

Ref. :

Date :

<u>4(b)</u> Criteria	PRODUCT	SERVICES
Durability	A physical, durable product.	Intangible, perishable product
Inventory	Output can be inventoried.	Output can not be inventoried.
Customer involvement	Low contact with customers	High contact with clients
Operation facility	Large production facility	Small service facility
Resource intensity	Capital Intensive	Labour intensive.
Quality.	The quality of the product is easily measured.	The quality of the service is not easily measured
Re-usability	The product can be resold	The service can not be resold
PATENTS	A product can be patented.	A service can only be patented with difficulty.

Product and Service design

Product design is the combination of manufacturing capabilities with product and business knowledge to convert ideas into physical and usable object.

Service design is the coordination and combination of people, communication and material component to create quality service.

The service is not tangible and only has value when it is performed for the user.

Ex:- health care services streaming platform such as NETFLIX, AUDIBLE.

A product is tangible. Its value is generated and derived from the product by the user.

Ex:- pots and pans, t-shirt and video games.