

# THE PRESS 'N' TEST

YELLOW A  
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**CONCEPT**



# MARKET

Target: Home cooks and low-end chains  
13 million home grillers in USA  
Estimated price range: \$20-50



# PRODUCT CONTRACT

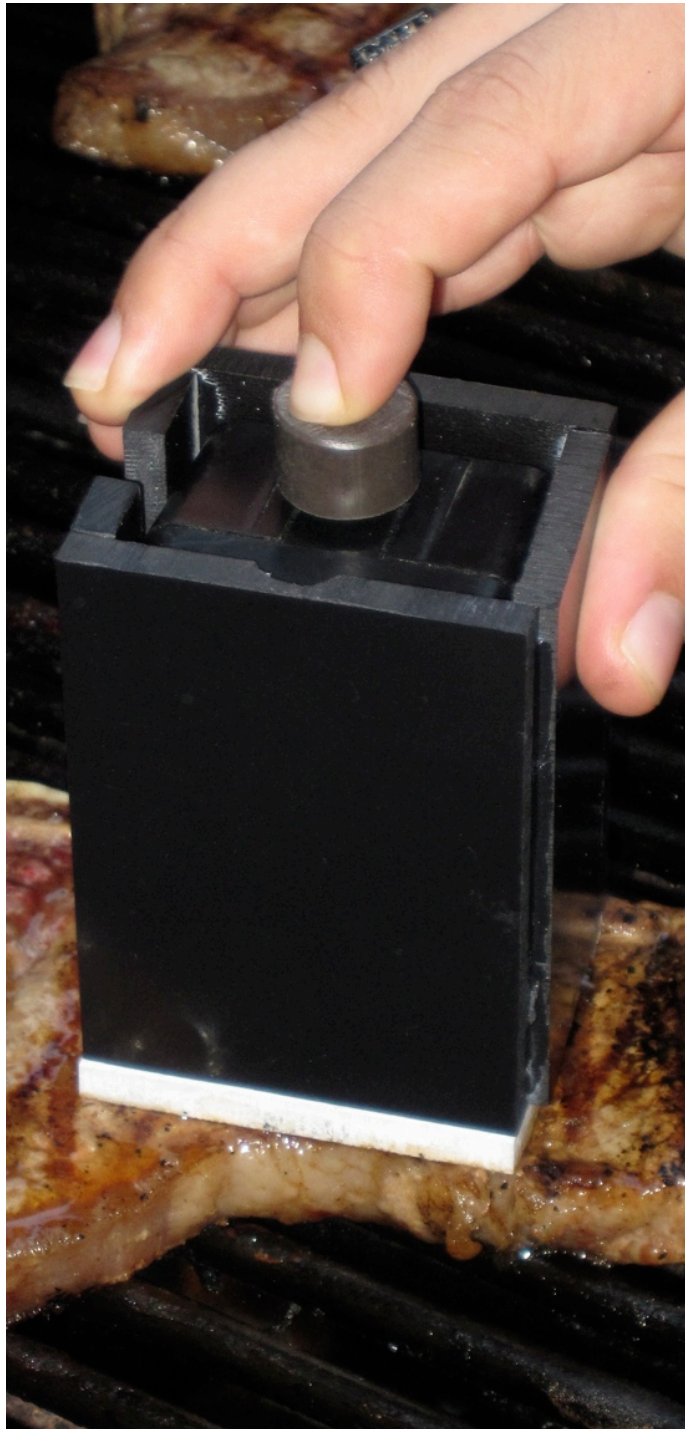
NEED	ATTRIBUTE	METRIC	UNIT	VALUE
Safe to use around the grill	Safety	Temperature around handle	°F	< 100
Intuitive to use	Usable and ergonomic	Time to take sample for first time user	s	< 8
Affordable for novice steak cookers	Comparable price to temperature probe	Price	\$	< 50
Doesn't compromise steak if used incorrectly	Foolproof	No marks on or cuts in steak	Binary	Yes



