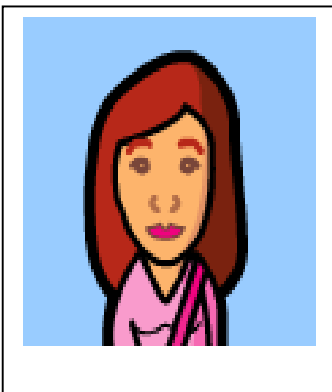
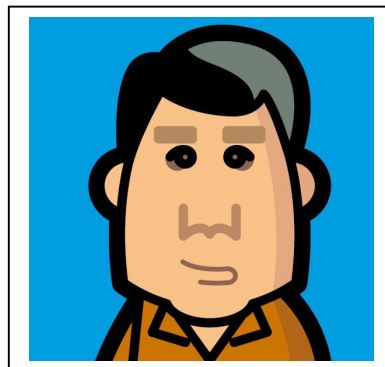
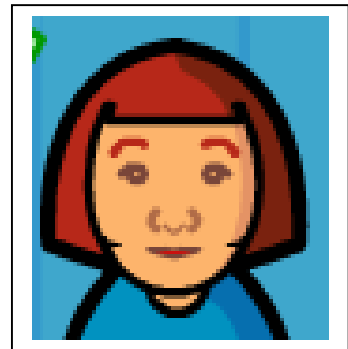




The Consumer Council



Justify choices and decisions to develop skills as informed, discerning consumers





Justify choices and decisions to develop skills as informed, discerning consumers.

Exercise1. Mobile Phone Packages

Students are asked to find the right mobile phone tariff and handset to suit Ricky, Fiona, Helen and Malachy.

In the answer sheet provided, students must give a brief explanation of why they made their selection.

Learning intentions:

- Demonstrate that different consumers have different needs and priorities.
- Evaluate the quality of information available to consumers: in order to complete this exercise, students must read, interpret and understand a range of product information.

Extension exercises:

- Write a list of questions you might you want to consider before proceeding with the purchase?
- Where could you find additional, impartial information?
- Where could you find out other consumers' views about the performance of the mobile service provider and/or handset?
- Technological products often contain jargon which can be difficult for some consumers to decipher – produce a glossary of terms to act as a jargon-buster

Exercise2. Choosing the right....

Students are asked to develop their own exercise, using the same format as the mobile phones exercise but this time for:

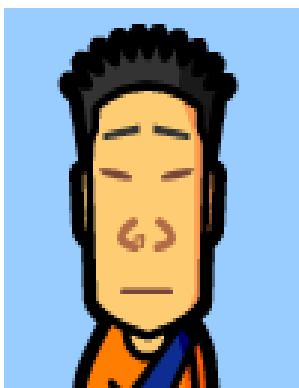
- a laptop
- an MP3 player
- a games console
- any other product or service of their choice

Students must:

1. Create up to three characters with different needs and priorities.
2. Research product information available online or in magazines and catalogues.
3. Write a description of 3 - 4 products or services, including three which will be relevant to the characters they have created.

Give the exercise to a fellow classmate who must identify which product/service will suit which character and why.

Justify choices and decisions to develop skills as informed, discerning consumers.

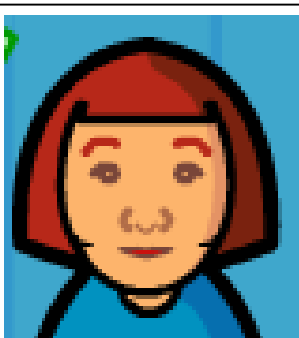
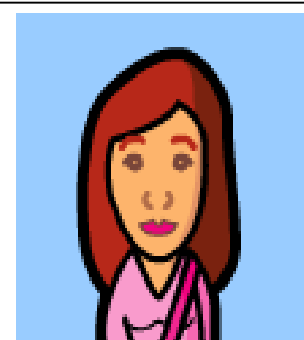


Ricky loves his gadgets and recently treated himself to a top of the range mobile phone which boasts all the latest technology. The problem is he's not happy with his current network service provider or the high monthly line rental (£25 p/m).

