design, slow design focuses on the relationship between design, human and environmental and social development. The slow design concept advocates that the designer should be in a state of peace, relaxation and casualness in the process of designing, that is, follow the state of the innermost heart, learn to stop and examine his design—whether it is under proper decoration or not. The concept of slow design covers the content of emotional design, sustainable design and green design. The design method is also a kind of attitude towards life. It can guide people to enjoy life more healthily, and corrects the harm caused by the rapid consumption of culture when material conditions are too rich.

_Slow food_

Slow food is one of the important part in this slow movement. According to Van (2011), the area of slow food from the very beginning appealing for people to turn into enjoyment of food, becoming a wide area together with sustainability which is the main aim of social activists and environmentalists. Then people began to remember the joys of life erased by the fast-paced industrialized society.

The aim of slow food movement is fresh, interdisciplinary, it leads people to look at food from a new perspective. Initially, Slow Food focuses on the exploration and development of the fun related to the diet experience. This user experience is not only
related to taste, but also multi-sensory and much more complex. This innovative food method is for culture, nature, history, ecology and society. There are strict standards for quality foods behind the system and production conditions and mechanisms (Petrini 2005, 2009, pp.70-73, 143-144; Slow Food International 2011). Therefore, according to Van (2011), the true pleasure of slow food must be combined with responsibility and care, that is, understanding and respecting local traditions and culture.

2.3 User experience

Tom (2015) states that the words ‘user experience’ is used to describe ‘all aspects of the user’s experience when interacting with the product, service, environment or facilities’. In addition, other explanations say that user experience is far more than usability. The simplistic usability perspective might give designers examples of wrong answers, for example, in terms of games, consumer products, and leisure pursuits, critics point out that “simple” or “efficient” in people’s life may miss this (Tom, 2015). What user experience designers really hope is help people go beyond the simplistic ‘usability means easy to use’. Easy is of course a good thing, but it is not enough.

Nowadays, fit and function are no longer the limitations of technologies (Wright et al. 2008), the new media has been upgraded to various fields in societies, such the business, entertainment, education and others. Interaction design groups are interested in user behavior (Faiola, 2010), and interaction design helps designers addressing critical issues which are arisen from the dynamic of social practice and the changes of customers’ demands (Faiola, 2010). On the other hand, interaction design also increases the possibilities for designers to explore the relationship between products and users, enhancing the user experience.

Lise (2011) argues that it is needed for designers to achieve aspects that go beyond using products, in other words, it is what users can be interacted and communicated with and through an object. Seeing from this point of view, the definition of interaction by Poggenpohl et al. is more apt:

> Interactions are a succession of actions, each responding to prior actions and each being responded to by succeeding action. By identifying and studying interaction patterns in this succession, we can design interventions that provide material support for desirable interaction patterns to emerge (Poggenpohl et al. 2004, p. 603).

2.4 Emotional Design

In our home, there are always these two types of things. Very practical one, that is, our
daily household supplies. Others are some things that store our memory and also our emotional sustenance. Even though we do not use them, we will put it there visibly. For people, design is important, but which design to choose depends on the situation, context, and especially our mood. Some things are not just used as art in our hearts, it will also make every day easier for us. As Norman (2007) states, the presence of the above items also illustrates the three different aspects of design, visceral, behavioral, and reflective. The visceral design focuses on the appearance, behavioral design is related to the fun and efficiency of use. Finally, the reflective design considers product rationalization and intelligence. Can I tell a story about it? Does it cater to my self-image? Do you cater to my self-esteem? The three different dimensions, visceral, behavioral and reflective, they are intertwined in any design. For any design, only one dimension is not impossible. However, it is more important to pay attention to how these three dimensions are intertwined with cognition and emotion (Norman, 2007). Cognitive psychologists now understand that emotion is a necessary part of life. It affects how we perceive, how we act, and how we think.

Today, mass production is the mainstream, there are dozens of kinds of commodities for one type of product. How can we make products different from others? One answer is through packaging. It attracts a powerful level of emotion, which causes a direct instinctive response. Emotional level of reflection is also included because saving the package can be a reminder when ordering or consuming tea. Because sometimes expensive tea is purchased for special occasions, these serve as a memorial for those occasions, have special emotional value, and then become meaningful items. This is not because the value of those items themselves, but because the emotional value they can bring to people. The product must be attractive, but it must also be pleasing and interesting (Norman, 2007: 97). Moreover, it must also be effective, understandable and affordable. In other words, it must strive to strike a balance between the three levels of design. It is undeniable that people are partial to 'beautiful' things. Therefore, in the modern design, the attractiveness of the appearance design has become the mainstream idea. But for the beautiful definition, culture plays an important role. When we feel that something is 'pretty', this judgment comes directly from the level of instinct. The instinctive level of design expresses the immediate emotional effects which means good-looking and easy-using. Just like people use tea bags, they can get a cup of tea in less than two minutes, and it is very convenient to clean up after drinking. But in fact, the manufacturer knows that the tea brewed from tea bags is not as good as loose tea, so the store began to produce attractive and convenient tea package, because 'beautiful' is the reaction of human instincts.

Good designers are concerned about the physical feel of their products. When people appreciate different products, the difference in physical sensations can make a huge
difference. Imagine the difference between holding a tea bag and a piece of tea. Many designers focus on the visual appearance, but touch and other senses are also important for us to evaluate the product on the behavior. Natural objects have weight, texture and surface. Too many technological products have moved from the real product to the industrial level. All happiness of operating a natural object disappeared. Physical sensation is important. The best products take full advantage of this interaction. Please think about tea, feel the fragrance of a bulk of tea, and watch the process of positive tea leaves grow in water. This involves a variety of sensations, but by smashing them into tea bags, these feelings disappear.

