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Project Brief

Design a Handcart that opens up more possibilities for vendors. Giving them continued relevances in this new age, by also making the qualities of a mobile store available for more people by having a low cost design.

Objectives

- Customizable
- Protective/Enclosed
- Adaptable Aesthetics

Users

Coffee

Martha Allen
-29 yr old

Needs

- Counter space
- Chilled storage
- Display space



Ice Cream

Whistler Cook
-27 yr old

Needs

- Hold/Keep multiple ice cream containers cold
- Protect food while displaying it



Pastries

Mikal Martinez
-40 yr old

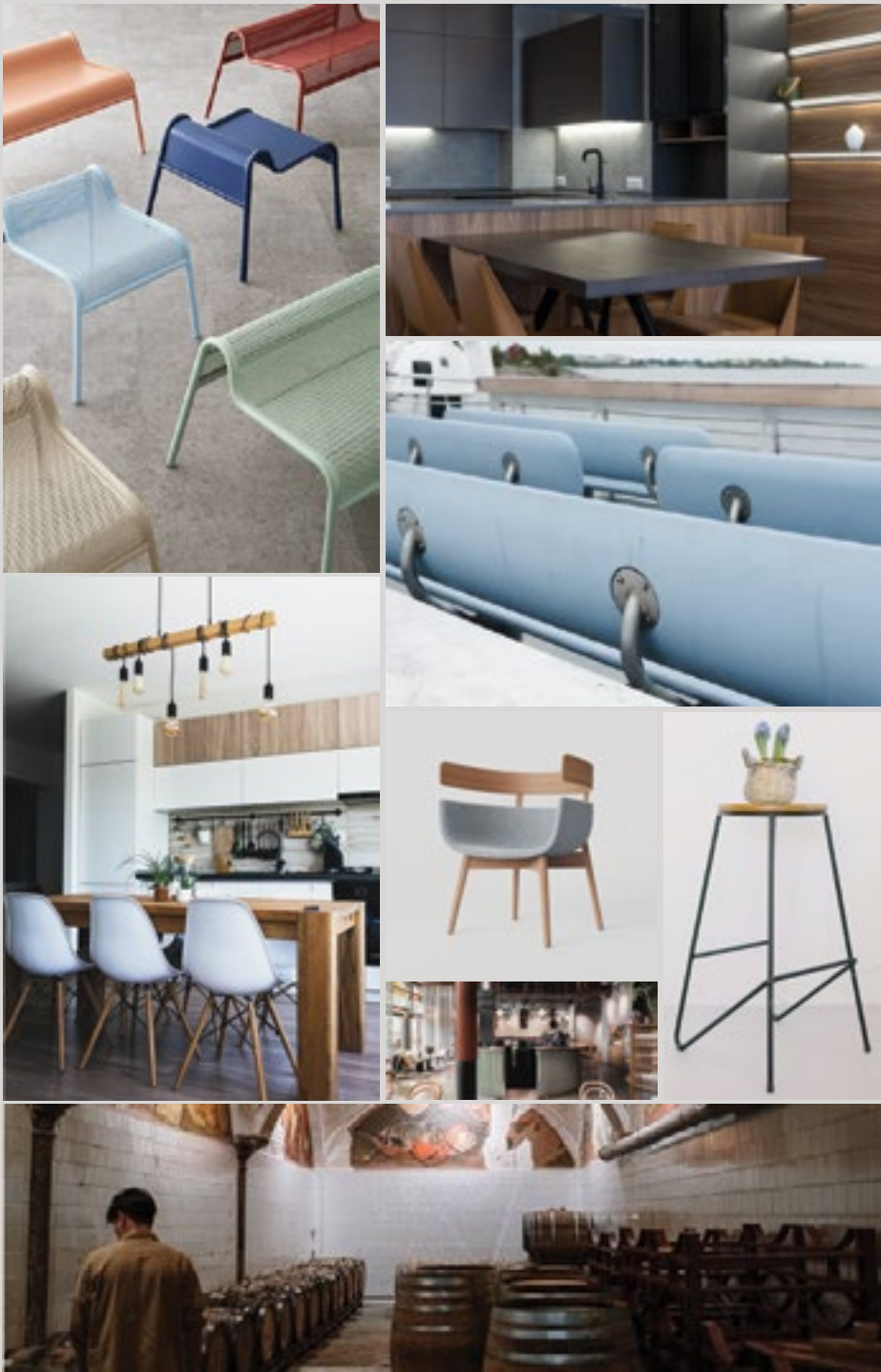
Needs

- Covered display
- Pull out drawers/ easy access
- Menu Display



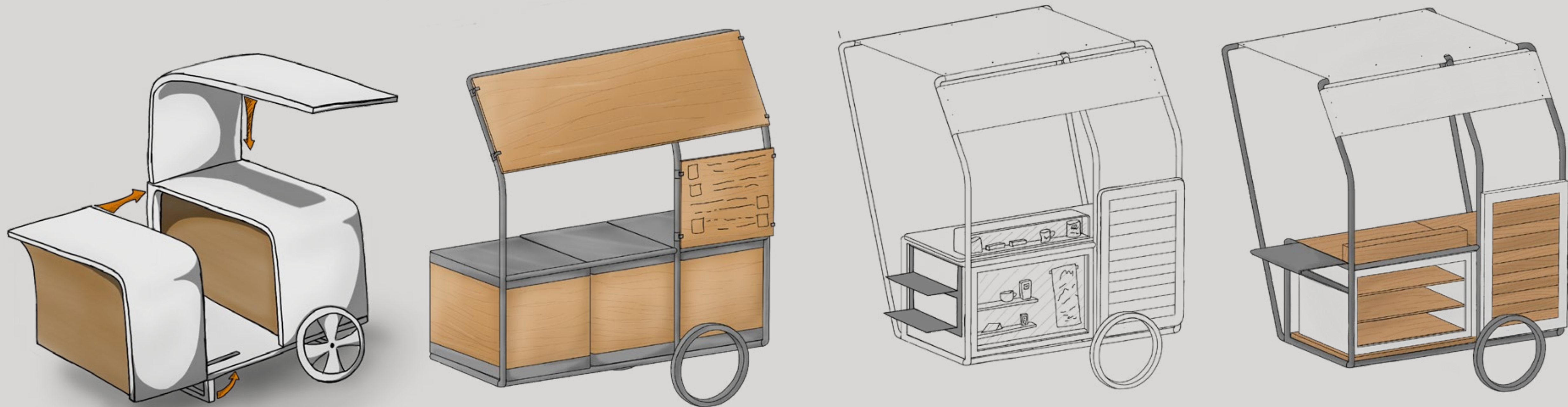
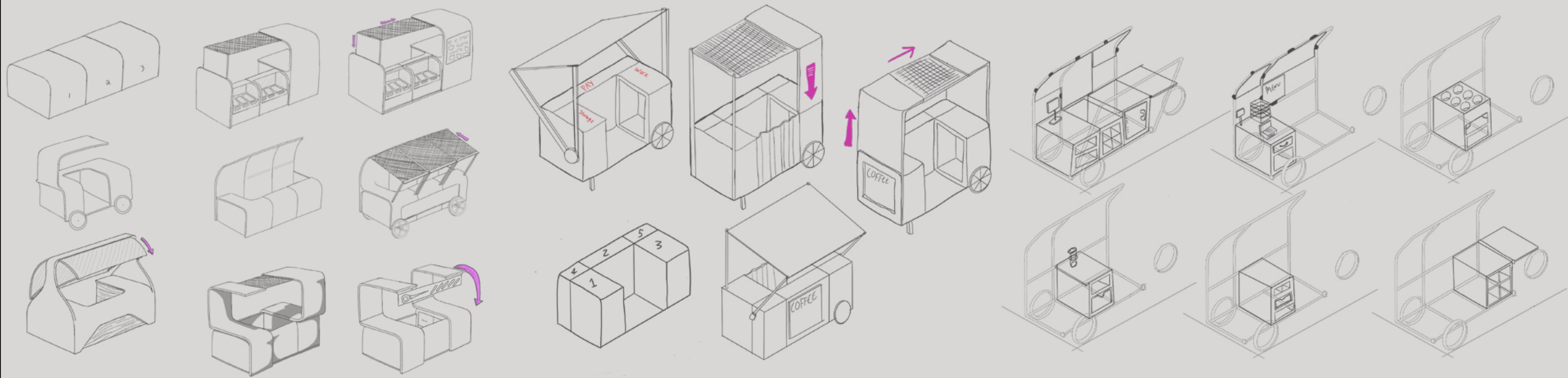
Concept

To design a cart that has a modern interpretation of industrial styles that creates multiple modular opportunities.



