CHARM
“There when you need it, back of your mind when you don’t”
PRODUCT VISION

Pepper Spray Canister

Watch

Speaker

Battery
<table>
<thead>
<tr>
<th>Customer Need</th>
<th>Product Attribute</th>
<th>Engineering Spec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Wristband Fit</td>
<td>Electronics size</td>
<td>0.865&quot; x 0.865&quot;</td>
</tr>
<tr>
<td>Daily Task Operation</td>
<td>Module Height</td>
<td>&lt; 0.25 inches from wristband</td>
</tr>
<tr>
<td>Pepper Spray is only triggered when I want</td>
<td>Safety Trigger Mechanism</td>
<td>Y/N</td>
</tr>
<tr>
<td>Works in the rain</td>
<td>Water Resistance</td>
<td>&gt; 50 meters</td>
</tr>
<tr>
<td>Comfortable</td>
<td>Weight</td>
<td>&lt; 100 grams</td>
</tr>
</tbody>
</table>
ELECTRONICS SIZE

Redesigning circuitry to fit within wristband

Reaching power requirements within size constraints

Electronics Size

0.865" x 0.865"
UNOBTRUSIVE MODULES

Watchband fits seamlessly into user's daily life

Integrated modules to minimize protruding height

Module Height

< 0.25 inches from wristband
Spray mechanism that unlocks nozzle when engaged
MOCKUP
<table>
<thead>
<tr>
<th>CUSTOMER NEED</th>
<th>PRODUCT ATTRIBUTES</th>
<th>ENGINEERING SPEC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything can function in rain</td>
<td>Water Resistance</td>
<td>&gt; 50 meters</td>
</tr>
<tr>
<td>Is comfortable to wear</td>
<td>Weight</td>
<td>&lt; 100 grams</td>
</tr>
</tbody>
</table>
PRICING

Apple Watch Band = 49.00

Multi-tool feature and accessibility premium

$64.99
Sources


