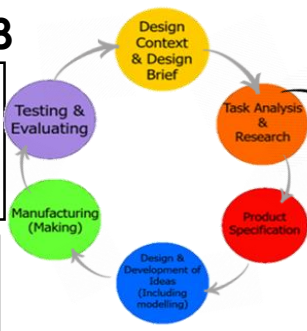


D&T Year 8

Scan the QR code to learn about how to create Mind Maps



Scan the QR code to learn how to carry out a Task Analysis using ACCESSFM



Research

How to plan what Research you should collect....

Research helps the designer to design a product that will function well, appeal to the target market/audience and satisfy their needs and wants. Designers use the **Task Analysis** and **ACCESS FM** as a tool to help think about the sort of Research that needs to be collected.

The example below is focusing on the **S** for **Size** from **ACCESS FM**.

ACCESS FM	Research Required	Primary Research	Secondary Research	How it will help me with the design and manufacture of the outcome
S ize	Size of the Circuit Board, the speaker, the switch and the battery	I could measure all of the components with a ruler and record my findings	I could ask another student in the class if they have measured the components and use their data. I could look online for the company who makes them, to see if they publish the sizes before people buy them.	I need to know these measurements to ensure that I make the case large enough to hold all of the components. I need to know the size of the hole to drill for the switch. I need to know the size of the hole to drill for the speaker.

Scan the QR code to learn about why research and knowing your target market/audience is so important



Target Market/Audience Mood Board.....



How to carry out a Task Analysis..

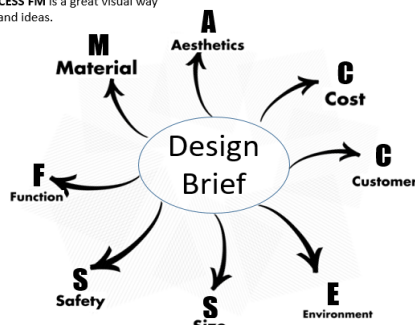
We use **ACCESS FM** to help us complete a **Task Analysis**. We also use **ACCESS FM** to write a **Product Specification**. Using a **Mind Map** with **ACCESS FM** is a great visual way to see all of your thoughts and ideas.

ACCESSFM helps us to remember all aspects of the design of a product.

The idea of a **Task Analysis**, is that you consider **ALL** options that are available to you.

A **Task Analysis** then leads you on to carrying out **Research** to help you come up with a solution to the **Design Brief** (Problem).

The **Research** will help you to make design choices and then finally write what's called a **Product Specification**.



ACCESSFM

A is for **Aesthetics**

Aesthetics means what does the product look like? What is the Colour? Shape? Texture? Appearance? Feel? Weight? Style?

C is for **Cost**

Cost means how much does the product cost to buy? How much does it Cost to buy? Cost to make? How much do the different materials cost? Is it good value?

C is for **Customer**

Customer means who will buy or use your product? Who will buy your product? Who will use your product? What is their Age? Gender? What are their Likes? Dislikes? Needs? Preferences?

E is for **Environment**

Environment means will the product affect the environment? Is the product Recyclable? Reusable? Repairable? Sustainable? Environmentally friendly? Safe for the environment? **AK's of Design:** Recycle / Reuse / Repair / Rethink / Reduce / Refuse

S is for **Size**

Size means how big or small is the product? What is the size of the product in millimeters (mm)? Is this the same size as similar products? Is it comfortable to use? Does it fit? Would it be improved if it was bigger or smaller?

S is for **Safety**

Safety means how safe is the product when it is used? Will it be safe for the customer to use? Could they hurt themselves? What is the correct and safest way to use the product? What are the risks?

F is for **Function**

Function means how does the product work? What is the products job and what is it needed for? How well does it work? How could it be improved? Why is it used this way?

M is for **Material**

Material means what is the product made out of? What materials is the product made from? Why were these materials used? Would a different material be better? How was the product made? What manufacturing techniques were used?

UNDERSTANDING Your Target Audience



BRANDS OFTEN EMPLOY MARKET RESEARCHERS TO HELP THEM IDENTIFY AND UNDERSTAND CONSUMER HABITS. THE RESEARCHER WILL ESTABLISH WHO THEIR LIKES AND DISLIKES ARE OF THEIR TARGET AUDIENCE. THIS WILL HELP THE BRAND TAILOR THEIR PRODUCTS AND MARKETING TO THEIR CUSTOMERS' NEEDS, CAUSING THE GREATEST IMPACT.

Carry out your own research!

Income
Think about the income of your audience. Do they worry about money or can they afford to buy products impulsively. Are they looking for a luxury or a staple product.

Profile
Identify the age range of your audience. Are you targeting a specific gender?

Routine
What does your target audience do day to day? Do they commute or stay at home. When will they have time to interact with your idea?

Lifestyle
Does your audience live a healthy lifestyle? What are their priorities? Career, education, family or social lives? What do they do with their spare time? Do they have any hobbies? Do they worry about the environment?

Life Stage
Does your audience own their own property or still live at home? Are they parents or do they rely on their parents?



How to make a profile for a Target Market/Audience....

It is imperative that as a Designer, we know who it that we are designing for.

It is important that you know who your target market/audience is so that you can use their **likes** and **needs** to help to develop your product.

A target audience can be formed of people of a certain **age group, gender, marital status**, etc., e.g. teenagers, females, single people, etc.

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To create a market/audience profile, a combination of factors is used. E.g. Men aged 20-30 who are single and living in an apartment in a city.

Discovering the appropriate target market/audience and determining the target market/audience is one of the most important activities in marketing management.

The biggest mistake is trying to target everybody and ending up appealing to no-one.

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