

## **ПР07. Дизайн и спецификация товара. Описание дизайна и спецификации товара.**

## **ПР07. Design and product specification. Description of design and product specifications.**

**Study the following information.**

### **What is design specification?**

**Design specification.** A **design specification** is a detailed document providing a list of points regarding a product or process. For example, the **design specification** could **include** required dimensions, environmental factors, ergonomic factors, aesthetic factors, maintenance that will be needed, etc.

### **Why is a design specification important?**

Let's look at the main reasons why the **specification** is so **important** to the construction process: It provides clear instructions on the intent, performance and construction of the project. It can reference the quality and standards which should be applied. Materials and manufacturers' products can be clearly defined.

### **What is Product Specification?**

A **product specification** is a strategic document with requirements aimed to provide product teams with the data they need to develop new product features. It is also known as Product Specs.

An effective product specification gives team members information about business needs, potential customers/ users, and other useful criteria that help them make right decisions as they design solutions.

### **What does product specification include?**

A product specification consists of:

- **Summary** – the main idea that your product suggests.
- **Relevant user stories.**
- **User profile** – the common portrait of your potential customers who is the solution for.
- **Business cases** demonstrated the value that this may create for the business and potential clients.
- **Design solution.**
- **Functional specification** – the technical details of the solution.

### **Useful vocabulary:**

functionality (noun) - Functionality describes the purpose of the product. In other words, what does the product do?

innovative (adjective) - Products that are innovative are new in some way.

aesthetic (noun) - The aesthetics of a product refer to the values (artistic as well as functional)

intuitive (adjective) - An intuitive product is self-explanatory. It's easy to know how to use it without having to read a manual.

thorough (adjective) - A thorough product is a product that is excellent in every way and well designed.

branding (noun) - The branding of a product refers to how a product will be marketed to the public.

packaging (noun) - The packaging refers to the container in which the product is sold to the public.  
marketing (noun) - Marketing refers to how a product will be presented to the public.  
logo (noun) - The symbol used to identify a product or company.  
feature (noun) - A feature is a benefit or use of a product.  
warranty (noun) - The warranty is a guarantee that the product will work for a certain period of time.  
If not, the customer will receive a refund or replacement.  
component (noun) - A component can be thought of as a part of a product.  
accessory (noun) - An accessory is something extra that can be bought in order to add functionality to a product.  
materials (noun) - The materials refer to what a product is made of such as metal, wood, plastic, etc.  
specifications (noun) - The specifications of a product refers to size, construction and materials used.  
dimensions (noun) - The size of a product.  
weight (noun) - How much something weighs.  
width (noun) - How wide something is.  
depth (noun) - How deep a product is.  
length (noun) - How long something is.  
height (noun) - How tall a product is.

**ПР08. Дизайн и спецификация товара. Характеристика и сравнение дизайна различных товаров, представленных на современном рынке. Тест 1.**

**ПР08. Design and product specification. Description and comparison of design of various products on the market. Test 1.**

**Study the phrases for product description and comparison**

### **Describing and Comparing**

#### **1. Describing:**

*It has ... 16 different polyphonic ring tones.*

*It's got ... the latest JAVA engine.*

*It comes with ... a built-in digital camera.*

*There are ... four different colours available.*

*It comes with ... an extra battery.*

*It's the newest / best/ least/ expensive/ most advanced...  
handset of its type on the market right now.*

#### **2. Elaborating on and Explaining features:**

**That basically means that ...**

**So you can send , which means you can** send the photos you take on your phone to your friends.

**What that means is that (with this phone) you can** keep using it for much longer / send pictures / access SmarTone IN, our WAP site.

#### **3. Comparing**

Well, the Motorola T720 is more advanced / smaller / lighter **than** the XXX.

It's as light/ advanced as the XXX

It isn't **as** light/ advanced **as** the XXX

It has **as** much talk-time / many polyphonic ring tones **as** the XXX

It doesn't have **as** much talk-time / many polyphonic ring tones **as** the XXX

The Samsung T108+ is *a little /slightly /a bit /a lot/ quite a lot/ significantly* lighter (cheaper) **than** the Motorola T720.

#### **4. Contrast**

**However**, the Motorola also supports JAVA (which lets you play games) and is nearly \$1000 cheaper.

**Although** it's more expensive, it has more features.

**Despite** being cheaper, it still has a digital camera and JAVA.

#### **5. Addition**

**Besides** fully supporting xHTML, the GX12 also has an LCD screen which can show 65,000 colours.

**Not only** is it the lightest phone of its type, it's also very competitively priced.