


3.2.3 PMI Charts

Phone Design	P	M	I
	<p><i>Size</i> A positive feature about this mobile phone is its size. For a busy worker on the go, it is important that their phones are easy to carry around. This phone is small, making it easily portable, allowing it to cater for all types of people.</p>	<p><i>Ergonomics</i> A negative feature about this mobile phone is that it has a small keypad. This can cause problem while texting, or dialing phone numbers as the user may press the wrong key. A way that this can be improved is by making the keypad larger in size.</p>	<p><i>Weight</i> An interesting feature about this mobile phone is that it is very light weight, only 88 grams.</p>
	<p><i>Function</i> A positive feature about this mobile phone is that it has a fast internet connection. It is important that any form of device has an internet connection, as it is needed for many reasons. As this phone has a fast internet connection, it becomes more appealing to buyers.</p>	<p><i>Aesthetics</i> A negative feature about this mobile phone design is that it is old-fashioned. Buyers find modern designs more appealing than old-fashioned designs, which is a major factor in sales. A way that this can be improved is by having a more modern phone design.</p>	<p><i>Colour</i> An interesting feature about this mobile phone is that it is available in a range of colours, including red, blue, and white aqua.</p>
	<p><i>Cost</i> A positive feature about this mobile phone design is that it is extremely cheap. This makes it very appealing to buyers who are looking for a cheap mobile phone, or don't have much money to spend.</p>	<p><i>Proportion</i> A negative feature about this mobile phone is the size of the screen. As the screen is extremely small, it would be very difficult to watch any images which have been captured. To fix this, the screen must become larger.</p>	<p><i>Function</i> An interesting feature about this mobile phone design is that it contains an in-built camera.</p>