**Concept Evaluation Criteria**

* Visually appealing?
  + Does the device impede on the existing torch aesthetic?
* Can it run with no user input?
  + Main goal is to be autonomous.
* Is it safe?
  + We don’t want our product to be dangerous.
* Is it cost effective?
  + Joe doesn’t want the price per torch to be much more than $25.
* Is our fluid level monitoring system accurate?
  + We don’t want torches overflowing/running dry.
* Is it user friendly?
  + Produce should be able to be assembled by the buyer.