

**Ray the Firefly FOT**  
Craftsmanship Report



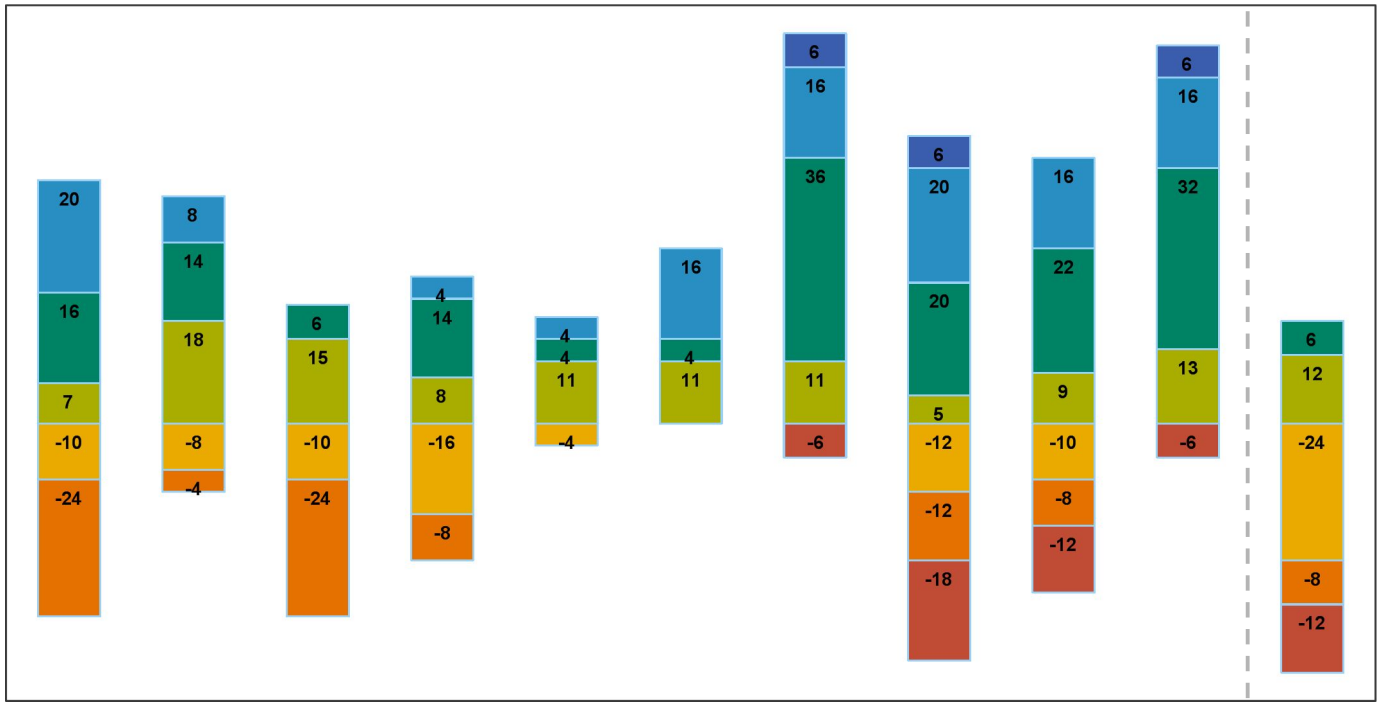
**Competitive Comparison Summary**

<b>Mr. Coffee</b>	<b>Newell</b>	<b>FO T</b>	<b>Pre-Production</b>	<b>Ray the Firefly</b>	<b>Sep 25, 2018</b>
Brand	Company	Model	Product Type	Group	Evaluation Date

Participants

Target Score	Current Score	Scoring Key						
<b>31</b>	<b>9</b>							
Overall	Current	Excellent (6)	Very Good (4)	Good (2)	Average (1)	Marginal (-2)	Undesirable (-4)	Failure (-6)

