

Team 12 - Hydrolink

Iri Kumi #2


The Kano Model

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Competition

- Ember - Temperature Control Mug (\$149.99)
 - Temperature display, temperature adjustment (to get liquid inside mug to desired temperature)
- Water.io Smart Water Bottle (\$99.99)
 - Daily statistics including hydration, average sips, daily goal, hourly goal, etc.
- Hidrate Spark (\$74.99)
 - Has a built in scale to measure how much water you drink
 - Has LEDs to remind you how to drink
 - Insulated Cup to keep drink cold





1. What features are **MUST HAVE** but **unimportant** to your customers? (Just to be competitive)

Our Product:

- Ability to measure volume in the cup.
- Movement/Disturbance detection.
- Ability to track Drink Consumption
- Intuitive software interface that allows usage in the home market
- Comfortable Cup Design to ensure enjoyable usage.
- RGB Led's to indicate who cup it is


Our Competitor:

- Insulated Cup
- RGB Led used for notifications
- Syncs with Bluetooth



2. What features are WANTS, that customers really want, but don't necessarily get them excited.

- The ability to use the cup to replace measurement cups in the home.
- A way to keep track of customer consumption of drink, and be able to charge them.
- Integration into meal planning platform to track calories consumed.
- An ecosystem of smart connected containers.



3. What features are EXCITERS -- the real reason they buy your product, that aligns with the JTBD.

- Boosts safety and trust worthiness of the business (bars, clubs, etc...)
- Seamless payment process for the business and the customer (Through NFC integration on the smart cups)
- Product of the “Hydrolink” ecosystem, seamlessly integrated through the mobile app interface.
- Community based Mobile App that can contain drink recipes.