

Optimizing The Tea Set Experience In Tea Culture Communication Activities For Innovative Economy: Taking Wuyishan Tea Expo As An Example

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ABSTRACT

Tea culture is an important symbol of Chinese traditional culture. In the context of the deepening integration of cultural creativity and cultural tourism, tea sets not only carry cultural memories, but also become an important medium for activating intangible cultural heritage resources and promoting cultural consumption and communication experience. This study focuses on economic innovation with tea culture as the theme, and uses a combination of methods such as questionnaire surveys, KANO models, and scenario analysis. Based on user experience, the study deeply explores the core needs of users in the use of tea sets at three levels: functional needs, sensory experience, and cultural communication, and proposes optimization strategies. This study aims to enhance user participation and cultural identity in tea culture communication activities, and provide theoretical support and application references for strengthening the innovative economic situation of value transformation and the coordinated development of culture, tourism, and products in the context of the new era.

Keywords: Cultural and Tourism synergy; Innovative economy; KANO model; Tea set experience optimization; Tea culture.

1. INTRODUCTION

As an important part of Chinese traditional culture, tea culture has rich historical heritage and cultural symbolic significance (Li, 2024). The rock tea of Wuyi Mountain in Fujian is known as the "king of oolong tea" for its unique "rock bone flower fragrance" flavor and exquisite production process. Its production skills were not only included in the national intangible cultural heritage list in 2006, but also in the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO in 2022, fully demonstrating its outstanding status and cultural value in traditional tea making skills (Fujian Provincial Administration for Market Regulation, 2023).

In the context of the accelerated development of cultural and economic integration, tea culture is becoming an important resource for promoting regional cultural tourism innovation and promoting the transformation of traditional cultural values. As an important carrier of tea culture, tea sets not only bear the basic functions of brewing and drinking, but also play a key role in cultural display, etiquette presentation and interactive experience (Zhu, 2023). In tea culture communication activities represented by the Wuyishan Tea Expo, the use experience of tea sets has become an important medium for the audience to understand and perceive tea culture. However, most current tea set designs still focus on formal beauty, ignoring the close connection with actual usage scenarios, user needs and cultural expressions, thereby limiting their communication effectiveness and cultural resonance in the context of cultural communication and innovative economy (Wang & Han, 2023).

Based on this, this paper takes the communication of rock tea culture as the background, focuses on the relationship between user experience and tea set design in communication activities, and combines the KANO model to systematically analyze the user experience of tea sets in the Wuyishan Tea Expo from three levels: behavioral preference, emotional appeal and cultural background, summarize the key design dimensions, and propose optimization strategy suggestions. As a quality management tool for identifying and classifying user needs, the KANO model provides a theoretical basis for this study. This study aims to improve the user experience and cultural expression of tea set products in communication activities,

enhance user satisfaction and cultural identity, and provide theoretical and methodological support for design practice in the context of innovative economy.

2 LITERATURE REVIEW

2.1 Tea culture promotion activities

Tea culture carries the cultural genes and aesthetic pursuits of the Chinese nation. Through systematic dissemination, it can show the unique charm and profound heritage of Chinese culture to the world and enhance national pride and cultural identity (Li, 2022). In the context of the innovative economy, the dissemination of tea culture presents a diversified trend of media integration and contextual expression, and the dissemination channels are becoming increasingly rich, covering tea expos, tea art performances, educational courses, new media platforms and other forms. These dissemination activities not only enhance the public's understanding of tea culture, but also play a positive role in promoting the integration of culture and tourism and the development of cultural and creative industries (Sun, 2024).

Especially with the support of strategies such as "immersive experience" and "scenario-based interaction", the appeal and communication efficiency of tea culture have been significantly enhanced. As one of the representatives of national intangible cultural heritage, Wuyi rock tea not only embodies the core skills of the "Gongfu tea" system, but also contains the tea customs and traditional lifestyle of Fujian region. However, the current rock tea culture still faces challenges such as content homogeneity, stylized expression methods and insufficient user participation in the process of dissemination, which affects the transmission of its cultural depth and intergenerational inheritance (Shen, 2023).

