

Name \_\_\_\_\_

Class \_\_\_\_\_

Date \_\_\_\_\_

## By the end of this worksheet I can...

- ☐ explain why research is carried out during the design process
- ☐ describe the key stages of a questionnaire
- ☐ describe the key stages of a user trip
- ☐ name the methods used to evaluate products: comparisons, user trials, comparison against the specification, questionnaires
- ☐ explain the purpose of the design brief and compare open and closed briefs
- ☐ explain the difference between primary and secondary research, with examples
- ☐ describe the key stages of surveys, comparisons, tests and test rigs, and user trials
- ☐ explain why existing products are evaluated

## I DO

### Worked example Read how a full-mark answer is built

*A designer is researching garden furniture.*

#### 1 Describe three key stages of carrying out a questionnaire. (3 marks)

##### Full-mark answer each ✓ is one mark

Decide what information is needed and write a short set of clear questions ✓. Choose the target audience, for example 20 gardeners aged 30–60, and how many to ask ✓. Give it out, collect the answers and analyse them, presenting the results as graphs ✓.

##### Why marks are not awarded

*"Write it, hand it out, get it back."*

1 mark: single words or very short stages barely describe anything.

## WE DO

### Guided practice Use the starters and word bank to help you

*The designer also wants to research existing products.*

#### 2 Name an alternative research technique to a questionnaire. (1 mark)

##### Sentence starters

1. ...

##### Word bank

user trial · research · user trip · reviews · comparison

Tip: 1 marks = 1 separate, developed points.

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## YOU DO

**On your own** No notes. Check your answers afterwards.

### 3 Quick check: tick one box for each.

- a) Who normally carries out a user trip?  
☐ A member of the target market ☐ A member of the design team ☐ A retailer ☐ A manufacturer
- b) What is the first key stage of a questionnaire?  
☐ Identify what information is required ☐ Trial the questionnaire with a small group ☐ Choose whether to use open or closed questions ☐ Decide how the results will be displayed
- c) What is a drawback of an open brief for the client?  
☐ The client has less control over the final outcome ☐ The designer has very little creative freedom ☐ It always takes longer to research and plan ☐ The product will cost more to manufacture
- d) A company wants to know if a hinge will survive 10 years of use. Which technique fits best?  
☐ Lifestyle board ☐ Product review ☐ Questionnaire ☐ Test rig

### 4 Key terms: write the letter of the matching description next to each term.

|                                  |       |                                                                                                                        |
|----------------------------------|-------|------------------------------------------------------------------------------------------------------------------------|
| 1. Primary research              | _____ | <b>A</b> Real users test the product in a controlled setting while the designer observes and records interactions.     |
| 2. Secondary research            | _____ | <b>B</b> Information gathered by someone else, e.g. books, journals, product reviews, websites.                        |
| 3. Key stages of a questionnaire | _____ | <b>C</b> Few constraints: gives the designer creative freedom.                                                         |
| 4. User trial                    | _____ | <b>D</b> Identify info needed → decide who/how many → choose question types → trial it → distribute, collect, analyse. |
| 5. Test rig                      | _____ | <b>E</b> Information you gather yourself, e.g. questionnaires, user trips, user trials, product comparisons.           |
| 6. Open brief                    | _____ | <b>F</b> A machine that repeats an action over and over to simulate extended use in a short time.                      |

### 5 Describe how a specification is used by a designer during the design process. (2 marks)

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*A client sets an open design brief for a new garden product.*

**6 Describe one advantage and one disadvantage to the client of setting an open brief.** (2 marks)

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*A designer is developing a pushchair.*

**7 Describe the key stages of two research techniques the designer could use.** (4 marks)

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## Check and reflect

Mark your answers with the answer sheet. Go back to the checklist on the site and re-rate each “I can” statement above. Which one still needs work?

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