
Chapter 2. Product Attributes & Specifications

Objective: Break down the different components that make up tangible and intangible products. Let's talk about what is called a company's **flagship product/service**: What kind of product are you selling? Characteristics, size, weight, how to use it? Product life cycle.

A product attribute is a characteristic that defines a particular product and will affect a consumer's purchase decision. Product attributes can be tangible (or physical in nature) or intangible (or not physical in nature). Product attributes refer to the characteristics that define a service or product and influence customer buying decisions.

Tangible Attributes

Tangible attributes can include such product characteristics as size, color, weight, volume, smell, taste, touch, quantity, or material composition.

For example, when you want to buy a new car, you might consider tangible attributes such as its size, color, and material composition. If you are looking for a 2-door, red sports car with a leather interior, you are searching for a product based on its tangible attributes.

Intangible Attributes

Intangible attributes may include such characteristics as price, quality, reliability, beauty or aesthetics, and *je ne sais quoi* (an indefinable, elusive pleasing quality).

Again, if you are looking to buy a new car, you might also consider intangible attributes such as price, quality, and safety test scores. If you want a new car that is relatively inexpensive but has garnered high marks on performance tests, you are searching for a product based on its intangible attributes.

Attributes and Consumer Preference

It is a combination of these various product attributes that buyers use to make a purchase decision.

Key Terms from Chapter 2

Sentence pattern: Introductory phrase + adjective word or phrase + type of product

I'd like to *introduce* . . . (*the latest / a unique / the most advanced*) . . . (*product type*)

Name of the product

It is *called* the

Product's functions (MODAL VERBS AND PASSIVE VOICE)

This product has a number of *standard features* as well as some new features.

It *can* . . .

It *has* . . .

Product's target market

This product is *targeted for/to* women.

It *would be ideal for* . . .

Product's dimensions

The product's *dimensions are* 19 **by** 26 **by** 3 centimeters. (19x26x3 cm)

Its *height* is . . .

It is 21 cm *high*.

Its *length* is . . .

It is 19 cm *long*.

Its *width* is . . .

It is 19 cm *wide*.

Its *depth* is . . .

It is 3 cm *deep*.

Its *weight* is . . .

It *weighs* 1 kg.

Listening to Presentations of Innovative Products



1:35 Good afternoon, everybody.

Imagine you're on a fishing trip. It's the middle of the night.

It's dark, it's foggy, and you're sailing your boat between dangerous rocks. Are you afraid? Not at all. You are supremely confident, checking and adjusting your route with just a touch of a finger on _____.

How do you do it? Well, I'm _____ today to _____ about the ChartTech i3, an _____, nautical information system, where a _____ screen _____ you to _____ several different navigation functions with a _____ of the finger.

Let's start with the Touch Screen Command. Just by touching the screen, you _____ and change charts, _____ distances, _____ a route and a lot more.

The large _____ automatically shows you a **bird's-eye view** of where you are and where _____.

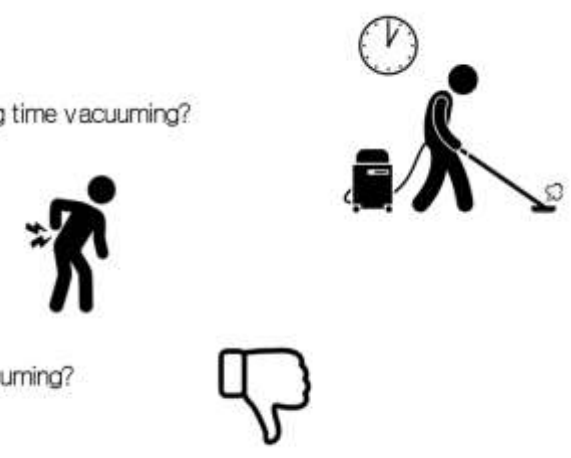
_____ to what's below the water, _____ the radar overlay, you see exactly what the fish are seeing and the Touch Screen 3D Fishfinder, will help make your fishing trips are _____ more successful!

