



CUSTOMER-PRODUCT FIT REPORT

Conclusion

This product is niche but satisfies the problem definition given. Furthermore, this resistor sorter/dispenser provides significant gain creation by providing an efficient means to sort and size resistor values and by doing this, creates an organized workspace.

Customer

The target customer for this resistor sorting product is someone who works lots of electronic components like resistors on a regular basis.

JOB	PAIN	GAIN
Physically have to sort through components <ul style="list-style-type: none">- Untangling, flattening, reading component values- It is an extensive process	<ul style="list-style-type: none">- Takes a very long time- Reading each resistance value takes a long time if the color bands aren't familiar- The task takes quite a bit of time	<ul style="list-style-type: none">- Saves money by returning proper components to proper compartments- Cleaner test/working environment to work more efficiently

Product

JOB	PAIN	GAIN
<ul style="list-style-type: none">- Product will read values for you	<ul style="list-style-type: none">- No need for painful sorting of components after lab- Remove common component mix ups	<ul style="list-style-type: none">- Easy to use- Fast & simple- Modular

Value Proposition

The value proposition for the resistor sorter/dispenser is to provide an easy, all-in-one system to properly sort and size resistors. Customers should use this product because this system provides the means and tools to prevent massive piles of unsorted resistors. This product will be a tool to streamline workflow by providing a centralized repository for resistors.

Validation

The Dream Team validated the customer profile by researching the target market. Research was done by providing a survey. The survey asked a variety of questions designed to target the usage and needs of the customer. The results of the survey revealed that 40% of moderate-heavy users of electronics would use a resistor sorting device. An additional 40% would potentially use such a device. In this niche market, there is some demand for this product.

Design Inspiration

The core idea for resistor sorter/dispenser does not solely stem from the market research done. The Dream Team has struggled with this particular problem of sorting and sizing resistors. We have personally tried to sort through stacks of resistors and ended up with a painfully slow resort. The ultimate goal of this product would be to increase the speed to sort resistors.

