

**In-class Group Assignment (Innovations):**

Your task:

- Consider a product that you think represents an innovation but that you have not yet purchased.\* This should be something that has not yet been adopted by the early majority.
  - Short description of the product and its key features/uses
  - Why do you think this product is an innovation?
  - Use Roger's five factors to discuss how quickly or slowly this innovation is likely to diffuse through the marketplace.
  - What can the marketers of this product do to encourage adoption?
  - What shape diffusion curve might you expect to see for this product?

\*(It's OK if one or two people in the group have purchased it, but try to find something that the majority of you have not yet adopted).

Your write-up should include a discussion of:

- A short description of the product's key features/uses
- Why you consider the product to be an innovation
  - Classify the innovation by amount of consumer learning required and the two other typologies that we discussed in class.
- Use Roger's five factors from the notes to discuss how quickly or slowly this innovation is likely to diffuse through the marketplace.
  - Discuss the innovation you chose in terms of all five factors; be sure to indicate for each factor whether this is something that will likely speed up or slow down diffusion.
- What can the marketers of this product do to encourage adoption? Use Roger's five factors here too. For example, if one (or more) of these factors is slowing down diffusion, what can marketers do to combat this?
- What shape diffusion curve might you expect to see for this product? Justify your response.

One write-up is due for the entire group. Please put all group members' names on the assignment in alphabetical order by last name. Do NOT put someone's name on the assignment if they were not in class today.

**The write-up is due at the start of class on Thursday, 7/28.**