A — Aesthetics

Where did the designer get their inspiration? Could the product look better?

Do you think it looks attractive or ugly, Why?

What does the product look like? *THINK* shape, form, materials, size, beauty, ugliness

C — Cost

Is it affordable to your customer? Will it make a profit?

Is it value for money?

How much does it cost £ £

C — Customer

What impact would it have on a customers life?

Why would a customer buy it? What makes it suitable for them?

Who would buy it? Who would use it?

E — Environment

What is the products impact on the environment? *THINK* batteries, rethink, refuse, reduce, reuse, recycle, lifecycle

How would the product be disposed of?

Is the product needed or wanted? How long will it last?

S — Safety

Is the product high quality? Does it meet safety standards?

How has the designer considered safety?

Could the product hurt anyone? Are there any sharp edges?

S — Size

Is it an appropriate size? Would it work better if it was bigger or smaller?

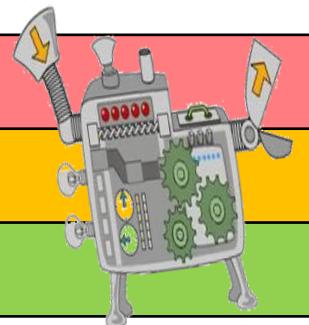Does it come in different sizes ?

How big is it?

F — Function

Does the product work? Could the product work better?

How does the product work? Why is the product needed?

What does the product do? Is it easy to use?

M — Materials

What impact could the designer's choice of material have on the environment?

Would a different material make it better?

What material has it been made from?

Sentence starters & keywords

A	**Aesthetics** The product looks… The colours are…	Bold, Bright, Natural, Fun, Colourful, Dull, Boring, Ugly, Logo, Flag, Pictures, Writing, Typography
C	**Cost** I think that it cost…. I think that is is/isn't expensive because…	Expensive, Cheap, Disposable, Throw away, Bin, Lifecycle, Value for money, Wasteful
C	**Customer** The type of people who would buy this are… …………………would use this product.	Children, Parents, Adults, Sports fans, Tourists, Athletes
E	**Environment** I think that this product is needed/wanted I think that the product would last…. The product could be…	Recycle, Reuse, Packaging, Bin, Reduce, Rethink, Repair, Refuse, Throw away, Disposable, Waste, Lifespan
S	**Safety** I think that the product is safe/unsafe because…	Sharp, Suffocate, Hygiene, Bacteria, Information, Dangerous, High quality, Toxic, Small parts
S	**Size** The size of the product is …..mm x ……mm	Large, Bold, Use, Open, Pour, Read, Easy to hold
F	**Function** The function of the product is….. I think the product works well because….	Holds, Contain, Protects, Promotes, Sells, Attracts, provides information, Serve
M	**Materials** The product is made from….	Card, Plastic, Foil, Aluminium, Metal, Box, Material, Strong, Weak, Durable, Paper, Fabric, Natural, Manmade, Cotton, Polyester, Paper