

## **Tapescript DL 3.3**

### Tapescript: Listening/Key Success Factors

#### PART 1

A: Mr Conran, you have been involved in design for over 30 years. What do you think are the key success factors?

Mr C: Well, there are several, performance is important—does the product do the job reliably?— it's no good having a product that looks OK but doesn't work or only works sometimes.

A: Yes, we all want high performance from things we use, what other factors are there?

Mr C: Altogether I'd say there are seven—we mentioned one, performance and then there's ergonomics, something not considered enough in Hong Kong—is it easy and comfortable to use? This is very important for people working with computers, for example, the chairs and the level of the work stations. So we have to get that right. Then there's aesthetics—does it look good? We all want to have good looking products around us. So those two, ergonomics—is it comfortable and easy to use? —and aesthetics, does it look good? — are very important.

A: Those seem rather special. What else is important?

Mr C: Some fairly obvious factors like safety and maintenance and then something which can be forgotten—is it easy to make? — the manufacture of the product. And that of course is because it's linked to price—is it good value for money?

Successful companies are not necessarily original or highly innovative but what sets them apart from others is an exacting attention to detail in the design of their products.

## **Tapescript DL 3.3 (cont...)**

### Tapescript: Listening/Key Success Factors

#### PART 2

A: Do you think Hong Kong design pays that kind of attention to detail?

Mr C: Well, they can be largely imitators, as the Japanese used to be, but they are beginning to innovate and upgrade their standards. There is the TDC, the Trade Development Council with a design gallery showcase in the Convention Centre in Wanchai, so people can observe and compare products. The big market to come will be China, as consumers there become more demanding. The decision to buy is strongly influenced by the product's design, especially performance and ease of handling.

The Hong Kong consumer is much more sophisticated compared with even ten years ago. Electronic goods, toys, sports goods, hi-fi systems, washing machines, furniture—the choice is so much wider now and people are making informed choices.

A: Thank you for coming in to talk to us.

Mr C: Thank you.