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| **Product to be changed:** | The biro |
| **Attribute to be given to the new product:** | Make it quirky, creative and fun |

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| --- | --- | --- |
| **Images** |  | http://www.blinman.com/biro_1.jpg |
| **Question** | **Use a few words, phrases** | **Use a few words, phrases** |
| What colour is it? |  |  |
| What shape is it? |  |  |
| What does it feel like? |  |  |
| What does it do? |  |  |
| What does it smell like? |  |  |
| Describe its’ behaviour or character |  |  |
| If it was an animal what would it be? |  |  |

|  |  |
| --- | --- |
| **Product to be changed:** | The biro |
| **Attribute to be given to the new product:** |  |

**Initial thoughts and sketches of your new pen:**