

## OBJECTIVE

Design a household object that simplifies a daily task. In response to the emphasis on healthy eating and dieting in today's society, I created a system that measures dry cereal accurately and consistently.

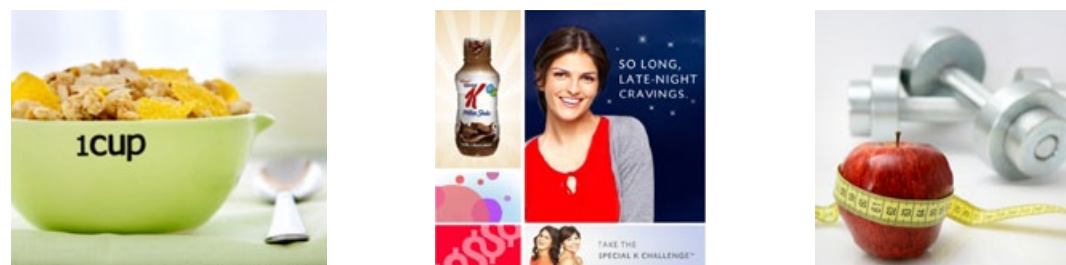
## RESEARCH

Devices that use measuring systems.



## TARGET MARKET

Individuals concerned with portion sizes and organization.



## FUNCTION

**Houses four different types of dry goods**  
Reduces space needed to store other containers of dry goods.  
Allows ingredients to be all in one place, improving convenience.  
Prevents goods from becoming stale.

**Measures dry goods within unit**  
Eliminates mess created by measuring ingredients such as flour or sugar.

**Measurements adjusted**  
Allows user to get an exact amount of ingredient.  
Prevents pouring too much of one ingredient.  
Measurement options are  $\frac{1}{4}$  cup,  $\frac{1}{2}$  cup,  $\frac{3}{4}$  cup and 1 cup, which are clearly displayed for calculation on the finger pull device.

**Holds a specific allotment of dried good (cereal)**  
The volume of each quadrant is 320 cubic inches, which holds about a box and a half of cereal, which is 16-20 serving sizes, depending on the cereal.