项目英语实践

Session 2

Product Design for Market Research Project



Overview

1. Warming up: How to Overcome Common Fears for Collaborative Writing
2. Business Research Activity 1: Customer Profiling
3. Business Research Activity 2: Product Description
4. Business Research Activity 3: Idea Generation for New Product Design
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Warming up: How to Overcome the Common Fears for Collaborative Writing

What are collaborative writing and sequential single-author writing?

The term collaborative writing refers to projects where written works are created by multiple people together (collaboratively) rather than individually.

In sequential single-author writing, each group member is assigned a portion of the document, writes his or her portion and then passes the document onto the next group member.



Match 5 Kinds of Common Fears with Their Pertinent Solutions.

Fear	Solution
1. My individual ideas will be lost.	A. Be ready to include others' ideas into the paper
2. I could write it better myself.	B. Be ready to compromise.
3. Group work will take more time than if I did it myself.	C. Divide the writing tasks reasonably.
4. We won't be able to agree.	D. Make good use of group discussion and cross-checking.
5. I'll end up doing all the work.	E. Make a schedule and stick to it.

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Business Research Activity 1: Customer Profiling

- Step 1: Read the situation.
- Situation
- Your company manufactures bicycles. It is about to launch a new adult bike: a cross between a mountain bike and a touring bike (a so-called hybrid). The bike will be priced for the top end of the market and hopes to attract buyers in the AB social economic class.
- As the marketing manager, you are assigned to profile your target customers based on the product information.



BRAINSTORMING

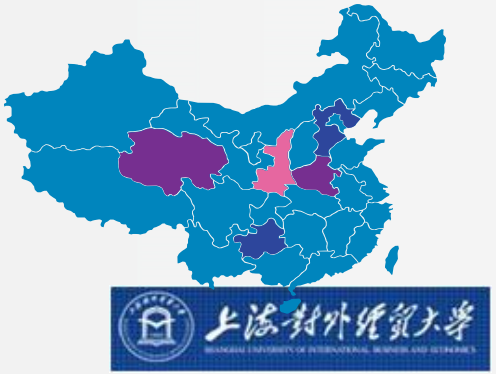
MAIN FEATURES OF PRODUCT	MAIN FEATURES OF TARGET CUSTOMERS
Solid but attractive design	Age: _____
Lightweight alloy frame	Sex: _____
Dark green frame	Annual Income: _____
Twist-operated gear change	Personality: _____
Six gears	Life Style: _____
Comfortable seat and seating positions	Others: _____

Reference Ansers

MAIN FEATURES OF PRODUCT	MAIN FEATURES OF TARGET CUSTOMERS
Solid but attractive design Lightweight alloy frame Dark green frame Twist-operated gear change Six gears Comfortable seat and seating positions	Age: 30-50 Sex: male Annual Income: above $300,000 RMB Personality: open-minded, energetic, athletic Life Style: loving outdoor activities, prefering a natural and healthy life-style; inclined to use bike at weekends with family mainly on local trips in the countryside Others: an enthusiastic cycling amateur

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- Step 2
- As with all such products, the name is crucial. It needs to be a name which can be used across the world as you hope to sell it into both the domestic and export markets.
- In your groups, write down the brandname so that we can share it with the class.



