CARGO ASSIST

A powered accessory for loading and unloading
DESIGN OPTIONS
CUSTOMER NEED

- “I typically have to lift the boxes from the ground to the bed, then get into the truck and move the goods to the back” - Tim from McArthur Farms
MARKET

- 8,000 Farmer’s Markets in 2012, 10% growth from 2011
- 121,000 Vendors making 2 trips/week
COMPETITION

- **Loadhandler**
  - $100

- **CargoEase**
  - $1000 - $2000
GOALS FOR OUR SKETCH MODEL

- Usability
- Mechanism
CONSIDERATIONS

- Ramp
- User Interface
- User Feedback
- Pricing