Things to research  
1) Popular smart phone/tablet PC **design** features – size, weight, screen type (touch screen, etc), look and feel, plugs and outlets (USB, etc), and any other aspects related to what the product looks like

2) **Cost** – what are people willing to pay, what is ‘good value’, etc.

3) **Software and function** – what sort of things do people expect from a good smart phone/tablet PC? Do they want a specific type of software? Do they want it to be able to take pictures and video, have a web browser, create documents, surf the web, play music and movies?

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