**Meeting Notes**

**Date**: January 3, 2024

**Attendees**: Product Group, Engineering Group, Health Coach

**Agenda**: Discuss the health issues created by poor-quality water bottles in the market today, the aspirations of the health coach for the new bottle, and identify the user segment that could be most impacted by this innovation.

**Discussion Points**:

1. **Health Issues**: The health coach highlighted several health issues associated with poor-quality water bottles, including potential chemical leaching, bacterial growth, and environmental harm. The team agreed that these issues should be addressed in the new product design.
2. **Aspirations for the New Bottle**: The health coach expressed a desire for the new bottle to be BPA-free, easy to clean, and durable. They also emphasized the importance of the bottle being eco-friendly, suggesting the use of recyclable materials.
3. **User Segment**: The team identified health-conscious consumers, particularly those who frequently exercise or travel, as the user segment that would be most impacted by the new bottle. They also noted that this group values both function and aesthetics, indicating that the bottle should be both practical and visually appealing.

**Action Items**:

1. **Product Group**: Conduct market research to further understand the needs and preferences of the target user segment.
2. **Engineering Group**: Begin developing prototypes based on the health coach’s aspirations and the identified user needs.
3. **Health Coach**: Continue to provide input on the health and wellness aspects of the product design.

**Next Meeting**: Scheduled for January 10, 2024, to review market research findings and initial product designs.