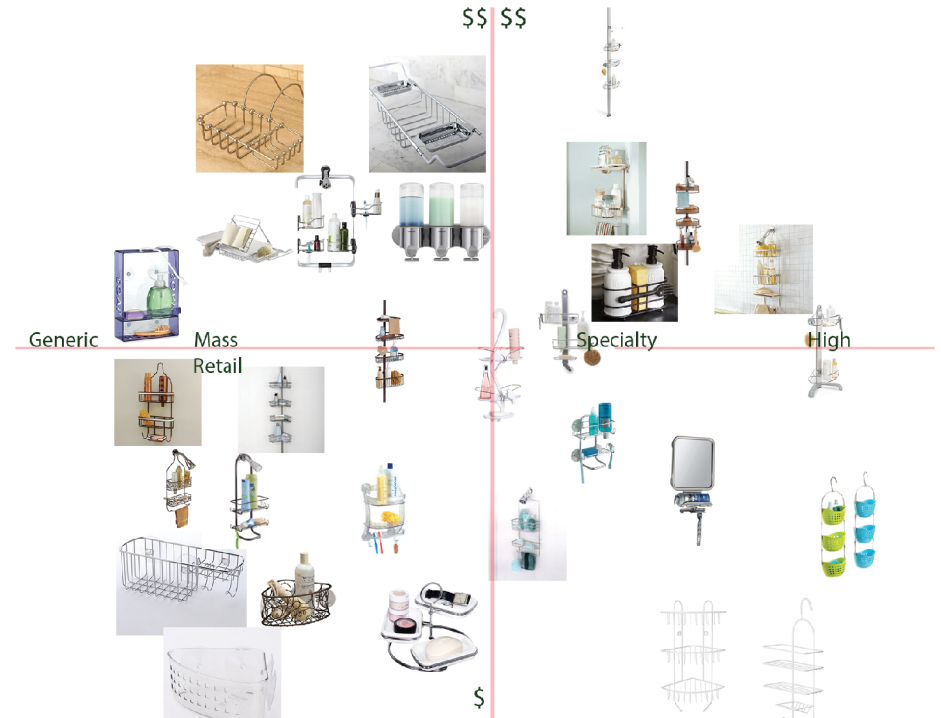


Retail Audit



Common Complaints:

- Falls
- Not durable
- Tension rod damages ceiling and bathtub
- Doesn't accommodate size and shape of bottles
- Inadequate directions for assembly



The weighted matrix compared existing storage units (price v. retail category). This helped in finding areas of opportunity for the design. We discovered that there were opportunities across the board.