





Percentage	I can ...	Prove it!
	<ul style="list-style-type: none"> • Discrimination shown when selecting and acquiring relevant research that will promote originality in designing • Excellent understanding and analysis of the design context • Detailed analysis of relevant existing products or systems undertaken related to design intentions • Comprehensive analysis of relevant and focused research undertaken • Clear and specific design criteria identified, reflecting the analysis undertaken • Target market identified and the intended consumer/user profiled 	<p>Select a range of appropriate research material to investigate the design context.</p> <p>Create specification points which are measurable and achievable for your product.</p> <p>Link your specification points to your research.</p>
	<ul style="list-style-type: none"> • Good understanding and analysis of the design context • Good analysis of relevant products or systems undertaken • Good analysis of relevant research and context • Design criteria which reflects the analysis undertaken • Target market for product has been identified 	<p>Research wildlife to explore how they can use a product.</p> <p>Research your client using the internet to find out what characteristics they are likely to want in your product.</p> <p>Summarise all your research and state what you have learnt from each section.</p> <p>Use your research to inspire your design suggestions.</p>
	<ul style="list-style-type: none"> • Basic understanding and analysis of the design context • Some analysis of related products or systems undertaken • Made a superficial analysis of most of the research material and the context • Design criteria reflects most of the analysis undertaken • Some consideration has been taken of the likely consumer/user 	<p>Use ACCESSFM to analyse existing products.</p> <p>Explain how existing products inspire your designs.</p> <p>Research your target market through interviews and questionnaires to conclude ideas for how to create a product that will suit them.</p>

Percentage	I can ...	Prove it!
	<ul style="list-style-type: none"> • Limited understanding or analysis of design context • Minimal analysis of other products or systems undertaken • Provided little evidence of research and analysis of context • Design criteria is very general and lacking in any detail • Limited understanding of the target market/user evident 	<p>Create a mind map to investigate what areas you want to explore.</p> <p>Explain your research strategy to explain what steps you will take in order to fully understand the design context.</p>

Key Words:

ACCESS FM

Target market

Client

Customer

Product analysis

Mind map

Research strategy

Specification