The design of the level of reflection includes many areas. According to Norman’s book Emotional Design (2007), it focuses on the meaning of information, culture, and product or product utility. For one person, the design of the level of reflection is related to the meaning of the item and related to the information that the self-image and the information that product convey to other people. All of us care about the image we show to others or care about what we show to ourselves. In China, for tea enthusiasts, there will always be a fine tea set in the home. Even if they do not use it all the time, but whenever they have friends at home, they will use good tea and high-end tea set serving their friends. This is not only a symbol of their status, but also expresses respect to the guests. This is the reflective level of behavior. At this time, the value of reflection exceeds the difficulty of behavior. Products can be more than just the sum of the functions they implement. Their real value is to satisfy people's emotional needs, and the most important one is to establish their self-image and their position in society. The level of reflection often determines a person’s overall impression of a product.

For user-centered designers, serving customers means that relieve them from frustration, confusion, and feelings of helplessness, making them feel that everything is under control and approved. In the context of user-centered design, it provides customers with tools that they can use to explore, and to constantly try and to make themselves capable of succeeding. That is, a product must be continuously re-corrected based on potential users testing the product. This is a proven and effective method of producing usability products, and the end result will be suitable for the needs of the largest number of people.

Therefore, emotional design is a way that let people be involved and then enhance the experience. In this project, it can be used as a guideline that build a connection between readers and books with using interactions. When readers have movements when they are reading, they will be more than a trigger of vision.

**Summary**

In summary, critical design helps designers learn to find problems in the context of
social background, criticize the problem, and then discover the deeper meaning or reasons of the problem. Related to my project, it helps me criticize the current situation of fast-paced lifestyle, which is the similar aim of slow design which gives back the meaningful life to people by slowing down. The slow design is the goal that the entire product wants to achieve. It is to let people who live in a fast-paced environment re-understand the meaning of slowness, so as to achieve the speed of protecting traditional culture or slowing down the speed of the disappear of traditional cultures. And it helps me narrow down my study to experience food and culture, which specific tea rituals. And user experience and emotional design is the way how designers build a bridge relating products and users. Human beings are the container of various emotions, and the emotional changes brought about by the products are crucial. On the one hand, it not only affects the user's mood when people are using, but also represents a product's consideration of user experience.
3. Methodology

3.1 Qualitative research

With the development of the society, the design field becomes more and more complex and far-reaching. This change requires designers to analyze and understand everyday issues in a more profoundly views, which leads them not only to pay attention to the professionalism of the design field itself, but also learn other areas of knowledge when they are pursuing the answers to social issues (Muratovski, 2006: 24-5). In the same way, social issues are gradually becoming more complicated. Solving these problems requires new solutions based on new theories, innovative concepts and non-traditional methods (Muratovski, 2012a:45-6). For this reason, qualitative research has become particularly useful in dealing with complex issues and contemporary design practices.

As for my project, I will interview the tea shop in my city to know the general situation, and then use the phenomenology to conduct my workshop, studying opinions from people and their tea-drinking behaviors. Using Mind Mapping can help me list all the elements that related to the tea, and to explore what might be developed in my project.

3.1.1 Phenomenology

Phenomenological research is a kind of research that tries to understand various social realities and social practice standing on the perspective of participants (Leedy and Ormrod, 2010:108). In other words, if designers want to understand in a better way people how to experience and see objects and events, they can use phenomenological research methods. According to Muratovski (2015: 161), to a large extent, today's consumer psychology has changed a lot. People no longer just buy products based on the beauty of the product packaging, instead, they are more interested in higher levels of purchase incentives such as identity, sustainability, experience, lifestyle, culture, enjoyment, entertainment or amusement. Muratovski (2015: 162) also states that products are becoming more and more “dematerialized”. Industry is shifting from large-scale production and standardization to “mass customization” because the value of products is increasingly determined by the experience they provide to the consumer and the stories they tell. These rising consumer requirements have created new life to the product. In other words, in this society, the experience-centered design and meaning behind the product is considered more major than the item itself. As a result, products become the carrier of a story or experience, and the task of designers is storytelling (Holt, 2000). In order to adapt to the new trends of the products designing, I am interested in exploring new designs in this emerging 'experience design' concept.
Phenomenological studies can provide me with a useful platform to conduct my research on individuals. There are many ways to conduct phenomenological studies, such as observing participants or focus groups, but the primary method is in-depth interviews (Lester, 1999)

**Workshop**

According to Muratovski (2015: 160), Phenomenology’s scope is mainly limited to the people’s experiences in specific situations or the event which is related to the situation. The main focus of research is on people’s views on certain phenomena. The knowledge stored in the outside world is what we call external knowledge. According to Norman (2013: 96), the characteristic of external knowledge exists only in specific situations, people must be in it to gain or recall this knowledge. When people are participating my workshop which gives them a specific situation of drinking tea, then they are certainly in this ‘tea’ phenomenon which can be also considered as a stimulation, their behaviors and views are more certain and concrete.

Designers are not typical users. The knowledge that designers have in their minds and the knowledge that users have vary greatly. Designers are often familiar with the products they are designing and studying, but users are the actual experts in using them (Norman, 2013: 197). Therefore, in order to understand the ideas and behavior of real users, designers have to communicate with them to gain their opinions. By observing the various perspectives of different people in the same situation, designers can understand the truth about product use from the perspective of insiders or users.

