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| Feature | Current market offering | Customer needs | Gap | Proposed solution |
| Capacity | 5000 to 10000 mah | 15000 to 20000 mah | Insufficient power | Offer 18000 mah capacity |
| Weight | 300 to 500 g | Lightweight 200 g | Portability | Reduce weight to 180 g |
| Charging speed | 5V/2A | Fast charging  (PD/QC 3.0) | Slow charging | Implement  (PC/QC 3.0  Fast charging |
| Ports | 1 – 2 USB ports | Multiple ports  (USB – C  Wireless) | Limited connectivity | Add  USB - C wireless charging |
| Durability | Plastic casting | Rugged water resistant design | Fragility | Use durable materials IP67 rating |
| Price | $50-$100 | Affordable  $40 | Expensive | Offer competitive pricing ($35) |
| Safety features | Basic protection | Advanced protection (overcharge, overheating) | Safety safety concerns | Enhance safety features |