### **Functional Testing**

* **Writing Functionality:**
  + Test if the pencil can write legibly on different surfaces (paper, cardboard, whiteboard).
  + Check the consistency of the writing stroke.
  + Verify the pencil's ability to produce different line thicknesses.
* **Eraser Functionality:**
  + Test the eraser's ability to effectively remove pencil marks from different surfaces.
  + Evaluate the eraser's durability and its resistance to wear and tear.
  + Check if the eraser leaves any blur.

### **Usability Testing**

* **Grip Comfort:**
  + Assess the comfort of the pencil's grip for various hand sizes and shapes.
  + Ensure the pencil's weight and balance are suitable for usage.
* **Ease of Sharpening:**
  + Test the pencil's compatibility with different sharpeners.
  + Verify the ease of sharpening and the quality of the sharpened tip.
* **Visibility:**
  + Check the visibility of the pencil's lead and eraser under different lighting conditions.

### **Performance Testing**

* **Writing Endurance:**
  + Test the pencil's ability to write continuously for extended periods without breaking or losing its shape.
  + Measure the pencil's lead consumption rate.
* **Erasure Efficiency:**
  + Evaluate the eraser's effectiveness in removing pencil marks with varying pressure and strokes.
  + Measure the eraser's wear rate.

### **Load Testing**

* **Weight Capacity:**
  + Determine the maximum weight the pencil can withstand without breaking.
* **Pressure Tolerance:**
  + Test the pencil's ability to withstand pressure applied during writing and erasing.

### **Stress Testing**

* **Pressure Extremes:**
  + Test the pencil's performance in extreme pressure.
  + Check for any changes in the pencil's properties (e.g., lead hardness, eraser effectiveness).

2.

**User purchase history**: recommend products that are similar to items you've purchased in the past.

**Browsing behavior**: recommend products that you've looked at but not purchased.

**Search history**: recommend products that you've searched for on their website.

**Products frequently bought together**: recommend products that are frequently bought together with the product you're currently looking at.

**Demographics**: recommend products that are popular with people in your demographic group.