

Course: Marketing in a digital world
Assignment 7: Thingiverse
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Paste the name of the thing (design) that you picked here.

Beer bottle rack

Paste the URL of the thing (design) that you picked here.

<http://www.thingiverse.com/thing:829735>

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

This object is a solution. It provides users with the ability to easily stack beer bottles without them rolling away.

Why did you select this particular object?

I thought it was a great solution to a problem I encounter regularly. This design would solve this problem.

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

Thingiverse (or a similar service) influences placement as it is no longer needed to have your own website/store as everyone can make the items they need (which you can offer) themselves. The logistical operations of retailers will change from physical distribution (shipping it to a store or to your home address) to a digital (providing the files for you to use).