Bodum Bistro Competitor	Black & Decker 12 Cup Competitor	Hamilton Beach 12 Cup Competitor	Krups Competitor	Mr. Coffee - DR2 Concept	Mr. Coffee - DR3 Concept	Mr. Coffee - PPAP PPAP	Mr. Coffee -FO T FOT	Mr. Coffee - ESL ESL	Mr. Coffee - MSL MSL	Mr. Coffee Competitive Set
Total Score	Total Score	Total Score	Total Score	Total Score	Total Score	Total Score	Total Score	Total Score	Total Score	Total Score
<b>9</b>	<b>28</b>	<b>-13</b>	<b>2</b>	<b>15</b>	<b>31</b>	<b>63</b>	<b>9</b>	<b>17</b>	<b>61</b>	<b>-26</b>



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**Competitive Comparison  
Summary**

**Total  
Score**

**Bodum  
Bistro**

Nov 20,  
2017

**9**

**Black & Decker 12  
Cup**

Nov 20,  
2017

**28**

**Hamilton Beach 12  
Cup**

Nov 20,  
2017

**-13**

**Krup  
s**

Nov 20,  
2017

**2**

**Mr. Coffee - DR2  
Concept**

Jan 05,  
2018

**15**

**Mr. Coffee - DR3  
Concept**

Feb 19,  
2018

**31**

**Mr. Coffee -  
PPAP**

Dec 19,  
2018

**63**



**Mr. Coffee  
-FOT**

Sep 25,  
2018

**9**



**Mr. Coffee -  
ESL**

Oct 16,  
2018

**17**

**Mr. Coffee -  
MSL**

Dec 19,  
2018

**61**

**Mr. Coffee**

Sep 27,  
2017

**-26**

### Competitive Comparison Summary

	Bodum Bi Competit i	Black & D Competit i	Hamilton Competit i	Krups Competit i	Mr. Coffe DR2	Mr. Coffe DR3	Mr. Coffe PPAP	Mr. Coffe FOT	Mr. Coffe ESL	Mr. Coffe MSL	Mr. Coffe Competit i
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#### Visual - Construction

Fastenings	Good (2)	Average (1)	Average (1)	Good (2)	White	White	Good (2)	Good (2)	Good (2)	Good (2)	Average (1)
Gaps	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Very Good (4)	Very Good (4)	Very Good (4)	Very Good (4)	Very Good (4)
Holes and See-Through	Very Good (4)	Average (1)	Average (1)	Good (2)	White	White	Good (2)	Good (2)	Good (2)	Good (2)	Average (1)
Component Alignment	Average (1) Undesirable (-4)	Average (1)	Average (1) Good (2)	Average (1)	Average (1)	Very Good (4)	Good (2)	Very Good (4)	Good (2)	Good (2)	Average (1) Very Good (4)
Surface Quality	Undesirable (-4)	Average (1)	Undesirable (-4)	Good (2)	Good (2)	Very Good (4)	Average (1)	Very Good (4)	Average (1)	Average (1)	Average (1)

#### Visual - Finishes

Color Harmony	Average (1)	Very Good (4)	Average (1)	Very Good (4)	White	White	Good (2)	Average (1)	Average (1)	Average (1)	Very Good (4)
Grain and Texture	Very Good (4) Undesirable (-4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Very Good (4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Very Good (4)
Gloss and Sheen	Good (2)	Very Good (4)	Good (2)	Average (1)	Good (2)	Good (2)	Good (2)	Good (2)	Good (2)	Average (1)	Very Good (4)

#### Visual - Tooling

Parting Line, Flash or Tooling	Undesirable (-4)	Average (1)	Undesirable (-4)	Average (1)	White	White	Good (2)	Average (1)	Good (2)	Average (1)	Very Good (4)
Sharp Edges	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Good (2)	Good (2)	Good (2)	Good (2)	Very Good (4)
Surface Deformation	Average (1)	Good (2)	Undesirable (-4)	Average (1)	White	White	Good (2)	Undesirable (-4)	Average (1)	Average (1)	Undesirable (-4)

