

DESIGN SPECIFICATION

Introduction

Higher

Design and Manufacture

LESSON OBJECTIVES

Learning Intention

- ★ **Develop** our to interpret a brief and apply our skills in research to inform a design specification.

Success Criteria

- ✓ I can understand how to analyse a design brief.
- ✓ I can apply my research skills to create an informed decision.
- ✓ I can use my informed decisions to justify my design specification.

DESIGN BRIEF TASK

- Copy out the design brief below onto your A3 sheet.

A furniture company would like design proposals for a new chair. The choice of the environment the chair sits in is up to the designer. However, it is intended for use in the home and must have adjustable parts e.g. recline.

You should identify the environment/room in which the chair will be placed, and carry out research to complete a detailed specification.

NOTES

- Before you start the research you should have read the instructions and familiarised yourself with:
 - *The design brief*
 - *The skills which you have to demonstrate*
 - *The type of evidence you have to provide*
- You must:
 - *Identify the environment in which the chair will be used*
 - *Identify the adjustable parts the chair has*
 - *Identify additional issues required for the specification*
 - *Carry out research*
 - *Complete the specifications list*
 - *Carry out primary and secondary research*

RESEARCH

There are two different types of research

- Primary Research
 - *you have to do all the work yourself as the designer*
- Secondary Research
 - *this is the easier type of research as it requires you to use the results of others research*

PRIMARY RESEARCH

- Making direct contact with recognised experts and interviewing them
- Doing some form of field work
- Keeping in contact with the client
- Testing models and other similar commercially available products
- Visiting exhibitions, displays, and trade shows to collect information
- Producing questionnaires and carrying out surveys
- Modelling and conducting computer simulations and analysing the results

SECONDARY RESEARCH

- Reading articles from books, magazines and journals
- Accessing the internet
- Collecting product literature produced by the manufacturer/designer
- Reading handout sheets, data sheets, consumer reports

TYPES OF RESEARCH – FIELD RESEARCH

- Experiments
 - *such as demonstrating a new product in a store after its launch or conducting tests on product in class*
- Audits
 - *carrying out a check of product stocks in shops and stores*
- Observing
 - *such as noting how many people use a public telephone over a period*
- Recording
 - *counting how often consumers use a specific product over a set time*
- Surveys
 - *interaction with a specified market group through questionnaires, individual interviews and group interviews*

DESK RESEARCH

- External sources

- *reports, newspapers, journals, media reports, government audits*

- Internal sources

- *accounts, sales records*

- *But NOTE:*

- *Desk research may not always provide the most up-to-date information.*
 - *The fact that the source has already been published may mean that current trends or new competition to the product have not been taken into account.*
 - *However, it may well provide general information about consumers and competitors.*
 - *It is much cheaper and quicker to undertake than field research because the information has already been recorded.*
 - *For this reason it is normally undertaken first.*

ESTABLISHING A TARGET MARKET

- Before you begin field research you need to identify your target market
- How are the people in the survey to be chosen?
- Who is to be surveyed?
- How many people should be surveyed?

DESIGNING A SURVEY?

- Use different types of questions
- Make sure that you find out ages and sex of participant for your analysis
- Ensure that the survey is easy to read and quick to complete
- Have a wider cross section for your survey than the class – friends/family/other teachers/work colleagues/ etc
- Use paper or use survey monkey???

DIFFERENT TYPES OF QUESTIONS

- Closed questions
 - *these normally result in a yes/no answer. Although these are useful it does not allow you to gather much information*
- Open questions
 - *This type of question is designed to encourage people to give their opinion. This type of question can be difficult to answer and should be phrased carefully to avoid the risk of influencing answers*
- Ratings questions
 - *This type of question can help people express an opinion and is quicker and easier method. Normally give users a predetermined scale to select a score from*
- Structured questions
 - *These are used if more complex answers are required or if different answers then require different follow on questions.*

FOCUS GROUP

- As a designer you will be designing a product for your client. You need to carry out research on your target market to allow you to design for the right group(s) of people.
- Focus groups can be carried out to allow you to ask questions about your ideas and get accurate feedback.
- Focus groups could discuss an existing product to allow you, as a designer, to develop an existing product to make it more successful.

SPECIFICATION

- Commercial production
 - *E.g. it must cost £X*
 - *It must contain standard component X*
- Function
 - *E.g. It must be suitable for a living room.*
 - *It must fit into a space of approximately Xmm x Ymm*
 - *It must be easy to move around*
- Aesthetic
 - *E.g. it must appeal to my target audience*
 - *E.g. it must incorporate colour X, colour Y etc*
- Ergonomics
 - *E.g. it must be easy to use*
 - *E.g. it must be easy to clean*

SPECIFICATION

- How are you going to create a design specification for this chair design brief?
 - *Create a strategy of how you will conduct research*
 - *Will you consult anthropometric data?*
 - *Will you conduct a survey to see where most people want a chair for, the colours they prefer, their favourite material?*
 - *Will you create a focus group?*
 - *Once you have gathered evidence from your research, you can then display this and justify your choice.*
 - *These choices then become your specification.*
- Your Task:
 - *Use research methods and create a specification for the chair design brief.*

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RESEARCH

- Research is worth 5 marks:
 - *You must record your evidence for this skill on your research pro forma sheets.*
 - *You should research given issues and any others you identify as important for your task.*
 - *You must generate evidence using primary and secondary research methods.*
 - *Your research must be relevant to your chosen brief.*
 - *Your research must produce information that can be included in the specification.*
 - *Your research evidence may be in the form of sketches, notes, text, graphs or pictures.*

SPECIFICATION

- Research is worth 3 marks:
 - *You must add your specification points to the specification on the pro forma.*
 - *Your specification should cover a range of issues.*
 - *Your specification should include enough detail to help you develop a proposal.*