The first thing that designers should consider is to choose an appropriate place where they are doing the research. According to Muratovski (2015: 139), places often are capable of having some effects on people’s behaviors. People always has different behaviors rules when they are in different places and situations, even though they do that unconsciously. For instance, places like bridges, corridors, laneways, or tunnels can lead people, and places like halls and plazas can spread them (Muratovski, 2015: 139). So, I choose the public corridor in the main building in schools, only two directions that people walking by, which give me guarantee that people can see my workshop, so that give higher possibility that let more people join in me.

**Observing people**

Observation is an important way for designers to collect data when they are conducting research study in a visual way (Muratovski, 2015: 139). Participant observation requires designers to motivate them with some activities that are related to the study
that you are aiming to observe (Madden, 2010: 77).

**Interview**

Interview is one of the most important methods for collecting data. The key of the interview is to reach experienced participants and, more importantly, it is needed that they are willing to share and talk about their experiences. Before the in-depth interview begins, the researcher is required to prepare a series of prepared questions which are around the core research question of the project. Interviews should start with a simple and easy questions. At the time when participants understand the topic of the interview and the issues that need to be discussed, the interview can be gradually deepened. However, the order of those prepared questions do not need to be asked in order during the interview. In this way, participants will gradually join the conversation feeling more relaxed and comfortable instead of having no-emotional questions and answers. It is also worth noting that in-depth interviews can be time-consuming. This includes the time for completion of the interview and the time for data analysis especially since the collected data is unstructured and unquantifiable (Yin, 1994: 84-5; Moore, 2000: 122). Therefore, as the interview progresses, participants should gradually begin to think about the problem. As a researcher, they should also encourage interviewees to state and explain as much as possible their motivations, attitudes, beliefs, experiences, behaviors, or feelings about related issues Muratovski (2015: 165).

### 3.2 Mind mapping

Mind mapping is one of the best ways to help designers capture ideas and document them visually. In addition to use simple text notes, mind mapping can make the entire thinking process more creative, record more vivid images, and find problem solutions more effectively. A mind map is a diagram of a collection of information (Melanie, 2013). The middle part of the mind map is the core of the whole chart, and the surrounding information is connected around the center theme.

Using this mind mapping method, I listed all the information about tea from various perspectives. The center is tea itself, and the first layer surrounds the entire tea culture and tea industry. Although it seems that the design scope is very wide, it is very helpful during the early stages of the project. Because the meaning of Mind Mapping is to list all the relevant information, gradually narrow down and find breakthroughs. If the information at the very early stage of the project, is collected in a small area, it will limit the development of the whole project.

Using this method of mind mapping, I can not only logically list the knowledge about tea that I could think of, but also explored all possibilities for future development and
research.

Figure 1: Mind mapping
4. Context

4.1 Tea

Tea is the most commonly culture and drink in the world. Approximately 5.1 million tone of tea are produced every year and over 1.8 million tones are exported a year (FAO, 2015). China is also one of the world's largest tea producing countries, consumer countries, and exporters (Xu, 2006). After the 16th century, when the British merchant ships brought tea to the West for the first time, tea began to develop globally and integrate into different cultures around the world. By 2003, the international market share of China's tea was 14.939%, surpassing Sri Lanka and India, second only to Kenya, ranking second in the world's five largest tea producing countries (Xu, 2006). When the British East India Company imported the first batch of tea from China, the tea culture began to enter the European society. From the earliest days, people are able to drink a cup of tea to represent the symbol of wealth.

Making tea begins with a simple leaf that must be dried or roasted, ground, and then soaked in water to make it. People simply put the dried tea leaves in hot water and inhale it for a while, then some are used to remove the leaves but some people are not, in the end they drink it. But for tea connoisseurs, the search for perfect taste takes a long time. What kind of tea leaves? What water temperature? How much time? What is the proper rituals of drinking tea?

The search for a perfect tea is basically relative to drinking them. Tea ceremony is particularly complex, and sometimes it takes years of study to master its complex content. In the field of tea, those who pursue convenience and those who pursue perfection have been arguing. Do you want to experience luxury in the production of tea or coffee, or do you want to drink it immediately? Sometimes we will like the nuances of the ritual's complexity and taste. Sometimes we want to be relaxed and simple, not ceremonial. In simple and complex tradeoff comparisons, simplicity does not always be the winner, and the food preparation process is one of the examples of this situation.

Why use such a complicated procedure to make a simple cup of tea? The rituals are always increasing the complexity in our lives, but on the other hand, they provide the meaning in the culture. For tea lovers, ceremonies in the tea making process increase the pleasure and satisfaction of life. It is not just the tea, also the culture they are experience. If we cannot consider the price and time factors, we will always like to freshly processed fresh foods rather than canned and frozen foods, like just finished brewing good tea or leaf tea instead of tea bags. In the end, most of us rely on the time
factor and the importance of everything in the social context to choose which method to use. All cultures have the benefit of making and enjoying food. When we eat, we have to follow the social tradition, what equipment and what to do? Who eats after who eats first? Who is serving whom? These are hidden in etiquette.

4.2 The tea bag

In 1908, Thomas Sullivan, a tea merchant in New York City, used silk sachets to replace tin cans to save on the cost of transporting tea. This act not only light the weight but also cheapen the materials.

He thought that the customer would take the silk bag apart and make a cup of tea as usual. However, as a result, customers did not break the silk bag at all, instead of that, they thrown the whole tea bag in the water.

