Product Research.

In researching products and services, our group chose to approach the task on a widespread level of references. General observations were made viewing relevant websites, magazines, and shopping centers. To cover such a broad topic, we tried to limit our research to three distinct areas: Products, Services or Service-Oriented Products, and the Interaction of Choosing Products.

Our focus tended to lean heavily on the enormous field of products available for human purchase and consumption in our society. We chose to assess these products based on simple categories of functions and aesthetics such as:

-Materials
-Shape
-Ergonomic factors
-Intended Audience
-Interactivity
-Fun
-Disposability
-Customization
-Portability

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Genres of Products and Services:
Different "genres" of people tend to gravitate towards different niches of goods and services.

- -They communicate well with the people knowledgeable about these particular items.
- -They do not hesitate to ask questions or aggressively challenge sales associates.
- -There is a sense of enjoyment from "browsing" these goods.
- -These products are mainly "want" products, for enjoyment or leisure.

Product Quality Taking Precedence:
Sometimes consumers are more concerned with product quality than mere aesthetics.

- -Functionality brings the main value to these sorts of products.
- -Even older, or used products retain a high monetary value.
- -Products are typically re-sold in stores.
- -Although newer products have more automation and aesthetic concern, they are not always preferred.

Form as an Attractant:
People are often drawn to inspect a product based on its form alone.

- -Aesthetics interest and draws in a potential user.
- -Creativity and novelty is often highly valued.
- -Potential users often touch and "test" these sorts of products.
- -Although form is fascinating, functionality is sometimes hindered.
- -Color is also important to the user, a selection is highly appreciated in the shopping experience.

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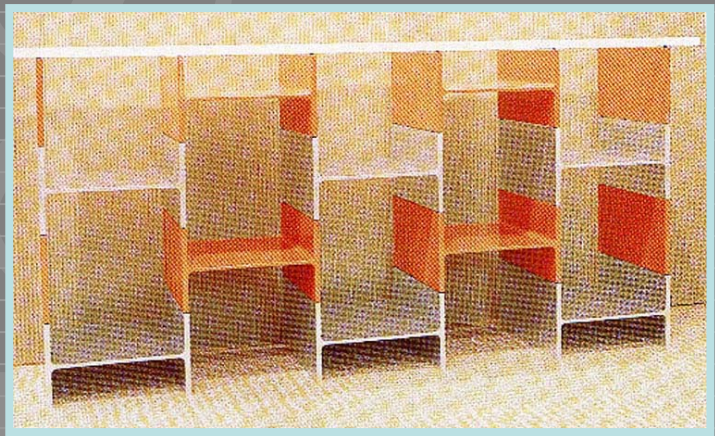

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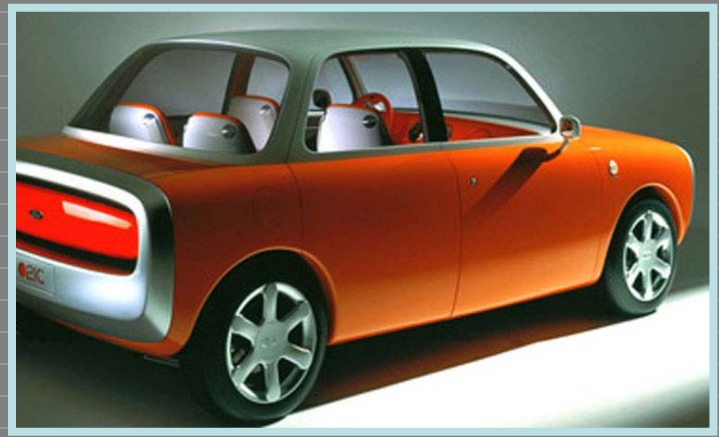

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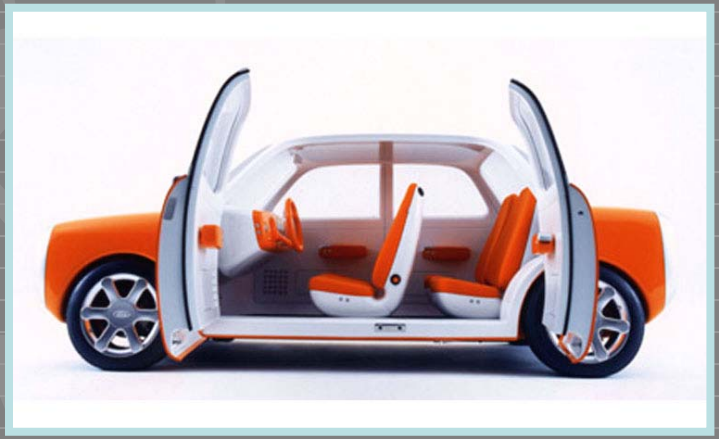

