



**Sprig is a home grown cocktail
subscription service and system**

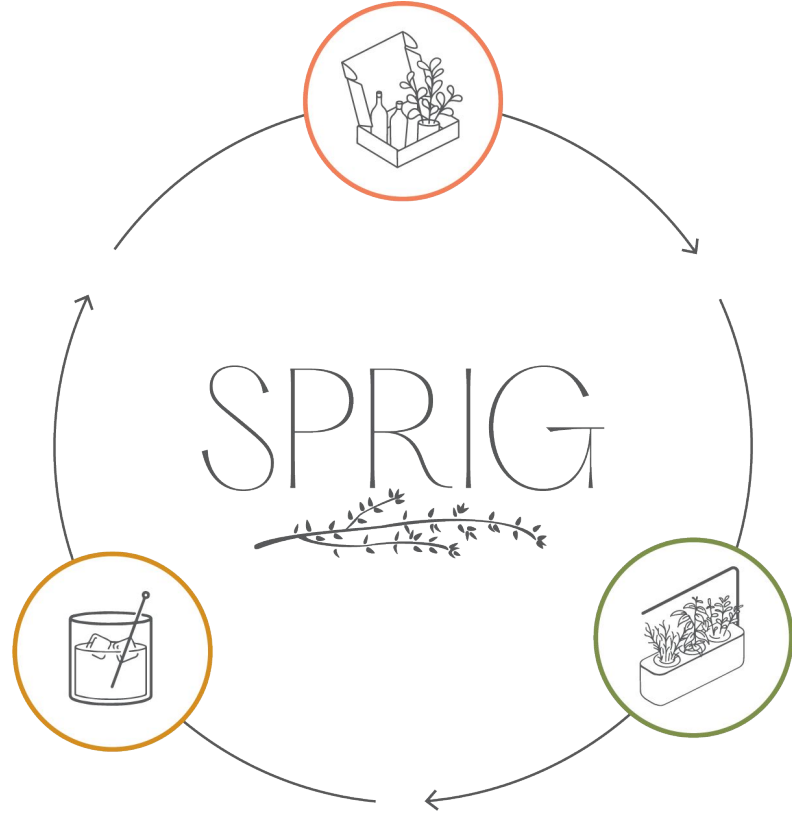
Design team
Brianna Brown
Matthew Kosica
Kelsey Leppek
Keaton LoCicero
Jasmine Schubert





Create exceptional cocktails

SPRIG is a brand that provides a cart, bar tools, and an herb garden system to be paired with a subscription service that delivers artisan quality spirits, herbs, and recipes each month.



