

Research Activity 1.

Background Research



It's really important that you look into each of your ideas before you take any to the next stage. Being creative and coming up with lots of ideas is great, but you should really only work on one product idea at a time, so you need to make sure it's the best one.

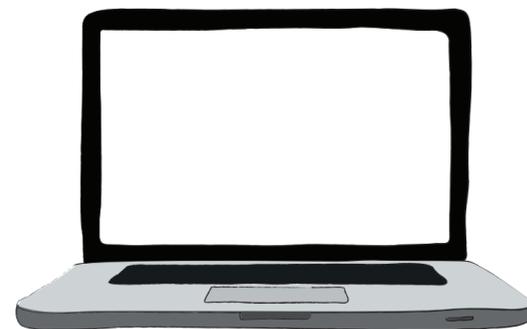
Take each idea and try to answer each of the five questions (on the right), using the information available here at the Research Station.

For each question give it a mark out of 5. Where 5 is, 'yes that's the one for me' and 1 is, 'mmm. . .maybe not this time'.

So if you decide that the answer to 'How many people would want it', is not many of them, then give it a 1.

If you think it will be really cheap to make then give it a 5
Then add up the scores for each idea, to see which one you should take forward.

There's a whole world of information available here at the Research Station, to answer these questions, as well as any others you might have.



Think about using these websites to help your search:

Google www.google.com is a good place to start.

Intellectual Property Office www.patents.gov.uk. This is where all patents are stored

A great place to search is Espacenet worldwide.espacenet.com. Enter your search terms in the 'title or abstract' field, and you'll see all the different inventions that are similar to yours.

1. Is this product already available?

If it is, there's not much point in copying it. However, you might want to think about making it better by adding some new features, or making it smaller, or lighter. This might lead to a new product idea.

2. Is it actually possible to make it?

Everyone would love a jet pack, or a pair of rocket boots, but they're probably quite difficult to get right. So you might want to think about something a little easier. The best products are usually the most simple ones.

3. How many people would want it?

The most successful products are the ones that everyone wants and needs. If your product is only useful for a handful of people, then it probably won't succeed.

4. How much will it cost to make it?

Don't forget that you need to sell this product, and if it's too expensive, then not many people will buy it. So something cheap to make, that is really useful is the best way forward.

5. And finally, do you want to take it forward to the next stage?

It might be a great idea, but if you don't really love it, and don't want to work on it further, you're not going to enjoy it, so choose something that gets you excited!