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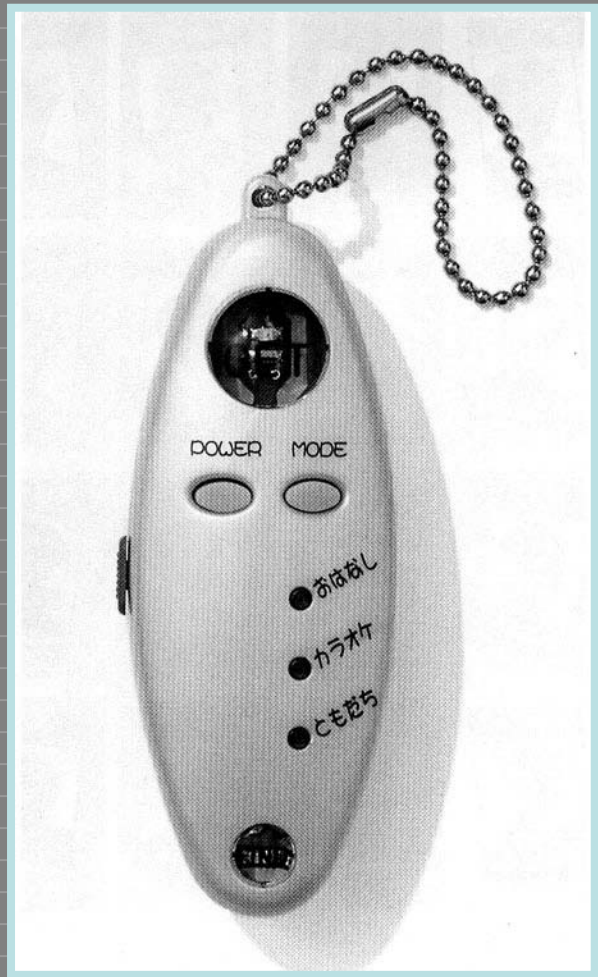

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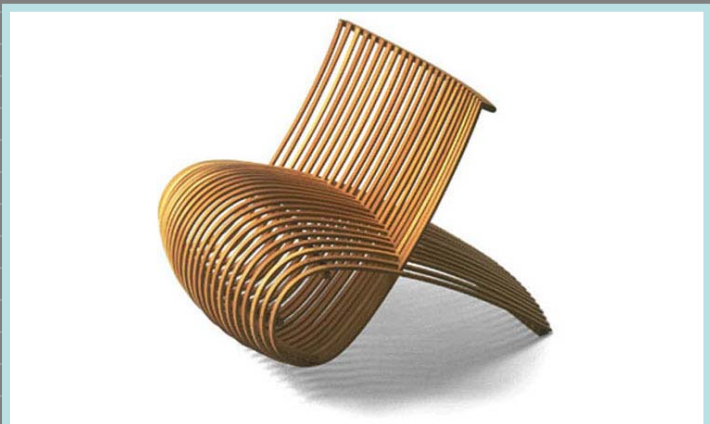

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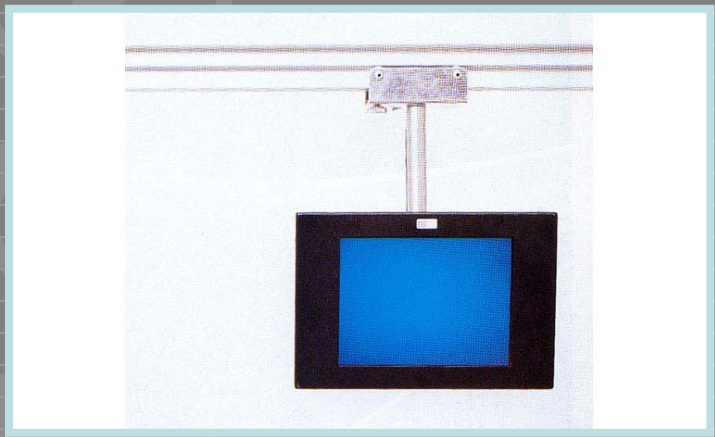

