



Aesthetics

What does the product look like? Colour? Shape? Texture? Pattern? Feel? Etc.

Cost

How much does it cost to buy / make? How much do the different materials cost? Is it good value?

Customer

Who will buy or use your product? How old are they? Gender? What are their: Likes? Dislikes? Needs? Preferences?

Environment

Will the product effect the environment? Is the product: Recyclable? Reusable? Repairable? Sustainable? Environmentally friendly? Bad for the environment? (6R's)

Size

How big is the product in millimetres? Is it the same size as similar products? It is comfortable to use? Does it fit? Would being bigger or smaller improve the product?

safety

How safe is the product to use? Could someone hurt themselves on it? What is the safest way to use the item? What are the risks?

function

How does the product work? What is the products job and role? How well does it work? Could it be improved? Why is it used this way?

Material

What is the product made out of? Why were these materials used? Would different materials be better? How was the product made? What techniques were used?



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User

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Manufacture

How was the product made? What techniques were used? Could any other techniques be included? How long do they take?



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