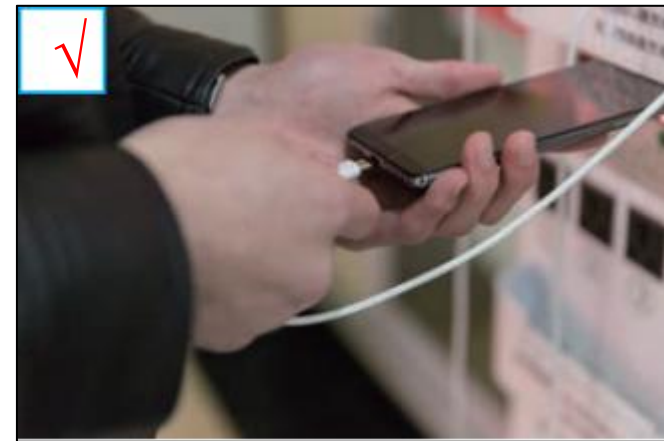# Unit 2

From Ideas to Products

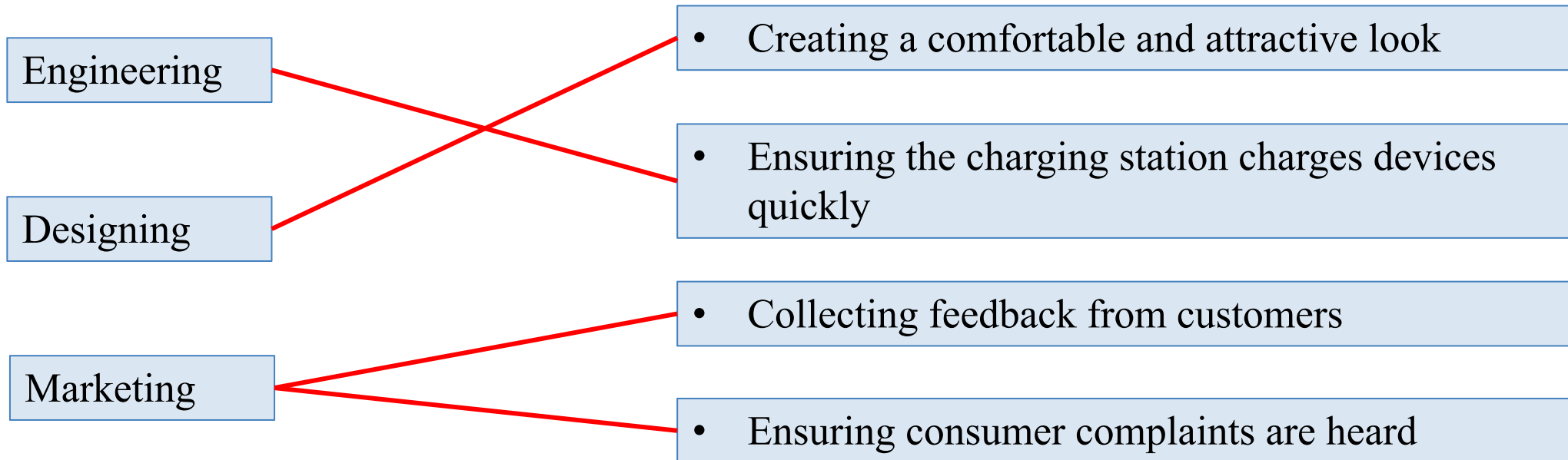英语4 职业模块

PART 04

Integrated Skills

1 Listen to a product introduction and tick the product introduced.

2 Listen again and match each team with its main responsibility.

Engineering

Designing

Marketing

- Creating a comfortable and attractive look

- Ensuring the charging station charges devices quickly

- Collecting feedback from customers

- Ensuring consumer complaints are heard

Script

Hello, everyone. I'm excited to introduce our public charging station at the train station, designed to solve the problem of short battery life in smartphones. Our idea begins with creating an efficient device that is easy to use. Our engineering team is improving the charging station's quality and ensuring it charges devices quickly. Our designers create a comfortable and attractive design that travellers will appreciate. Additionally, our marketing team asks users what they need, which helps us improve the product features. Together, we develop a public charging station that combines usefulness and convenience, improving the overall user experience.