How it works



Subscribe



Grow Herbs



Make Cocktails

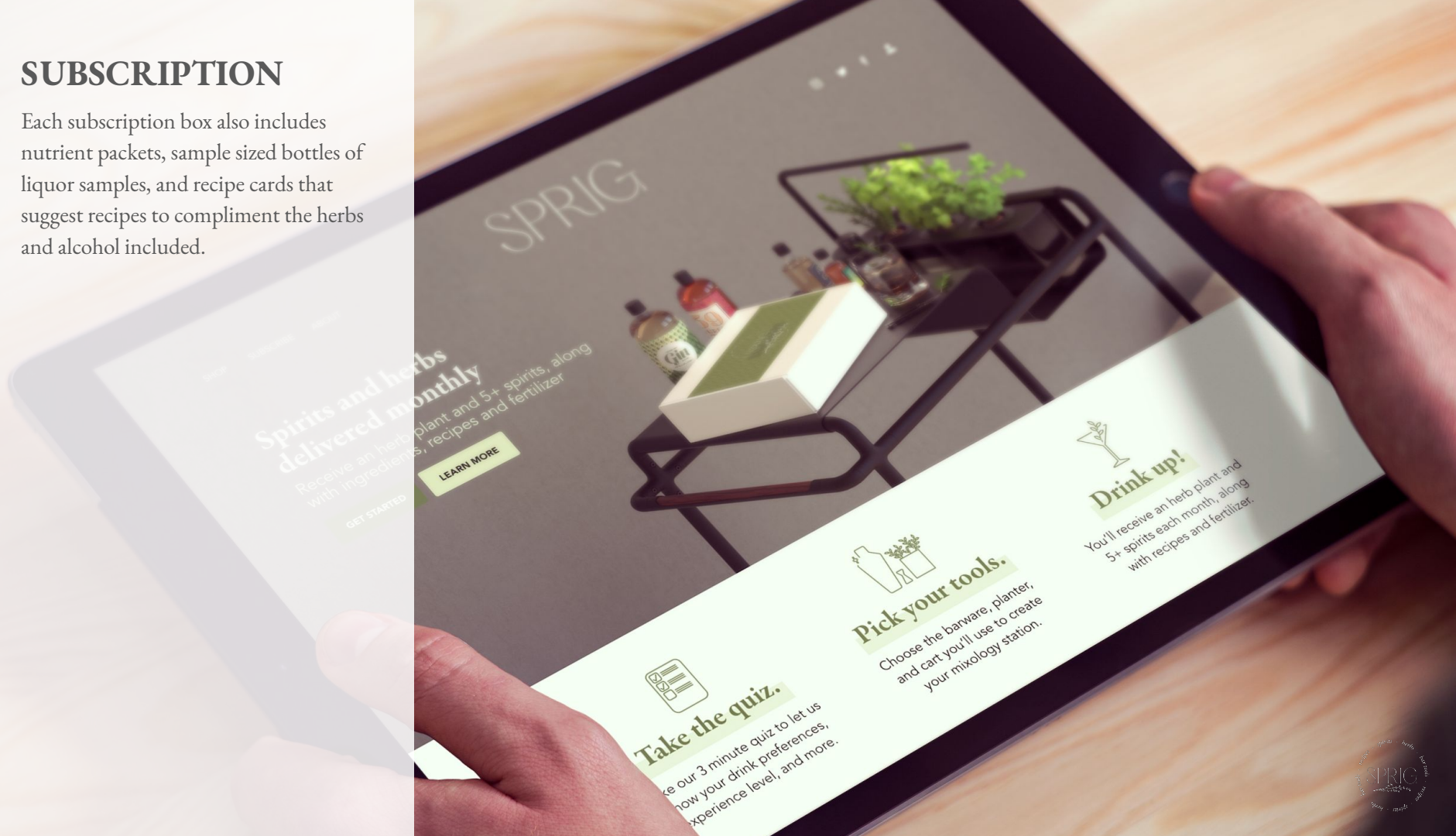
Full product ecosystem

SPRIG's subscription service was designed to be paired with a bar cart, bar tools, and a hydroponic garden system for growing fresh herbs to be used as ingredients and garnishes in cocktail recipes.



SUBSCRIPTION

Each subscription box also includes nutrient packets, sample sized bottles of liquor samples, and recipe cards that suggest recipes to compliment the herbs and alcohol included.



Spirits and herbs delivered monthly

Receive an herb plant and 5+ spirits, along with ingredients, recipes and fertilizer

LEARN MORE



Take the quiz.

Take our 3 minute quiz to let us know your drink preferences, experience level, and more.



Pick your tools.

Choose the barware, planter, and cart you'll use to create your mixology station.



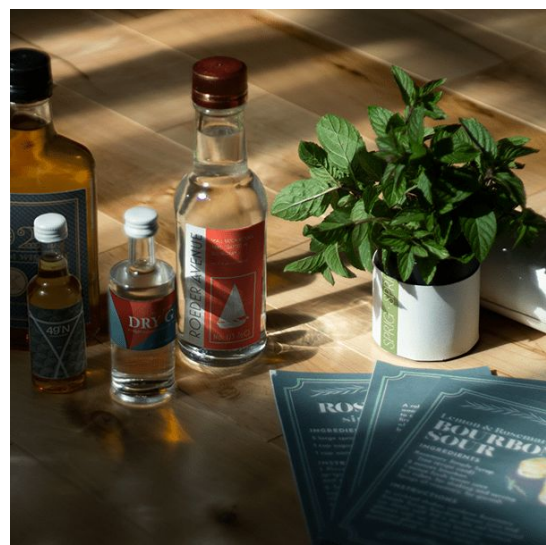
Drink up!