# **RISKY BUSINESS**

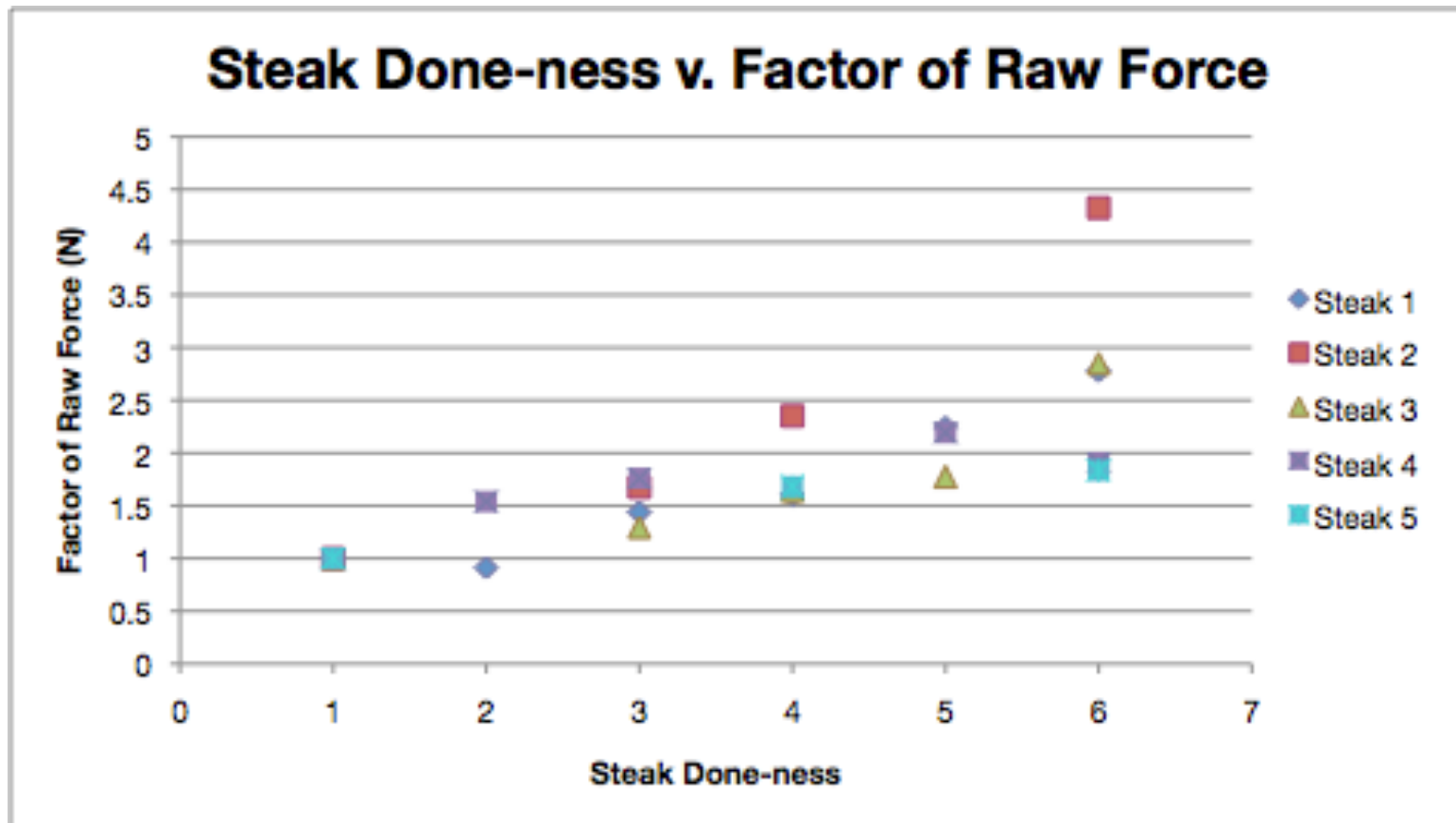
Accuracy  
Usability

# RISK: ACCURACY



Testing:  
Set displacement  
Measure force  
Uniform meat cut

