



PRODUCT DESCRIPTION: useful vocabulary and structures



Use these words to discuss, develop and design a new product.

Fill in the blanks with a word from the list:

read metal part extra identify
benefit public purpose receive container

functionality (noun) - Functionality describes the _____ of the product. In other words, what does the product do?

innovative (adjective) - Products that are innovative are new in some way.

aesthetic (noun/adjective) - The aesthetics of a product refer to the values (artistic as well as functional)

intuitive (adjective) - An intuitive product is self-explanatory. It's easy to know how to use it without having to _____ a manual.

thorough (adjective) - A thorough product is a product that is excellent in every way and well designed.

branding (noun) - The branding of a product refers to how a product will be marketed to the _____.

packaging (noun) - The packaging refers to the _____ in which the product is sold to the public.

marketing (noun) - Marketing refers to how a product will be presented to the public.

logo (noun) - The symbol used to _____ a product or company.

feature (noun) - A feature is a _____ or use of a product.

warranty (noun) - The warranty is a guarantee that the product will work for a certain period of time. If not, the customer will _____ a refund or replacement.

component (noun) - A component can be thought of as a _____ of a product.

accessory (noun) - An accessory is something _____ that can be bought in order to add functionality to a product.

materials (noun) - The materials refer to what a product is made of such as _____, wood, plastic, etc.



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specifications (noun) - The specifications of a product refers to size, construction and materials used.

dimensions (noun) - The size of a product.

Guess the missing words:

1. **weight** (noun) - How m _ _ _ something weighs.

2. **width** (noun) - How w _ _ _ something is.

3. **depth** (noun) - How d _ _ _ a product is.

4. **length** (noun) - How l _ _ _ something is.

5. **height** (noun) - How t _ _ _ a product is.

Source: www.thoughtco.com

Visit their website if you want to describe a computer-related product.

Write the correct number:

la largeur: n° _____

la longueur: n° _____

la profondeur: n° _____

la hauteur: n° _____

le poids: n° _____



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Useful structures for describing a product:

Let me tell you about

This is the latest

This has/contains/boasts

This one features ...

One of the key feature of this product is ...

One of the main characteristics of the product is ...

This particular model ...

This comes with

This is equipped with ...

It is made of

It was made in

It weighs

It is long and wide.

It can be used for + Verb-ing

You can use it to + Verb.

You can with it.

You will be able to ...

This product helps you to...

It costs

This product is the best because