

## Product Review: The Turbo 3000 Broomstick

The Turbo 3000 Broomstick went on sale three weeks ago after twelve years of thorough research and product development. It was priced at £49.99, approximately ten pounds cheaper than other broomsticks on sale and was advertised by the company as being 'The Ferrari of Broomsticks'. I was asked by the company to run some tests on this product to test these claims. Along with thirty other testers, we were testing for three things: speed, steering and comfort. The product was certainly much faster than conventional models, but there were some drawbacks to this invention.

In order to test the speed of this model, I tested the product's claim to be 'The Ferrari of Broomsticks'; we raced the broomstick alongside an actual Ferrari. During the 5km race along a straight track, the Ferrari reached speeds of 120mph-the Turbo 3000 lagging slightly behind at a top speed of 96 mph. However, compared with conventional models of the broomstick, this was still very fast-an extra 20mph on The Turbo 3000's competitor, the SlickSweeper. At these speeds, however, the Turbo 3000 did start to develop a slight imbalance on the right-hand side, which made steering in a straight line difficult. Furthermore, the broomstick did start to encounter bristle loss at these speeds and after the test, the broomstick had lost almost half its bristles, making the stick less buoyant.

The second test was steering. To test this, the other experts and myself steered the broomstick through a maze. Whilst the broomstick managed sharp corners at low speeds of under 10mph, at higher speeds, the broomstick tipped to the side, which was dangerous to the passenger. This should be addressed immediately before a customer is seriously injured.

Finally, we tested for comfort, flying the broomstick from Landsend (in Cornwall) to John O'Groats (in Scotland). Although this test could not be completed in one 'sitting', it did involve the participant sitting on the broomstick for periods of up to four hours at a time for four days. Our testers remarked on the comfort of the state-of-the-art gel moulded seats, but complained of splinters on their hands after gripping the stick for long periods. It will put potential buyers off if they know it is not suitable for long distances. This is clearly an area for future product development. The testers also suggested that foot rests would make the product more comfortable for long distance flying.

In conclusion, the Turbo 3000 is certainly a competitive model that is reasonably priced and good value for money. For concerns of safety, the product's steering mechanism at higher speeds does need to be addressed, along with the problem of hand splinters and bristle loss. As a result, the research and development team must investigate and resolve these issues, which would allow the company to push up the price of the model.