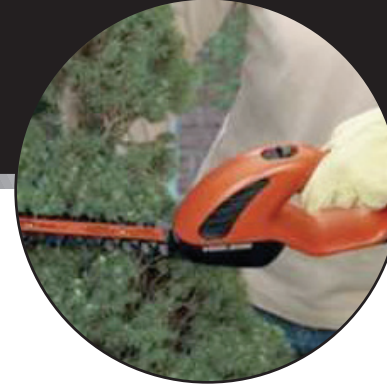


# BACKGROUND



## User Profile

- Trusts the Black and Decker brand.
- Dissatisfied with discomfort of current products.
- Struggles with mild wrist pain.
- Only needs to trim a few shrubs.

## Design Opportunities

The electric cord on trimmers have consistently been a problem.

The connection is easily broken and can be very dangerous.

The cord can be cut by hedge trimmer itself.

The rigid design of many trimmers limits the user's mobility, creating awkward wrist angles.

Wrist pain can develop from unnatural wrist angles.