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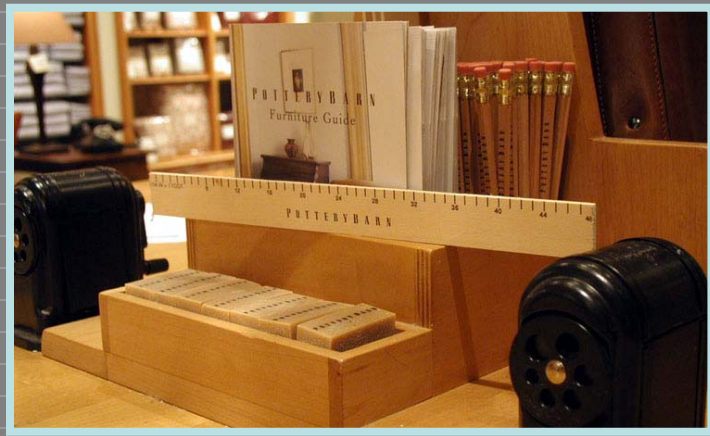

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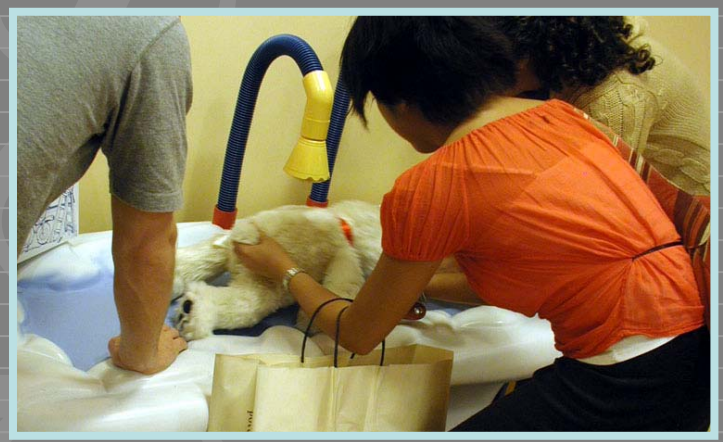

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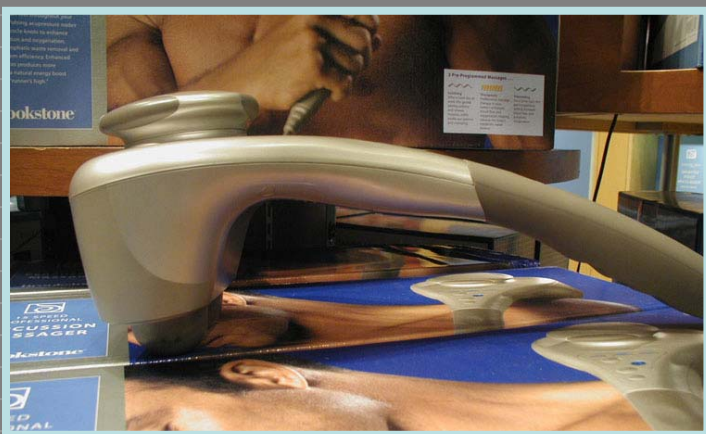

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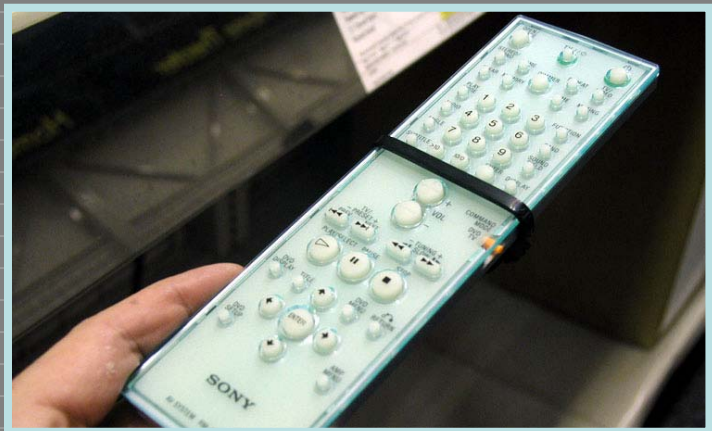

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