

PUT IT TO THE TEST #1

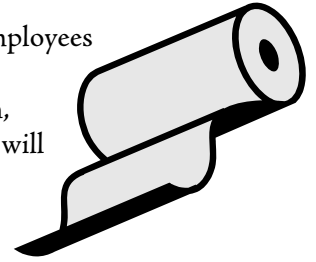
	Points Earned
26	Points Available
	Percentage

Name _____

Class _____

Date _____

Welcome to the Put it to the Test testing agency. Today you will become Put it to the Test employees and perform experimental research on consumer products using the five steps of comparison shopping. Today's product of choice is paper towels used for daily cleaning tasks in the kitchen, bathroom and on windows. Consumers using the paper towels want to ensure the paper towel will absorb liquids, be durable during scrubbing and be strong enough for a variety of jobs.



Step One: (3 points)

- How will consumers use the product? _____
- How long should the product last? _____
- What features do consumers need? _____

Step Two: To determine the quality of products, experimental tests must be conducted. Complete test 1, 2 and 3 using a new paper towel for each test for all three brands. (12 points – each square is worth 1 point)

- Test 1 – Absorbency
 - To test the product's absorbency, pour $\frac{1}{4}$ cup water on the table and quickly use the paper towel to wipe up the water in one stroke. Does the paper towel absorb all of the water? If not, estimate what percentage of the water the product absorbed. Record what the product looks like after the test is complete and how it feels.
 - Record any additional notes and your reaction to the absorbency capabilities of the product.
- Test 2 – Durability
 - Completely wet the product and ring out any excess water. Lay the product flat on a table and move back and forth in a scrubbing motion. Count each motion and stop when the product begins to tear.
 - Record the number of scrubbing motions completed before tearing began and what the product now looks like. How does the product feel? Did the product withstand the test?
 - Record any additional notes about the durability capabilities of the product.
- Test 3 – Strength
 - To test the strength, completely wet the product and ring out any excess water. Holding all four corners of the product, place one penny on the product at a time until the sheet rips.
 - Record the number of pennies the product could hold.
 - Record any additional notes and your reaction about the strength of the product.

	Product A	Product B	Product C
	Price: \$ _____	Price: \$ _____	Price: \$ _____
Test 1: Absorbency	Observation:	Observation:	Observation:
	Before:	Before:	Before:
	After:	After:	After:
	Reaction:	Reaction:	Reaction:
Test 2: Durability	Observation:	Observation:	Observation:
	Before:	Before:	Before:
	After:	After:	After:
	Reaction:	Reaction:	Reaction:
Test 3: Strength	Observation:	Observation:	Observation:
	Before:	Before:	Before:
	After:	After:	After:
	Reaction:	Reaction:	Reaction:

Step Three: (1 point)

Are there additional costs that should be considered? If so, please describe. _____

Step Four: (3 points)

- How often will this product be used? _____
- What type of wear and tear will the product receive? _____

- How does the product's use impact the final decision on which to purchase? _____

Step Five: (7 points)

- Describe the opportunity costs that should be considered when making the final product decision.

- As a Put it to the Test employee, it is your responsibility to carefully review all information recorded from the five steps of the comparison shopping process before making a final decision. Record your final decision and identify five supporting reasons why the product you selected is the best choice.

- Final Choice: _____

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