

A design presentation

Listen to the presentation about a new product design to practise and improve your listening skills.

Before listening

Do the preparation task first. Then listen to the audio and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary

1. to unveil
2. appealing
3. a phase
4. target market
5. a Gantt chart
6. to launch
7. an imitation
8. a gadget

Definition

- a. interesting or attractive
- b. a small and useful machine or tool that does something specific
- c. to show people something or tell them about it for the first time
- d. something that is designed to look like something else
- e. to bring a new product or service to the market
- f. a stage within a process or project
- g. a table which shows the different stages of a project
- h. the group of consumers that a product is aimed at

Tasks

Task 1

Are the sentences true or false?

| | Answer | |
|--|---------------|-------|
| 1. They have redesigned an old product. | True | False |
| 2. The product is aimed at men and women aged 18–40. | True | False |
| 3. The new design means you don't need two hands to use it. | True | False |
| 4. There's only one size now. Another one will follow in a few months. | True | False |
| 5. They will make a Gantt chart for the project next month. | True | False |
| 6. He finished the presentation with enough time to take some questions. | True | False |

Task 2

Write the useful phrases next to the tips.

| | | |
|--|----------------------------|---|
| I'd like to talk you through the following (three) points. | Firstly, ... / Next, ... | Finally, I'm going to talk to you about ... |
| As you can see ..., / You'll notice that ... | | I'd now like to tell you about ... |
| As you know, ... | Do you have any questions? | In summary, ... |

1. Refer to the audience's knowledge
2. Refer to what images you are showing
3. Tell them the structure of your presentation
4. Use signal words to help them follow you
5. Tell them when you're moving on
6. Show them when you're near the end
7. Tell them the main points one last time
8. Open up the discussion

Discussion

When was the last time you had to give a presentation? What was it about? How did it go?

Transcript

Hi, everyone. Thanks for coming to this short presentation on our new product design. As you know, we've already redeveloped our 'Adventure' shampoo to make it more modern and appealing. And we've renamed it 'Adventure Tech'. Our market research established the target market as men in the 18–40 age range who like to be outdoors and also like technical gadgets, such as smartwatches, drones and things like that. We needed to create a bottle which appeals to that market.

So, today, I'm happy to unveil our new bottle design. As you can see, it's designed to look like a black metal drinking flask, with some digital features printed on it.

I'd like to talk you through the following three points: the key features, sizing and our timeline for production.

Firstly, you'll notice it has an ergonomic design. That means it fits smoothly into your hand and can be easily opened and squeezed using one hand. And, it looks like a flask you might use when hiking outdoors. The imitation digital displays are designed to remind the user of other tech devices they may have, such as a smartwatch or smart displays in their home.

I'd now like to tell you about the sizes. It comes in two sizes: the regular size and a small travel size. The travel size is the same type of design – a flask, also with imitation digital displays on the bottle. We were thinking of starting with one and following with the travel-size in a few months, but we've worked hard and both are ready now.

Finally, I'm going to talk to you about our timeline for production. You've probably heard that we're launching in two months. In preparation for that, we're starting the marketing campaign next month. You can see the complete overview of all phases in this Gantt chart.

In summary, the bottle's been designed for men who like adventure and technology, and it comes in two sizes. The marketing campaign is starting next month and we're launching the product in two months.

OK. So, any questions? Feel free to also email me for further information in case we run out of time.

Answers

Preparation task

1. c
2. a
3. f
4. h
5. g
6. e
7. d
8. b

Task 1

1. True
2. False
3. True
4. False
5. False
6. True

Task 2

1. As you know, ...
2. As you can see ..., / You'll notice that ...
3. I'd like to talk you through the following (three) points.
4. Firstly, ... / Next, ...
5. I'd now like to tell you about ...
6. Finally, I'm going to talk to you about ...
7. In summary, ...
8. Do you have any questions?