In this context, it is urgent to build a communication mechanism that is user experience-oriented and incorporates the logic of innovative economy to improve media adaptability and scene responsiveness. Teaware, as a key material carrier in tea culture, not only has practical functions and artistic value, but also carries multiple meanings such as cultural symbols and situational experience (Wang & Han, 2023). Systematic optimization of the emotional touchpoints and usage experience of teaware in communication activities will help enhance users' awareness of cultural participation and realize the living inheritance and value transformation of intangible cultural heritage tea culture in the innovative communication system.

2.2 Tea Set Design and User Experience

Teaware is an indispensable and important medium in the dissemination of tea culture. Its design is not only related to the practical function of the brewing process, but also undertakes multiple tasks of aesthetic presentation and cultural communication (Zhang, 2025). Traditional teaware design emphasizes the aesthetics of materials, shapes and craftsmanship, reflecting the concept of "ware as a carrier of the truth"; however, in the context of contemporary communication activities and the new economy, this design logic faces transformation pressure. With the evolution of design thinking, modern teaware design is no longer limited to functional satisfaction, but pays more attention to the user's emotional experience and cultural cognitive demands (Lu, 2023).

Specifically, the smoothness of the water flow from the teapot, the grip of the fairness cup, and the temperature control of the covered bowl are all important factors affecting the quality of experience. Research shows that user experience is not only reflected in the usage process, but also depends on the arousal of cultural emotions and the construction of identity (Xu & Tula, 2023). Through emotional design and improved interactivity, users' acceptance and memory of cultural products can be significantly enhanced, improving the communication effect.

Some scholars point out that the user's actual operation path should be used to focus on the complete experience process of "observation-operation-perception-feedback", especially in public communication spaces. The recognizability and ease of use of tea sets directly affect the user's willingness to receive cultural content (Chen, 2020). At the same time, design methods such as service design, situational mapping, and user co-creation have gradually been introduced into tea set design research, emphasizing the dynamic interactive relationship between products and people and scenes. This interactivity also gives tea sets a

new cultural communication function, transforming them from static displays to cultural catalysts with participation and communication.

Although the relevant research on tea set experience optimization has achieved preliminary results, the empirical analysis of communication scenarios (such as tea expos) is still relatively weak. In the context of the development of an innovative economy, how to balance cultural expression and user experience has become a key issue in current design research. Therefore, the introduction of scientific user demand analysis tools, such as the Kano model, will help clarify design priorities and formulate more targeted optimization strategies.

2.3 User Behavior Research Methods

In the process of product design and experience improvement, user demand identification is the key path to improve design accuracy and user satisfaction. Systematic user behavior research can not only tap into potential needs, but also provide theoretical support for product positioning and optimization strategies (Li, Song, & Chen, 2025). The designer's perception, analysis, and reflection abilities during the user needs analysis process are the foundation of successful design. By using scientific analysis methods, it is possible to understand the user's true needs more accurately (Kamil et al., 2019). Based on this, the Kano model proposed by Japanese scholar Noriaki Kano in the 1980s has become a classic method widely used in product and service quality analysis. The model divides user demand attributes into five categories: must-be quality, one-dimensional quality, attractive quality, indifferent quality, and reverse quality (Wu, 2023).

The Kano model can effectively identify the degree of influence of different functional points on user satisfaction, helping designers make scientific judgments in resource allocation and function selection. In the study of tea set experience, the model has been proven to be useful for dividing functional attractiveness and necessity, providing a quantitative basis for product iteration and design innovation. In recent years, the Kano model has also been widely used in cultural products, creative services, and tourism experience design (Yu, Bu, Yang, et al., 2023). Through the survey questionnaire, user demand factors are classified, sensitivity analyzed, and attributes are classified, and then the optimization priority is output, providing empirical support for user-driven design (Song, Zhang, Liu, et al., 2023).

In tea culture communication activities, most users are "temporary experiencers" who expect high participation, strong perception and low tolerance. In this context, the traditional tea set design model with formal aesthetics as the core can no longer meet the needs of new users. Therefore, introducing the Kano model into interactive communication scenarios such as the Tea Expo can not only identify the key dimensions of user experience, but also provide theoretical support and practical paths for the translation of cultural values and the innovation of communication methods, and realize the "user-centered" cultural communication and design co-creation.