However, other story said that tea bags were invented in State Wisconsin seven years before 1901. Two ladies (Roberta C. Rosen, Marie Moralun) disliked the traditional way of brewing tea because it was time wasting, and very complicated. They made their own cotton packets and put some tea leaves in them. Then they put it into hot water to make tea, eliminating the need of filtering. In 1903, their "tea tray" invention was patented.

![Figure 2: Tea bag in the past](image)

At the time when tea bag was invented, it was a luxury and high-end enjoyment. But since it was very convenient, more and more people started to use it, and later, the tea bag became a fast-moving consumer good.

4.3 Culture

Culture is a collection of complex social behaviors. Matsumoto (1996:18) states that culture is not only a personal psychological construction but also a social construction. To some extent, culture exists in each of us. It affects the behavior of individuals living
in this culture. Some accepted cultural practices can also be used to define the method of operation of items. Each culture has a set of social behavior guidelines (Norman, 2013: 105). Individual differences in culture can be observed in the degree to which they accept and participate in attitudes, values, beliefs, and behaviors, and constitute their culture through consensus. Experts engaged in research on cultural norms believe that cultural norms of conduct are embodied in our minds in the form of schemas (Norman, 2013: 106). The fundamental model is the knowledge structure. It consists of general rules and information. It is mainly used to explain the situation and guide people's behavior. If people follow these values or behaviors, then this culture is on them; if they do not share these values or behaviors, then they will not share this culture. From people's different behaviors we can tell which culture they come from. Now we are living in a globalized society. Everyone is surrounded by different cultures and products from all over the world almost can be bought in the market.

However, at the moment when people entered the period of rapid development, the elements of society began to undergo tremendous changes. In the rapidly developing society, people are most concerned about convenience, speed and high profits. So, at the very beginning, people started to research and produce very ‘convenient’ products to improve their lives. Therefore, for example, there was a tea bag produced. Although the invention of the tea bag was an unexpected surprise, because it greatly reduced the production cost, the selling price became cheap, and ordinary people began to be able to drink only from the upper class. However, we all know that these fast-moving products actually have many problems.

### 4.3.1 Problems Caused by Rapid Consumption Culture

In order to meet its commercial interests, companies drive designs to continuously tap people's needs. Products with new appearances and new functions are emerging in an endless stream. The cycle of product replacement is also getting shorter and shorter. These dazzling arrays of products continue to stimulate people’s desire for consumption, and consumers are easily lost in this kind of stimulation — many consumers in shopping malls feel more or less blind to their choices and what they really need. The fast-paced life makes people lack of careful thinking in the process of selecting products. All products that are labelled with convenience are almost the first choice for people (Huang, 2011). Products are also designed to accelerate the rhythm of people's lives. This seems to be a vicious circle, deriving many problems.

**Destruction of the natural environment**

The rapid consumption culture, it is not really serving the sustainable development of
mankind. There have been many phenomena of oversupply. In the enterprise, in order
to increase the function of the product and keep the cost unchanged, the material with
low price or the rough and quick processing technology is often chosen, which greatly
reduces the durability of the product, and the short-cycle product promotes the purchase
of the product (Huang, 2011). With new products, this undoubtedly caused material
waste and accelerated the consumption of resources. Like the production of tea bag,
every bag is produced with extra paper or plastic in order to divide the tea for every
time drinking, but in the traditional way, when people were using loose tea, there was
no need to use these tea bag. As a result, disposable products have begun to fill our lives,
and a large amount of garbage has the production has caused serious damage to the
ecological environment.

In the context of rapid life, fast consumption has become a compelling consumer culture.
People are pursuing convenient and quick products to help themselves cope with this
fast-paced social model. Therefore, more and more people choose to use tea bag,
because it is more easy and efficient. When using tea bags, people do not need to
prepare special tea sets. In addition, because the tea leaves in the tea bag are smashed
into the powder, about 1-2 minutes after the hot water is poured, a cup of tea with a rich
taste can be obtained. And after drinking tea, because tea bags envelop the tea leaves,
the tea leaves are not scattered in the cup. Simply dropping the tea bag in the rinse cup
is complete. In contrast, if you use bulk tea leaves, because it is a whole piece of tea,
after pour boiling water, it will take more time to wait for the tea to grow and taste into
the water. The most troublesome thing is that after the tea is finished, it will take more
time to clean up because the tea is scattered in the cup.

Degeneration of lifestyle

In a fast-paced life, the fast-moving consumer culture has led us to lose many
opportunities to enjoy life and experience life. Instant coffee and canned products save
a lot of time for our cooking, but it makes people farther away from raw materials from
nature. Everyone’s lifestyle is being affected by the fast-moving culture. Many of the
details of life have been being losing. People have lost their concern about life. When
material needs are continuously satisfied, spiritual needs are demanded. In this way of
life, it is better for mankind to begin to rethink what life should be like.

Shelving the development of spiritual culture

In order to meet the concept of rapid consumption, the production and design of
products have been batched and standardized. This greatly restricts the form of the
product, a large number of products that are in line with rapid production are copied,
and the shape of the product is given a specific form by the mechanical production process. According to Huang’s research (2011), with the gradual disappearance of traditional handicrafts, the impact of foreign cultures and the cultural differences of products have been gradually reduced. And our lives are filled with subtle influences on our way of thinking and aesthetic orientation, so that the multi-culture is also gradually blurred.

