**Pre - Test: USB Pen**

**Discussion**

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| Why is it important to develop a clear understanding of the functional and aesthetic needs or desires for the intended customer market base for a product such as a USB pen? |

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| What is flash memory and what are some advantages and disadvantages of this type of memory used in electronic devices such as USB Pen? |

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| How can advances in virtual and rapid prototyping impact the development of a product such as a USB pen? |

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| What types of materials or processes are best suited to allow for customizing the design of USB pen housing? |

**Survey**

To what extent would you agree or disagree with the following statements:

1 - Strongly disagree 2 - Somewhat disagree 3 - Neutral 4 - Somewhat agree 5 - Strongly agree

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| **Based on the discussion and my own experience…** | **1** | **2** | **3** | **4** | **5** |
| I understand how an understanding of functional needs and aesthetic desires of consumers can impact the design of a product such as a USB pen |  |  |  |  |  |
| I understand the concept of flash memory as used in a USB pen. |  |  |  |  |  |
| I understand how virtual and rapid prototyping can impact the design of a consumer electronic device such as a USB pen. |  |  |  |  |  |
| I have used Autodesk Inventor before and understand the basics. |  |  |  |  |  |
| I have a solid understanding of the seven phases of design thinking. |  |  |  |  |  |

**What Do You Picture?**

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| Based on your discussions and thinking about your responses to the survey, sketch a few ideas that immediately come into your mind. It can literally be anything! |