

# HOW TO EVALUATE A PRODUCT

There are a number of factors to consider when evaluating the success of a manufactured product or one of your own making.

## 1. DOES IT MEET THE SPECIFICATION?

The specification covers:

- *What the product must do.*
- *Who it is made for.*
- *Under what conditions it should operate.*

You may need to consider the 'operator' and the 'user'. For example, at a supermarket checkout, the customer is the 'user' and the person on the till is the 'operator'.

The product has to:

- *Meet the needs of the user.*
- *Fit the environment and conditions where it will be used.*

This includes safety, ease of use (ergonomics), what it looks like (aesthetics), reliability, maintenance, the right price and quality.

## 2. COSTS

Production costs - *Are they within target?*

Selling price - *Is it acceptable?*  
 - *Did it meet the target price?*

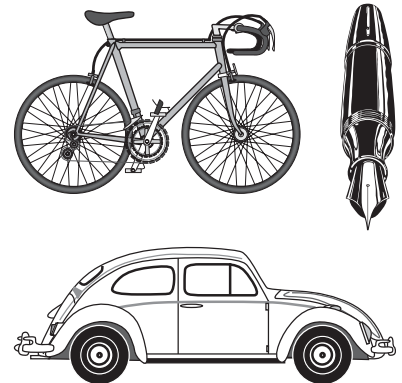
## 3. CHECKING AGAINST THE COMPETITION

Compare:

- Quality.
- Unique features.
- Selling price.

## COMPARING PRODUCTS

Choose an everyday product. This could be a torch, car, tap, pen, bicycle and so on.



Use the checklist overleaf to compare two different types of this product (for example, two different pens).

When you have completed the checklist, evaluate the success of each product and write a brief report.

# TECHNOLOGY STUDY FILE 12

Rate each product on a 1 - 5 scale. 1 = excellent, 5 = poor.

|                           | PRODUCT 1 | PRODUCT 2 |
|---------------------------|-----------|-----------|
|                           | Name:     | Name:     |
| Meets needs of user       |           |           |
| Safe to use               |           |           |
| Reliable                  |           |           |
| Easy to maintain          |           |           |
| Is the price competitive? |           |           |
| Quality of product        |           |           |
| Unique features           |           |           |

**Report:**