

LESSON OBJECTIVES

Learning Intention

- ★ **Analyse** a brief and **develop** a research plan, conduct the research to then inform and **develop** a product specification.

Success Criteria

- ✓ Conduct **relevant** research.
- ✓ Associate this research with **appropriate** design factors.
- ✓ Incorporate **valid findings** of your research into a detailed **specification**.

WHY DO WE DO RESEARCH?

- You require to know:
 - *The **target market/audience***
 - *What it is you are going to **design***
 - *What the client/consumers actually **want/need/require***
 - *What products already **exist** to inform your design choices*
 - *Specific details in order to produce a **specification***

WHAT IS RELEVANT RESEARCH?

- You require to be to able to conduct:
 - *Primary Research*
 - *Secondary Research*

PRIMARY RESEARCH

- Making **direct contact** with recognised experts and **interviewing** them
- Doing some form of **field work**
- **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**

WHAT IS RELEVANT RESEARCH?

- Examples of **relevant research** for your assignment include:
 - *Product comparisons*
 - *Questionnaires*
 - *Surveys*
 - *Tests and test rigs*
 - *User trial*

WHAT IS RELEVANT RESEARCH?

- Throughout your research:
 - *Ensure the **data is relevant***
 - *Make sure what you **DO** with the data is relevant*
 - ***Explore** and **refine** ideas throughout the entire design process by referring to the research*
 - *Use research to explore **materials/aesthetics** etc.*

SPECIFICATION

- Ensure your specification is:
 - **Detailed**
 - Broken down into different **design factors** e.g. function, performance, aesthetics, ergonomics etc.
 - Used to **evaluate** the initial ideas and final design
 - Used to show your final design has **met the specification** and is a result of your initial research

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.*

TODAY'S TASK

- Consult the **guidance notes** on different forms of research AND your jotter notes/online materials.
- Today we will:
 - *Continue to practice conducting research for the **chair brief***
 - *Gather your initial research and present it on A3*
 - *Develop your product specification*
 - *Consult your peers to assess each others' research and specification*
 - *Look at the assignment exemplars for additional guidance*

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NEXT LESSON

- Introduction to the **THREE different design briefs** for the Higher assessment.
- Each brief will require the use of a **STANDARD COMPONENT** in the final design.
- Make sure you are familiar with how to:
 - *Analyse the brief*
 - *Different research methods*
 - *How to conduct the research*
 - *Product specification*