Task Sheet 4

Before attempting this task please make sure you have read over the design notes on **Research Techniques.**

There are four tasks in this section, in each task you are being asked to plan out an activity for the given product and research technique. An example will be given for each one to help support you.

Task 4: Questionnaire

You have been asked to design and make a new bike. Create a questionnaire for the target market to find out key information needed to start the design process.

Your questionnaire should have at least 8 questions

These should be multiple choice

Think of the information you might need to gather:

- What it should look like
- How much do people have to spend on this
- Who would be using it and what for?

Example Answer: Questionnaire

If I was designing a range of garden furniture I might ask:

Q1. What type of garden furniture would you be most interested in?

- ☐ Sunlounger
- ☐ Chair
- ☐ Table
- ☐ Hammock

Q2. How much would you be willing to spend on a single item of garden furniture

- ☐ £0-£25
- ☐ £25-£75
- ☐ £75 – 100
- ☐ £100+

Q3. How often would the furniture be outside

- ☐ Only on sunny days
- ☐ During Summer only
- ☐ All year round

Q4. Rate the following factors in order of importance to you. 1 Will be the most important 6 will be the least important

- ☐ Price
- ☐ Aesthetics
- ☐ Size
- ☐ Durability
- ☐ Comfort
- ☐ Ease of cleaning

Task 4: Product Comparison

Your company are designing a new mobile phone and you have been asked to evaluate the competition.

Identify 4 mobile phones currently on sale and compare at least 4 different factors to see which is the best value for money.

Your products must all be from different manufacturers

You are looking at the technical specifications of the product not things like contract types.

Identify the things you are going to compare them for and make a table to show your results

Example Answer: Product Comparison

If I was designing a new sports car I might carry out the following product comparison

Factor	Porche 911	Jaguar F Type	Lotus Evora	BMW i8
Top speed	182 mph	155 mph	186 mph	155.3 mph
Fuel type	Petrol	Petrol	Petrol	Electric Hybrid
Power (brake horsepower)	385	300	410	275
Fuel Efficiency	26.2 mpg	34 mpg	26.7 mpg	130 mpg
Cost	£82,796	£54, 060	£85, 900	£114, 200

From this I might say that in order to be successful any sportscar I design should:
Have a top speed no less than 155 mph
Be either petrol or an electric/petrol hybrid
Have no less than 300 bhp
Give at least 27 mpg and cost upwards of £80,000

Example Answer: Survey
If I was designing a new food processor I might create a survey like this:

Q1. What are you most likely to use a food processor for?

Q2. Do you have a food processor already and if so is there anything in particular you like or dislike about it?

Q3. If you were to buy an new food processor how much would you be looking to spend on it?

Q4. How long would you expect a product like this to last?

Task 4: User Trip/Trial

You have been asked to design and make a new Washing machine.
Plan out 4 tasks for a user trip or trial to evaluate your design.

Think of the things you would want to consumers to test and evaluate in your product.

These should be specific tasks.

Think of the information you might need to gather:

- How easy is it to use?
- What different features might you need to check?
- How well do people think it works?

What questions would you ask afterwards?

Task 4: Survey

You have been asked to design and make a new lawnmower.
Create a survey for the target market to find out key information needed to start the design process.

Your survey should have at least 5 questions

These should NOT be multiple choice

Think of the information you might need to gather:

- What should power it?
- How much do people have to spend on this?
- Who would be using it?
- What features are important?

Example Answer: User Trip/Trial
If I was designing and evaluating a design for a new laptop I might set the following tasks for consumers to complete in a user trial:

Task1: Unpack the laptop and set it up with your preferences/passwords etc

Task2: Install basic software such as Microsoft office

Task 3: Use the laptop for a day's work

Task 4: Carry the laptop to and from work on your commute

Follow up questions:
Task 1&2:
How well packaged did you think the product was?
Did you have any problem setting up the product or software?
Did all the instructions make sense?

Task 3&4:

Was the keyboard comfortable to use for a long period of time?
Did all the programs work?

Were there any times you thought the product was too slow?
Did the laptop hold it's charge okay throughout the day?
Was the laptop easy to bring on a commute? Did it fit your bag? Was it too heavy?