You'll receive an herb plant and 5+ spirits each month, along with recipes and fertilizer.



WHAT'S IN THE BOX?

- Liquor samples
- Herb start
- Recipe cards
- Mixers
- Plant fertilizer



BAR CART

With minimal styling, the bar cart combines a traditional work surface with a recessed storage surface for housing up to two hydroponic garden systems, or providing storage space for tools and bottles. A lower shelf provides extra storage space for more planters, bottles, and supplies.







HERB GARDEN SYSTEM

The hydroponic gardening system consists of a simple, passive hydroponic planter and grow light. The planter features a removable lid, transparent water reservoir, and perforated plant pots. The optional grow light, designed to clamp onto the frame of the bar cart, pivots to illuminate either the herbs or workspace of the barcart.













PROCESS

- Interviews
- CAD iterations
- Branding
- Prototyping
- User testing



Expert Interviews



“If you want everyone to adopt hydroponic growing **make it easy for people.**”

- Casey, *Hydroponic gardening consultant*



“**I wish I could grow my own food** while adding cute plants to my apartment”

- Annemarie, *indoor plant enthusiast*

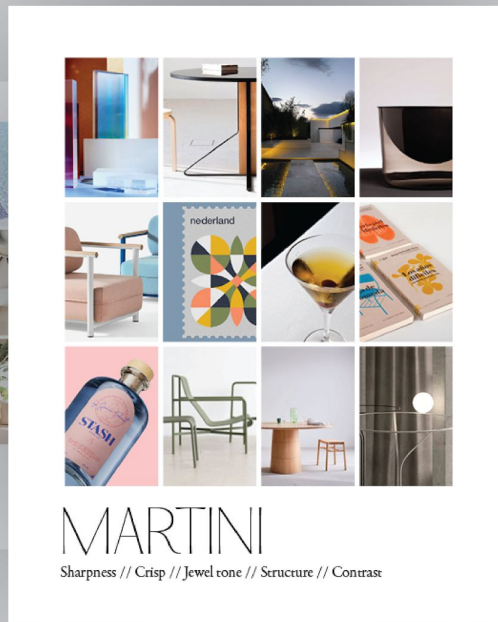
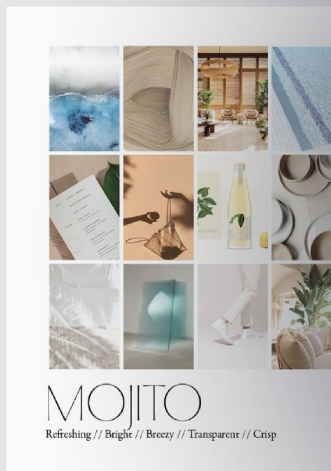


“**I’m always looking for new distilleries**, but hate committing to a big expensive bottle.”

