Product focus and analysis

The chosen product: Sony IPod dock / CD player

Purpose of the product

The product is intended to allow the user to play and charge their iPod, play CDs, listen to AM and FM radio, and attach other devices through a jack. The remote also allows you to control the unit from a distance.

Function of the product

The product has a simple on/off button to turn it on and off. The function button lets you choose what you will be using the product for, iPod, cd etc. then you just connect your device or put in a CD etc. and use the play button to play. The large silver knob is the volume control. It is turned clockwise to increase volume and anti-clockwise to decrease volume. The tuning buttons let you skip through songs on CDs or iPod. The speakers can be positioned where you wish as long as the cable reaches. The remote has more complex commands like equaliser which changes the sound for the type of music you`re playing.

**My chosen product** is the Sony cmt-fx300i, iPod dock, CD player and radio.

The price of a new cmt-fx300i is currently £119.99 from amazon (19/08/2013) although prices vary a lot with different offers and shops.

at

Product description

The product is fairly small, 24cm tall, 16cm wide and 25cm deep. It is mainly made from high strength, scratch resistant plastics. Overall it has a highly polished finish as you can see in some of the photos where the flash reflected. This gives it a very nice look and is very aesthetically pleasing. The sides of the product contain small vents to make sure the product is cool enough to operate. The rear of the product is not so good looking but it doesn’t need to be, it is however, very simple to use when attaching the speakers.

e

Needs of the consumer

The consumer. The consumer is anyone who wants to play CDs, charge an iPod or listen to the radio, however these people are usually quite young. They require a product that will give good sound and be easy to use.

Safe to use. The consumer does not want to pay for a product that could harm them. They expect a product that is fully safe and not a risk to them or other people who will come into contact with the product.

To complete all the stated functions. The consumer expects the product to do everything that it is supposed to do. If it doesn’t then they will return the product.

Value for money. The consumer needs the product to be good value otherwise they will look for a product that is better value. Also if the consumer buys the product then gets it home and opens it and decides it is bad value they will be dissatisfied and may return it.

Aesthetically pleasing. If the consumer likes how the product looks then they are much more likely to buy it. As the IPod dock is usually placed in a very visible position in the home it is essential to the consumer that they like the way it looks. If the consumer doesn’t like a product they will pass by it without a second thought.

Ergonomics. The consumer wants the product to be easy to use. On an iPod dock the controls should be easy to locate and press, and should be basically self-explanatory. Also buttons and dials should be easy and comfortable to grip and hold.

Durable. The consumer wants a product that will last a long time, especially in the case of iPod docks as good money has usually been paid for them. In my iPod docks case a 1 year warranty was also provided.

Needs of the manufacturer

The manufacturer. The manufacturer of my iPod dock is Sony. Their aim is to make maximum profit with minimum time and cost. They also require their materials to be cheap, workable and of good quality. Their production processes must also be efficient safe and have minimal costs.

Quick to produce. This will ensure that maximum profits are made from each product. As they are being mass produced, more products produced in a space of time means less labour cost per unit.

Workable materials. The manufacturer needs to be working with materials that can withstand the production process. If materials are frequently breaking then costs will be greatly increased and the number of finished products going on sale will be limited. Also if the materials require a lot of working then the workforce will have to be paid more as it takes longer to make a product.

Marketable. The product must be suitable for a marketing team to actually sell. This means that it must still have good features such as looks and quality. The manufacturer can`t cut corners and make a product that cannot be sold.

Safe to use. The product must be safe in the manufacturing process and as a finished product. If workers or consumers are harmed by the product then the manufacturers are likely to be sued and have to recall the product. In my systems case, the electrics must be safe and the correct warnings must be included.

Viable to produce. The product must have sensible production costs that mean that they make a profit on every unit sold. Also the production time must be sensible so that the manufacturer can keep up with demand and the product can be mass produced effectively.