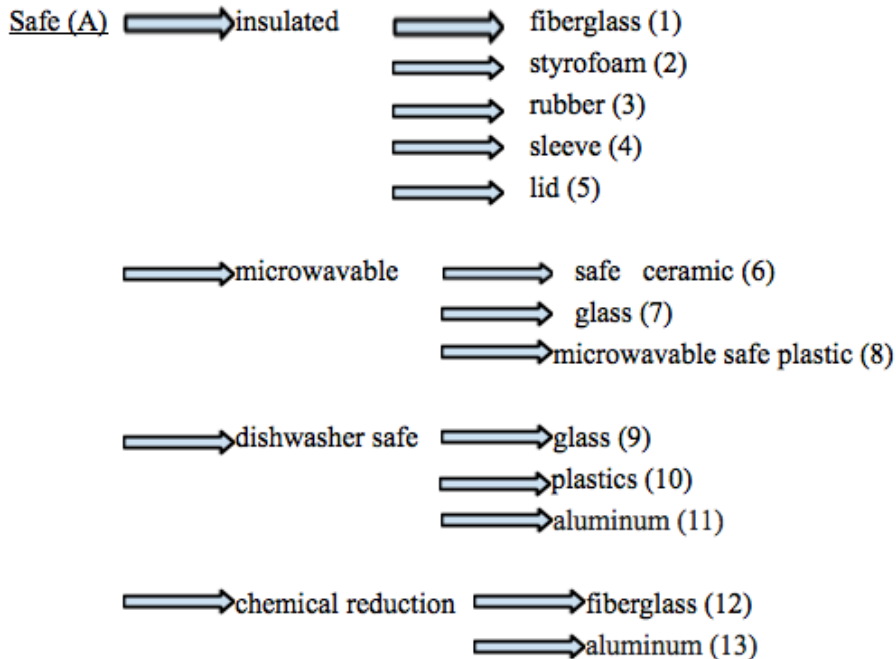


We will be performing the following steps:

- ### User Friendly

[illegible]



#### 1. User Friendly (0.385)

- washable/easy to clean (1)- (0.018, 0.0467)
- simple design (2)- (0.012, 0.0314)
- easy to fill (3)- (0.034, 0.0881)
- insulated (4)- (0.052, 0.136)
- comfortable grip (5)- (0.025, 0.0641)
- size- fits in cup holder (6)- (0.046, 0.120)
- comfortable drinking\* (7)- (0.080, 0.209)
- safe (8)- (0.129, 0.336)

#### 2. Durable (0.240)

- drop resistant (1)- (0.032, 0.134 )
- reliable (2)- (0.136, 0.568)
- long lasting (3)- (0.012, 0.052)
- structured (4)- (0.059, 0.247)

#### 3. Portable (0.238)

- lightweight (1) (0.054, 0.225)
- balanced (2) (0.166, 0.696)
- covered (3) (0.019, 0.079)

#### 4. Adjustable (0.111)

- multi-user (0.111, 1.00)

#### 5. Appearance (0.027)

- customizable(1)- (.004, .172)
- aesthetics(2)- (.018, .665)
- volume- different size cups(3)- (.004,.162 )

|               | Portable | User Friendly | Durable | Adjustable | Appearance | Total | Weighting |
|---------------|----------|---------------|---------|------------|------------|-------|-----------|
| Portable      | 1        | 1/5           | 1       | 5          | 7          | 14.2  | 0.238     |
| User Friendly | 5        | 1             | 3       | 5          | 9          | 23    | 0.385     |
| Durable       | 1        | 1/3           | 1       | 5          | 7          | 14.33 | 0.240     |
| Adjustable    | 1/5      | 1/5           | 1/5     | 1          | 5          | 6.6   | 0.111     |
| Appearance    | 1/7      | 1/9           | 1/7     | 1/5        | 1          | 1.59  | 0.027     |
| Total         |          |               |         |            |            | 59.72 |           |