

PRODUCTS AND CUSTOMERS

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On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

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1. Study the two styles of kettle shown below, then answer the questions.

Describe the function / functions of a kettle. The following key words / phrases may help you answer the question.

BOIL WATER - TEA - COFFEE - STYLISH - DESIGNER PRODUCT - ATTRACTIVE - FASHION STATEMENT

A.
BUDGET KETTLE
£9.99



B.
ECO KETTLE
£39.99



2. Product 'A' is a budget kettle, bought in a typical supermarket. Describe the typical features of kettle like this.

CHEAP - FUNCTIONAL - SIMPLE - BOILS WATER - BASIC - MASS PRODUCED

3. Describe the target users/customers of a budget kettle.

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4. Product 'B' is an Eco Kettle, designed to save water and energy. Describe the typical features of a typical kettle like this.

RELATIVELY CHEAP - FUNCTIONAL - STYLISH - BOILS WATER - SAVES WATER - SAVES ELECTRICITY - MASS PRODUCED - LESS COMMON THAN BUDGET KETTLE - DESIGNER KETTLE - LIFESTYLE STATEMENT - ENVIRONMENTALLY FRIENDLY

5. Describe the typical target users / customers of an Eco Kettle.

6. Which of the two kettles would you prefer to buy. Explain your answer

IMAGES FOR QUESTION 7 (PTO)



DYNAMO TORCH



WIND-UP TORCH



SOLAR TORCH

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7. Many products, such as battery powered torches, have an environmentally friendly equivalent. They have been developed to save energy and to sell to environmentally aware customers, customers who want to protect the environment.

Draw your own design of an environmentally friendly torch, in the space below (colour rendered).

Label the drawing / design.

Add notes, describing how your design works.

YOUR DESIGN

NOTES

HOW IT WORKS:

TARGET CUSTOMER:
