

## What is your perfect Cell Phone - Partner Project

Your goal is to ask questions that help you to get to know your partner in class on this project and based on Behavioral data (lifestyle habits), budget plan, as well as what they currently use their cell phone for (assuming they have one) to suggest(sale) a cell phone to them that best first their needs.

In preparation for your conversation with your partner in class, write 3 questions that will help you to know what their lifestyle and behavioral habits are that may influence the use of their cell phone.

- 1.
- 2.
- 3.

Take notes here:

In preparation for your conversation with your partner in class, write 3 questions that will help you to know what their current budget is that may influence the purchase of their new cell phone.

- 1.
- 2.
- 3.

Take notes here:

In preparation for your conversation with your partner in class, write 3 questions that will help you to know what they are currently using their cell phone for that may influence the purchase of their new cell phone.

- 1.
- 2.
- 3.

Take notes here:

Summarize your notes here:

Based on what you have learned about your partner and the possibility of a new cell phone that is best for them, search the web and find a cell phone that can best fit them as a new cell phone.

Consider price, color, features and benefits.

Insert a picture of the phone here

Type up a headline and copy for the picture that will help to sell your specific class work partner to buy this phone here:

We will reconvene to have you pitch this specific cell phone to them by showing them the phone (picture of it) and presenting your Headline and copy to them.

Record here their response to your attempt to move them to purchasing that phone.