Under the influence of the fast-moving culture, people no longer have the feeling of cherishing, the feeling of a cup of tea made by tea bag is certainly different from the attitude towards the tea that people spend long time using loose tea leaves. Products are more as a form and function of materials, and they are seen as living emotional objects; on the other hand, The virtues of diligent and thrifty economy have been replaced by foreign concepts of advanced consumption, and the spiritual and cultural development of the society has been neglected.
5. Design process

5.1 Research

5.1.1 Interview in the tea shop

Before I start designing, I wanted to firstly investigate the situation of tea consumption in the market, which will allow me to better understand the context of my project, so that the entire project will be conducted under real conditions, and the conclusions will be drawn more concrete. So, my first interview was to visit a very traditional shop selling bulk tea in the city called Växjö in Sweden and collect information.
This shop only sells loose tea to the customers. According to the staff there, the tea they are selling in the store is imported, most of them from China, others are from African countries, India and Sri Lanka. And there are also many different kinds of tea sets sold in the store, such as tea pot, strainer and so on. When people come to buy loose tea, they will provide paper bags which are produced by another package company. Most of the customers are tea lovers and middle-aged or older people. In addition, many people come to the shop to buy tea as a gift for friends on special days. The clerk also stated that she is also a tea lover. She knows how to drink every kind of tea, how much the temperature of the water is used, how long it takes, and the way of using different tea sets. Some customers will ask her questions about how to make tea in the right way when they are purchasing tea.

5.1.2 Visiting Morocco

In order to deepen understanding different tea cultures, I planned to go to some country that tea culture is popular to continue learning about tea. After comparison, I chose Morocco, a country that tea culture is important. There, I realized that drinking tea has become an indispensable part of everyone’s life in that country. Even in the desert, such a tough area, you will also see people sitting in simple tents and drinking tea. Moreover, Moroccans have their own unique way of drinking tea. As a guest, the host will be very enthusiastic to prepare the most popular mint tea in Morocco, and use their Moroccan way to pour the tea in person. It can be seen from the picture that the owner lifted the teapot high, and then a special tea foam formed in this cup by this special way of
pouring tea.

Figure 6: The hotel owner is serving me mint tea in Moroccan way

Since I really like Moroccan tea culture, I bought a teapot that are unique back to Sweden. Whenever I want to drink Moroccan mint tea, I will take out this teapot. But the whole process of drinking tea always makes me feel lacking. So I started thinking about what is missing.

Figure 7: The Moroccan tea pot

Figure 8: I am doing Moroccan tea in ordinary way

Then, I started trying to treat my Moroccan tea with their special ‘high’ way. I realized that the most important part of drinking Moroccan mint tea was to use Moroccans’ way to drink tea, so that we could experience the real pleasure of drinking Moroccan tea.
5.1.3 Workshop and interview

Based on methodology, I planned to have an interviewing workshop in the public corridor in K building, providing people with different kinds of tea including teabag and loose tea.

So, in my workshop, I do not make it too much formal, and I do not push people to join in me or answer any question they do not feel comfortable. It is more likely a place for people to take a FIKA time, in the meantime, I ask them some questions about tea culture from their background.

During the workshop, I was sitting along the table with a big poster hanging on the wall, if people walking by are interested in my project, they can stop and sit for a while, having a cup of tea, then I can observe the way they drink tea. More importantly, I can have a tea conversation with them, knowing about their views on tea culture and tea package when they are drinking tea. I ran my workshop four day from 9.30 in the morning to 5 in the afternoon. The people who joined me, some because they were tea drinking lovers, some because they were interested in what I was doing. In order to reduce the uncomfortable, I always started with simple question, like greeting and the introduction of my project. Then I began to asked them the question that I prepared. With some basic questions answered, most of participants started to talk about the story
about tea happened to them or the opinions about tea. Some tea drinking lovers even would like to share their families’ tea ‘history’ with me. One of the interesting thing I found is that the majority of people were interested in the Chinese tea that I brought from China, but at the same time they asked me to perform Chinese tea ceremony to them. Then, I realized that if people are given opportunities to try new things, they would love to try.

On the other hand, I took notes as much as possible, but I felt disrespectful if I interrupt the conversation to take notes. So, I took notes after the interview and at the end of the day, I reviewed them to see how much they were related to my research questions. Before starting the workshop, I planned to have one-day workshop, but after the first day, I realized that there were some questions that I did not take into consideration and some were newly generated during the interview, so I decided to continue doing my interview to perfect my research.

**A Poster of interviewing workshop**

![Poster Design](image)

*Figure 11: The poster I design for workshop*

This is a poster designed by me for my workshop. The style of the poster is biased toward Japanese style. The text "Do you have time for a cup of tea" is, on the one hand, the theme that my project wants to express to people. On the other hand, it can be used as an attraction to allow passing people to participate in my investigation.

Before determining this poster, I also tried different layouts. After trying and comparison, I decided to use clouds, smoke, and the sun which are elements that are often used to express the concept of ‘Tao’ in Chinese and Japanese cultures. In the
traditional decoration, there should be elements of Castle Peak, but because it will be hung up on the public place to attract people as a headline, if adding too much decoration, it will reduce the readability of the text. So, I kept the most concise decoration in order to highlight the importance of the text. Among them, placing the word ‘time’ in the position of the sun also highlights my emphasis on the importance of time in my project.