#### Visual -

Line and Break-Up	Good (2)	Average (1)	Average (1)	Average (1)	Good (2)	Good (2)	Good (2)	Good (2)	Good (2)	Good (2)	Good (2)
Detail Placement	Average (1)	Good (2)	Average (1)	Average (1)	Average (1)	Average (1)	Good (2)	Undesirable (-4)	Undesirable (-4)	Good (2)	Average (1)
Labels and Badges	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)	White Average (1) Very Good (4)	White	White	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)	Very Good (4) Average (1) Very Good (4)

#### Sensory

Sound Quality, Buzz or Squeak	Average (1) Undesirable (-4)	Average (1) Very Good (4)	Average (1) Very Good (4)	Average (1) Undesirable (-4)	White	White	Very Good (4) Good (2)	Very Good (4) Good (2)	Very Good (4) Good (2)	Very Good (4) Good (2)	Average (1) Undesirable (-4)
Hollow Resonance	Good (2)	Average (1)	Average (1)	Average (1)			Good (2)	Good (2)	Good (2)	Good (2)	Average (1)

#### Sensory - Touch

Tactile Perception	Very Good (4)	Average (1)	Average (1)	Good (2)	White	White	Very Good (4)	Very Good (4)	Very Good (4)	Very Good (4)	Average (1)
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#### Sensory - Smell

Sense of Smell	White	Average (1)	White	White	White	White	Average (1)	Average (1)	Average (1)	Average (1)	White
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#### Psychological

Material Use & Authenticity	Good (2)	Good (2)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Failure (-6)
Durability & Robustness	Undesirable (-4)	Good (2)	Undesirable (-4)	Average (1)	Average (1)	Average (1)	Very Good (4) Failure (-6)	Very Good (4) Failure (-6)	Very Good (4) Failure (-6)	Very Good (4) Failure (-6)	Average (1)
Mechanism Action	Average (1)	Undesirable (-4)	Average (1)	White	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	Average (1)	White
Ease of Cleaning & Maintenance	Average (1) Very Good (4)	Average (1) Very Good (4)	Good (2) Very Good (4)	Average (1) Very Good (4)	Average (1)	Average (1)	Good (2) Very Good (4)	Good (2) Very Good (4)	Good (2) Very Good (4)	Good (2) Very Good (4)	Average (1) Very Good (4)
Feature Impact	Very Good (4)	Average (1)	Average (1)	Good (2)	Very Good (4)	Good (2)	Very Good (4)	Very Good (4)	Average (1)	Very Good (4)	Average (1)

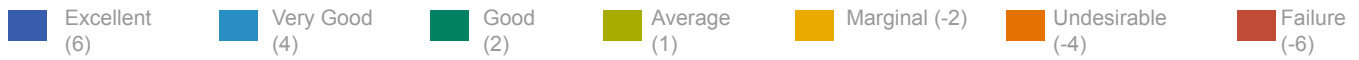
■ Excellent (6)  
 ■ Very Good (4)  
 ■ Good (2)  
 ■ Average (1)  
 ■ Marginal (-2)  
 ■ Undesirable (-4)  
 ■ Failure (-6)

### Competitive Comparison Summary

	Bodum Bi Competiti	Black & D Competiti	Hamilton Competiti	Krups Competiti	Mr. Coffe DR2	Mr. Coffe DR3	Mr. Coffe PPAP	Mr. Coffe FOT	Mr. Coffe ESL	Mr. Coffe MSL	Mr. Coffe Competiti
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#### Electronics

Display Lens Quality	■	■	■	■	■	■	■ ■	■ ■	■ ■	■ ■	■
Display Lighting Quality	■	■			■	■	■	■	■	■	■
Product Lighting Quality	■	■	■	■	■	■	■	■	■	■	■
Use of Technology		■			■	■	■	■	■	■	■
Audio Quality	■	■	■	■	■	■	■	■	■	■	■



