

Easy Correct

Problem Statement

Correction tape is commonly used by Asian students. In most of middle schools in Beijing, China, correction tapes are required to use for modification on the exam papers to keep the papers look clean and easy for instructors to revise.

However, during the exam, switching between pen and correction tape is very inefficient and may interrupt students' thinking.

Target User

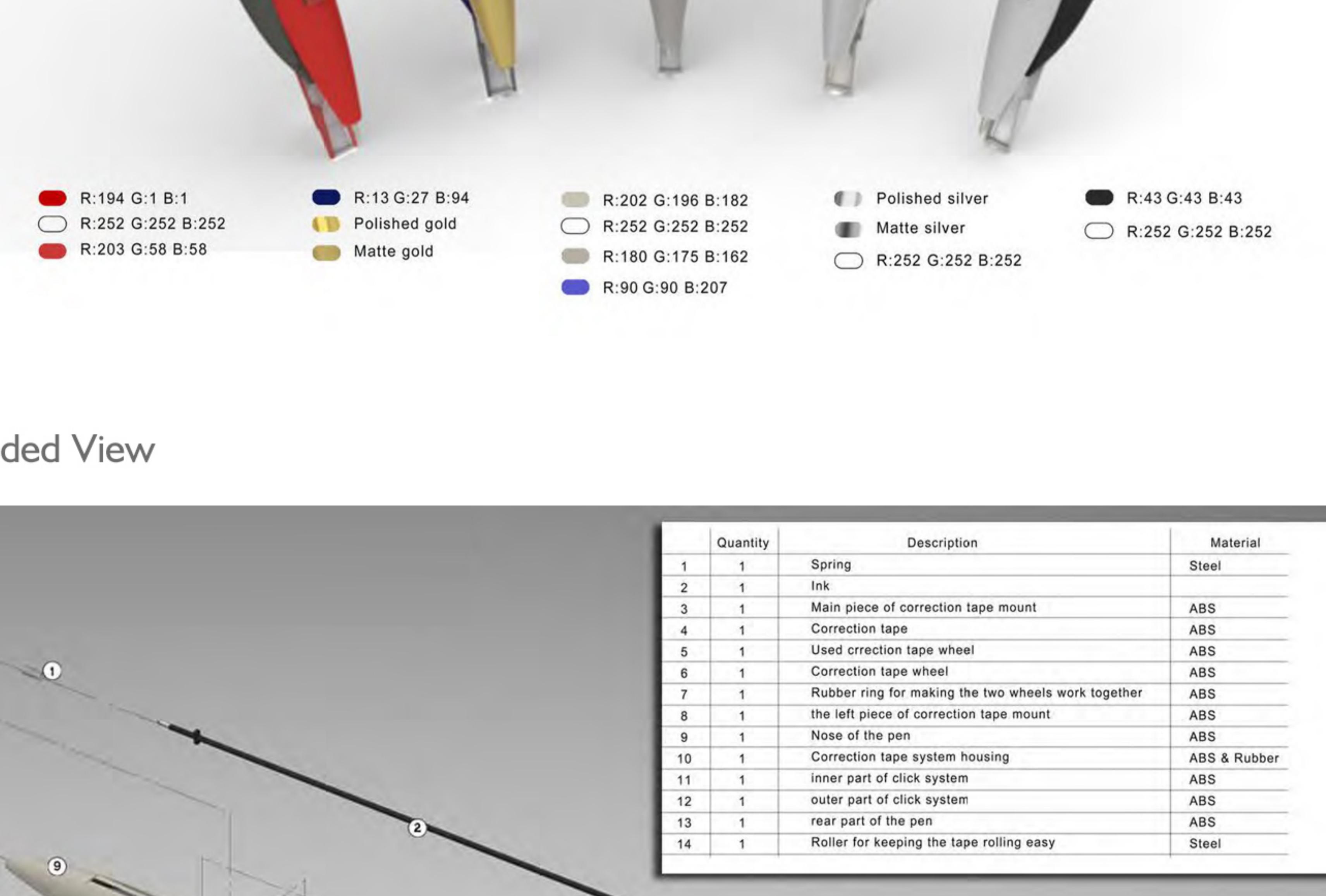
Middle school students are the target users. Office employees are secondary users.



