

## UNIT 7 > Research & development

### Lesson 7.1 A nimble company

**VIDEO A**  7.1.1 Match the sentence halves. Then watch the video again to check your answers.



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| <ol style="list-style-type: none"> <li>1 Nimble is a one-finger</li> <li>2 You put it on</li> <li>3 It's got a tiny <b>blade</b> at the tip,</li> <li>4 The one problem that kept coming up the most was people with</li> <li>5 They were really <b>struggling</b> to open</li> <li>6 ... worn and used by as many people as possible,</li> <li>7 Nimble's especially useful for people who are</li> <li>8 It was important to user-test Nimble to get...</li> <li>9 Mobu is a tiny little cable clip which will stop</li> </ol> | <ol style="list-style-type: none"> <li>a and you can use it to cut open boxes and parcels.</li> <li>b your fingertip.</li> <li>c safety cutter.</li> <li>d <b>blind</b> or partially sighted.</li> <li>e <b>arthritis</b> in their hands.</li> <li>f food packaging in the kitchen.</li> <li>g your earphones <b>tangling</b> in your pocket.</li> <li>h <b>perspectives</b> on the product's usefulness, design and function.</li> <li>i so having it as a <b>one-size-fits-all</b> design.</li> </ol> |
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**B Match the definitions with the words in bold in Exercise A.**

- i not too big or too small; good for every person who uses it \_\_\_\_\_
- ii mixing together (e.g. wires) \_\_\_\_\_
- iii a sharp tool for cutting \_\_\_\_\_
- iv not able to see \_\_\_\_\_
- v a disease that causes pain in your knees, fingers, hips, etc. \_\_\_\_\_
- vi trying very hard to do something difficult \_\_\_\_\_
- vii ways of thinking about something \_\_\_\_\_

**Vocabulary C Choose the correct option in italics to complete the sentences.**

- 1 In my notebook, I've made some *sketches* / *briefs* of my ideas.
- 2 The team loves the finished product, so we're going to *create* / *launch* it next week.
- 3 The product is beautiful, but some people are not sure about its *purchase* / *usefulness*.
- 4 Because of what the tests showed, the design team has made several *improvements* / *challenges*.
- 5 We're going to pay the *consumers* / *product testers* to try the new design for one week.
- 6 Have you seen the new *prototype* / *designer* that Alicia made?
- 7 People say the *challenge* / *function* of this product isn't clear - they don't know what to do with it.
- 8 Research and design teams *develop* / *purchase* new products using testing and feedback.