Ideation

Social



Options

Social





Social

01 COFFEE

| Coffee | | | |
|-----------------|--------|---------------|--------|
| Espresso | | Coffee | |
| Latte | \$1.35 | Drip Coffee | \$1.75 |
| Mocha | \$1.35 | Air Latte | \$1.75 |
| Americano | \$1.35 | | |
| Cappuccino | \$1.51 | | |
| Iced | | Tea | |
| Iced Latte | \$1.75 | Hot Tea | \$1.75 |
| Iced Mocha | \$1.75 | Iced Tea | \$1.49 |
| Iced Coffee | \$2.49 | Hot chocolate | \$1.75 |
| Chai | | Extras | |
| Hot Chai latte | \$1.35 | Espresso | \$0.50 |
| Iced Chai latte | \$1.75 | Soy Milk | \$0.50 |
| Frozen Chai | \$1.75 | Brent | \$0.75 |



But First... Coffee!!



Insulated Cooler
Drawer



Display Space/ Counter





Social

02 PASTRIES

BACKERY

MAPA

★ ★ Home Made ★ ★

CHOCOLATE
CAKE

★ ★ \$6.50 ★ ★

Muffin Cakes \$2.49

Banana Bread \$2.49

Sticky Buns \$4.49

Tartlettes \$1.49

Chocolate Tarts \$2.49

Coconut Tarts \$4.49

Lemon Meringue \$5.49

Have a blessed day

ENJOY!

PASTRY





Divided Food
Storage



Display Space/ Counter





Social

ICE CREAM

Ice Cream
always fresh

Scoops and Cone

| | | |
|--------|--------|---------------------|
| Single | \$2.50 | Cup |
| Double | \$3.25 | Cake cone |
| Triple | \$4.00 | Waffle cone +\$0.50 |

Flavors

| | | |
|----------------------------|-------------------|---------------------------|
| Chocolate | Vanilla | Birthday Cake |
| Chocolate peanut butter | Strawberry | New York Cheesecake |
| Coffee Candy explosion | Tiramisu | Double Chocolate chunk |
| Mint Chocolate chip | Orange Sherbet | Butter Pecan |



