

Section 1:

#1 (From Rick's Perspective)

Strengths: Your opening effectively establishes Rick's character and situation. The juxtaposition between his excitement and bewilderment creates immediate engagement.

Weaknesses: Lack of sensory detail → Your description of Rick's emotional state could benefit from more vivid sensory elements that help readers visualise his experience. The phrases "no clue how to operate" and "baffled by a wide variety" tell rather than show his confusion.

Exemplar: *As Rick clutched the sleek smartphone in his weathered hands, his heart raced with excitement even as his brow furrowed in confusion at the glossy screen that refused to yield its secrets.*

#2 (From Lab Inspector's Perspective)

Strengths: The shift in perspective offers a fresh viewpoint and efficiently introduces a solution to Rick's problem.

Weaknesses: Underdeveloped character motivation → The interaction between Sam and Rick feels rushed and mechanical. The dialogue "How am I supposed to operate this phone that does not have any buttons?" lacks emotional depth and doesn't fully convey Rick's frustration or vulnerability.

Exemplar: *Sam noticed Rick's hunched shoulders and hesitant steps immediately—another older visitor adrift in the sea of technology. "This gadget," Rick said, holding out the phone with trembling fingers, "it's all screen and no buttons. I can't even make a simple call."*

#3 (Conclusion)

Strengths: Your conclusion effectively captures Rick's newfound optimism and the transformative power of technology.

Weaknesses: Limited reflection → The conclusion summarises rather than explores Rick's emotional journey. Phrases like "improve my life" and "help make their lives easier" are general statements that don't fully capture the specific ways technology might transform his daily experience.

Exemplar: *As Rick stepped out of the Samsung lab, the smartphone no longer felt like an alien object in his palm but rather an extension of himself—a bridge to his grandchildren's laughter,*

a window to streets he could no longer visit, and perhaps most importantly, a reminder that even at eighty, new beginnings awaited.

■ Your feature article shows promise with its clear narrative structure and multiple perspectives, but could benefit from greater depth in character development. The protagonist, Rick, needs more distinctive personality traits and background details to help readers connect with his journey. Also, consider expanding the dialogue exchanges to reveal more about the characters' emotions and motivations. The technological elements could be more specifically detailed to create a stronger contrast between Rick's unfamiliarity and the modern world. Additionally, your conclusion would be more impactful if you included specific examples of how Rick plans to use his new knowledge. Try adding a scene where Rick makes his first video call to a family member, capturing both his triumph and any remaining hesitations.

Overall Score: 39/50

Section 2:

From Rick's Perspective Rick, an elderly gentleman, receives the latest Samsung smartphone for his 80th birthday. He lives alone, he is excited but has no clue how to operate the phone let alone make the best use of the phone to make his life easier. He decides to visit the Samsung lab with the hope that someone will teach him how to use the phone. #1 As he enters the lab he is baffled by a wide variety of strange looking gadgets everywhere. There is music playing in the background and saucer like devices are roaming freely on the floor whilst skilfully avoiding hitting ~~he~~ [the] walls and peoples' feet. There are many stalls attended by young Samsung personnel who are occupied in demonstrating the strange features to other young people. Rick feels out of place and ~~comfort~~ [discomfort] and stands in ~~middle of~~ [the middle of the] lab hoping someone will notice him.

From Lab Inspector's Perspective #2 The lab inspector Sam who manages the lab notices Rick and judging by his age and body language -realises]= he needs priority assistance. Rick shows his phone and asks Sam, "How am I supposed to operate this phone that does not have any buttons?". "Sir, you have come to the right place and Jim, our technician will help you", says Sam.

From Technician's Perspective Jim understands Rick's predicament. He says to Rick, "Today I am going to change your life forever". He switches on the phone and demonstrates the digital buttons and apps on the phone. He teaches Rick how he can control the phone with just his voice prompts and also demonstrates video calling. "So now you know how to use this phone to talk to your girlfriend!", says Jim with a cheeky smile.

Conclusion #3 Rick is glad he made this trip to the Samsung lab. "Today is a day that I have learned something that will improve my life", he thinks to himself. "The whole world is now at my fingertips and I can stay connected with my family more easily. I can also teach my friends how to use ~~smartphone~~ [smartphones] to help make their lives easier", Rick realises.