参考译文

　　大家好！我很高兴向大家介绍我们在火车站推出的公共充电桩，这款产品旨在解决智能手机电池续航不足的问题。我们的初衷是打造一个高效且操作简便的设备。我们的工程团队正不断提升充电站的质量，确保设备能够快速充电。设计师们则赋予了它舒适美观的外观，让旅客一见倾心。此外，我们的营销团队询问用户需求，帮助我们改进产品功能。我们共同努力，开发出一款集实用性与便利性于一体的公共充电桩，全面提升了用户体验。

3 Listen to a conversation and fill in the blanks.

Wang Jie: Alice, I've reviewed the latest user <u>feedback</u> on our public charging station at the train station. Have you seen it?

Alice: Yes, they seem <u>concerned</u> about the charging speed.

Wang Jie: I suggest improving the charging speed to meet their expectations.

Alice: That's for sure. We should also consider <u>increasing</u> the number of charging ports.

Wang Jie: That makes sense. In addition, we can explore different materials that are light but strong to make the station more durable.

Alice: I agree. We could also <u>improve the design</u> to match the style of the train station better.

Wang Jie: That's very important. How about offering more colour options <u>based on</u> the station's theme and user preference?

Alice: That's a great suggestion. We could also ensure it works with more devices.

Wang Jie: Agreed. <u>Making these changes</u> will significantly improve our charging station.

王杰： 爱丽丝，我刚刚查看了我们火车站便民充电站的最新用户反馈，你看了吗？

爱丽丝：看了，用户对充电速度似乎有些了担忧。

王杰： 我建议我们应该提高充电速度，满足用户的期待。

爱丽丝：没错。我们还应该考虑增加充电端口数量。

王杰： 说的很对。另外，我们可以尝试使用不同的轻质强韧的材料，增强充电站的耐用性。

爱丽丝：我同意。我们还可以优化设计，让便民充电站更符合火车站的整体风格。

王杰： 这很重要。根据火车站的主题和用户的喜好，提供更多颜色选择怎么样？

爱丽丝：这个建议非常好。我们还可以确保它能够兼容更多设备。

王杰： 同意。实施这些改进，一定能显著地提升我们的充电站。

4 Listen again and highlight the sentences used to make suggestions.

Wang Jie: Alice, I've reviewed the latest user feedback on our public charging station at the train station. Have you seen it?

Alice: Yes, they seem concerned about the charging speed.

Wang Jie: I suggest improving the charging speed to meet their expectations.

Alice: That's for sure. We should also consider increasing the number of charging ports.

Wang Jie: That makes sense. In addition, we can explore different materials that are light but strong to make the station more durable.

Alice: I agree. We could also improve the design to match the style of the train station better.

Wang Jie: That's very important. How about offering more colour options based on the station's theme and user preference?

Alice: That's a great suggestion. We could also ensure it works with more devices.

Wang Jie: Agreed. Meeting these changes will significantly improve our charging station.

Useful Expressions

Making Suggestions	
• It might be helpful to ... • To solve this problem, I suggest ... • You might want to ... • We could also ...	• It would be a good idea to ... • One possible improvement is ... • One option could be to ... • Let's consider ...

5 Read the user feedback on the two products below. Work with your partner to complete the conversation.

shared electric scooter

☹ Short battery life
☹ Not enough scooters
Suggestions:
√ Increase battery capacity
√ Increase the number of scooters

smart bench

☹ High cost
☹ Affected by weather conditions
Suggestions:
√ Lower the cost
√ Use weather-resistant materials

Example

A: Hi, I've reviewed the latest user feedback on _____. It seems that users are not happy because _____.

B: _____ (make suggestions).

6 Read the passage and answer the questions.

As our learning app moves from an idea to a product, it faces two challenges: lack of interaction and boring content. To solve the interaction issue, we should use fun tools like an AI assistant and interactive quizzes. This will encourage students to participate more often and more efficiently. In addition, to make lessons more exciting and attractive, we should incorporate videos, animations, and games into the course. These changes will make remote learning more engaging and enjoyable for students.

Questions:
- What problems does the learning app have?
- How do they solve each problem?
- What will be the result of these improvements?

7 Think of a product or service in your life that could be improved. Identify its problems and propose your solutions Use the following model to help with your writing.

As our _____ moves from idea to product, there are_____ problems: _____. To solve these problem, we should _____ _____.

This will _____ _____. In addition, we should

_____.

These changes will _____.