

Instruction: Read the text and do the exercises

A Design Presentation

Activity1

Hi, everyone. Thanks for coming to this short presentation on our new product design. As you know, we've already redeveloped our 'Adventure' shampoo to make it more modern and appealing. And we've renamed it 'Adventure Tech'. Our market research established the target market as men in the 18–40 age range who like to be outdoors and also like technical gadgets, such as smartwatches, drones and things like that. We needed to create a bottle which appeals to that market.

So, today, I'm happy to unveil our new bottle design. As you can see, it's designed to look like a black metal drinking flask, with some digital features printed on it. I'd like to talk you through the following three points: the key features, sizing and our timeline for production.

Firstly, you'll notice it has an ergonomic design. That means it fits smoothly into your hand and can be easily opened and squeezed using one hand. And, it looks like a flask you might use when hiking outdoors. The imitation digital displays are designed to remind the user of other tech devices they may have, such as a smartwatch or smart displays in their home.

*テキスト全文は受講時に担当講師よりお受け取り下さい。