



# MP4ever

Mockup Review  
Purple Team A

# Major Concerns

◆ Feasibility

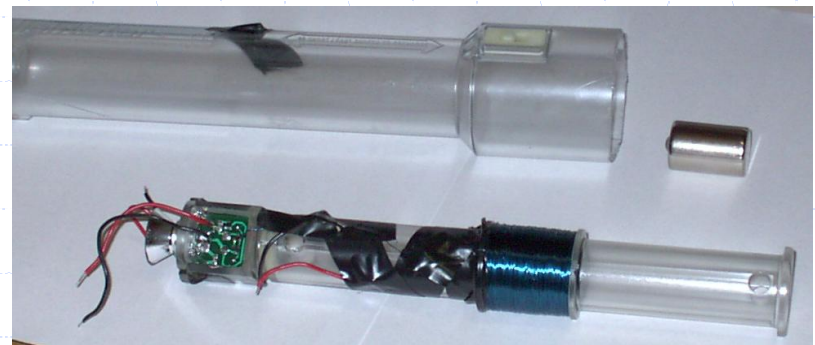
=> Power

◆ Marketability

=> Customer Interest

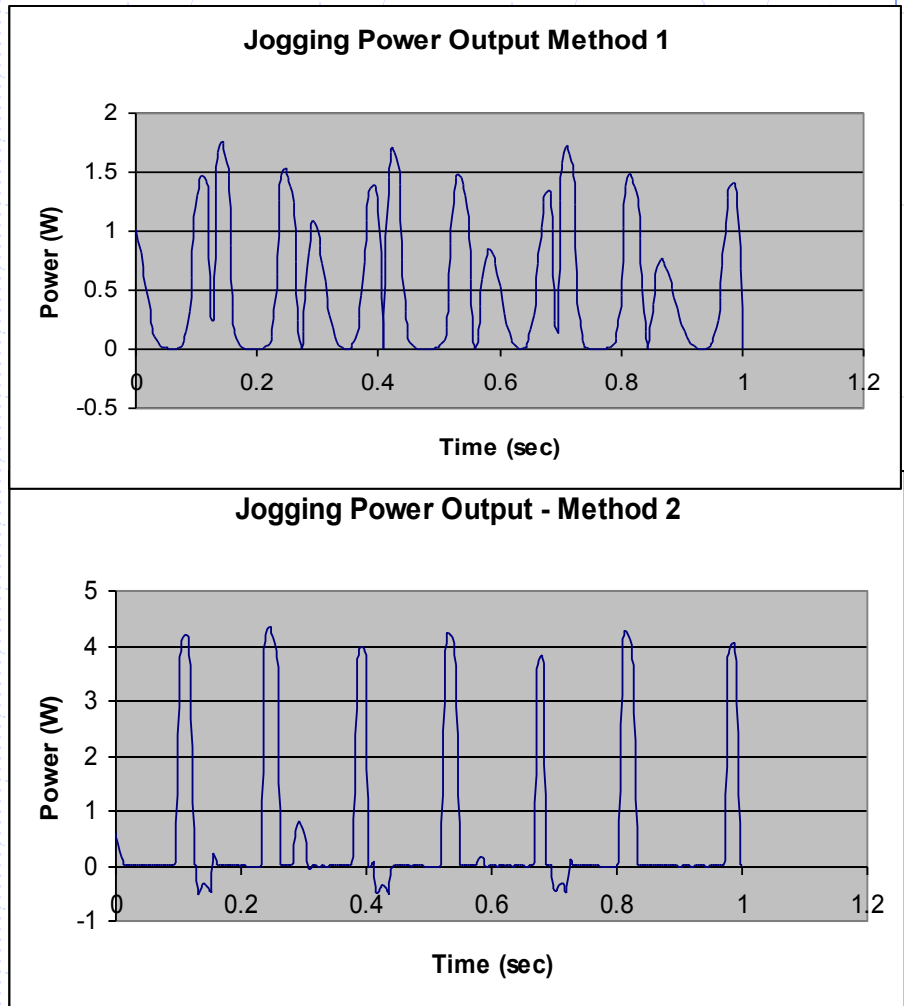
# Flashlight Power Testing

- ◆ Two methods
  - Voltage and estimated coil resistance
  - Simultaneous voltage and current
- ◆ Jogging, jumping, shaking, walking, rowing, biking
- ◆ Highest power output: shaking or on hip while jogging or jumping



