

**Product Description:** Environmentally friendly showering system the showers water and energy by capitalizing on normal shower habits

**Intended Customers:** Environmentally conscious shower users

**Market:** Bathroom Fixtures/Home Improvement Stores

Customer Need	Product Attribute(s)	Engineering Specification(s)
Pleasing and desirable shower	Maintains desired temperature	Temperature stays within unknown (yet to be determined) range when at low pressure, versus high pressure
	High flow rates setting equal to shower without device	Difference in maximum available flow rate and actual flow rate. Should be less than 5%
	Consistent triggering/reliability	Ratio of failures to total uses should be less than 1:100
	Failsafe	Device malfunction default setting is high flow rate.
Reduces water usage	Clearly noticeable water savings compared to a regular shower	10% + of water saved (compared to Smart Shower)
Aesthetically pleasing	Aesthetically pleasing	More than 80% of people should like the appearance of the design
Safe Operation	Safe to use in wet environment	Is not potentially harmful or uncomfortable for users