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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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