

Devices

Device (n.)

a thing made or adapted for a particular purpose, especially a piece of mechanical or electronic equipment.

A. Collocations: *adj/n + device*

The following are common collocations with ***adj/n + device***:

- | | | |
|--|---|---|
| 1 <div style="border: 1px solid black; padding: 5px; display: inline-block;">mobile device
medical device
storage device
tablet device</div> | 2 <div style="border: 1px solid black; padding: 5px; display: inline-block;">portable device
recording device
handheld device
security device
mobility device</div> | 3 <div style="border: 1px solid black; padding: 5px; display: inline-block;">gaming device
safety device
communication device</div> |
|--|---|---|

B. Collocations: *a device + [that clause]*

The following are common collocations with ***a device + [that clause]***:

- | | | |
|---|---|--|
| 1 <div style="border: 1px solid black; padding: 5px; display: inline-block;">a device that looks like
a device that allows you to
a device that measures
a device that supports
a device that enables</div> | 2 <div style="border: 1px solid black; padding: 5px; display: inline-block;">a device that helps
a device that makes
a device that connects
a device provides
a device that converts
a device that combines</div> | 3 <div style="border: 1px solid black; padding: 5px; display: inline-block;">a device that provides
a device that detects
a device that delivers</div> |
|---|---|--|

C. Market segments

The following are common market segments (i.e., ways of describing types of consumers)

- | | | |
|--|--|---|
| 1 <div style="border: 1px solid black; padding: 5px; display: inline-block;">Convenience driven consumers
Budget conscious consumers</div> | 2 <div style="border: 1px solid black; padding: 5px; display: inline-block;">Environmentally aware consumers
Health and diet conscious consumers</div> | 3 <div style="border: 1px solid black; padding: 5px; display: inline-block;">Variety seekers
Big Spenders
Me!</div> |
|--|--|---|

Rapid-Fire Pitches of Futuristic Devices

Step 1: Select one collocation from one of the three boxes in section A (A1, A2, or A3).

Step 2: Select one collocation from one of the three boxes in section B (B1, B2, or B3).

Step 3: Select one market segment from one of the three boxes in section C (C1, C2, or C3).

Step 4: Prepare a short pitch in which you sell the device to other students in the class. Include the following information:

- What type of device (from section A)
- What the device does (from section B)
- Who the device is for (from section C) and why