

Name: _____

Creating a New Product

RW Technology

Ten Eyck

Goal: Write a professional style article on a “new” gadget that everyone is going to go nuts for.

How: consider what you look for in a new product, survey your peers to help choose the best features, write two drafts of an article that should be written as much like the one from a tech magazine as possible.

Step One: What is Your Product? – When it comes to a new invention (think latest iPod, car technology, 3D technology for computer games, etc.) what would you LIKE to see come out? List anything you hope to see on the shelves for your enjoyment.

Step Two: of all your ideas, list the five you would MOST like to see combined into one product below. Then, use this area to take a survey of TEN peers to choose the BEST three options for your product.

Five features for this product

Please write a 1, 2, and 3 for your top three choices

1. _____ :

2. _____ :

3. _____ :

4. _____ :

5. _____ :

Step Three: Now that you have your “research determined” top three features, you need to promote your new product. One excellent way to get your product out there is to describe it in a magazine article. Use the rest of this paper to write a rough draft of an article about your new product. Use the articles you have read from tech magazines in or outside of class as your examples.