# Flashlight Power Testing

- ◆ On hip while jogging developed average power of 0.45 – 0.6 W
- ◆ Produces power to charge capacitor
- ◆ Capacitor steady output is sufficient to power MP3 player ( $\sim 0.2$  W)



# Potential Markets

◆ **Jogging**

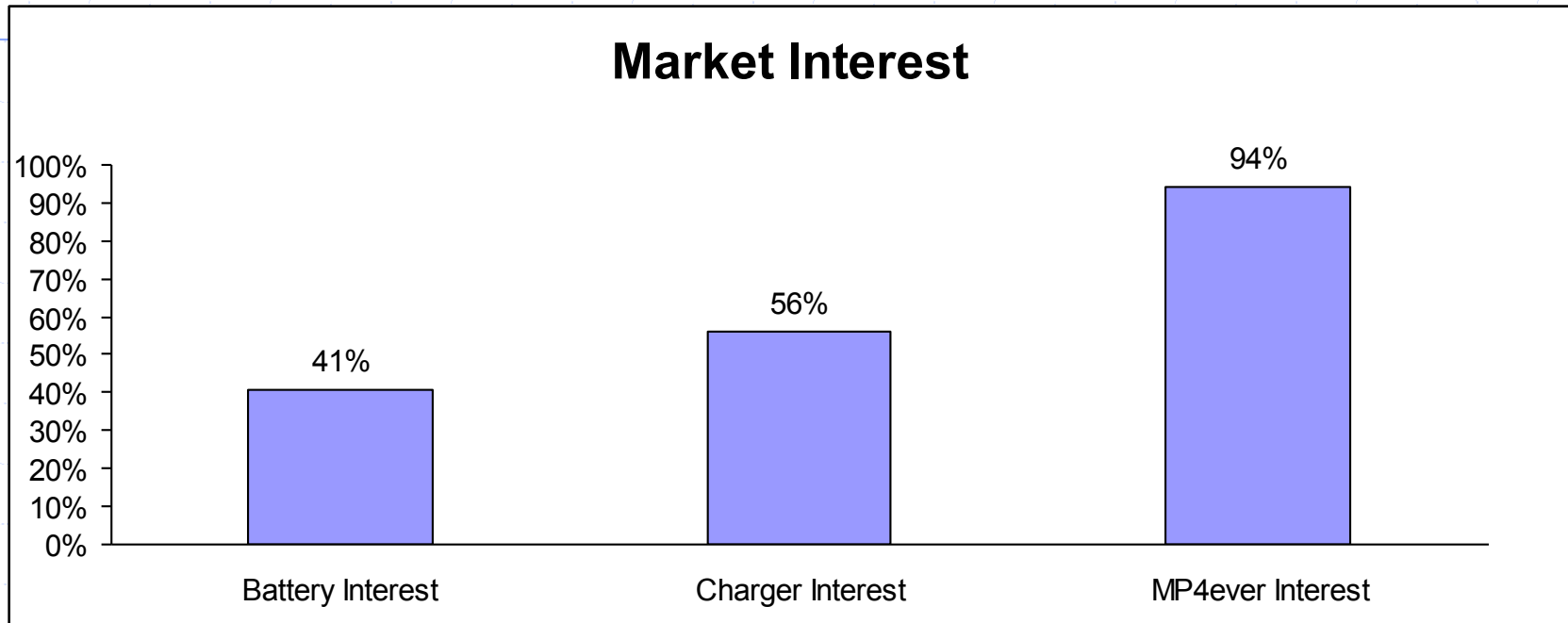
◆ Biking

◆ Rowing

◆ Jump Roping

◆ Walking

# Market Data Research



- ◆ **Battery Interest:** Is battery life an issue?
- ◆ **Charger Interest:** Would you buy an adaptable charger for \$20-30?
- ◆ **MP4ever Interest:** Would you buy a self-charging mp3 player for \$20-30 on top of the original price?