Product Summary

Ray the Firefly



Scores

9

Total

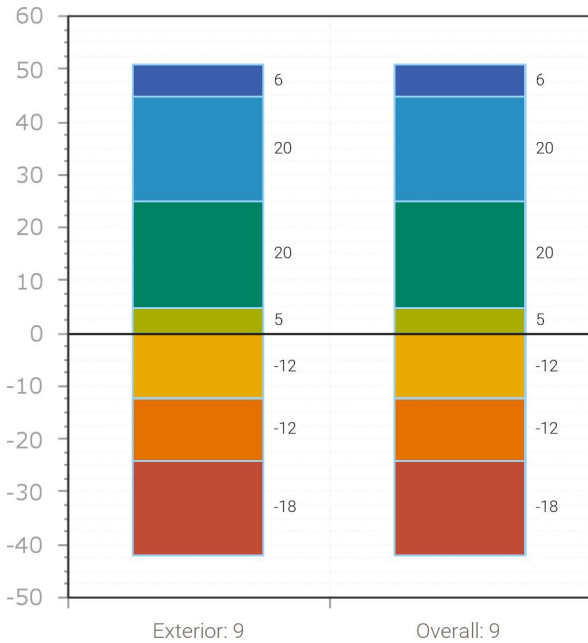
51

Positive

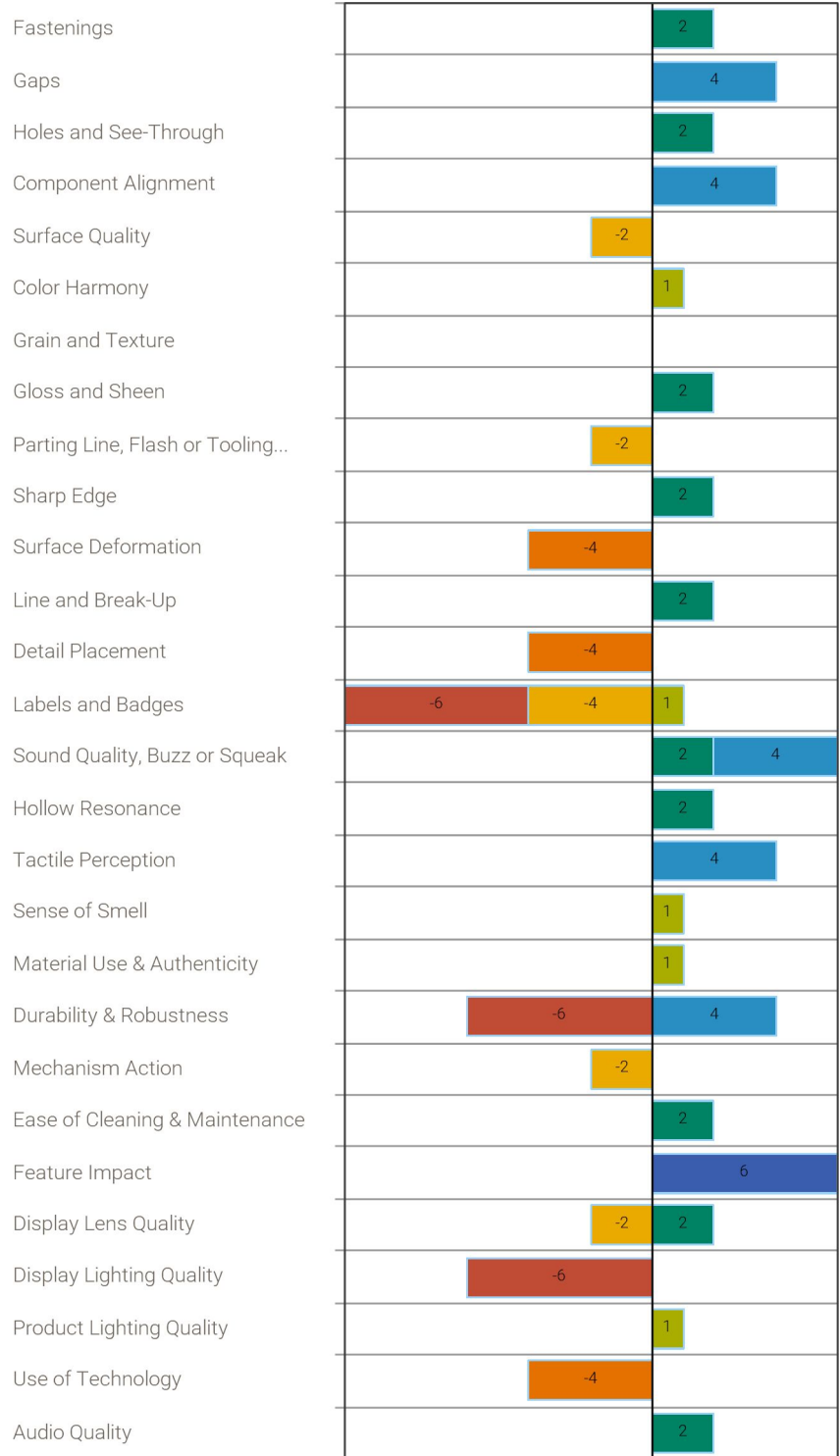
-42

Negative

Score Overall & By Zone



Score by Attribute

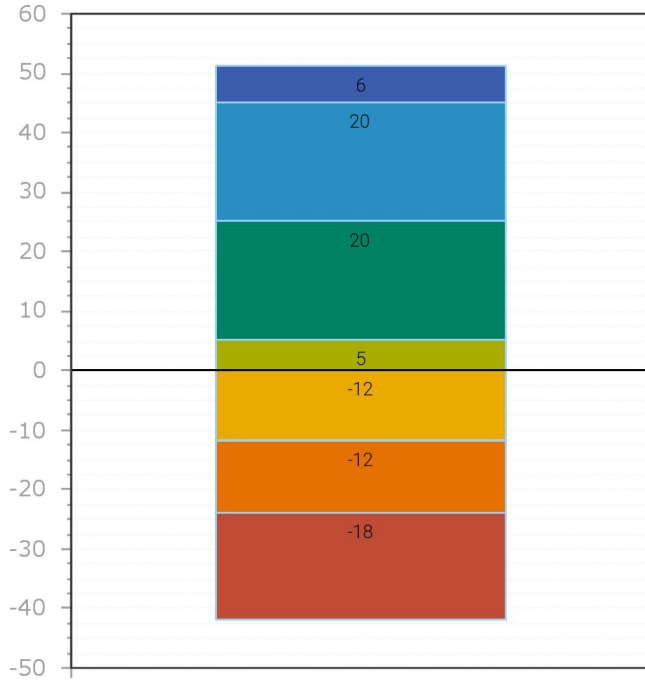




Evaluation Zone: Exterior

This Zone (in points)

:



Exterior: 9

Mr. Coffee -FOT

Mr. Coffee



Scores

s

9

Total

51

Positive






-42

Negative



Overall Impression

**Evaluation Zone: Exterior**

**Visual - Construction**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Fastenings  Good 		No fasteners are visible on front-side or visible areas where assemblies are integrated; Visible fasteners on inside of top lid		
Gaps  Very Good 		Gaps around buttons are executed very well, are concentric within the facia openings and consistent across.		
Holes and See-Through  Good 				
Component Alignment  Very Good 		Top cover has reveal line that will help minimize misalignment (visually)		
Surface Quality  Marginal 		Overall silhouette has a smooth surface with minimal imperfections seen; Carafe handle has visible surface quality issues and creasing; waist band has visible surface quality issues.		

**Visual - Finishes**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Color Harmony  Average 		Can't assess much - as all color samples are not available.		
Grain and Texture  				

**Evaluation Zone: Exterior**

Gloss and Sheen

Good



Gloss levels between freshness display lens and bottom base surface are perfect; assessments for remaining surfaces across product are TBD.

**Visual - Tooling Quality**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Parting Line, Flash or Tooling Evidence		Numerous sink marks, flow lines, knit lines are visible across product. Product is not textured yet and should hide many, but continuous improvement is needed. Parting lines are noticed on the left/right sides of the waist band is noticeable from-undetermined if this will be noticeable in other finishes other than		
Sharp Edge		All edges are rounded off appropriately to minimize sharp edges from parting lines		
Surface Deformation		Surface area deformation (sink marks) near heating plate are visible from internal bosses underneath.		