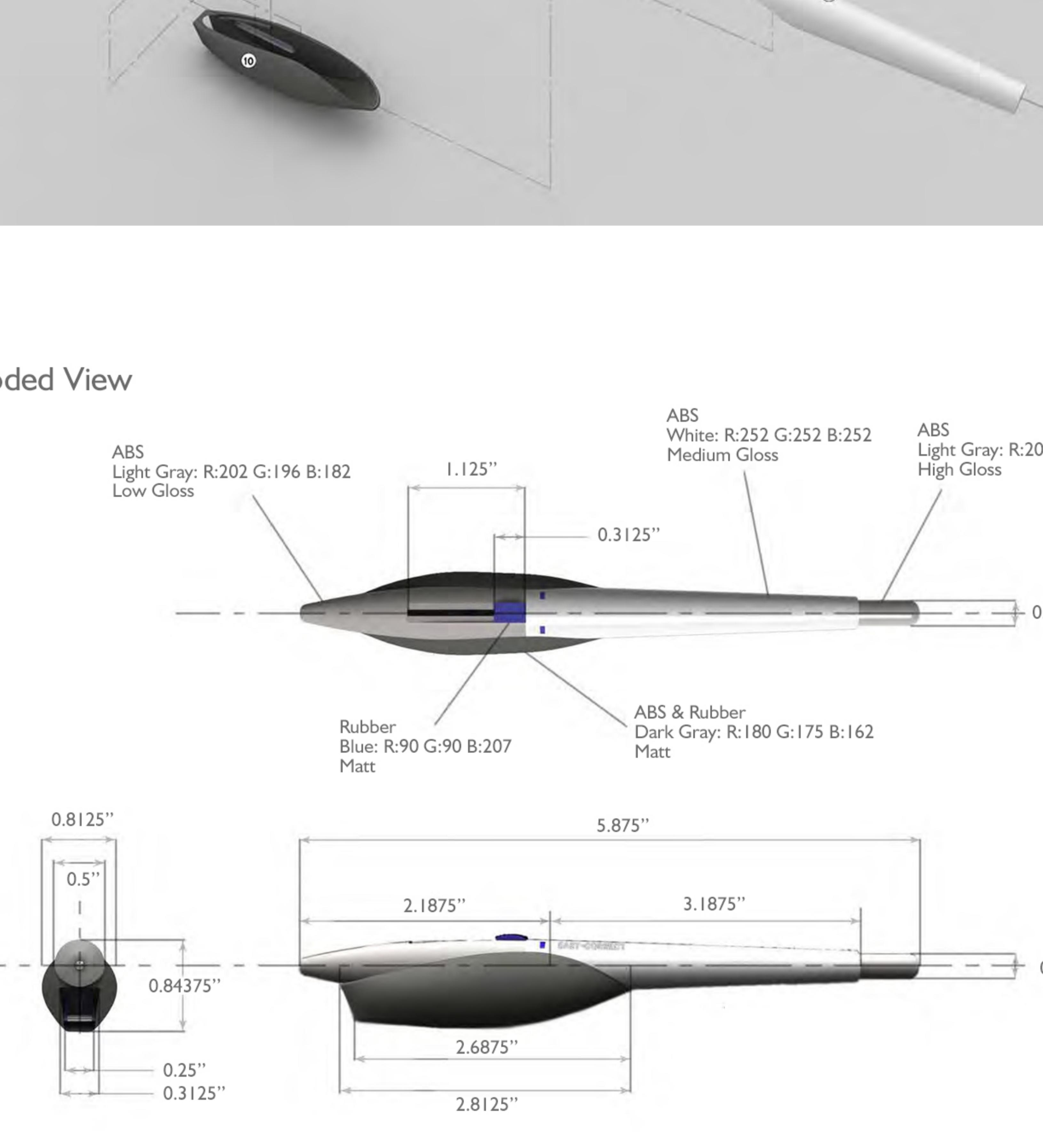
Change the correction tape & ink refill



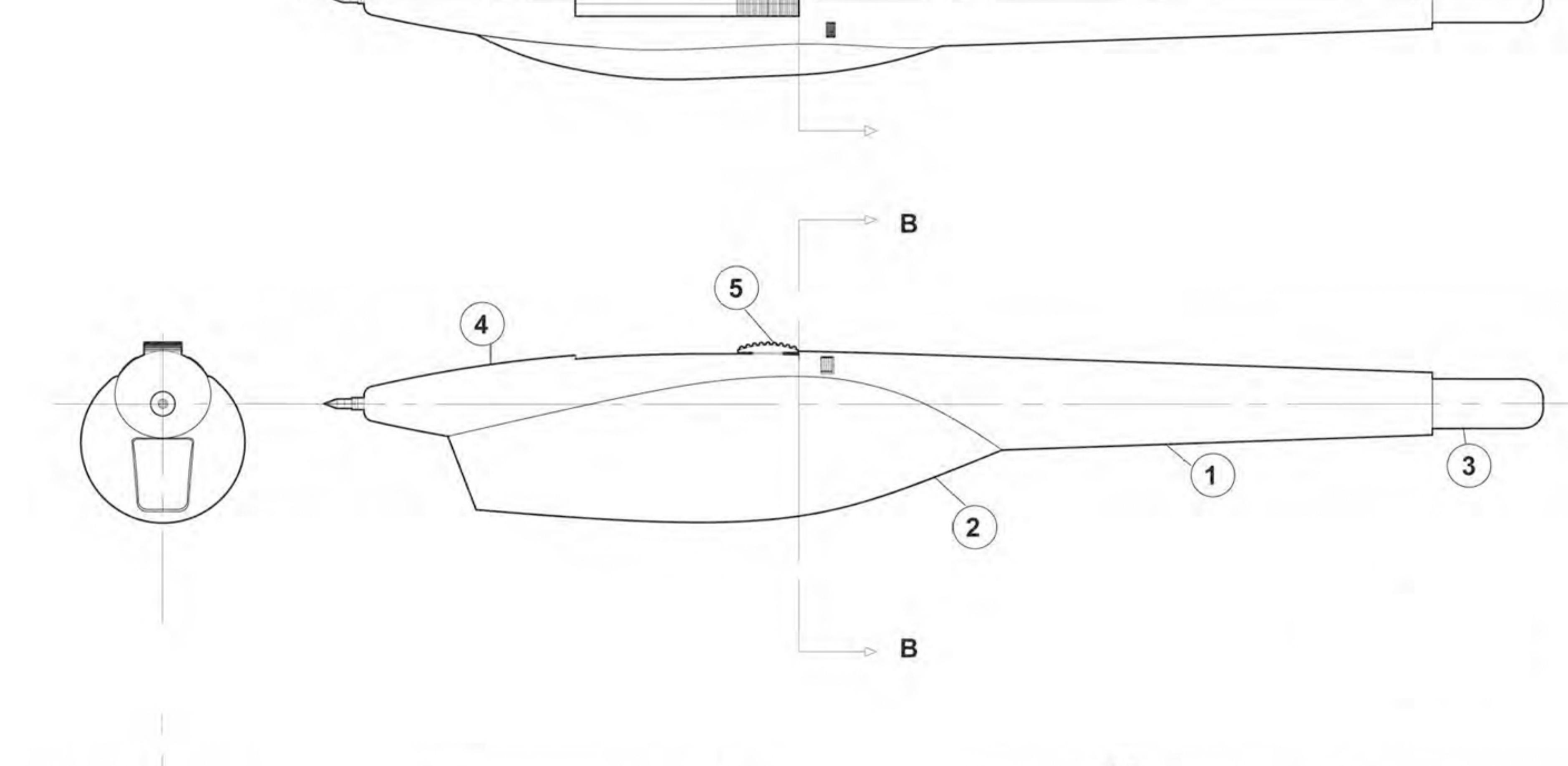
Correct during writing



CMF



Exploded View



Exploded View



Package



Pricing Strategy

\$6.49 \$3.99 \$2.49 \$8.99