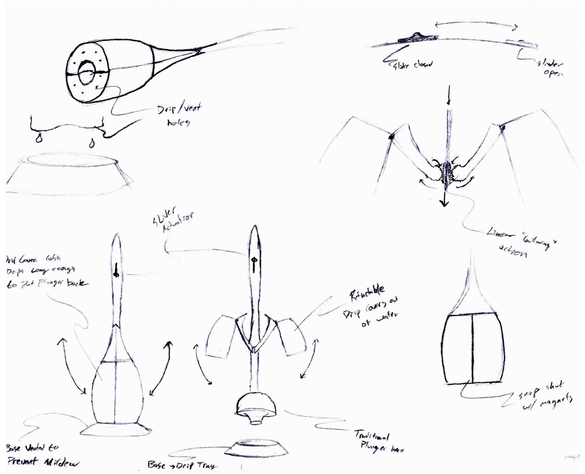
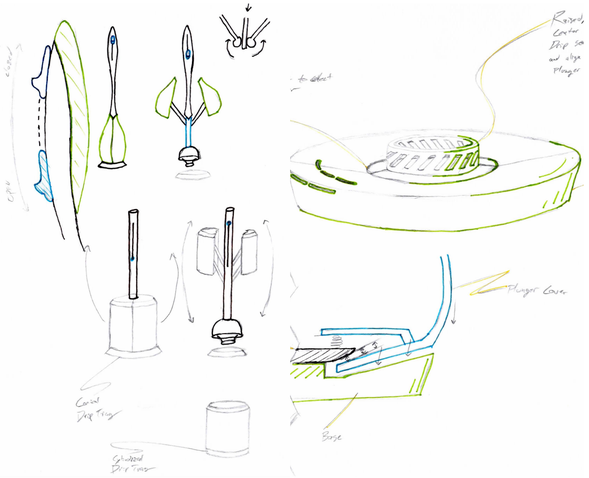
# Stura

## The no-drip plunger concept

*Individual project. March 2021.*

The project prompt read quite simply – "make a product for use in a kitchen or bathroom."

After keeping a journal with me for a week detailing tasks that bugged me, I settled on clearing toilet clogs in the home as the problem that I wanted to solve. For the next ten weeks I developed a formal problem statement, conducted user research interviews and performed extensive market research, defined product requirements, created a mood board, sketched and prototyped various concepts, and conducted patent searches. My final concept is a plunger that incorporates a cover and a stand into the plunger handle, allowing the user to close the cover and contain drips immediately after use.

In the end, I had the opportunity to pitch my concept to potential investors. The pitch included a fully functional prototype and a business plan complete with estimated tooling and materials costs, a sales and distribution plan, and a strategy for managing intellectual property.