**Visual - Design**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Line and Break-Up		Great separation of material and color breaks across; well placed waist band		
Detail Placement		Buttons on each side of the display can be rotated 360 degrees		

**Evaluation Zone: Exterior**

Labels and Badges

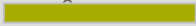
Marginal



Colored text on carafe, scoop and water window needs to be improved for clarity and alignment as numerous numbers are misaligned.

Labels and Badges

Average



Mr. Coffee logo placement is ideal and centered.

Labels and Badges

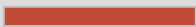
Marginal



Text on buttons seem very large and could be spaced better and is misaligned; colors are not to spec.

Labels and Badges

Failure



Colored text on scoop can wipe/smear easily.

**Sensor**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Sound Quality, Buzz or Squeak Very Good		Top closing has a very soft closure and ideal from a quality standpoint; this was not expected or designed in and is a pleasant improvement due to the construction		
Sound Quality, Buzz or Squeak Good		UI tones are simple, yet not too harsh and elevated for the Mr. Coffee brand; tones seem more pleasing when compared to competition.		
Hollow Resonance Good		Product seems substantial with minimal resonance apparent given it's hollow structure.		

Evaluation Zone: Exterior

Sensory - Touch

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Tactile Perception		Button feedback offers great resistance and executed very well in regards to the target sample aligned on; small tweaks to the resistance to decrease softness when pressed will be reviewed.		
Very Good				

Sensory - Smell

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Sense of Smell		Asia manufacturing smell is apparent when product box is opened; slight undesirable smell is noticed when turning unit on for the first time but is identical across all competition.		
Average				

Psychological

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
Material Use & Authenticity		Ensuring chrome plated band has minimal imperfections (some are seen) will help with the authenticity of mimicking a "metal"		
Average				

Durability & Robustness		Product seems very robust and built well; top door has a nice weight to it when opening and has a soft closure.		
Very Good				

Durability & Robustness		Pad-printing on buttons has severe wearing/smearing.		
Failure				

Mechanism Action		Top cover pivot point needs improvement, as it seems weak when the top is fully open. Suggest to increase diameter on pin to reduce flexing as much as possible.		
Marginal				

**Evaluation Zone: Exterior**

Ease of Cleaning & Maintenance

Good



Ease of cleaning should be simple given all components are aligned extremely well; the addition of a silicone membrane under the buttons should prevent moisture from making contact with vital PCB components and increasing longevity.

Feature Impact

Excellent



The addition of the "freshness indicator" and "color coded scoop" are brand new features not seen within competitors in the marketplace.

**Electronic**

Attribute & Rating	Detail	Description	Corrective Action	Assigned To
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Display Lens Quality

Good



Dead front display lens seems to work well, but very minimal segments are noticed. Suggest increasing darkness/smoke level on lens to hide segments not lit

Display Lens Quality

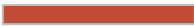
Marginal



Freshness indicator lens display will need tweaking once freshness indicator improves.

Display Lighting Quality

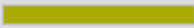
Failure



The freshness indicator looks terrible and was not executed well. Major improvements are needed to improve this.

Product Lighting Quality

Average



Slight issue with color matching between both display texts and indicator LED's on the buttons; slight hotspot is noticed on button indicator.

Use of Technology

Undesirable



The continuity between the top UI and the bottom UI display is disconnected due to the poor execution of the freshness display. This will improve once the freshness indicator is executed better.

**Evaluation Zone: Exterior**

Audio Quality

Good



Tone does not seem harsh or too loud in quiet environments, yet it is loud enough to hear with a room of people talking; tone seems more desirable than competition.

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**Sample Fidelity**

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**Attribute Type**

**Method(s)**

**Tooling Surface**

**Notes**

**Finish**

**Producer**

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**Product Photos**

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3/4

