

THERMOS 360 HOT NEW MUG

We brewed up a hot new commuter mug for Thermos that delivers valuable benefits worth their weight in top-quality coffee beans.

WHAT WE DID

Product Innovation

Industrial Design



Preliminary models explored various prototype iterations on the way to the final design.



We designed the Thermos 360 commuter mug with new features and intuitive cues to overcome the functional shortcomings of standard commuter mugs.

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CHALLENGE

Though known for their fail-safe performance, Thermos commuter mugs faced competition from cheaper products that looked similar on shelf. So Thermos came to us for help creating a mug with innovative new features designed to deliver intuitive, high-quality benefits that would justify a higher price.

SOLUTION

Our research identified several sources of dissatisfaction with commuter mugs: they leak, they keep liquid too hot for the first sip and they require constant orientation to find the single drinking hole. To resolve these problems, we developed the Thermos 360 with a patented, rotating bezel lid featuring three simple settings: open, closed and remove lid. This unique mug offers all the “on-the-go” attributes consumers expect with the convenience of coffee mug drinking. As a result, the Thermos 360 has become the best-selling commuter mug at Target stores.



The Thermos 360 features a patented, rotating bezel lid with three simple settings to resolve the most frequent commuter mug complaints.



To justify a higher price on shelf, the Thermos 360 offers advanced features not available in other commuter mugs.