



## **Basic factors to consider when creating and designing products for later sale:**

### **Aesthetically pleasing**

It must be seen as attractive by the potential customer who you want to buy your product. What this means depends on the product but as a general consideration it must be noticeable, it must be fashionable, it must be interesting. It can help if it is a little original. This links to the design, the theme, does it reflect what people like? Does it appeal to your customer? Does it reflect their interests? Hobbies? Values? Do people like the colours? Will it get people talking as word of mouth sells products!

### **Fit for its function**

Does it do the intended job? Does it do it well? Is it functionally as good as its competitors (other similar products on the market) Ideally is it more useful than the competitors? What are its functional features? If you make an umbrella it must keep out the rain. However attractive it is this will soon be forgotten if the person is wet and cold!

### **Durability**

Will it last and last as well or ideally better than its competitors, no one wants a product that looks good for a month and then falls apart.

### **Ease of use**

Is it easy to use? It is no good getting an umbrella that is challenging to put up and makes the customer angry or frustrated as they will never recommend it! Also it will appeal to more customers like certain disabilities and age groups.

### **Value for Money**

Is it affordable? How does it compare to other competitor products? People will have a budget they are willing or able to pay. Few people would pay £100 for one umbrella! Also few would pay 50p as they would worry what was wrong with it!

### **Safety**

Is the product safe for the intended customer. Is the product safe for us to make?

### **Staff considerations**

Does the designing and creating use employee skills the best way? Will staff develop skills designing and making the product? Is the work interesting? Will employees have pride in their work? Is there any training or simple instructions needed?

### **Budget and practical considerations**

While it may be nice to make something expensive the materials would cost too much for example diamond jewellery.

### **Time**

How much time would the project take?

### **Contacts**

Do we have the contacts and suppliers to help us make the item well and to a reliable standard in a reliable time frame.

### **Demand**

Is there demand for the product? Are there potential seasonal issues? You would not make sunglasses in the winter UNLESS you had customers from abroad. What may individuals who may use the IWR website want?

### **Competition**

Is there lots of competition? Will it be difficult to sell these items as well as others. Is the project realistic?

### **Resources**

We only have limited resources and materials and must make the most of these. We also have limited equipment.

### **Different**

How can we best get noticed and generate demand quickly? We need to stand out.

### **Long life**

What products will people always want and vitally NEED. We do not want to be a FAD. We do not want people to get bored. We need our product to be genuinely useful and wanted. Is the product adaptable to maintain interest.

**Protection**

Does the product need protecting from the environment or to protect the customer. Are the correct materials being used.

**Manufacturing**

Does the product need manufacturing? Is this possible especially given time considerations and budget?

**Who is your customer?**

It is important when thinking about products you know who your main customers are. The more you understand them the more your product can reflect this. Think are they a certain age or gender for example. Who are you trying to sell/market to? How do people know about the product and who may see this?

**Packaging**

Is the item going to be easy to post? Is the item light or heavy? Will it need protecting? Will it be expensive to post? May it break when being posted.

**Work environment**

This is a virtual project. Is the item something that can be made easily and vitally safe at home? How much support will you need and can this be done virtually?

**Variety**

Is it a product you will need different sizes in?

**Example products to consider**

Notebooks

Tea towels

Jewellery

Canvases/art/photography is its own right

Pencil cases

Phone covers

Clothing

Calendars/diaries

Umbrellas

Bags

Posters