

➤ 'There's a way to do it better - find it.'

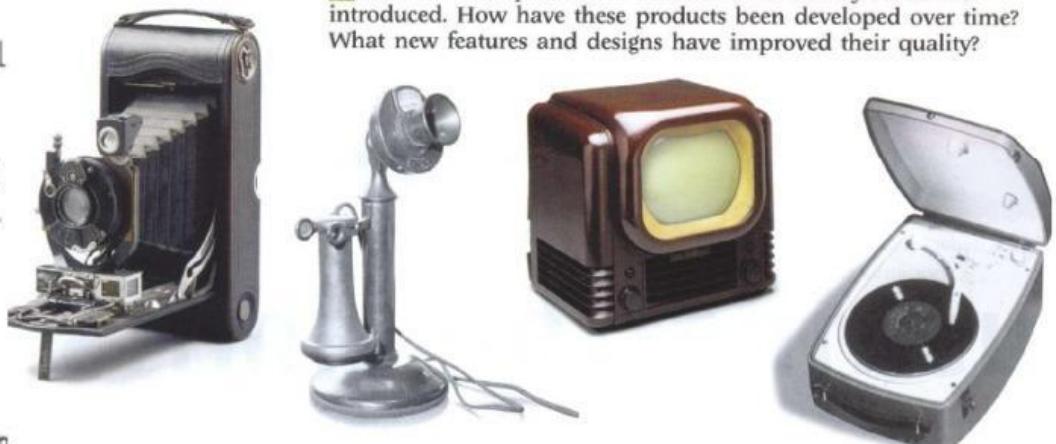
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Innovative product design

Innovation has become a critical factor for commercial success. Businesses can innovate in a number of different ways; by launching products with **new features**, by providing improvements to existing services, by introducing more **effective business practices** and by finding new markets and sources of supply. **Launching an innovation** involves a **degree of risk** but, if successful, an entrepreneur can produce better **returns as margins** will be high especially when competitors' products become **obsolete** as a result.

1 Look at these products that were revolutionary when first introduced. How have these products been developed over time? What new features and designs have improved their quality?



1A Tick (✓) the sentence(s) that best describe(s) your attitude to your lunch break during the week.

- 1 It's an opportunity to relax and talk with friends.
- 2 I eat only because it's necessary – food is fuel.
- 3 I enjoy choosing food and eating it.
- 4 I usually do something else while I eat – reading, studying, texting.
- 5 A long lunch break is a waste of time.
- 6 In a cafeteria, I don't like ordering food and waiting for it.
- 7 I don't usually eat lunch.
- 8 I prefer to eat without talking to anyone.

B  5.1.1 Watch the video and check your ideas. How is Eatsa different from a traditional restaurant or cafeteria?

3 Watch the video again. Decide if these sentences are *true* (T) or *false* (F). Correct the incorrect sentences.

- 1 According to Scott Drummond, customers mostly want fast and accurate service.
- 2 Customers choose meals that are already prepared.
- 3 The reporter waits about three minutes for his lunch to arrive.
- 4 The customer in the leather jacket says he has 30–45 minutes for lunch.
- 5 The customer in the red tie feels happy that he didn't have to speak to anyone.
- 6 In general, restaurants are using more technology and fewer workers.
- 7 According to Scott Drummond, though his restaurant doesn't have cashiers, it does offer workers other jobs.
- 8 According to Mike Peng, there are a lot of restaurants exactly like Eatsa in Japan.

4. Eatsa closed its restaurants. Why?

It rebranded itself as Brightloom.

5. Watch the video and craft a concise summary (3–5 sentences) capturing the key innovations and features described. Focus on elements like:

- How personalization is integrated in dining experiences.
- Examples.
- The role of advanced technologies.

6. Analyze one selected technology or concept from the video (your choice - e.g., facial recognition at kiosks or AI-driven personalization).

Write a short reflection (3–4 sentences) covering:

- Potential **benefits**.
- Possible **challenges or concerns**, such as privacy or operational costs.

7. Design a Future Feature. Based on the technologies showcased - automated checkouts, dynamic menus, AI personalization - brainstorm and outline **one original feature** that could fit into the restaurant of the future. Your outline should include:

- **Feature concept** (e.g., smart menu adapts nutritional options based on the guest's dietary history).
- **How it works** (tech components or data leveraged).
- **Guest experience benefit** (convenience, personalization, performance).

7A Match the words (1-9) with the best definition (a-i). Use your dictionary if necessary.

1 advanced	a new, different and better than the things that came before
2 stylish	b attractive in a fashionable way
3 innovative	c can be trusted to do what you need or expect
4 dependable	d easy to use or operate
5 user-friendly	e using the most modern ideas, equipment and methods
6 unique	f the best
7 top-of-the-range	g carefully planned and made for a certain purpose
8 classic	h the only one of its kind
9 well-designed	i attractive in a traditional way

B Work in pairs. For each adjective above, think of a product that you own or know about that fits the description.

Work in pairs. Think of a business you visit often – a supermarket, clothing shop, car mechanic's, etc. Make a list of three to six things that happen when you go there.

Car mechanic's: I phone to make an appointment. I drive the car there. I speak with the mechanic and explain the problem. The mechanic repairs the car. I use my credit card and pay for the work.

Look at your list. Could any of the steps be done in a different way, perhaps using different technology?

Instead of phoning, I could book my appointment on the internet. At that time, I could add a note about the problem with the car. The mechanic could pick up the car at my house. Instead of paying with my credit card, I could pay by bank transfer.



1 Match sentences 1-9 with sentences a-i to complete the descriptions.

1 This camera is great because the instructions are very easy to understand.	_____
2 I love this jacket because there isn't another one like it.	_____
3 That e-reader is the very best one you can buy.	_____
4 It's the most reliable car I've ever had – it never breaks down!	_____
5 The design of these headphones is really unusual and clever.	_____
6 It's such a fashionable laptop! It looks so cool.	_____
7 I used to have a basic printer but the one I have now is a much higher standard.	_____
8 My brother's jacket is the latest fashion, but mine is more traditional.	_____
9 They carefully planned every detail when they made this phone.	_____

- a It's really **stylish**.
- b It's completely **dependable**.
- c It's a **classic** design.
- d It's completely **unique**.
- e It's so **innovative**.
- f It's very **well designed**.
- g It's totally **user-friendly**.
- h It's the **advanced** model.
- i It's **top-of-the-range**.

2 Work in pairs. You are going to create and present an advert for an innovative product of your choice. Decide what product you will talk about. Add your own ideas to each section. Then agree on a product to advertise.

3 For your chosen product, pick **four** of the adjectives in bold from Exercise 1 and use them in your advert. Make sure you explain how these adjectives are suitable for this product. Your advert should be 30 seconds long. Make notes with your ideas.

Advert points	Advert notes
Name of product:	
Type of product:	
People should buy it because it's: adjective 1 _____ adjective 2 _____ adjective 3 _____ adjective 4 _____	
Other selling points:	

8. Listen to a meeting where some employees perform a SWOT analysis on a new product they have planned. Guess what product they are talking about.

9. Listen to the audio again and make notes on the SWOT analysis.

S-strengths	W-weaknesses	O-opportunities	T-threats

10. Listen to three people talking about product recalls and the impact that it had on the company. Complete the box with the information from the audio.

	The name of the product	The year when the product was recalled	The reason for the product recall	The impact that it had on the company
Speaker 1				
Speaker 2				
Speaker 3				