Key criteria for designing the original product

Purpose

The product must be able to fill the roles of an IPod dock, CD player and AM/FM radio. The IPod dock must effectively charge an IPod and play music from the IPod, play CDs without damaging them and play AM and FM radio. The product is also expected to produce a good sound through the speakers.

Size

The IPod dock should be large enough to function at its best yet not too big that materials are wasted and the product can`t fit in the consumers’ homes. The product must also be as close to the target markets ideal size as possible.

Health and safety

The product must be safe because electrics are involved which could be potentially deadly. All plugs and other electrical components must be checked and be supplied with the correct paperwork showing that this is the case. The casings for all electrical components must also be secure and with warnings on the access areas. There must be no sharp edges, especially on the areas where the consumer will be handling and controlling the unit. There must be no small components that could be choking hazards for children, if so they must be secure inside the outer casing of the unit.

Maintenance

The IPod dock should require very little maintenance, but all necessary information for this maintenance should be included in the paperwork. Only maintenance that is safe should be advised and product support available through addresses and helplines in the products paperwork. Advice for cleaning the product should also be available.



Product life span

As the nature of the product means that it will cost quite a lot, it must be durable and long lasting. A warranty should be provided so that the consumer knows that the product is expected to last beyond the warranty and that if the product breaks then they aren’t put off from buying similar products in the future. Also all components of the product must have a similar life span to prevent the product from breaking and possibly leaving dangerous components exposed.

Finish

As IPod docks/stereo systems usually take a visible place in the home it is essential that the product is finished to a high standard and that the finished look of the product keeps as close to the target markets ideals as possible. Also the finishes chosen must have practical use as well because components such as buttons and dials on the unit will be handed frequently.

Ease of use

The iPod dock should be very easy to use. This means that the controls should be simple and mostly self-explanatory. Instructions should be included for consumers and most controls should be marked with simple labels such as the power button with the on/off symbol. Also nothing should be difficult to press or use like the volume control dial.

Quality, testing and standards

The IPod dock must be good quality as good money will be paid for the unit. The IPod dock must be tested by members of the target market to check that it meets their criteria and that they are happy with it. Also the electrical components must also be tested to ensure that they are safe to be sold.

Materials and components

The product must be made from high quality materials to make sure that the consumer is happy with the product. The iPod dock should also be made from materials that have been tested to withstand general use and still work effectively and look good. All components must work effectively with each other and visible components must look good with each other.