CONCEPT
Target: Home cookers and low-end chains
13 million home grillers in USA
Estimated price range: $20-50
<table>
<thead>
<tr>
<th>NEED</th>
<th>ATTRIBUTE</th>
<th>METRIC</th>
<th>UNIT</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe to use around the grill</td>
<td>Safety</td>
<td>Temperature around handle</td>
<td>°F</td>
<td>&lt; 100</td>
</tr>
<tr>
<td>Intuitive to use</td>
<td>Usable and ergonomic</td>
<td>Time to take sample for first time user</td>
<td>s</td>
<td>&lt; 8</td>
</tr>
<tr>
<td>Affordable for novice steak cookers</td>
<td>Comparable price to temperature probe</td>
<td>Price</td>
<td>$</td>
<td>&lt; 50</td>
</tr>
<tr>
<td>Doesn’t compromise steak if used incorrectly</td>
<td>Foolproof</td>
<td>No marks on or cuts in steak</td>
<td>Binary</td>
<td>Yes</td>
</tr>
</tbody>
</table>
RISKY BUSINESS

Accuracy
Usability
RISK: ACCURACY

Testing:
Set displacement
Measure force
Uniform meat cut
RISK: ACCURACY

Steak Done-ness v. Factor of Raw Force

- Factor of Raw Force (N)
- Steak Done-ness

- Steak 1
- Steak 2
- Steak 3
- Steak 4
- Steak 5
RISK: USABILITY

Incorrect usages
NEXT STEPS

1. Switch to tongs?
2. Measure against color
3. Measure displacement