

# Introduction to Marketing

## Assignment 1: Product

Please read the instructions for this assignment on the FSO platform before completing this template. Type over the <Type here> prompts.

**Names of all team members:** Christian Holgado, Nicholas Braun, Arianna Gonzalez

### Part I - Existing Product:

<b>Your team's chosen existing product including brand, make, and/or model:</b>	The team has chosen the Microsoft Surface Duo – Microsoft's mobile computing device powered by android.
<b>Feature #1 (Include short or in-text citation)</b>	Microsoft Surface Duo is a mobile device that features dual screens. Each screen is a 5.1" AMOLED display that when opened up, measures to about 8.1"
<b>Corresponding consumer benefit to feature #1:</b>	The corresponding consumer benefit for the dual screens is that it allows for more surface area for media consumption that allows for more space to increase productivity. The dual screen allows consumers to access two applications at once.
<b>Feature #2 (Include short or in-text citation)</b>	The Microsoft Surface Duo has a unique 360 hinge.
<b>Corresponding consumer benefit to feature #2:</b>	The consumer benefit to the unique 360 hinge on the Microsoft Surface Duo are that it allows for increased mobility and dexterity in the screens.

<p><b>Research the product's name and explain its meaning and how it was developed: (Include short or in-text citations)</b></p>	<p>The "Surface" part of the name refers to the Microsoft "Surface" line of products that this device is a part of. The "Duo" refers to the dual screen feature that separates this product from its competitors. Both of these names allow for increased understanding of the product and the connection to the predecessors.</p>
<p><b>Describe in detail the logo for this product.</b></p>	<p>The Logo for the Surface Duo screen is the iconic Microsoft logo. This consist of four separated squares that form into another square. Each single square has a different color, blue, red, green, and yellow. All of these colors have heavy positive connotations and are found frequently in the tech world.</p>
<p><b>Does your team like this logo? Why or why not?</b></p>	<p>Yes, team two thinks the design is minimalistic and gets the point across. The simple design makes it easier for the consumer to identify the brand when searching for new devices.</p>
<p><b>Describe in detail the packaging for this product. <i>If your team's product does not have traditional packaging, consider the user interface that consumers see.</i></b></p>	<p>The packaging reflects the device's minimalist design. The device itself comes in only grey, and is packaged in a sleek, white box, very similar to that of Apple. The package was designed in such a way to create tension and suspense as it is being opened.</p>

<p><b>What type of labeling does the company use on its packaging or user interface?</b></p>	<p>Like the box itself, the labelling is simple and straight forward. The front features the device itself with the specs. The labelling clearly presents the Microsoft logo on the side of the box, allowing consumers to be aware of who they are purchasing from. The other side features a more detailed look into the specs of the device. The back of the box lists what is include with the box (i.e. case and charger). Something interesting to note is that it does not mention which processor it includes (due to the fact that it is last year's processor).</p>
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## References:

New Surface Duo – Dual-Screen Mobile Productivity, Do One Better – Microsoft Surface. (n.d.). Retrieved October 29, 2020, from <https://www.microsoft.com/en-us/surface/devices/surface-duo>

Microsoft Surface (2020, August 13), *Microsoft Surface Duo | Press Briefing, August 11<sup>th</sup> 2020* [Video] YouTube <https://youtu.be/R1CNwBzYqRs>

Unbox Therapy (2020, September 12) *The TRUTH about Surface Duo with Panos Panay* [Video] YouTube <https://www.youtube.com/watch?v=LxZSP-xYbyw&t=1050s>

Unbox Therapy (2020, August 30) *Microsoft Surface Unboxing. Wow* [Video] YouTube <https://www.youtube.com/watch?v=-Ys4zp-cQOU>