- Shaun, *mixologist*

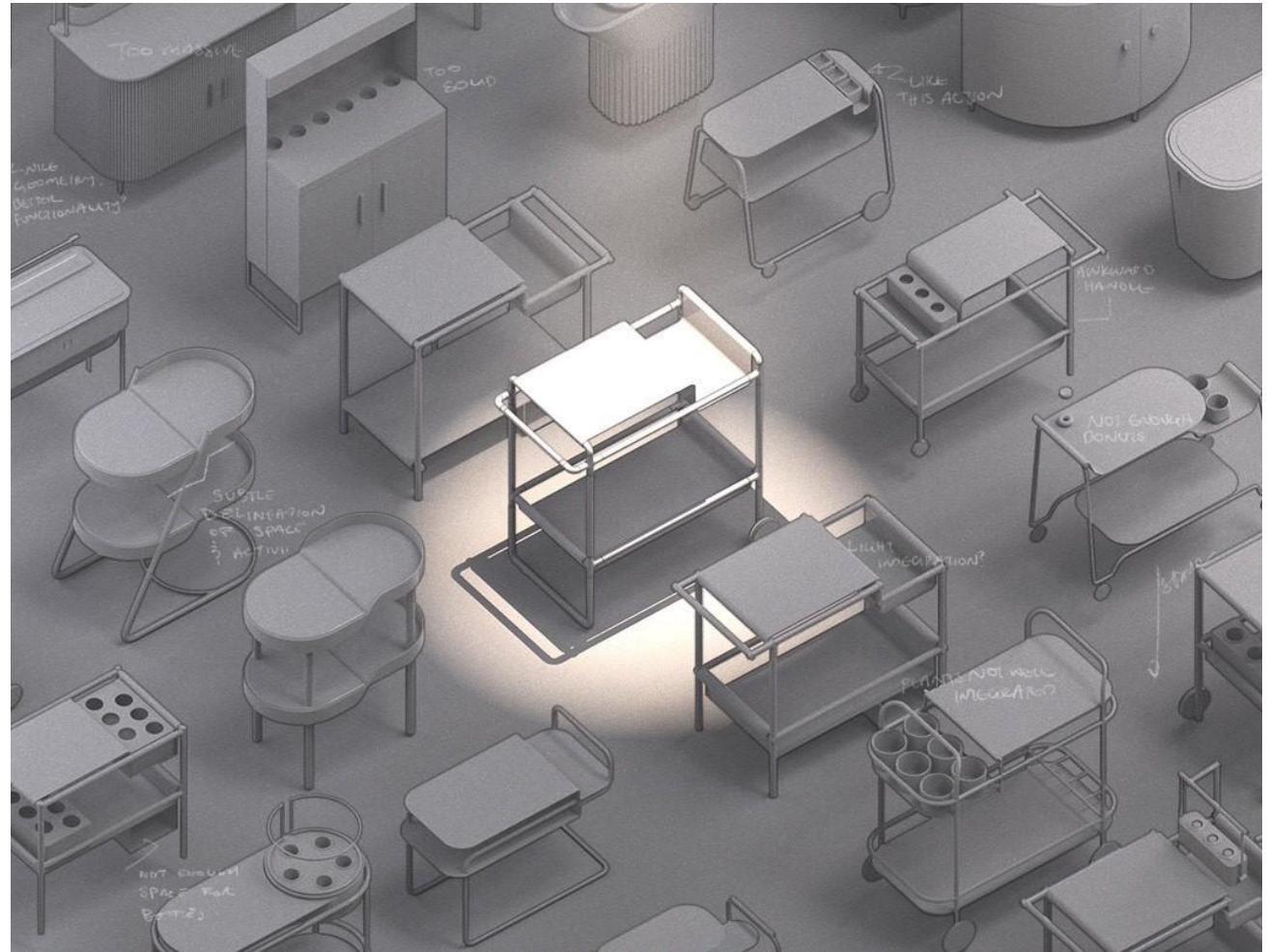
SETTING THE MOOD

We curated moods for this project by compiling image boards dedicated to popular cocktails and the aesthetics they inspire.



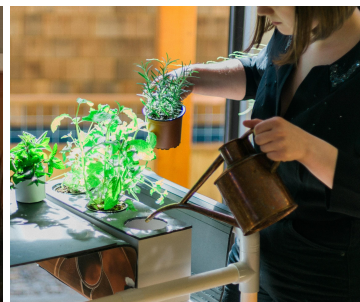
CHOOSING A CART

Our initial concepts included bar cabinets with hydroponics systems built into them. These concepts provided a jumping off point to develop a more customizable system. It was important to us to design elements that complimented each other, but could be purchased and enjoyed independently.



PROTOTYPING THE USER EXPERIENCE

We used the model subscription boxes, planters, and carts to mimic the full experience of the user and adjust elements of the design. This practice allowed us to finalize the dimensions of the cart, to conceptualize which tools are necessary for cocktail making, to determine ideal contents of the subscription boxes, and otherwise design the user flow.





Cheers!

