

Product Development Lab – Unit 1

DICEE point of view

Marketing - Mrs. Mustoe

<https://www.youtube.com/watch?v=oUxBaUMR0zI>

Watch the video (we will watch together in class) – consider a product that you know is a successful product. It may be obsolete and past it's prime....that is ok. You will work in pairs on this assignment. Answer the following questions about that product. Explain each of the DICEE adjectives that made that product a success. As a pair – create a google presentation to utilize in your oral presentation to the class. Please share with gmustoe@westfordk12.us using your @westfordk12.us google username only.

The following MUST be included in your presentation. Be sure to share slides so that both members of the team are presenting an equal number of slides/information. Include photos/videos that help us to visualize and understand exactly what your chosen product is all about.

Name of the product: _____

Describe what the product/service is? What consumer need does it satisfy (or did it satisfy when it was a popular product).

What makes the product **D**= Deep?

What makes the product **I**= Intelligent?

What makes the product **C**= Complete?

What makes the product **E** – Empowering?

What makes the product **E** – Elegant?