**Interview questions:**

1. Where are you from?
2. Do you have tea culture in your country?
   
   If they have tea culture
   
   2.1 What is your tea culture?
   
   2.2 Do you have tea ceremony or tea rituals in your tea culture?
   
   2.3 Is there any change happened to your tea culture?
   
   2.4 When you are working in the office, do you still use loose tea or tea bag instead?
   
   2.5 In your home, do you have traditional tools for tea making?
   
   2.6
   
   If they don’t have tea culture,
   
   2.1 Do you often drink loose tea or tea bag?
   
   2.2 When you are at home, do you still use tea bag or another way of drinking?

3. What do you think about tea bag?
4. What do you think about taking a long time to drink tea?
5. Why do you drink tea?
6. What can you think of the interesting part of drinking tea?
7. If improve the tea drinking, which part would you like to do firstly?

**Interview record**

Countries people come from: Sweden6 Brazil2 Pakistan5 Romania1 Cameroon2 Iran2 Austria1 Anonymous7 Spain1 Vietnam1 Poland1 German2 Korea1
From Iran girl: Some People think that green tea is healthier than black tea, so they drink black tea more than green tea. People drink green tea is may not because they love it, it is because they want to be healthier, they may prefer the black one.

They have traditional tea ritual, tools and how people do it. It takes 30 minutes to 1 hour to do the traditional one, but younger generation does not do it often, even does not at all, for some older people, the traditional tea pot and tools are only for the decoration. They drink natural tea rather than using tea bag even in the office.

A guy from Cameroon, the weather is important for people to drink tea. If the weather is always hot or warm during the whole year, people rarely drink tea. Another way around, people drink more tea. In Cameroon, there is a traditional kind of tea called Tole tea.

One of my classmate, she is a tea lover and she love collecting tea. If there is new flavor that she has never tried, she will buy it no matter it is loose tea or tea bag. She like to go to the tea shop which is selling loose tea because people can smell the tea before buying. And when I did my research in the shop, they even gave me some loose tea as a trying gift.

One the other hand, when she has started collecting tea for a while, she also began buying some high-end tea pot from Britain. In her home, she also has particular tools for Japanese tea ritual. But she told me that she does not really know how to do the tea ceremony, only a little learning when she was traveling in Japan and seeing on the website. But someday in the future, she would love to learn it because she loves Asian culture.

Since she is Swedish, she said Chai Latte is becoming more popular here because it is a new way of drinking tea and people are willing to try it. Just like when she was traveling in Japan that coffee culture is new compare to the tea, people will go to the coffee shop and by coffee because the store will make cute foam shape on the top.

Another guest is a Swedish teacher who is also a tea lover, she does not even have one tea bag in her home, only loose tea. She loves drinking Chai Latte since it has been being popular in Sweden. And she is making Chai Latte in her home, she also wish someday there will be a milk heater in the school so that she can make Chai Latte when she is working.

She knows Chinese people do not put tea in the tea bag, but because tea leaves in Sweden are smaller than that in China, if you do not put it into tea bag, it will be everywhere in the cup, annoying.

She also believes that the thinking process will be active when she is drinking tea during the work. The smell of tea, the movement that she grabs the tea cup and drink.
In general, from my observation, people from tea culture country usually do not take tea bag out before drinking. I guess it is because they are used to use loose tea and when they are using loose tea they do not take tea leaves out.

People are used to use tea bag, they do leave the tea bag in the cup for a very short time and put it away then drink. Some of them like to squeeze the tea bag.

When I told them it was Chinese tea, most of them were very interested in trying it, and they also asked me how we make the tea, so I had to serve them rather than observing.

One of my guest, she is from Vietnam. People there are used to drink fresh tea leaves. If put dry and fresh together, people usually will choose the fresh one. And many people there are growing tea in their home so that they can have fresh tea through the year because weather in Vietnam is warm. People drink tea always for healthier lifestyle. Even in the office, people use tea pot to make tea and share.

For the fresh tea leaves, they pick them, wash and boil it for a while, then drink it.

A Swedish man. He drinks tea because it is a very good replacement of Coke which is bad for health. He also loves the strong flavor so he keep the tea bag in the cup.

*Photos of workshop*

![Figure 1]: The whole view of my workshop set
5.1.4 Analysis of tea bag

Teabag becomes popular, mainly because it solved three problems:

It goes fast: Unlike Chinese way of brewing tea, which needs at least two times brewing to achieve the best flavor of tea, with a tea bag, one is sufficient. Therefore, in order to increase the contact area of tea and water, the tea leaves have to be cut and fragmented. When the tea leaves are chopped is difficult to judge the appearance of the original tea leaves. Which is an important part of appreciating the beverage. This is the main reason that teabag is disliked.

It is convenient: No one likes the feeling of tea leaves full of mouth. Filtered broken tea
bags, the most comfortable point is it solves this problem. Then another problem comes, the level of tea bags are not homogeneous, and some of them use bleach, staple seal, smelling strange.

It is instant gratification: According to the Urban dictionary, instant gratification means immediate satisfaction, the quick attainability of happiness. Nowadays, more and more people are longing to gain happiness as quick as possible rather than waiting or spending time which needs them to pay efforts.

5.1.5 Research of existing tea product

a. This group of tea package design is more focus on function.

In some cultures, the tea cup needs cover so that the water will not be cold quickly and the tea can be drawn for a longer time to get perfect taste.

![Figure 19: Example of tea package](image)

This is a good example that solve the problem that is some people often want to squeeze the tea bag when they finish making tea. Using this kind of tea bag, there is no need to use spoon.

![Figure 20: Example of tea bag](image)
This tea bag design not only enhance the fun or attractive factors of tea bag, but also solve the inconvenience that sometimes the label on the tea bag will go into the cup.

