Predicted Customer Needs/ Requirements

Based on a group discussion, we concluded our target customer would value:

* An on the truck design that will deploy from the truck and store in the truck bed. The ease and option to be removable is desired.
* For stability and safety purposes the ramp will be of a single unit that stretches from one side of the bed to the other. This will also allow all types of machinery/objects to be loaded with ease.
* The overall product will be as lightweight as possible to allow ease of installation and ease of use.
* Cleaning the product regularly will made convenient by allowing for disassembly into easy to handle pieces.
* The product will not require the removal of the tailgate from the vehicle.
* The product will conform to most bed sizes with possibly 2 different models for extended cab trucks and single cab trucks.

Meeting these requirements is integral to our customer base, as well as making our truck better than those out in the market currently.