AP CSA Feature Benefit Chart Activity

Objectives

In this activity students will learn how a feature benefit chart works and how it can be used in business.

Standards

IT-IDT-1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Project Time

This project will take about 1 hour to complete.

Ethics Statement

Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Project Details

Students will create feature / benefits charts for an automobile dealership.

Students given three scenarios of customers looking for new vehicles.

Students will research online to find vehicles that will meet the needs of the customers.

Students will complete the charts detailing how the vehicle matches the needs.

RUBRIC

50 points – Three scenarios completed.

50 points – Vehicles chosen are appropriate to the customer needs.

Feature-Benefit Chart

In the selling process, it is extremely important to understand numerous features about the products you are trying to sell your customers; however even more important, is to be able to explain to your customer the Benefit to him/her about each Feature. This technique will help you educate the customer and ultimately sell the product.

Activity--Create a Feature/Benefit Chart for a specific automobile using that auto's website. Make sure your benefit relates directly to the feature on the left-hand side to receive credit. To receive full-credit you must explain in detail the benefit to (one) of the following types of customers:

Mother with two children- (looking for safety)

Teenager looking for a car to take to college (Sporty and cool looking)

Man who drives over 15,000 miles per year for work (fuel economy)

Only use specific features listed on the website. (can't find enough? Choose a different vehicle!
Instructions- Go to tools bar/insert/table/2 columns/ and 16 rows.
- Row 1 will be the name of the vehicle.
- Row 2 will be the target audience
- Row 3 will contain column headings
- Row 16 will contain a link to the vehicle website/
- Create 12 Features and 12 Benefits
- Save as: Last Name_ Feature-Benefit and print it, then save it to the To Grade Folder.

Customer Type: Teenager
Type of Automobile: Chrysler Crossfire

PRODUCT FEATURE	CUSTOMER BENEFIT
Electronic Stability Bar	This allows the automobile to slow down when the car appears to be losing control while on the road. Excellent safety feature, especially for fast drivers.
Fog Lamps	
Front heated leather seats	
Transmission- automatic or 6-speed manual	

Remember this example… you aren't selling a treadmill… you are selling the ability for the customer to work out at home!

Aaliyah and Jayla

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Customer Type: Teenager car for college
Type of Automobile: 2020 Nissan Kicks Good choice

PRODUCT FEATURE	CUSTOMER BENEFIT
Smartphone connectivity	Control maps, apps, and music with lots of built in technology
Customizable Display	Can change all the features of the driving and displays.
BOSE audio	Surround sound with speakers in the headrests.

Customer Type: Mother with two children looking for safety
Type of Automobile: 2018 Ford Transit Connect Passenger Good choice

PRODUCT FEATURE	CUSTOMER BENEFIT
7 passenger seating	Lots of room for kids and their stuff.
22 mpg	Doesn't need a lot of gas so it saves money.
5 star safety	Keeps the family safe on trips.

Customer Type: Man drives 15,000 per year
Type of Automobile: 2019 Camry Hybrid Not sure this car has 4-way seats, but otherwise a good choice.

PRODUCT FEATURE	CUSTOMER BENEFIT
51/53 MPG	Best fuel mileage in its class
Toyota SafetySense	Keeps the driver and passengers safe on long trips.
4-way seat control	Driver can set limitless configurations for comfort during long trips