

Mission Statement

Imagine that your team intends to market your re-designed electric toothbrush. Develop a half-page Mission Statement for your proposed new design. See the Mission Statement template provided below. The *italics* are provided as hints for what to address or list. Be sure to use the design features and criteria you've developed thus far. You may have to update the mission statement as your project progresses.

MISSION STATEMENT: Electric Toothbrush Re-Design

Team Name: Ready, Ready, Ready!

Product Description

- A very simplistic electric toothbrush
- Aesthetics employ a Spongebob Squarepants design

Target Market

- Children between the ages of 3 and 10

Product Positioning

Pick one or more of the following areas listed below and state how your design addresses this concern.

- Environmental: Runs on electricity from wind up.
- Cultural: Appeals to pop culture.
- Economical: It is inexpensive

Key Design Features

- Oscillating bottom half of bristles
- Ergonomic design
- Replaceable head

Goals in Design

- Low cost
 - Easy to use
 - Safety
 - Effectiveness
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