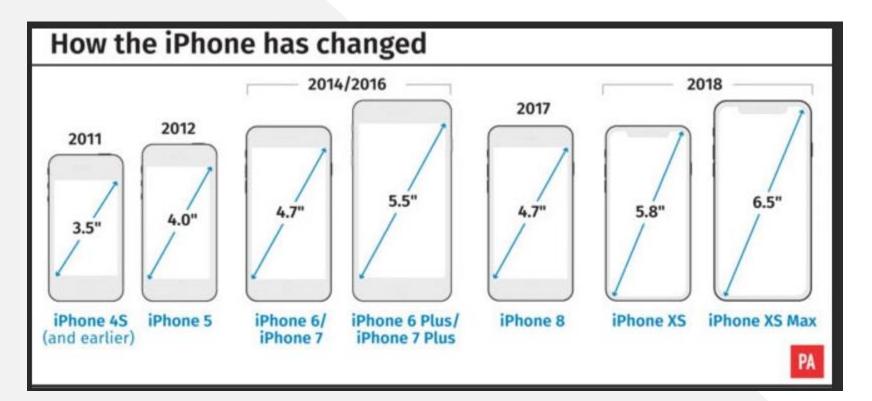
YR 9 SYSTEMS AND CIRCUITS

PRODUCT ANALYSIS

You need to complete a product analysis of an iphone using the questions found on the next slide.

We analyse products in Design & Technology to learn about them in order to make better products.

You may use any model of the iPhone.



PRODUCT ANALYSIS

FUNCTION	WHAT THE PRODUCT IS DESIGNED TO DO?
FORM	SHAPE AND STRUCTURE OF A PRODUCT?
SIZE	LENGTH, WIDTH & HEIGHT OF A PRODUCT, NORMALLY IN MILLIMETRES (MM)?
STAKEHOLDER	TYPE OF PEOPLE WHO WILL USE THE PRODUCT?
SUSTAINABILITY	HOW ENVIRONMENTALLY FRIENDLY A PRODUCT IS. COULD BE TO DO WITH MATERIALS USED, LIFE EXPECTANCY OF PRODUCT, HOW EASY IT IS TO RECYCLE?
MATERIALS AND COMPONENTS USED	WHAT IT IS MADE FROM? FIND OUT HOW THE TOUCH SCREEN WORKS?
LIFE EXPECTANCY	HOW LONG THE PRODUCT HAS BEEN DESIGNED TO LAST FOR?
TEXTURE	THE FEEL OF THE PRODUCT- SOFT, ROUGH, SMOOTH ETC?
SAFETY	WHAT HAS BEEN DONE TO MAKE SURE THE PRODUCT WON'T HURT THE USER?
ENVIRONMENT	WHERE THE PRODUCT IS MOST LIKELY TO BE USED?
ERGONOMICS	HOW THE PRODUCT HAS BEEN DESIGNED TO BE AS COMFORTABLE AND EASY TO USE AS POSSIBLE BY LOOKING AT BODY MEASUREMENTS?
APPEARANCE	HOW SOMETHING LOOKS? DO YOU LIKE THE APPEARANCE OR DO YOU PREFER A DIFFERENT PHONE?
FINISHES	FINAL COATING ADDED TO A PRODUCT, USUALLY TO PROTECT OR TO IMPROVE THE APPEARANCE, WHAT DOES THE IPHONE USE?
COST	HOW MUCH THE PRODUCT COSTS TO MAKE? HOW MUCH DOES IT SELL FOR? DOES APPLE MAKE A LARGE PROFIT?
BRANDING	HOW A PRODUCT IS DESIGNED TO FIT A COMPANY'S STYLE. CAN INCLUDE CERTAIN SHAPES, STYLES, COLOURS AND LOGOS OF THE COMPANY? WHAT DOES APPLE USE AND WHAT IS THE HISTORY OF THE NAME?



Try to answer these questions in as much detail as you can. Explain what you mean and don't be afraid to say what you think about each part of the design. The more detail you put in your answer the higher your level will be.

PRODUCT ANALYSIS LAYOUT IDEA I



"The giant anteater is a solitary creature and, aside from mothers and bobies, they are rarely found in pairs"





Sloth
The noctured reviewed dweller harquin trees by its large nowerful slow, a stray vegetation. They make more very skedy, and can have a specific to the processor of the stray.



Another insectivate the armaditi they hard, in other plates on its back, head ar sides. If also has the obility as host his browth for sever thin, des when digging.



(UTO YOU GOTOUT) Surrealist artist Salvador Dali had a pet anteater which he used to take for walks



ter my

Eating ants

Although they have poor eyesight, aniesters have a very keen sense of smell for shilling out in sects, which include ants – of course, termites, grubs and other small in sects.

Once an antifill is located the animal uses its strong claws to rip into the prey's lair, making room to insert its long snour, Because some ants can string and bite, mealther is a fast and furious affair and the antenter has adapted techniques for licking up animas quickly as possible. Each feast last about a minute before the antester moves on to the next location.

Inside the antester's long snout is an even longer tongue, which can protrude up to focm (£4)m. The tongue is covered with sticky solive produced by extra-large glands and thousands of tiny beck-facing spines known as fillion papillae to ensare the bugs. When the snout enters an antiful the banguer apilly flicks back and forth up to spot times per minute, searching for ans. Because it doesn't have teeth, the antestor then crushes the insects against the roof of its mouth with its powerful tongue before swallowing.

Every day an antester can consume between 19,000 and 29,000 and 39,000 ants, which is necessary for them to obtain enough nutrients. While ansmay contain relatively high levels of protein and low levels of fat, their mutritional value for the giant antester is low, so in order to conserve energy they move slowly and maintain a cool body temperature.

Meet famil

While the giz is terrestrial, are known to into the treet



SILKY ANTI

Also known as pyg two-toed anteaters are the smallest an species in the famil arboreal, which ms most of their time u -in fact, they've rat the ground. To help around in the treet strong prehensile t. grip on to things: the swing from branch even from tree to tri much shorter smour.

Giant anteaters

They have no teeth, walk on their knuckles and take life at their own pace, so how do they survive?

savanus of Centrol and South America, is the largest of its kind. This bizars e-hooking mammal is designed specifically for feeding on ants and termites, and a number of antomical features enable them to do this with great skill. Powerful forcarms and long, abarp claws help the anteater to ver into antihila and termite mounds so they can linear their long, tapered snouts to get at the insects. They are always careful not to destroy the nest so as to preserve the feeding spot for another meal.

While the claves are mainly used for breaking into anthills, they can also perform a defensive role. When attacked by their main predators, which include large cats like jaguars, antesters have been known to lash out and lell these hunters. While giant their knuckles to protect the claws, smaller species of anteater are arboreal and spend a lot of time in trees looking for insects. The clant anteater is a solitary creature and, aside from

mothers and bables, they are rarely found in pairs or groups. Anteaires usually give birth to a slingle cut, who will then ride around on the mother's back for up to a year, chinging on to the thick, coarse fur. Because they live on a diet of ants, which have relatively limited nurritional value, the glont anteater does what it can to conserve energy. If has a very low metabolic rate and will alsee for up to up hurus every day. They move around the grasslands very slowly—they cannot run—and keep their body temperature low, sometimes as cool as 32.7 degreen Celsius (50.2 degrees Tahrenbed).

An antiuder's sense of smell is so study it can detect the specied of an or reimite before breaking. Into a next

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PRODUCT ANALYSIS LAYOUT IDEA 2

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Email your iPhone product analysis to-

• jknight@soham-college.org.uk