3. RESEARCH METHODS

The process of user requirements analysis based on the KANO model is shown in Figure 1. This study first summarizes the key needs of users from the function and use situation of tea set products. Then, based on these elements, a two-way questionnaire of the KANO model was constructed to conduct targeted user research. Through data analysis and model interpretation, the differences in users' expectations and satisfaction in different functional attributes were further identified, and their preference characteristics were accurately depicted, so as to provide a theoretical basis and practical reference for the design optimization and value enhancement of tea set products in the Wuyi Mountain Tea Expo.

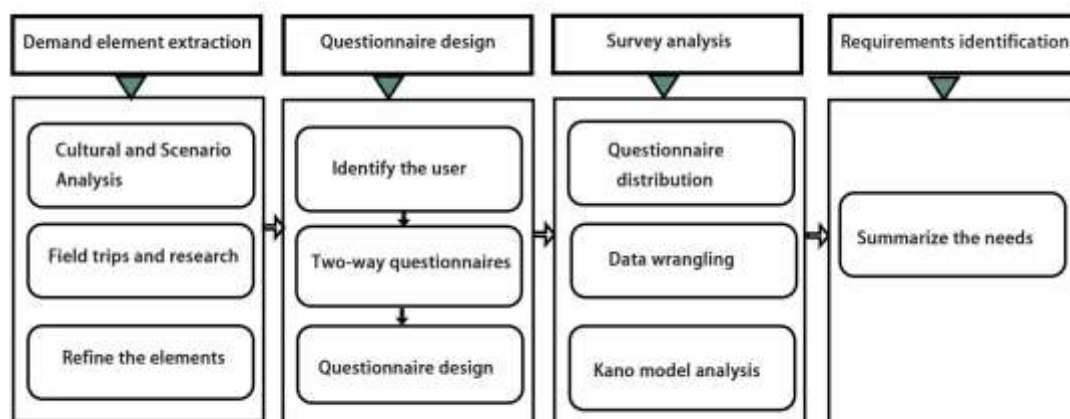


Figure 1: User requirements analysis process based on the Kano model

3.1 Determine demand indicators

In order to scientifically construct the user demand index system of tea set experience in tea culture communication activities, this paper divides user needs into three dimensions: functional practicability, sensory experience and cultural communication based on the three-level theoretical model of culture, and extracts 9 specific evaluation elements in combination with the actual use situation, as shown in Table 1. When constructing this indicator system, the impact mechanism of product form characteristics on user emotions was fully considered to ensure that each indicator effectively reflects the relationship between form and emotion (Jamaludin et al., 2013).

In the dimension of functional practicability, the evaluation focuses on the ease of operation and basic performance of the tea set in actual use. Specifically, it includes: the rationality of the combination and matching of tea sets and its supporting effect on the brewing operation; Grip comfort and temperature control; The product's ability to resist drops and shattering, as well as the convenience of the cleaning process. This dimension reflects the user's core expectation of the functionality of the tea set at the instinctive and behavioral levels.

In the dimension of sensory experience, the multi-sensory comprehensive experience brought by the use of tea sets was investigated. Form plays an important role in this dimension, and through reasonable form design, it can effectively enhance users' sensory perception and emotional experience (Zainal Abidin et al., 2008). The main indicators include: the permeability and light transmittance of the tea set, the retention and release effect of the tea set on the tea fragrance, and the ornamental and aesthetic performance of the overall shape. This dimension embodies the user's experience needs in terms of visual perception, touch, smell and other intuitive perceptions.

In the dimension of cultural communication, this paper focuses on the visual expression and media adaptability of tea sets in public communication scenes. Specific indicators include: whether the tea set integrates rock tea cultural elements and exquisite craftsmanship; whether the tea set uses the symbolic colors of local culture; and whether the product is suitable for the characteristics of new media communication such as short videos and live broadcasts. This dimension takes into account the user's interactive experience at the behavioral level and the cultural identity expectation at the reflective level.

The above nine specific indicators provide theoretical support and practical basis for the subsequent priority analysis of user needs and the optimization of tea set experience, and also lay a methodological basis for the systematic design of cultural communication intangible cultural heritage products.

Table1: Evaluation Dimensions and Indicators of Teaware Experience

Dimension	Innovate and Optimize the direction
Functional practicality	1、Rationality of tea set; 2、Holding and temperature control performance; 3、Easy cleaning
Sensory experiential	4、The visual transparency of tea set; 5、The fragrance effect of the tea set; 6、The beauty of the shape
Cultural dissemination	7、Cultural integration; 8、Regional color integration; 9、Media adaptability

3.2 Questionnaire design

Based on the above nine user demand elements, the Kano model questionnaire was designed and quantitatively evaluated using a five-level Likert scale (Lv, Sun, & Sun, 2025). For each requirement, two types of questions, forward and reverse, are set up to measure the user's psychological response in the context of "the function exists" and "the function is missing". Options include: "Very liked", "Acceptable", "It doesn't matter", "I don't like it very much", and "I don't like it very much" to capture differences in users' attitudes towards different features (Wang & Yang, 2022).

The questionnaire contains 9 sets of positive and negative questions, corresponding to specific indicators in the three dimensions of functional practicability, sensory experience and cultural communication, and the question design is shown in Table 2. The questionnaire provides basic data support for the subsequent classification of user demand attributes, satisfaction difference analysis and design optimization.

Table 2 Example of a KANO questionnaire on the optimal design of tea set experience

Wuyi Mountain Tea Expo Tea Set Optimization Experience Design	Very like	Deserved	Doesn't matter	Bearable	Dislike
With that feature, do you think?					
Not having that feature, do you think?					

3.3 Distribution and collection of questionnaires

The study was conducted in the form of an online questionnaire from April to May 2024, and the survey subjects mainly focused on middle-aged people between the ages of 30 and 55 who have some experience in tea culture contact, including the audience of the Wuyi Mountain Tea Expo, tea culture enthusiasts and some tea enterprise practitioners. This group is not only the main group of people who use tea utensils, but also the user representatives with the most participation and feedback value in tea culture communication activities.

The questionnaire was distributed through social media platforms such as WeChat, and at the same time, targeted invitations were used to expand coverage and improve recycling efficiency. A total of 168 questionnaires were collected this time, and after excluding 3 invalid questionnaires with unclear logic or missing information, 165 valid questionnaires were finally valid, with an effective rate of 98.21%. The

overall sample structure is dominated by middle-aged users, which has strong representative and analytical value. The obtained data provides a solid data foundation for the subsequent classification of the KANO model and the analysis of the Better–Worse coefficient.

4. DATA ANALYSIS

4.1 Wuyi Mountain Tea Expo Tea Set Experience Kano Analysis

According to the Kano model evaluation and classification comparison table (see Table 3), 9 user demand indicators of tea set experience at Wuyi Mountain Tea Expo were classified and counted, and the results are shown in Table 4. The analysis shows that these requirements can be divided into four types of attributes:

(1) There are two essential attributes, including the rationality of the tea set combination and the ease of cleaning. This kind of function is the basic expectation of users, once it is missing, it will significantly reduce satisfaction, although the improvement after providing is limited, but the basic guarantee of product design. (2) There are 3 expected attributes, covering the aesthetics of the shape, the holding and temperature control performance, and the visual permeability of the tea set. The demand for such services is directly proportional to user satisfaction, i.e., the satisfaction of users who provide such services increases, and vice versa. (3) There are three charm attributes, which are cultural integration, tea set fragrance effect and regional color integration. When this kind of service is realized, user satisfaction is significantly improved, and it has a strong sense of surprise and cultural added value. However, even if it is not satisfied, it will not significantly reduce satisfaction, which is a key element to enhance product differentiation. (4) There is only one non-difference attribute, which is media adaptability. This feature has little impact on satisfaction in the current context, and the user sensitivity is low. However, according to the theory of dynamic transformation of demand proposed by Löfgren (2011) and other scholars, with the evolution of communication media, such attributes may gradually evolve into future charismatic needs, which should still be paid proper attention and reserved for design.

Table 3 Classification and comparison of the evaluation results of the Kano model

Serve	This service is not available					
		Very like	Deserved	Doesn't matter	Reluctantly accepted	Dislike
This service is available	Very like	Q	A	A	A	O
	Deserved	R	I	I	I	M
	Doesn't matter	R	I	I	I	M
	Reluctantly accepted	R	I	I	I	M
	Dislike	R	R	R	R	Q

Table 4 Evaluation results of Kano design requirements index

N0	Index							Kano attributes	Better value	Woese value
		A%	O%	M%	I%	R%	Q%			
1	The combination of tea sets is reasonable	32.12	18.18	11.52	28.48	9.09	0.61	Essential	0.3289	0.557
2	Grip and temperature control	14.55	33.94	15.15	22.42	13.33	0.61	Expectation	0.5704	0.5634
3	Ease of cleaning	30.91	23.03	7.88	28.48	9.09	0.61	Essential	0.3423	0.5973
4	The tea set is visually transparent	10.3	33.94	16.36	29.7	9.09	0.61	Expectation	0.557	0.4899
5	Tea set fragrance effect	9.09	18.79	38.18	23.64	10.03	0	Charismatic type	0.6351	0.3108
6	The shape is aesthetically sensual	8.48	39.39	18.79	23.03	10.03	0	Expectation	0.6486	0.5338
7	Cultural immersion	9.09	17.58	39.39	21.21	12.73	0	Charismatic type	0.6528	0.3056
8	Regional color integration	10.3	11.52	38.18	30.3	9.7	0	Charismatic type	0.5503	0.2416
9	Media adaptability	10.3	12.73	19.39	48.48	9.09	0	In differentiated	0.3533	0.2533

4.2 Better-Worse coefficient analysis

The traditional KANO model mainly relies on the frequency of user feedback to determine the type of each functional attribute, and although it can identify the user's desired category, it is not accurate enough to measure the actual impact of each feature on the improvement or decrease of satisfaction. This approach often results in qualitative analysis and a lack of clarity in service prioritization. In order to solve this problem, the Better(SI)-Worse (DSI) coefficient analysis method proposed by Berger C et al., 1993 et al. is introduced to quantitatively extend the KANO model. This method can more intuitively reveal the positive promotion or negative influence of different tea set design indicators on user satisfaction, so as to provide a more reliable basis for function optimization and prioritization.

Among them, the Better coefficient (B), also known as the satisfaction coefficient, is usually a positive value, indicating that if a certain function is provided, user satisfaction will be improved; The Worse Coefficient (W), on the other hand, is the so-called Dissatisfaction Factor, which is usually negative, indicating that user satisfaction will drop if the feature is missing. The specific calculation formula is as follows: (1) Satisfaction coefficient (SI) = $(A - O) / (A - O + M + I)$

(2) Dissatisfaction coefficient (DSI) = $-1 \times (O - M) / (A - O + M + I)$

Based on these two coefficients, a Better-Worse two-dimensional matrix (see Figure 2) can be drawn to more intuitively show the distribution relationship between the improvement and decrease of user satisfaction of each functional item.

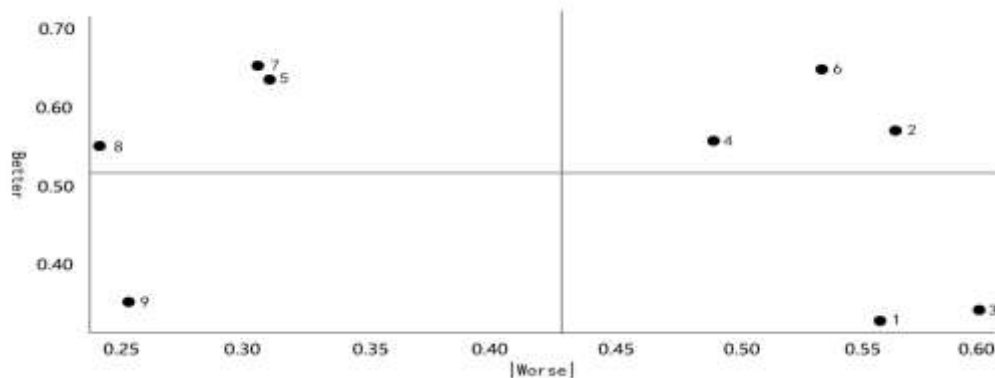


Fig.2 Better-Worse two-dimensional matrix

Quadrant 1 (Better > 0.60, Worse > 0.52): High Expectations/High Sensitivity Services. For example, "aesthetic shape" and "holding and temperature control performance", such functions can not only effectively improve user satisfaction, but also cause obvious dissatisfaction when they are missing, with the dual characteristics of "high sensitivity and high expectations". It is recommended to prioritize design. For example, comfortable grip and good thermal insulation are related to the safety of use, and beautiful styling directly affects the user's first impression and cultural identity, especially in communication scenarios.

Quadrant 2 (Better ≤ 0.60, Worse > 0.52): Basic Essentials. For example, "rationality of tea set combination" and "ease of cleaning", although the effect of improving satisfaction is limited, its lack will quickly cause user dissatisfaction, which is the core function that users should have by default. In the high-frequency interactive tea fair environment, reasonable structural design helps to improve operational efficiency, and cleaning convenience is related to the follow-up frequent use and dissemination continuity, so it is recommended to give priority to improving as the underlying guarantee.

Quadrant 3 (Better ≤ 0.60, Worse ≤ 0.52): Low attraction/undifferentiated service.

For example, "media adaptability", the current users are not highly sensitive to it, and the impact on satisfaction is small, but it should not be ignored. According to KANO's dynamic demand transformation theory, with the digital upgrade of communication media, enhancements such as AR interaction and social sharing may become the key potential points to attract users in the future.

Quadrant 4 (Better > 0.60, Worse ≤ 0.52): Charismatic add-ons. Including "cultural integration", "tea set fragrance effect", "regional color integration", etc., such functions can greatly improve user satisfaction when provided, but the lack of them will not cause strong dissatisfaction, which is the "icing on the cake" differentiation element. It is recommended to dig deep into regional cultural symbols, such as Jianzhan technology, rock tea color, poetic patterns, etc., to strengthen the cultural recognition and emotional resonance of products.

The Better-Worse coefficient analysis effectively complements the shortcomings of the traditional KANO model in the judgment of service priority, and provides a scientific basis for the hierarchical optimization and resource allocation of tea set design. It is suggested that in the actual design, priority should be given to ensuring basic services (such as structural combination and cleaning convenience), focusing on strengthening sensitive and charming functions (such as holding experience and cultural symbol expression), and at the same time paying attention to potential value functions (such as media adaptability), so as to build an adjustable, communicative and culturally resonant product experience system, and comprehensively improve the user's sense of participation and recognition in tea culture communication activities.

5. OPTIMIZATION STRATEGY FOR TEA SET EXPERIENCE IN TEA CULTURE COMMUNICATION ACTIVITIES

5.1 Basic functional layer: ensure efficiency and convenience

The basic function layer focuses on the basic and expected needs of users for the convenience of operation and basic performance of tea sets, which is the prerequisite guarantee for product experience. The analysis of the KANO model shows that the rationality of the tea set combination, the holding and temperature control performance, and the ease of cleaning are the basic functions that users are most concerned about.

Optimization of combination structure: Adopt modular combination method to reasonably match pots, fair cups, teacups and other components to reduce unnecessary parts and improve operation efficiency. It can also develop a variety of combinations such as portable models and performance models to meet the different needs of display, interaction and explanation in the tea fair.

Grip & Insulation Improvements: Ergonomics are incorporated into the design, handles are optimized, and a double-layer structure is used to thicken the grip edges or increase the grip area of insulating packaging (e.g., bamboo jackets) to effectively control temperature and enhance usability.

Cleaning convenience design: In the case of high frequency of use and fast field change in activities such as tea fairs, choose smooth and non-smudgeous materials (such as high-density ceramics, white porcelain, non-stick glaze), try to avoid dead corners and seams in the design, and try to design as a one-piece or detachable structure to facilitate and fast cleaning.

5.2 Perceptual experience layer: enhance sensory pleasure and use details

The perceptual experience layer focuses on the user's comprehensive perception of the tea set in terms of vision, touch, and smell during use. The permeability, shape beauty and fragrance effect of the tea set in the KANO model belong to the expectation and charm needs, which are important factors to improve user satisfaction.

Transparent material design: The use of high white porcelain, glass, translucent glazed pottery and other materials not only enhances the aesthetic pleasure, but also helps to judge the quality of the tea soup, and combined with the on-site lighting design, to further strengthen the "visual" experience.

Aesthetic shaping of appearance: On the basis of the coordination of the proportions and smooth lines, more modeling ideas are added, such as imitation rock textures, mountain-shaped undulating shapes, pictographic cultural vessel shapes, etc., which echo with the natural landform and regional culture to create a story-rich and recognizable appearance experience.

Application of incense structure:

The concave cup is designed along the incense structure with incense guide materials (such as purple sand and fine porcelain) to enhance the sense of stay of tea fragrance.

5.3 Cultural communication layer: strengthen cultural connotation and identity expression

The cultural communication layer is mainly concerned with the expression and communication effect of tea sets as cultural carriers. Especially in the communication scene, the tea set is not only a tool, but also carries the regional culture and brand image. It covers the potentially attractive design features of the charismatic type and the undifferentiated type of the KANO model. It includes elements such as cultural integration, regional color, and media adaptability.

Integration of cultural symbols: Transform cultural elements such as tea fighting ceremonies, rock bone flower incense images, and tea poems and seal carvings into patterns, utensils or decorative languages to enhance the cultural depth of tea sets. For example, the seal inscription on the bottom of the cup and the mountain-shaped pattern on the body of the pot can be used as cultural symbols to carry the story.

Construction of regional color system: Refine the representative colors of rock tea culture, such as rock tea brown, Danxia red, and tea garden green, and construct a set of "Wuyi color system" with regional characteristics. The systematic application of this color system to the tea set itself, packaging design,

exhibition scenery and other levels not only forms a unified visual language, but also helps to establish the user's cultural association and brand memory of "Wuyi Mountain Tea Set".

Media communication adaptation: Integrate digital media interfaces such as QR codes and AR elements into the design of tea sets to enhance their communication expression and interactivity in social media and digital platforms.

Starting from the three-layer design indicators, this chapter systematically sorts out the core experience demands of users for tea utensils in tea culture communication activities, and proposes targeted optimization paths. The strategy system takes into account the use function, sensory beauty and cultural value, and provides theoretical support and practical basis for improving the use satisfaction and cultural communication power of tea sets in the communication scene of the Tea Expo.

6. CONCLUSION

Based on the user demand analysis method of the KANO model, this study constructs a three-layer design optimization strategy for tea sets that fits the modern communication context, and emphasizes the importance of tea sets as a cultural medium in tea culture communication activities. Through meticulous demand analysis and design optimization, the tea set not only responds to the core demands of users at the functional and emotional levels, but also provides a new path for the value transformation of intangible cultural heritage in the context of innovative economy. The research results are not only applicable to offline display occasions such as tea fairs. In the future, with the continuous innovation of digital technology and the continuous evolution of the media environment, this strategy will be extended to the digital tea culture platform, and the application of cutting-edge technologies such as intelligent interaction and virtual reality will be further explored, so as to attract user participation and deepen the cultural experience with richer and more diverse presentation methods. At the same time, strengthening interdisciplinary cooperation, such as combining theoretical achievements in the fields of psychology and communication, will help further improve the scientificity and effectiveness of tea set design, and promote the wide dissemination and innovative development of intangible cultural heritage tea culture in modern society. In summary, this study not only provides theoretical guidance and practical reference for tea set design, but also contributes new ideas and methods for the protection and inheritance of intangible cultural heritage. At the same time, it also provides a practical reference for the value reengineering of tea culture in the innovative economic system driven by the integration of culture and tourism and cultural creativity.

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9. INTEREST DECLARATION

The authors declare that there is no conflict of interest regarding the publication of this article.

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