

# Existing Products

Sheet 7

What to include:

Existing Products (Primary research 3): Find 8 pictures of existing products that are relevant to your project and annotate.

More info: See your revision guide page 29 (Product analysis)

- o Label:
  - Who will use the product
  - Where is the product to be sold?
  - Where is the product used?
  - How much does it cost?
  - How safe and hygienic is it?
  - How might it have been produced?
- o Is there any important information on the packaging?
- o Who will use the product; break them down into age, gender, target group, social economic group, likes, dislikes, etc?
- o Explain the need for the type of packaging; does it protect, preserve, etc?
- o What industry manufacturing processes were used within this product? E.g. mass production, batch production, etc.
- o Include any Environmental issues.

Example



This game is made from plastic, probably acrylic which is widely available and we can use in schools.

It looks like it is designed for adults as it is a stylish and complex design. It looks like it may even be for decoration as well as being played.

It is based on the game chess but it looks like it would be fairly fragile and not suitable for children. I think it would be sold in specialist shop that sell film memorabilia.

Fred Blogs - Board game project