

TIPS SHEET TO ACCOMPANY:

Product Design by Paul Rodgers and Alex Milton

Identifying customer wants and needs

Example: New Cell Phone Design

Questions	Customer statement	Interpreted design objective
How do you typically use the product?	"I text all the time, even when walking or on the train."	Ensure that texting is a simple, intuitive process, which can be done one-handed.
What do you like about the product?	"It's nice and shiny."	Ensure product has a contemporary aesthetic.
What do you dislike about the product?	"I keep misdialling people, when getting the phone out of my handbag."	Ensure phone keypad can be easily locked.
Do you have any suggestions for how the product could be improved?	"It would be nice to be able to have a video call."	Ensure phone provides a videophone function.