



“THE PRODUCT” Worksheet

If I Were a Designer

Tally the results of the Designer Research Survey and use your results, as well as your knowledge, to respond to this worksheet.

- 1) List the target population’s preference of clothing items in order: (list the top 3 preferences)

1. _____
2. _____
3. _____

- 2) Choose the clothing item you will promote. _____

- 3) List the top 3 characteristics (that appealed to the target population) of your chosen item

Product

Characteristics

- 4) Which characteristic(s) will you use to promote your item and how will you do it i.e. practical ideas to promote those characteristics. Use your own ideas as well as those you got from the survey.

Characteristic

How to promote

- 5) What is a reasonable (minimum) price to ask for the clothing item you have chosen?

Optional--depends on possibilities for location--i.e. classroom, hallway, lunchroom, outside, etc.)

- 6) Where will you place your product — best location to reach target population?