Figure 21: Example of tea bag

b. This group of tea bag consider creating a more interesting experience when people are using tea bag.

Figure 22-25: Example of tea bag
Although there are many products on the market to improve people's tea experience through tea package, such as from a functional point of view and increase the fun point of view. As for the function perspective, designers are mainly concerned about what problems people will encounter when they are using tea bags. On the one hand, comparing with the use of traditional and complex forms of tea drinking and people today, using simple and convenient tea bag, designers are discovering which features are missing, then remedy in the form of packaging. On the other hand, the invention of the tea bag itself also has some inconveniences during the use. Designers are also looking for innovative ways to improve the using experience of tea bags.

In terms of emotional factor, people realized that the use of teabags is 'boringless' and 'nonsense', therefore, many designs began to increase people's enjoyment during using tea bags. For example, changing the shape of a tea bag makes the use of tea bags more contextual. When a product has the function that is story telling, it will let users automatically add themselves into the situation, which will result in emotional fluctuations, which will enhance the user experience.

c. The culture on the tea package

![Figure 26, 27, 28, 29: Example of tea package](image)

The company is using the image that are very cultural on the package telling customers the tea they buy is from which culture. However, there is no instruction about how people in that area drink tea.
5.2 Concept generation

Through the observation and interview in the workshop, I found that when I introduced to my guests, that is the tea I brought from China, and most of them were very interested in trying it. Besides, more importantly, they also asked me if I could perform Chinese tea-making ceremony. So, I had a feel which is people love the new things that appear in their life and want to experience. The teabag on the market which have been found through investigation use images on packaging design to show which country or region the tea comes from. However, regarding the use of instructions, it is only a brief description of how much degrees of water should be used and how long the tea should be steeped to get the best taste. However, about the tea rituals, it is the missing part. When people get a wish realized, they will pursue the next higher level of requirements. In this fast-paced society, more and more people are willing to take time to experience because they think that spending time on something is a manifestation of a high quality of life.

So, I planned to explore my project with three main directions, one is to enhance the experience of using, one is to provide a chance allowing people drink tea from different cultures or creating their own tea, one is to aware people the tea ritual is the most important part of experience drinking tea.

Group 1: The instruction of the 'right' way of drinking tea from 3 different cultures.
These three instructions are introducing Moroccan, Chinese and Japanese ways of drinking tea. I chose to use the graphic icons to express the content in a very simple and easy-understand way. They can be produced as instruction card in the tea box, or they can be printed on the tea package. The aim is to tell people different tea rituals, offer them opportunities to experience different tea cultures where they can get fun.

5.3 Concept development

After tutoring, I decided to improve my concept more into enhancing user experience. With the suggestion from tutoring, designing a book. Unlike ordinary books, my tea book focuses on interaction with users to increase readers' experience on tea ceremony. Therefore, it is not only a book that can be read, but also a book that can be played with. In the book, I added different elements to stimulate the reader's senses, such as vision, touch, smell and hearing. I would say this is a book of tea experience.
5.3.1 Sketches

The book

Figure 33,34: Sketches of book

Interactions

All the interactions will be introduced in detailed in next part.

Smell

There are some tea leaves’ pictures in the book, I planned to make them smell like tea.

Figure 35: Sketches of interactions (smell)
**Hearing**

Figure 36: Sketches of interactions (hearing)

**Pop-up**

Figure 37: Sketches of interactions
Playing
5.3.2 Prototype

5.3.2.1 The Tea Book

The principle of my book

Figure 42: Principle of my tea book
**The cover**

Basically, in this book I still obey the rules of layout design. Due to the content of my book which is about traditional culture, I use ‘Garamond’ for the title, ‘Times New Roma’ for the text, because serif font is more suitable for ‘classic’ feeling. Using the picture of real loose tea leaves and tea represents that I will bring reader into the world of tea with the nature feeling.

Figure 43: The cover page of my tea book

**The content pages**

In the content part, I started with an X-ray photo of green leaf and ended with another X-ray photo of yellow matured leaf, which with the meaning of start and end. It could mean that before reading, you do not know much about those three tea ceremonies and their history, but at the time you finish reading and performing, you will grow ‘mature’.
Figure 44-72: The content page of my tea book
**Book model**

With the craft meaning in my book, I did some decorations in my book to make it more detailed and interesting.

a. I used special paper to make a cover for my book, which aims to enhance the touching when people touch it. They can relate the feeling with leaves.

![Figure 73: The photo of my hand work](image)

b. I used nail polish to polish some tea and tea leaves pictures in my book.

![Figure 74: The photo of my hand work (fingernail polish)](image)

c. The cotton thread is used for decoration as the leaf vein.

![Figure 75, 76: The photo of my hand work (cotton thread)](image)
d. I put some loose tea together with the book, then it can be smelt like tea.

Figure 77: The photo of my book

e. Two layers makes people feel more stereo.

Figure 78: The photo of my hand work

f. The painting on this page has apparent feeling, so I choose to use apparent plastic to enhance the emotion.

Figure 79: The photo of my hand work
g. I used cotton thread also to decorate the special tool in Japanese Tea Ceremony.

Figure 80: The photo of my hand work

5.3.2.2 Interactions

a. Some tea leaves elements in the book, when then reader use his fingers to rub the paper making it warm and then smell, he can smell the leaves.

Figure 81, 82: The picture of interaction (smell)

b. Use the phone to scan the QR code.

