## Coffee Cup Mission Statement

<table>
<thead>
<tr>
<th>Product Description</th>
<th>A mug, which a person with one finger can easily use and access.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Business Goals</td>
<td>Product to be introduced in 3rd Quarter 2016. 40% share of one-finger disability cup market by 2018.</td>
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<tr>
<td>Primary Market</td>
<td>People with 1 finger disabilities</td>
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<tr>
<td>Secondary Market</td>
<td>Families with one-finger disabled individuals, arthritis patients, hospitals</td>
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<tr>
<td>Assumptions</td>
<td>Handheld with one finger, small, light, holds 8 oz.</td>
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<tr>
<td>Stakeholders</td>
<td>User, producer, retailers.</td>
</tr>
</tbody>
</table>

### IDEAS
- Velcro Cup
- Something that wraps around your hand and tightens and loosens
- A mechanical arm
- One finger ring
- Coffee cup with a modified handle
- Finger holes

### Customer Needs Hierarchy:
1. **User-friendly**
   - a. Comfortable to hold
   - b. Easy to use
   - c. Microwavable
   - d. Easy to clean
2. **Durable**
   - a. Can be dropped from a reasonable distance
   - b. Dishwasher safe
   - c. Sturdy
3. **Portable**
   - a. Lightweight
   - b. Easy to carry
   - c. Not bulky
4. **Safe**
   - a. Smooth edges
   - b. Safe materials/paint
   - c. External temperature controlled
   - d. Difficult to knock over
5. Inexpensive
   a. Beverage temperature controlled
   b. Aesthetics
   c. Cheap materials
   d. No excessive features