Thingiverse case study

# Task 1

# Record the name & number (you can obtain the number from the thing's URL) of the thing (design) that you picked.

# Please do not exceed 80 words for this task.

TicTac Gun

4883696

# Task 2

# What type of object is this (i.e., replacement, substitute, solution, creation)?

# Please do not exceed 100 words for this task.

The Tic-tac Gun is a solution since it is a component and new. It would have been standalone, and therefore a creation, if the ticktacks were not needed.

# Task 3

# Why did you select this particular object?

# Please do not exceed 300 words for this task.

There are a few obvious reasons:

1. The reviews are positive
2. A few comments complemented the product
3. It is rated as the second-most popular thing this year

And a few less-obvious reasons:

1. It is small and uses little material
2. It could be useful
3. Many could be made to give out as gifts

# Task 4

# How might Thingiverse (or a service like it) impact product placement?

# Please do not exceed 400 words for this task.

It will make placement much easier as 3D printers become available in more houses.  
  
Traditionally,

* Companies had to pick specific stores and prices that correlate to their brands
* Then consumers went there to buy it at that price

But with 3D printers placement becomes easier:

* Companies pick a price associated with their brand
* The consumer arranges the materials and prints the product

The added benefit is that companies get to focus more time, money, and effort to their products and brands so that usually unnecessary parts of the business is taken over by the consumer. Since consumers can also personalize products it will become more attractive.