



# Design Project 1: Digital Device Product Selector

**Due Date: End of lesson, Week 4**

## The Brief:

Your teacher represents a retail outlet that sells digital devices such as phones, laptops, tablets, desktops, and gaming consoles. Even though we sell a lot of high-tech equipment, our customers are typically not technology experts, and require the help of our sales staff to make decisions about what product is right for them. In order to improve customer service, whilst also making the jobs of our sales staff easier, we are require a contractor to develop a product that our customers can use to help them identify which digital devices best meet their needs.

The product must include the following two components:

- **Information** about several of our most popular devices (minimum 6).

This could include:

- Features and specifications (in plain English)
- Common uses for the device
- Benefits and disadvantages of the device
- A description of what a typical user of each device might be
- A **Selection Tool** to help customers identify the right device for them.  
This tool can be in any form; examples include a device comparison table/chart, a quiz, or a flowchart. The tool should take into consideration:
  - Cost (both to purchase and to maintain)
  - Intended use
  - Portability

Other criteria/requirements:

- The product you develop must be free for the customer to access, and inexpensive for the company to provide. This means that the product would ideally be either a small printed product (such as a tri-fold pamphlet or a brochure), or a simple-to-use website.
- The product you design must be user friendly, even for customers who are not tech-savvy. This means plain-English, minimal jargon/technobabble, simple and elegant diagrams, and appropriate use of images.