**Transcript One**

**Key**

Vertical Line = interruption

(.) pause

Arrow = =volume

(PM) What I want to do is organise you all and get everyone gelled together( **.**) you know

**The Apprentice**

(1) Sure

(PM) We’re gonna win this thing (2) We’ve got to pull together and if there are any disagreements you know I’m just not going to put up with that

(1) Yep

(2) Applying suncream (.) I have so much trouble trying to put it onto my back (.) can you imagine some long hand or something (.) I mean put some suncream on that

(PM) OK (.) does anyone else have any other ideas (2)

(1)Whenever I go to the beach my biggest bug bear is you get a nice bottle of water and its warm within seconds (.) and what I always do is I get my bottle of water and I use it as a pillow

(PM) Mmm

(2) how about

(PM) So what’s the point here are we talking about a product that keeps a drink cool

(2) What you could do

(1) That could double up as a pillow

(2) What you could do is something like have a towel with something like a compartment built in

(1) It could keep your liquids cool. You roll it up (.) roll it into the bag (.)its got a waterproof zip (.) off you go swimming

(PM) Right has anyone got any objections to this idea because I’m not hearing anything else.

(3) I would actually personally I would buy (X’s) towel.

(PM) I’m happy with the decision we’ve made lets just move on.

**Transcript Two**

(PM) Yeah I mean my background isn’t in this industry but I have done product design before ( ) I need to know everyone thinks I am the best person with my skills set

(1)100%

(2) totally totally

(3) I’ll back you

(4) I like the idea of when you’re on holiday on the beach

(PM) OK right (.) I’m just going to start on how I would do this (.) you never go in straight designing a product

(2) product design in…..

(PM) I know everyone’s got loads of ideas and we can hear them in a second

(3) What about a bumbag that’s water tight

(2) I think something to keep your valuables in aswell

(5) It’s almost like microfiber I don’t know the actual name of it

(4) I really feel (.) I really feel (.) I think (.) can I speak

(2) shh (.) we’re all shouting

(4) can we quiet down

(1) I think we’re going more towards a really relaxing seat that’s chap to build(.) that look cool

(4) (X) I’m just going to speak over you I’m sorry to be rude(.) I’ve got an idea (.) I really think reading books (.) I don’t know about you

(PM) well we’ve had (.) we’ve had (.)

(4) You’re not letting me finish(.) when I’m reading a book I’d love to have something that probably holds it or (PM walks away from table to flip chart) something that makes it more easier so I can have my hands free

(PM) OK (.) the book idea isn’t hooking me (.) everyone’s going to have their favourites at the moment and we can all reconvene afterwards then we can probably narrow down onto one of these product ideas.