

Designing products for Gen Y consumers

Why is it important to plan for products and services in the marketplace?

Section I

Look at the following picture and answer the questions next to it.



What about this room does or does not appeal to you? Would you like to live in this room? Why or why not?

Section II

Read the attached article, “He’s designed it, but will they buy it?”

Answer the following questions:

1. What type of items are first-time buyers in Gen Y looking to buy?
2. What did Todd Oldham used to design?
3. What characteristics mark the Dorm Room” line?

4. Why don't Dorm Room products have dominate logos?

5. What other product lines is Target planning?

6. According to the article, what is the Dorm Room line's signature piece?

7. What does Target do if a product isn't selling?

Section III

Join with two other students and develop a new product line for Gen Y consumers(does not have to be dorm furniture). Create at least 4-5 different items. First focus on what type of merchandise your line will focus on i.e. clothing, house wares, school supplies, toiletries, etc. Then brainstorm products using the following questions:

What qualities do we look for when we shop for this type of product?

What are some of our favorite brands of this type of product and why?

What colors/patterns should we use for our products? What images should we use on our products?

What should the slogan be for our product line?

Section IV

Create an advertisement for each product in your line incorporating a picture of the product(possibly in use) a short description of the product and your slogan. Look at websites that sell Gen Y products to see descriptions that appeal to Gen Y demographics.