A List of Well-known Bicycle Brand names

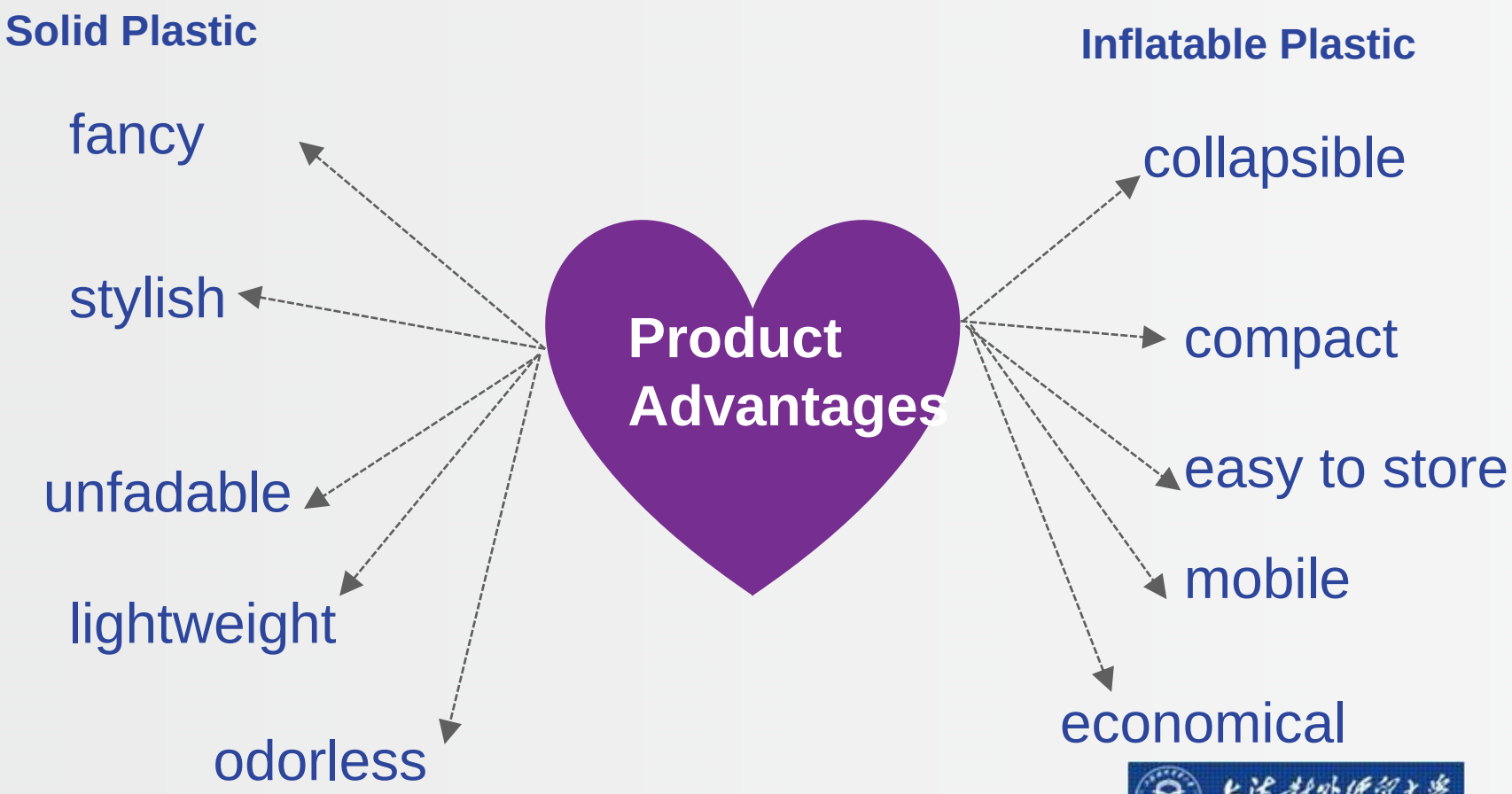
- Refer to some of the best-known bicycle brands and think about their brand image associated with their names.



Business Research Activity 2: Product Description



- Situation
- You work for a company which produces children's furniture. Your furniture is made of solid or inflatable plastic which has their competitive advantages.
- Task
- Brainstorm a range of adjectives describing the competitive advantages of your product.


Solid Plastic
fancy
stylish
unfadable
lightweight
odorless
Product Advantages
Inflatable Plastic
collapsible
compact
easy to store
mobile
economical

- Other words or expressions
- robust, durable, safe, reliable, environment-friendly, state-of-the-art or sophisticated technology, user-friendly, fool-proof, upmarket etc.

Business Research Activity 3: Idea Generation for New Product Design

- Situation
- You work for the R&D department of a well-established security device manufacturer. According to a recent report, there is a 250% increase in the property crime rate in the city. Property crime include burglary, car theft, shoplifting, pickpocketing etc.



- Step 1: Brainstorming and discussion
- Work in your project group. Brainstorm ideas for a new product against property crime.
- Discuss in your group if the product is feasible and marketable. Decide on the best proposal.



- Step 2: Pitch your proposal
- Give a presentation (2~3 minutes) on your proposal.
- Tell the audience:
  - What is the name of this product?
  - What are the selling points of this product?
  - Who are the potential customers?
  - How much would you like to charge it?

Star Product Demonstration



This is a brand-new *imitation security camera*. It deters would-be burglars with this realistic looking security camera. Equipped with built-in motion detector, it remains still until someone passes by, then it moves back and forth and the red LED light flashes. This "camera" is for either indoor or outdoor use. It is built with solid materials resistant to extreme weather, heat or moistur



This ingedious *Hidden Wall Safe* looks like an ordinary electrical outlet. It is designed to outsmart the smartest thief. The vault is large enough for money, jewels and valuables! It comes out in various faceplates to match the décor of your house.

Homework
Product Design or Description for Market Research Project

- In your group, think of a new product or service, ideally something not currently available in China.

1. In your group, brainstorm at least three well-thought ideas for new product/service development.
2. Discuss in your group and choose one you want to work with.
3. Write the notes for profile of this product/service.

Your product/service and its name	The profile of potential customers?	USP (Unique Selling Proposition)	Other information
"Lock-u-up" is a Hidden Wall Safe which resembles an electric outlet.	*well-off, middle-class family; middle-aged or elderly people who live alone; shop owners or small-sized business organization*	*hidden away where nobody (except the owner himself) knows/sees; an ideal safe for small but valuable possessions; cheaper and easy to install than ordinary safe*	*accessories available like manual book and tools for DIY installation*

Thank you!

