

Answers and marking guidance

Award one mark per correct, developed point unless stated. Other valid answers should be credited.

2 Name an alternative research technique to a questionnaire.

- User trip
- User trial
- Product comparison
- Product reviews
- Desk research

No marks for: "Survey" (too similar); "Use the internet"; "Market research"

3 Quick check

- a) A member of the design team
- b) Identify what information is required
- c) The client has less control over the final outcome
- d) Test rig

4 Key terms

- 1 – E
- 2 – B
- 3 – D
- 4 – A
- 5 – F
- 6 – C

5 Describe how a specification is used by a designer during the design process.

- It sets out exactly what the product must do, so ideas are focused
- It is used to check ideas and the final proposal against the requirements (ongoing evaluation)
- It helps the designer explore and refine ideas without forgetting important features

No marks for: A definition of a specification; "A starting point"

6 Describe one advantage and one disadvantage to the client of setting an open brief.

- Advantage: designer has freedom, producing more creative or innovative ideas
- Disadvantage: designs may not match what the client wanted / the designer has too little information

7 Describe the key stages of two research techniques the designer could use.

- User trial: identify the target market; invite real parents; observe them folding/pushing; record and analyse
- User trip: designer uses existing pushchairs in real settings (buses, kerbs); records strengths and weaknesses
- Survey/questionnaire: decide questions; choose sample; distribute; analyse
- Max 3 marks for one technique

No marks for: Naming a technique scores 0