

Product critique lab

Psychology



Coca-Cola-a product critique Coca cola Coca-Cola is a carbonated soft beverage sold in restaurants, stores, and vending machines in America and throughout the world. The product is manufactured by The Coca-Cola Company in Georgia. The beverage is commonly referred to as Coke. The primary function of the beverage is to quench thirst, especially after working for long hour in the scorching sun. in addition, the product is commonly store in houses to be served as quick drinks especially to visitors. The product target cuts across all gender and ages. As such, every person find him or herself using the product at a point. As stated above, the soft drink is normally used for rehydration and quenching the thirst after a long period of wok.

To use the product, all what is required is to buy the product and remove the bottle top. Then, give it a moment for the foam to settle and which the user drinks it.

Though the product is liked by many people, there are a few challenges that users experience when using the product. They include a lot of carbon dioxide gas that fills the stomach causing discomfort, a lot of fizzling that sometimes end up wasting half of the beverage and caffeine content that may cause addiction, Georgia (2009).

The product is very effective in its purpose, and that is the reason why it sells a lot. However, a few gaps require to be filled to make coca cola a drink of choice to everyone. Imperatively, the aforementioned carbon dioxide content and too much fizzling are the main gaps in this product. Additionally, the quantities sold are too little for a person to get satisfied.

An improved product that quenches the thirst without many gaps requires to have the following features:

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Less caffeine content

Should use preservatives with less adverse effects

Served in relatively bigger quantities for maximum satisfaction

Less fizzling

Reference

Bryant, T. (2009). Coca cola: not satisfying at all! : NY Scholars Press.

Georgia, D. (2009). Effects of caffeinated drinks and beverages . : Boston.

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