Name

Name

Name

Product Design Project

**Directions: Pick a Developer, an Investor, and a Marketing Rep in your groups. Design an electronic device that is easy for the elderly population to use.**

**Section 1: Who are you?**

*Developer:*

*Investor:*

*Marketing Rep:*

**Section 2: What are you inventing?**

**Section 3: Provide 4 reasons why this product is necessary in the market.**

*1.*

*2.*

*3.*

*4.*

**Section 4: Provide 6 ways this product is easier for the elderly population to use than a mainstream product:**

*1.*

*2.*

*3.*

*4.*

*5.*

*6.*

**Section 5: Provide a sketch of your product.**

**Section 6: Create a marketing plan for your product.**

*What is the title?*

*How much will it cost?*

*What is the slogan or catchphrase?*

*Decide upon 3 ways you will advertise for this product.*

*1.*

*2.*

*3.*

*Make 2 comparisons in the mainstream market and persuade the audience that your product is better:*

*Product 1:*

*Product 2:*