# Customer Needs

## Initial Main Customer Needs

=>Reliability

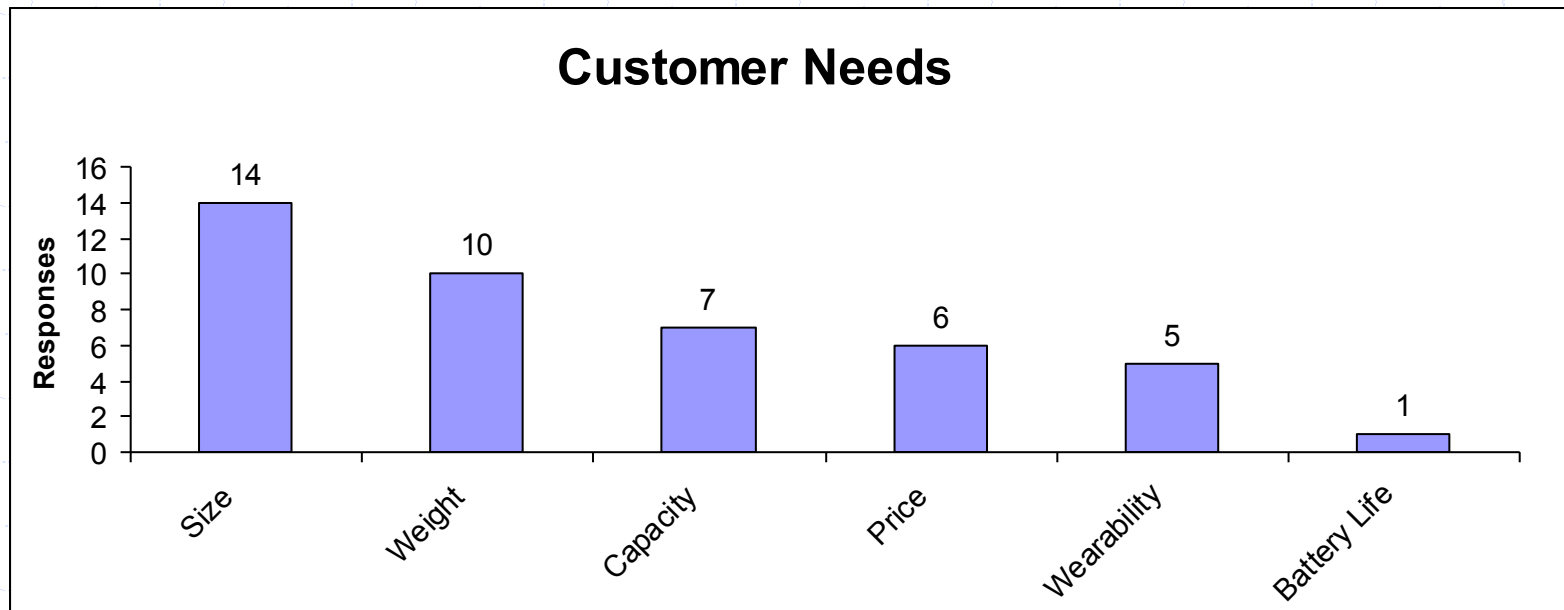
=>Weight

=>Size

=>Attachment

=>Price

=>Intrusiveness



# Jogger Marketing Plan

- ◆ Base on existing mp3 player
  - iRiver mp3player:\$130
- ◆ Market product as self-powered mp3 player
  - Production cost added: \$25-\$30
  - Product cost \$150-\$300 depending on file capacity

