

EVOLVE LEVEL 6, MID-TERM TEST 7-12 TEST B

LISTENING 2

- Eric** Welcome to Daily Design. Today, regular guests Jennifer Scott and José Madrigal are answering your questions. First question from Paul. What product has been reinvented most successfully? José?
- José** I'd say the phone. Today's smartphones are improved versions of the traditional phone, but they're also a reinvention of a TV, a map, a newspaper, a calendar, and a media player. It's no wonder people say they can't live without them.
- Jennifer** I don't agree that a cell phone is a more successful reinvention of the television. However, having Google Maps and news in the palm of my hand is an improvement on what we had before. If I had to choose one, I'd say the cordless vacuum cleaner. Like the cell phone, it gives us freedom and is simple to use. Trying to vacuum with a cord attached to the machine can get very complicated and it's easy to get frustrated.
- Eric** OK. Our next question is from Melanie. Which product do you think should be reinvented? Jennifer.
- Jennifer** One product that needs a radical change is the umbrella. If the wind is a bit too strong, my umbrella turns inside out, and within a few minutes it's broken. You can buy industrial strength golf umbrellas, but the problem with those is they're so large that you're always bumping into people. On occasion, they can even be dangerous. I'm amazed the design of the umbrella hasn't changed yet.
- José** I'm on your side here. Designers out there – we need a better umbrella! Also, one range of products that needs a drastic change are shampoos and shower gels. It's not the products themselves I object to, but what needs reinventing is the packaging. Plastic is not good for the environment and I think the public would embrace a greener alternative.
- Eric** I agree.