His contract ends next month so he's shopping around for a better deal which will let him keep his phone whilst reducing his monthly outgoings. He also wants to avoid being tied into a lengthy contract.

Fiona is in her first year of university and is adapting to living away from home. She's made loads of new friends but also likes to stay in contact with her friends from home.

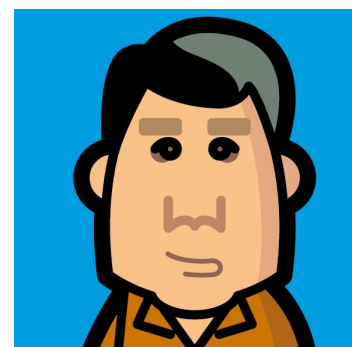
A self-confessed text addict, she also loves sharing photos and checking social networking sites.



Helen has an elderly mother living 45 miles away. It means she drives up and down the motorway two or three times a week and likes to have a mobile phone with her in case of emergencies.

She doesn't use the mobile the rest of the time, because, as she frequently complains to her son and daughter, "no one ever rings me on it anyway"!

Malachy regularly travels abroad for work and relies on his phone for sending and receiving office emails. Although his lifestyle makes it hard to eat healthily and stay in shape, he knows he's fortunate going to exotic locations and likes taking quick photos using his phone so that he can show his wife when he gets home.





GCSE Home Economics Exercise, Wiser Buyer.

Justify choices and decisions to develop skills as informed, discerning consumers: Mobile Phones

Package One

Network: Magenta

Contract: Pay as you go

Free minutes: 0

Free texts: 0

Handset description: Viking 1212

- This model works on the principle that “we need certain features, but don’t really need others” which means that more space is given to the essential features.
- It has a large 1.8 inch display screen and a keypad which is comfortable to use with decent-sized buttons and a logical layout.

Package Two

Network: Touchfone

Contract: 24 months @ £25 p/m

Broadband allowance: 3GB = approx. 300 hours web browsing; 9,000 emails, 9,000 photos or 600 music files.

Handset cost: free, updated every 6 months

Handset description: Samurai E110

- This model has a dual-band slide phone with 2 megapixel camera and standard media player.
- EDGE technology enables faster internet access and has SMS, MMS and email messaging options.
- Great for keep-fit fanatics it also boosts an in-built personal trainer, pedometer and heart-rate monitor.

Package Three

Network: Speak Mobile

Contract: 24 months @ £16.49 p/m

Free minutes: 50

Free texts: 300

Handset description: Viking 7871

- This model stands-out from the crowd for its keyboard which is well sized and not over sensitive to tap away at.
- The screen switches quickly from portrait to landscape.
- The slide-out handset delivers a QWERTY keypad with quick internet browsing.
- For the international traveller, the 7871 supports quad-band GSM which automatically detects band changes.
- In-built A-GPS works with Maps including features like 3D landmarks and terrain maps.
- The Viking also has an impressive music player.
- At 125g, this model is not exactly light but satisfyingly chunky in the palm.

Package Four

Network: Magenta

Contract: 24 months @ £5.25 (£15 before cash back) *This deal comes with cashback*

Free minutes: 100

Free texts: 3000

Handset cost: free

Handset description: Crystal Pink LN900

- The LN900 in bright pink has just about every feature under the sun with a touch sensitive 3-inch screen.
- A finger sweep moves you smoothly through an array of home screens and between application shortcuts, multimedia and contacts.
- There is also a 'floating image gallery' where photo thumbnails sit in a carousel that you can flick through.
- The Crystal pink is small, thin and lightweight.

Package Five

Network: Touchfone

Contract: 1 month Sim only @ £10 per month

Free minutes: 100

Free texts: 500

Handset: n/a

This deal comes with cashback equivalent to £10 p/m line rental



GCSE Home Economics Exercise, Wiser Buyer.
Justify choices and decisions to develop skills as informed, discerning consumers

Answer Sheets

Match the person to the mobile phone package (1, 2, 3, 4, 5).

Ricky	→	Package:
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Explain why:

Fiona	→	Package:
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Explain why:

Helen	→	Package:
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Explain why:

Malachy	→	Package:
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Explain why: