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Mission Statement: Coffee Mug	
Product Description	A coffee mug that one finger individuals can use
Key Business Goals	Allow one fingered individuals to drink coffee
Primary Market	One fingered people
Secondary Market	Friends and family of one fingered people
Assumptions	Will be safe to use, spill proof, and accessible with only one finger, dishwasher safe, reusable, universally usable for any finger
Stakeholders	One fingered people, friends and family of one fingered people, hospitals, and rehabilitation centers

Safe(.538)

1. Spill proof (.0791, **.147**)
2. Cool to touch (.0834, **.155**)

User Friendly(.244)

1. Easy to drink (.0264, **.108**)
2. Dishwasher safe (.0090, **.037**)
3. Microwave safe (.0056, **.023**)
4. Easy to hold( .0207, **.085**)
5. Easy to fill (.0176, **.072**)
6. Aesthetic (.0051,**.021**)

Durability(.121)

1. Strength (.0053, **.044**)
2. Longevity (.0053, **.044**)
3. Warranty (.0033, **.027**)

Portable(.049)

1. Lightweight (.0019, **.038**)
2. Easy to store (.0012, **.024**)

3. Fits in a cup holder (.0016, **.032**)

Cost(.048)

1. Eco Friendly (.0012, **.024**)
2. Material cost (.0008, **.017**)
3. Retail price (.0027, **.056**)
4. Manufacturing costs (.0024, **.049**)