# RISK: ACCURACY

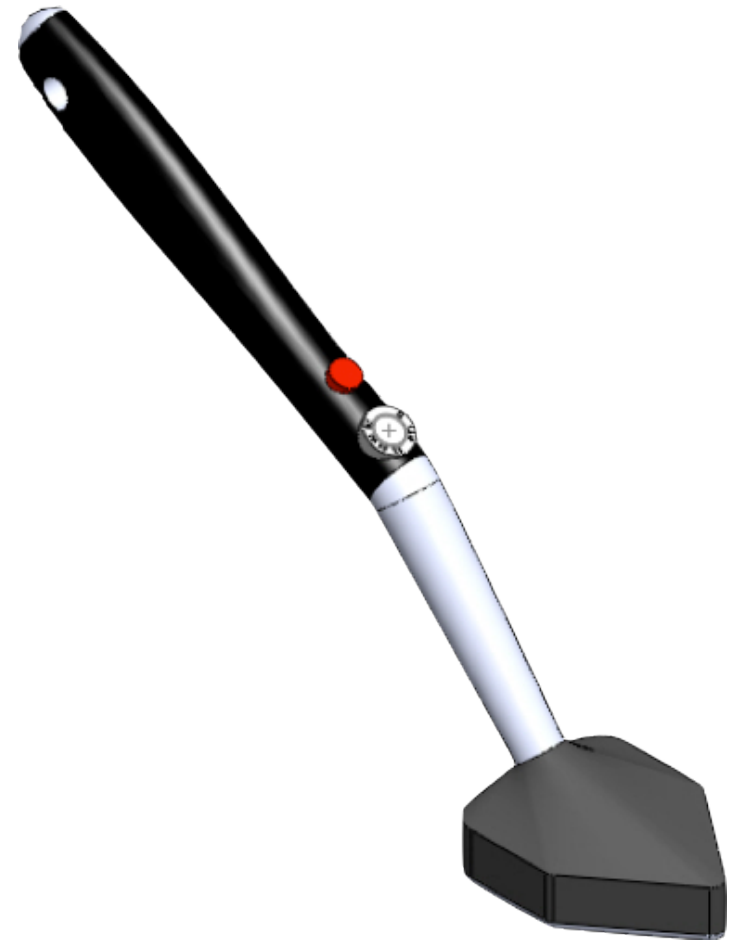
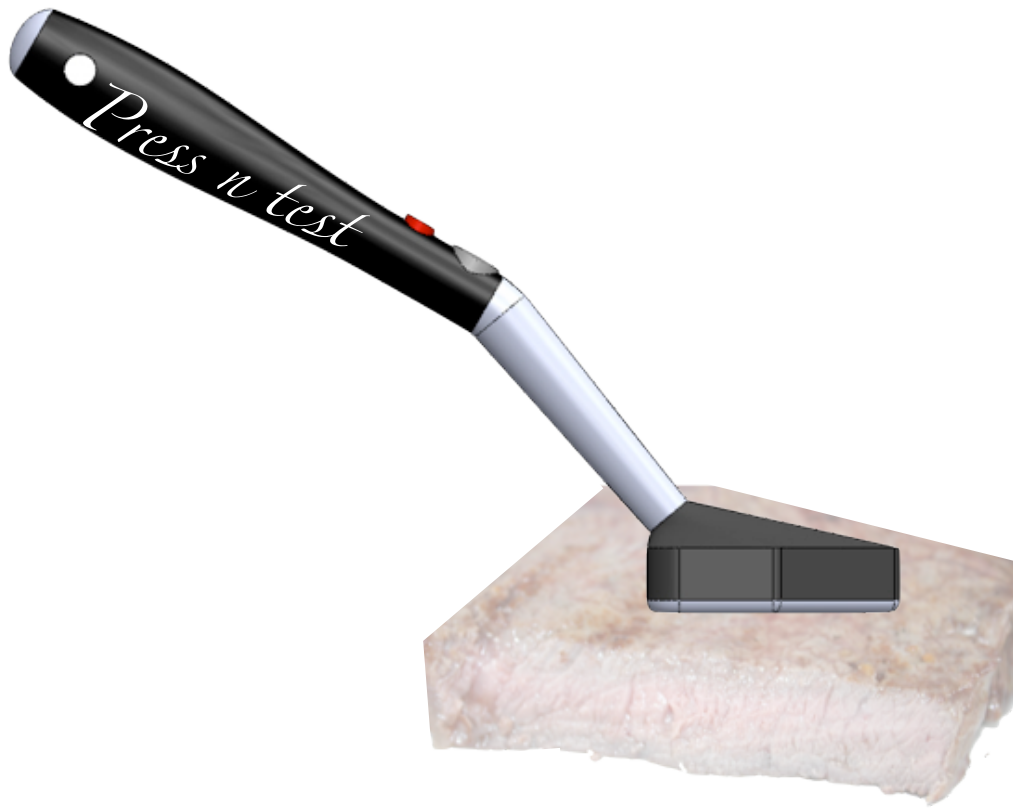


# RISK: USABILITY





# PRODUCT



# NEXT STEPS

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