Now, can I just turn to communications? The ChartTech i3 can _____ fax, email and voice messages. You can _____ and receive weather _____ based on your actual GPS position. And you can even _____ vital onboard systems when you're away from your boat.

So, I'll just sum up the ChartTech i3's _____. Let's just go back to our midnight fishing trip. First, Touch Screen Command _____ you _____ between the rocks with just one finger and a bird's-eye view. _____, the underwater radar and fishfinder shows you where the rocks are, and where the fish are hiding. Finally, the communications function means you can receive and send _____ on the weather, your location and your boat at any moment. _____ by inviting you to try the ChartTech i3 for yourself. Our website has an incredibly realistic simulation that you can _____ without ever getting your feet wet. Thank you very much.

Task 2: Improve the presentation of the iRobot Roomba, using the following slides as a guide.

- Tired of spending time vacuuming?
- Back pain?
- Do not like vacuuming?



The slide features three bullet points on the left. To the right, there are three illustrations: a person vacuuming with a clock above them, a person holding their back in pain, and a thumbs-down icon.

iRobot® Roomba® 676

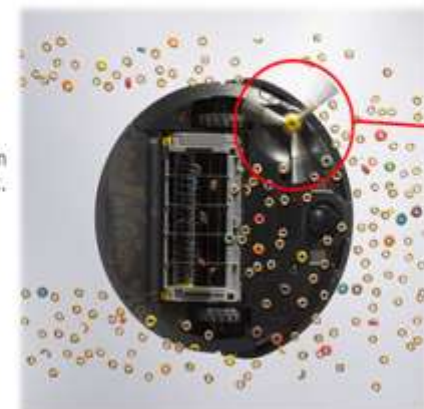
- Space-saving
34 cm x 9.2 cm
- Lightweight
3 kg
- Smart sensors



- Cleans under furniture
- Automatically docks and recharges
- Seamless navigation

The slide displays the product name at the top. On the left, three features are listed with corresponding icons: a square for space-saving, a feather for lightweight, and a signal icon for smart sensors. In the center is a top-down view of the Roomba. On the right, three benefits are listed.

iRobot® Roomba® 676



3-Stage Cleaning System
engineered to loosen, lift,
and suction dirt and
debris


Spinning Side Brush

Sweeps all edges
and corners

The slide shows a top-down view of the Roomba's cleaning head. A red circle highlights the spinning side brush. Text on the left describes the 3-stage cleaning system, and text on the right notes that it sweeps all edges and corners.

iRobot HOME App

Clean or schedule
from anywhere,
anytime



CLEAN FROM ANYWHERE

CONVENIENTLY SCHEDULE
CLEANING FOR SIX
DAYS OF THE WEEK

The slide features the app title and a key benefit. Below, two smartphones are shown. The left one displays a large green 'CLEAN' button, and the right one shows a scheduling interface for a weekly cleaning routine.

IMPORTANT VOCABULARY. Signposts for Presentations

Signposts are words or phrases that guide the listener during a presentation. They let the listener know what has happened so far, and what is going to happen next. Below is a guide for using signposts during a presentation. It is divided into three sections: signposts for the introduction of a presentation, signposts for the middle of a presentation, and signposts for the conclusion of a presentation. The first column contains signposts for a formal presentation, and the second column contains signposts for an informal presentation.

Signposts for the Introduction of a Presentation

	Formal	Informal
Introducing yourself:	<ul style="list-style-type: none"> •Good morning/afternoon/evening. On behalf of (company, department, etc.), I'd like to welcome you. My name is (name) and I am (position). 	<ul style="list-style-type: none"> •Hi everyone, I'm (name and title). Thanks for coming.
Introducing the topic:	<ul style="list-style-type: none"> •I'm going to give you an overview of... •The focus of today's presentation is... 	<ul style="list-style-type: none"> •I'm going to talk to you about... •I'm going to be talking a little bit about... •I'm here today to talk to you about...
Outlining your presentation:	<ul style="list-style-type: none"> •The presentation today is divided into three parts. First, I'll... Following that I'll... Finally, I'll... 	<ul style="list-style-type: none"> •I'm going to talk about three things today. I'll start with... Then I'll talk a little bit about... I'll finish with...
Inviting questions:	<ul style="list-style-type: none"> •Please don't hesitate to interrupt me if you have any questions. 	<ul style="list-style-type: none"> •If you have any questions during the presentation, please ask.

