**HOW TO PRESENT A PRODUCT IN 4 STEPS**

1. FUNCTIONAL/PRACTICAL ASPECTS
2. SOCIO CULTURAL ASPECTS
3. TECHNICAL ASPECTS
4. SENSORY ASPECTS

**Answer the following questions for each step**

**Part 1: FUNCTIONAL/ PRACTICAL ASPECTS**

FUNCTION: What is the product for?

How does it work?

Is the product articulated/ jointed?

FUNCTIONING/USE

What are the instructions for use? (user manual/instruction book)

How is it handled?

What behaviour does the user have when using it?

CONTEXT FOR USE

Where is it used?

When is it used?

**Part 2: SOCIO CULTURAL ASPECTS**

CONTEXT

Does it respond to a social trend? Is it a social phenomenon?

Is it used in a particular economic OR a socioeconomic situation?

Does it reflect any cultural references?

TARGET

Who uses the product?

What age group does the user belong to? What gender?

What socio-professional group does he belong to?

What are the motivations for use?

PURPOSE

What need does the product answer to?

To what social phenomenon is the product associated with?

**Part3: TECHNICAL ASPECTS**

COST

How much does it cost to make?

How much does it cost to buy?

MANUFACTURING

What technique is used to manufacture it? Why is it interesting?

Is it mass-produced? Is it made by craftsmen, artisans?

MATERIALS

Identify the materials used to make the product. Are they eco friendly?

What are the pros and cons of using these materials?

Why are they chosen to manufacture the object?

**Part 4: SENSORY ASPECTS**

SIGHT: graphic design/style, shapes and volumes, colours, textures….

TOUCH: How does it feel when you touch it? Cold, hot, smooth, rugged……

HEARING: Does it make some kind of sound?

SMELL= Does it smell anything?

TASTE: Does it have a taste?