

Aesthetics

There is only one issue with aesthetics that I can see, and that is that the reflective finish used on some of the components shows up fingerprints from when you are using the unit.

Materials

Cost

The only bad point is that the product most likely cost a small fraction of the retail price but this is usually the case with every product.

Ergonomics

There are some problems with the ease of use of the product. The first issue is that the volume dial has a very shiny, smooth finish which can make gripping it and turning it effectively difficult. The next issue is that the base where an IPod is attached is in a recess which allows dust to collect there and is also harder to clean.

Manufacturing

The downside to being manufactured on a production line is that the quality of the product is not always as good as a product that has been hand made. Broken products may still be put on sale and the consumer may be forced to return it, while handmade products may all be tested before going on sale.

Materials

Cost

The product is good value for money as the price ranges from £100 to £135, and the lower end of the prices is very good value and the product is certainly worth that money.

Aesthetics

Overall the product looks very good. The style is such that it looks good wherever it is placed and fits in with any style of home. The shape of the product is good with tidy edges and corners and an overall `sharp` shape. The products black and silver colours make it attractive to both male and female consumers. The black, silver and reflective finishes are high quality and are very smooth to touch, which makes the use of the product better.

Ergonomics

The product fits well with the target market because it meets all the requirements that they have. It has multiple functions so does everything that an iPod dock needs to. The product is easy to use with most buttons and dials uses being obvious. The product is suitable for any user and is such a size that it is suitable for the majority of homes.

Manufacturing

The IPod dock is mass produced on a production line meaning that the company can keep up with demand easily. This also means that costs are reduced for the consumer because less time is taken for each unit and less workers must be paid.

Function

Although the product can do everything that it is supposed to, it doesn’t necessarily do all of these things well. The IPod charge function can sometimes be very slow and the system can sometimes go into standby when the iPod has not been fully charged. Also the IPod can sometimes be quite hard to connect to the system and you have to fiddle it quite a lot to get it to connect, however I am not sure if this is down to the age of the device or of the IPod. The radio can also be very hard to pre-set with stations and you would definitely require the instructions with you to do this.

Function

The product functions well and does everything that it is supposed to. The IPod dock charges and plays the IPod, plays CDs and radio and allows connections to other devices.

Strengths and weaknesses of Sony IPod dock

Strengths and weaknesses comparison