

NAME: _____

DATE: _____

PERIOD: _____

CELL PHONE HOLDER DESIGN

OBJECTIVE: *Design a cell phone holder and calculate how much you can sell it for based on the cost of manufacturing and distributing the new product. You will then display this product along with all the others from the class and your classmates will vote on the products they want to buy and those that they do not.*



RULES:

- You are allowed to use your cell phones in class AS A REFERENCE
- Your phone must be OFF the entire time it is out.
- If any student is seen using their phone for anything other than a reference or the phone is ON, accident or not, it will be confiscated and given to the Main Office.
- Students will work on this project individually.
- ONLY the materials provided can be used.
- You can use as much material as you need but you will receive points off if you are observed being wasteful.
- Interfering with another student's project will result in a loss of points for you.
- Each student must complete his/her own Activity Sheet and hand it in on time.
- Each student is responsible for cleaning up the room BEFORE the class ends each day.
- A ten minute and five minute warning will be given.
 - No further construction may occur beyond the five minute warning. CLEAN UP ONLY

PRODUCT DESIGN

1. Think about all the different things that cell phones are used for these days. List at least ten (10) things you would like to incorporate into your design

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PERIOD: _____

2. Answer the following questions in complete sentences:

- How do you use a cell phone holder?

- If you don't use one, why not?

- If you do, what is your favorite thing about your cell phone holder?

- What can be improved about your favorite (or any) cell phone holder?

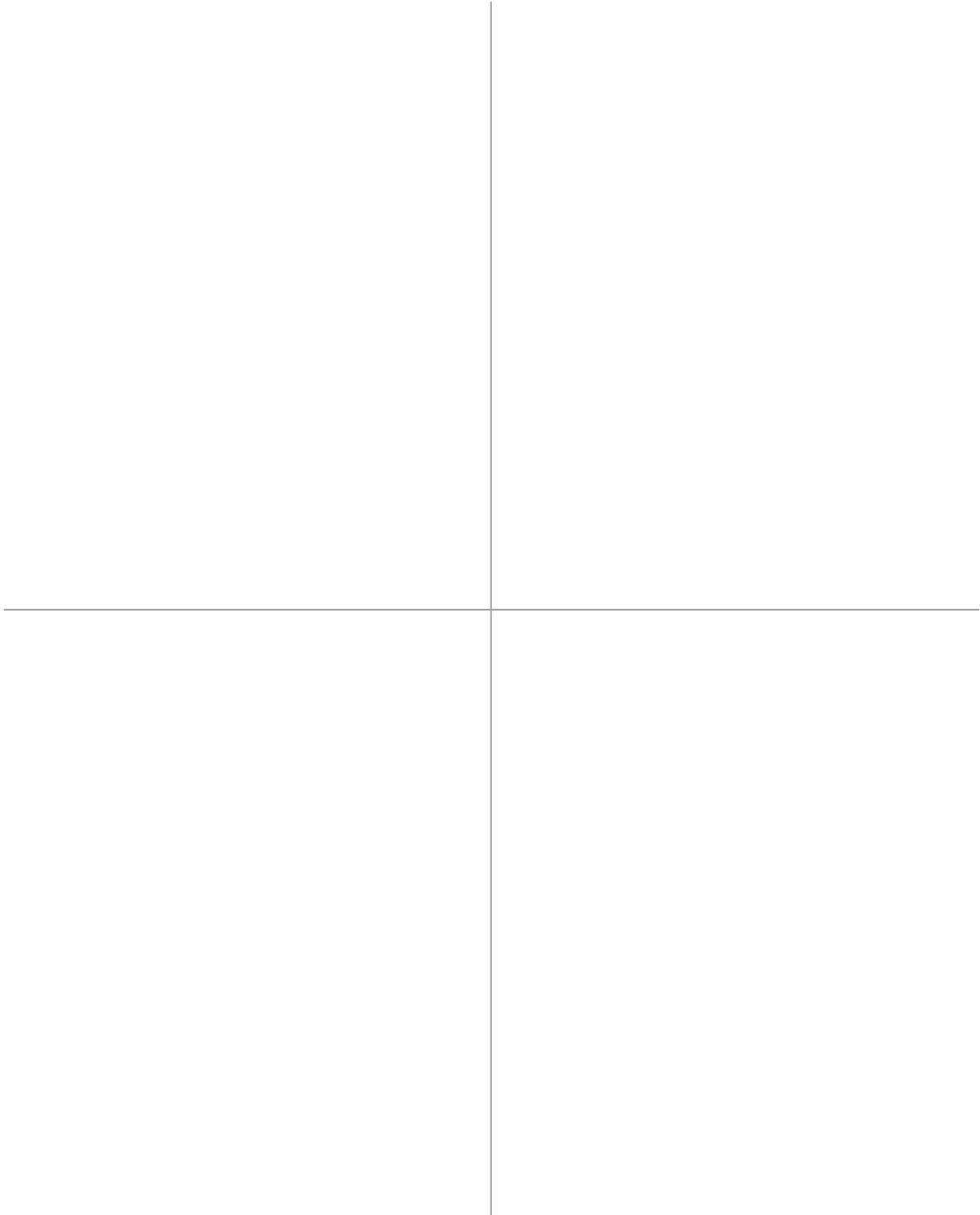


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3. Use the space below to sketch four (4) unique ideas for a new cell phone holder. They should be completely different from each other. Identify which components are most important to you?



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4. You will be designing a holder for your own phone. If you do not have a phone, you can use a friend's phone to base your design around. In order to do that, you must know the dimensions of your phone. Measure your phone and sketch it in the space below. Make sure you locate the:

- Length _____
- Width _____
- Height _____
- Location of all buttons and screens

Sketch the front, side, top views of your phone below:

Top

Front

Side

NAME: _____

DATE: _____

PERIOD: _____

5. Pick your favorite design from step #3 and build a 'mock up' of that design using construction paper, tape, and markers. Make sure that your phone that you are designing it for fits. Make sure your logo is on your product as well. Draw a final, full color version of your holder below.

6. Present your phone holder to the class. Try putting your phone in your holder.

- What are the key features that work best for your holder?

- What needs to be improved on your design?

- How much do you think you can sell your phone holder for? \$_____
- Why should someone buy *your* cell phone as opposed to any of the others in the class? (Write in full sentences)

NAME: _____

DATE: _____

PERIOD: _____

- If you had enough time and materials, what would you do differently? (Write in full sentencess)

TRADE OFFS

7. Write two tradeoffs that you would consider making on your product less expensive. Do you think these are good tradeoffs to make?

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8. What is one tradeoff that would help you sell more products? Explain in complete sentencess.