Figure 83: The picture of interaction
c. Then the user will get a page with video and music, you can choose whatever you want to do. Besides, I also offer a chance to let people try the traditional instruments from China. If the user does not want to do anything, he can choose ‘START THE PERFORMANCE’ button.

![Figure 84: The picture of interactions](image)

Figure 84: The picture of interactions

d. Then, there will be a tea container on the screen. This idea comes from Pockymon Go, using the technology called Augmented Reality.

![Figure 85: The picture of interactions](image)

Figure 85: The picture of interactions
e. There will be an inductor sensing the movement of the reader, also the vibrator tracking when he does something such as shaking. So the whole process of dumping dry tea leaves will be authentic. Additionally, in order to make it more closed to the reality, sound is also added in.

f. As for the Japanese tea ceremony, what matters is the step whist the Matcha powder. When the reader get a whist on the phone, he can hold the phone and move round, simulating that he is doing the whist as Japanese.
In terms of the Moroccan Tea Ceremony, the most fun part is to hold the tea pot higher and higher during the pouring. Only when the player perform high enough, the screen turns green, otherwise, it will be red.

Figure 91-93: The picture of interactions
6. Conclusion and Discussion

In this last chapter, I will summarize my project and discuss critically my learning outcomes, any problems you might have encountered and any questions your project and process might have raised.

Discuss the potential for future work in the field focusing on sustainability issues and design as part of a multidisciplinary approach and as an agent for sustainable development and change.

6.1 Summary

Firstly, this project is about user experience, tea culture and knowledge sharing, what I learned is to look for problems and solutions from a social perspective. The current design stream has not only been limited to solving the problems in human daily life. More designers or design organizations have begun to pay attention to social and even global issues. This is also something I hope I can pay more attention to in the future. Although critical design focuses on asking questions, it provides designers with an objective way to look at social issues and focus their solutions on the future.

We cannot deny that traditional culture is gradually disappearing, at the same time we also cannot stop the rapid progress of society. In globalization today, cultural exchanges and conflicts are very common. More and more people are coming out of their original society and sharing it with other cultures. This proves that people's spirit of exploration has never stopped. So, people's curiosity about new things still exists. It's like what happened in my workshop, people are willing to try new things if they have the opportunity. In addition, the current design differs from traditional industrial design. Now more attention is paid to the relationship between people and design. As fast-paced life and technology change the traditional lifestyle, people are pursuing new experiential stimuli, which makes the experience especially important in design.

Critical design is a challenge for me because I did not use and study it practically before. I also learned a lot of new knowledge while challenging challenges. The critical design thinking method and its research on people and objects made me understand the changes in society. By reading the literature, I knew the connection between critical design and interactions, which led me to think about the user experience.

I started my project with reading books, because I wanted to be academic. I have read different kinds of book and gained a lot of new knowledge. Although practice has helped me find a breakthrough point for the problem, reading has helped me expand my thinking and allowed me to expand my fixed-minded thinking and no longer stick to one-sided thinking.
Secondly, I realized the importance of personal practice. Theoretical knowledge is indeed important because it can serve as a guide for my actions. But only if we actually do it yourself, we will find that it's not as simple as it actually is. For example, before I went to workshop, I read articles and books, but I couldn't find a way out of my problem. At the time when I actually practiced workshops, I found that many interesting things happened during the period of interacting part between people and tea drinking, also the time when I was talking with participants which was my main resource. Due to the large number of students in this international university, during the practice of workshop, I met people from different countries around the world. Talking about the tea culture, they all have their own opinions. The most important thing is that many people are willing to share their thoughts with me. Talking to them, I learned a lot of factors that I didn't know before about a region's influence on the development of tea culture, such as the weather. In addition, I also learned that many people are very fond of drinking tea, some because of the health of the tea, some people love the tea culture, but not many people really understand the meaning of the tea ceremony and the meaning behind it.

6.2 Limitations

During the project, I felt there were some things I did not make it perfect.

For example, during the investigation, because the proportion of tea in the Swedish market is not a large one, and also Sweden is a coffee-popular country, the investigation into the tea market is not comprehensive. On the other hand, research concerning cultures may not be scientific enough because it involves multiple factors. For example, in China, every region has its own characteristics in terms of tea culture. However, due to limitations, it is impossible to involve every method, so after the long-term research and learning, the most representative and most popular tea ceremony has been chosen for the performance in the book.

In terms of design perspective, it is a book design, but some details are not considered perfectly. Especially in the production part, because the book is not produced in a professional printing factory, many details cannot be produced, so I can only find other ways to simulate the implementation, such as using polished nail to polish some pictures. Moreover, as for some details, for example, using the cotton thread to describe the leaf vein and tea whisk part, since I do not actually investigate the technology used by the factory, so I did not know what the actual operation was like. In addition, for the interactive part, although I discussed with the friend who is studying technology, about feasibility, but the production process is very complicated.
6.3 Future possibilities

Critical design provides designers with a good way to look at social issues and focus their design on the future development. This book can be used as a carrier for cultural exchanges and it can also be used as a propaganda for the tea industry. It is possible that people can buy books when they buy tea or they can also buy a tea service when they choose this book. For example, if you buy a book, you will receive a sample of the tea which to make it easier for customers to experience different tea cultures.

With the rapid development of science and technology, more and more technology products have entered people's lives. Smart life has become the mainstream trend, more and more artificial intelligence products have led people’s life, so the combination of design and technology is a trend. Maybe in the future, there will be more advanced technology to provide people with a more realistic and better experience.
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