

Commercial Kit Analysis

A key part of successful product design is understanding the strengths and weaknesses of competing products. As a first step in understanding how to design and prototype your own creation kit, you will look at commercially available kits. As you work with your kit, reflect on the questions below to help you determine what makes a kit successful.

1. Before opening the kit, what do you notice about the outside? Are there any key images or details that catch your attention?
2. Based on your impressions of the product, what do you believe the goals, especially the educational goals, of this product are?
3. What are the strengths of the kit you worked with? Identify some specific things you liked about it.
4. What are the weaknesses of the kit you worked with? Identify some specific things you did not like.
5. What role did branding play throughout the different aspects of the kit?