Celebrate your sweet
moments with our sweet
treats



Insulated Cooler
Drawers



Protective Glass Display



Details

Social



Ride cart to desired selling location



Unlock canopy and set up shop



Interact with customers and sell goods



Modular Storage



Modular Shelves



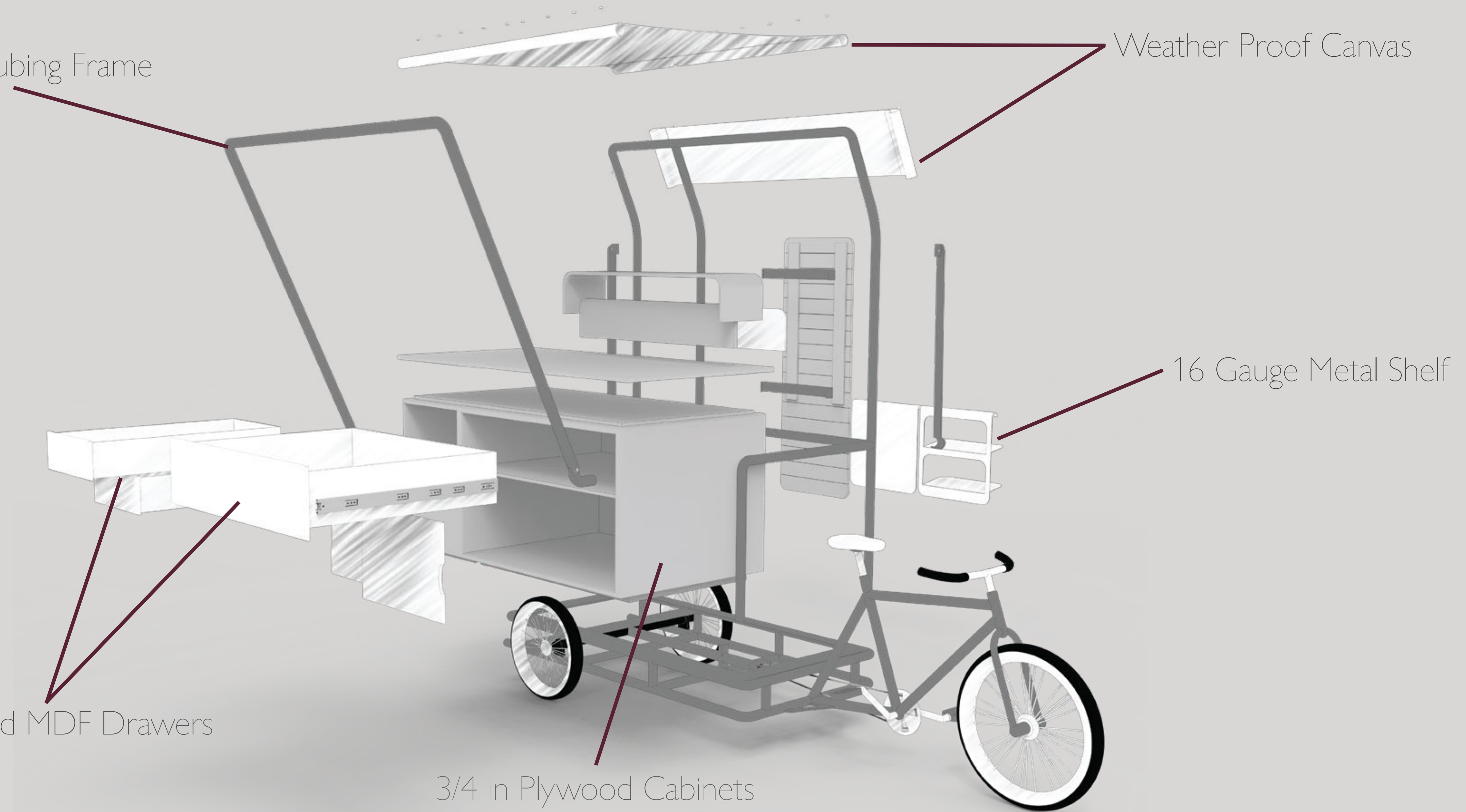
1 1/2 in Steel Tubing Frame

Weather Proof Canvas

16 Gauge Metal Shelf

1/2 in Painted MDF Drawers

3/4 in Plywood Cabinets



Canopy Locking Arm with Fastener



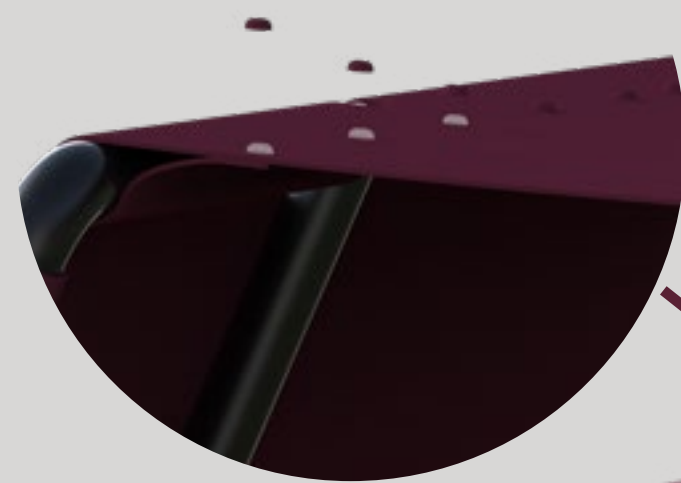
Rotating canopy hinge



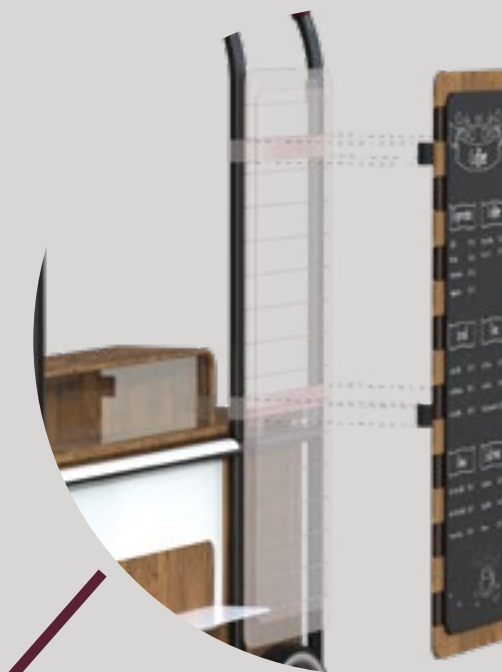
Opening glass display door



Snap buttons secure the canopy



Metal Clips with fastener lock in the Menu Board



Metal Shelves clip on and rotate into place



Cabinets are screwed to the frame from the bottom through the welded screw plates

