

# CRAFTING EFFECTIVE PRODUCT DESCRIPTION

**Part A:** Match the following descriptions of a **smartphone**.

dual camera system •

• capture stunning photos

fragile screen •

• frequent recharging

face recognition •

• immersive visual experience

high-resolution display •

• risk of breakage

short battery life •

• unlock securely

**Part B:** Identify the features and their benefits from Part A to complete the mind map.

