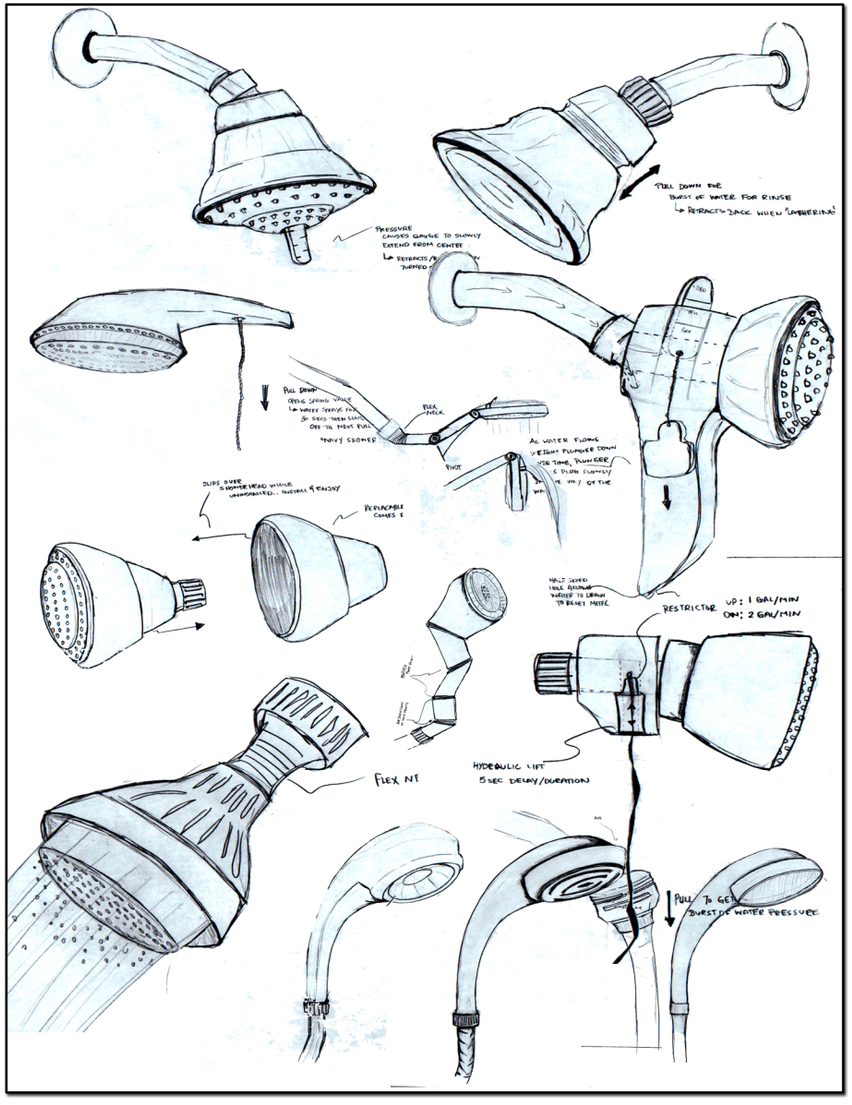
Market Research + Initial Sketches

Using market research helps determine where the gap in the market is, if any at all. Also allowing myself to see where the sellers are, and what the selling point may be. If there was a way for WaterSense to appeal to a larger crowd, market research is the best method to determine what people are buying.

Product Comparison Chart								
Manufacturer	Mohen	Mohen	Oxygenics	Delta	Kohler	Oxygenics	Speakman	Delta
Model # / Series	21777BN	21555	ET-630-XLF15	T14286-SHQ	K-10240-CP	Storm	S-3013	RP46384
Materials	Plastic	Plastic	Plastic	Metal	Metal	Metal/Plastic	Plastic	Metal
Finish	Brushed Nickel	Chrome	Chrome	Chrome	Polished Chrome	Brushed/Chrome	Chrome	Brushed/Polished/Chrome
Flow Rate	2.5 gal/min	2.5 gal/min	1.5 gal/min	2.5 gal/min	1.75 gal/min	2.5 gal/min	2.0 gal/min	1.6 gal/min
Spray Patterns	7	5	1	1	3	1	1	1
Shower Style	Massager	Massager	Massager	Rainfall	Massager	Rainshower	Massager/Rain	Full
Mount Style	Wall/Fixed	Wall/Fixed	Wall/Fixed	Fixed/Wall	Wall/Fixed	Wall	Wall	Wall

Product Comparison Chart								
Manufacturer	Oxygenics	Delta	Delta	Waterpik	Alsons	Oxygenics	Toto	Moen
Model # / Series	80227	54613-SS	57513-PT	SM-653GG	6468	Evolution	TS100F2	8342
Materials	Plastic	Stainless Steel	Metal	Metal/Plastic	Plastic	ABS Plastic	Metal	Metal
Finish	Chrome	Polished Stainless	Aged Pewter	Chrome	Brushed	Brushed/Chrome	Polished Chrome	Stainless/Polished
Flow Rate	2.5 gal/min	2.5 gal/min	2.5 gal/min	2.5 gal/min	2.5 gal/min	2.5 gal/min	2.5 gal/min	2.5 gal/min
Spray Patterns	3	3	1	6	1	1	1	Multi

Product Comparison Chart							
Manufacturer	Kohler	Kohler	Kohler	Kohler	Aquabrass	Dreamline	Aquabrass
Model # / Series	K-10121-CP	8030-BN	k-8030-BN	k-8034-CP	80974	SHCM-2578	61086
Materials	Solid Brass	Brass/Plastic	Metal	Metal	Metal/Brass	Metal	Metal
Finish	Chrome Plated	Brushed Nickel	Brushed Nickel	Polished Chrome	Brushed/Polished	Polished	Polished
Flow Rate	2.5 gal/min	N/A	~8.8 gal/min	~8.8 gal/min	10 gal/min	N/A	12 gal/min
Spray Patterns	1	1/Directional	Multi	Multi	Multi	Multi	Fixed & Hand-held
Shower Style	Rainfall	Rainfall	Rainfall	Rainfall	Multi	Rainfall	Faucet, Massager
Mount Style	Ceiling	Ceiling	Ceiling	Ceiling	Deck Mounted	Corner	Floor Mounted
Strengths	Fixed	Fixed	Multi Spray Patterns	Multi Spray Patterns	ADA Compliant	Body Sprays	Fixed & Hand-held
Weakness	Price	Price	Water Waster	Price	Flow Rate, Price	Complicated Install	Water Waster, Price
Retail Carrier			Kohler.com	Kohler.com	FaucetDirect.com	FacetDirect.com	FaucetDirect.com
Price	$478.65	$729.28	$455.97	$2,027.00	$1,452.00	$609.00	$2,000.00