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|  | **Key points / analysis criteria** | **Idea 1** | **Idea 2** |
| **M**  (Material) | * What is the product made out of? * Why were these materials used? * Would different materials be better? |  |  |
| **U** (User/Customer) | * Who will buy or use your product? * How old are they? Gender? * What are their likes, dislikes, needs and preferences? |  |  |
| **M** (Manufacturer) | * How was the product made? * What techniques were used? * Could any other techniques be included? * What skills, tools or equipment will be required? * How long do they take? |  |  |
| **S**  (Size) | * How big is the product in millimetres? * Is it comfortable to use, ergonomically suitable? * Should the size be adjusted to fit the purpose better? |  |  |
| **F**  (Function) | * What is the product supposed to do (jobs and role)? * How does the product work? Is it user-friendly? * Why is it used this way? Could it be improved? |  |  |
| **A** (Aesthetics) | * What does the product look like? * Colour? Shape? Texture? Pattern? Feel? Blend well into the environment? |  |  |
| **C** (Cost/Customer) | * How much does it cost to buy / make? * How much do the different materials cost? * Is it good value for the market price / the cost of making? |  |  |
| **E** (Environment) | * How will the product influence the environment? * Is the product recyclable? Reusable? Repairable? Sustainable? Etc. ( 6Rs) |  |  |
| **S**  (Safety) | * How safe is the product to use? * Could someone hurt themselves on it? * What is the safest way to use the item? (Instruction manuals for correct use and safety) * What are the risks? (risk assessment & management) |  |  |
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