**New Product Idea**

This project will involve your automotive knowledge and stretch your thinking. Your task is to develop an idea for any kind of new product that will somehow benefit those who use automobiles. It could be a new safety feature, an engine improvement, an app . . . whatever you can imagine; the sky’s the limit.

*After coming up with the idea, you’ll need to provide a detailed write up for each of the following areas:*

1. **Product description and consumer benefits (about 1.5-2 pages double spaced with 1” margins and size 12 Times New Roman font)**

* What is the product?
* What is its purpose?
* What does it do?
* What problem does it offer a solution for? Why is this a problem that needs a solution?
* What population/demographic is it mainly intended for? Why?
* How would it be available to purchase (in stores, as a new car option, aftermarket to replace factory original, etc.)?
* How will your product help those who use it? What benefit does it offer, and why do people need these benefits?
* Why should people purchase the product?

1. **Product functionality (about 1 page double spaced with 1” margins and size 12 Times New Roman font)**

* How does it work?
* What features does it have?
* How does one use the product and its features (any cautions or warnings)?
* How does each feature contribute to the product’s value and benefit to consumers?
* What are the product’s limitations?
* How much would it cost (or add to the cost of an automobile equipped with it) and why?

1. **Product marketing – radio/podcast commercial (about .5-1 page double spaced with 1” margins and size 12 Times New Roman font)**

* Write a 30 second commercial geared toward selling your product. Your objective is to persuade listeners they need your product to the point where they’d shell out their hard earned cash. This will be audio only, like any advertisement you’d hear on the radio/Pandora/Spotify, etc.

*You also need to provide the following with your write ups:*

**Product image**

You must provide some kind of sketch of the product. This may be a hand-drawn or computer generated sketch of what the product looks like; it should include labels as necessary and provide a clear idea of what the product looks like and how it functions.

Your idea needs to be pre-approved by:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **New Product Idea option criteria set** | |
| Content (75) | * Product creatively solves a problem or offers some kind of benefit to those who use automobiles of any kind * Well-detailed explanation of the product in each of the main sections (product description, product functionality, product benefits) – the reader shouldn’t have any questions * Defines any potentially new vocabulary terms to the reader (the average auto consumer) * Ideas are clear - the average auto consumer should have no trouble understanding. * The radio/podcast commercial is appropriate, informative, and persuasive |
| Image (15) | * Useful in aiding the reader’s understanding of the product, its features and functions, and its benefits * Labels aid understanding |
| Conventions (10) | Correct grammar, usage, punctuation |

Need inspiration?

Consider problems that anyone operating or riding in an automobile may face:

* Night time visibility
* Deer or other animals in the roadway/other sudden hazards
* Flat tire in an area with poor cell phone signals
* Crashes of any kind
* Drained batteries
* Fuel economy
* Crash safety
* Discomfort during long drives
* Competition for the driver’s attention
* Difficulty seeing traffic signals at certain times of daylight
* Missed traffic signs (from inattentiveness, poor visibility conditions, or any other reason)
* Traction in rain, snow, or non-paved terrain
* Troubleshooting general problems with the automobile
* Etc.

Here are some ideas from previous years:

* Automatic hitch – back up within a foot of your trailer, and automatic hitch does the rest.
* The getter – forgot where you parked at the shopping mall or the Packers game? Use your cell phone to provide navigation instructions right to your car – your car will flash its lights when you get near.
* Beverage cooler/heater. Your automobile is equipped with air conditioning and a heater. Why not offer a beverage holder that can keep your coffee hot for hours or keep your Big Gulp cold for as long as it takes you to finish it?
* ATV Auger – Want to use the power of your ATV to drill holes for ice fishing or to dig post holes in summer? Your wish is the ATV Auger’s command.
* Easy Lift – You know how easily a pallet jack can lift an entire pallet of heavy materials? The easy lift is a portable, expandable jack that can lift an entire vehicle from one point. No longer will you have to jack up for points individually!