Signposts for the Middle of a Presentation

	Formal	Informal
Introducing the first section of your presentation:	<ul style="list-style-type: none"> •I'd like to start/begin by... 	<ul style="list-style-type: none"> •Let's start/begin by looking at...
Finishing a section and starting a new one:	<ul style="list-style-type: none"> •Well, we've looked at... Now, I'd like to discuss... •Having discussed... I'd like to move on to.... 	<ul style="list-style-type: none"> •Well, I've told you about... Now I'll move on to... •Well, we've looked at... Now, let's talk about... •So, that was... Now, let's...
Expanding or elaborating:	<ul style="list-style-type: none"> •I'd like to expand on... •I'd like to elaborate on... •Let's consider this in more detail. 	<ul style="list-style-type: none"> •Let me tell you a little more about... •Let me give you some more details/information about...
Talking about earlier or later points in your presentation:	<p>later:</p> <ul style="list-style-type: none"> •I will elaborate on this later in the presentation. •I'll provide you with a more detailed explanation later in the presentation. <p>earlier:</p> <ul style="list-style-type: none"> •To repeat what I said earlier... •As I mentioned earlier... 	<p>later:</p> <ul style="list-style-type: none"> •More on this later. •I'm going to talk more about this later. <p>earlier:</p> <ul style="list-style-type: none"> •Do you remember I said...? •As I said earlier...
Recognizing your listeners' prior knowledge:	<ul style="list-style-type: none"> •As you may be aware of... •As you may know... •I know many of you are familiar with... 	<ul style="list-style-type: none"> •You might already know that... •I'm sure a lot of you know that... •I'm sure a lot of you know about... •I'm sure a lot of you have heard...

	Formal	Informal
Focusing audience's attention on visuals:	<ul style="list-style-type: none"> •May I focus your attention on the...You will notice that... •Please direct your attention to the slide/chart/etc. 	<ul style="list-style-type: none"> •Take a look at this slide/chart/graphic etc. You can see that... •Okay, here we can see that...

Signposts for the Conclusion of a Presentation

	Formal	Informal
Summarizing and concluding the presentation:	<ul style="list-style-type: none"> •Finally, let's summarize some of the main points. •To conclude, I'd like to summarize. 	<ul style="list-style-type: none"> •Let's summarize/recap what we looked at today. •Finally, let's look back at what we covered today. •So, to remind you of what we looked at today...
Inviting final questions:	<ul style="list-style-type: none"> •Does anyone have any questions or comments before we conclude today? •If you'd like me to elaborate or clarify anything we covered today, please ask. 	<ul style="list-style-type: none"> •Does anyone have any final questions? •Okay, does anyone have any questions or comments?
Responding to tough questions:	<p>a question you don't have the answer to:</p> <ul style="list-style-type: none"> •I want to answer your question completely, but I don't have that information with me right now. Could you give me your email after the presentation so I can send you a complete response? <p>a question you didn't understand:</p> <ul style="list-style-type: none"> •Could you repeat that, please? •Could you rephrase that, please? •Let me make sure I understand you completely. Do you mean that...? 	<p>a question you don't have the answer to:</p> <ul style="list-style-type: none"> •I don't have that information with me. Can you give me your email and I'll send you an answer later today? <p>a question you didn't understand:</p> <ul style="list-style-type: none"> •Could/Can you repeat that, please? •Sorry, I didn't catch that. •Are you saying that...?
Finishing and saying goodbye:	<ul style="list-style-type: none"> •If there are no further questions, I'd like to thank you very much for your attention. If you think of any additional questions, please feel free to contact me. 	<ul style="list-style-type: none"> •Well, I think that's about it. Thanks for listening. Please contact me later if you have any additional questions or want more information.

