

FACTORS INFLUENCING DESIGN - INTERACTIVE KNOWLEDGE MAP

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

<https://www.facebook.com/groups/254963448192823/>

www.technologystudent.com © 2020 V.Ryan © 2020

Click on the cars for a link to helpful information. Where possible, use notes and labelled sketches in your answers.



1. DESCRIBE AN EXAMPLE OF PLANNED OBSOLESCENCE.

2. WHAT IS PERCEIVED OBSOLESCENCE?

13. WHAT IS A CUSTOMER PROFILE? Include a brief example.

3. EXPLAIN CROWD FUNDING, INCLUDE AN EXAMPLE.

4. DRAW THE FAIR TRADE SYMBOL AND EXPLAIN ITS MEANING.

5. WHAT ARE CO-OPERATIVES?

6. LIST FACTORS THAT INFLUENCE PRODUCT DEVELOPMENT. ANSWER IN THE FORM OF A DIAGRAM.

7. WHAT IS MEANT BY DESIGN 'INCLUSIVITY'? Paste an example of an inclusive product.

9. BRIEFLY, DESCRIBE FOUR TYPES OF ADVERTISING.

8. WHAT ARE THE ADVANTAGES OF DESIGNING A PRODUCT TO BE ADJUSTABLE? Sketch an example.



14. WHAT IS THE ROLE PLAYED BY A FOCUS GROUP?

12. WHAT IS BIOMIMETIC DESIGN? Describe two examples.

11. DESCRIBE A SUCCESSFUL ADVERTISING CAMPAIGN.

10. WHAT IS THE PURPOSE OF ADVERTISING?

16. EXPLAIN THE DIFFERENCE BETWEEN, 'TECHNOLOGY PUSH' and 'MARKET PULL'.

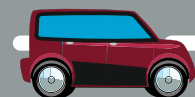
15. WHAT IS MARKET RESEARCH? Describe an example of poor / bad market research.

17. WHAT IS A BRAND IDENTITY? DESCRIBE A WELL-KNOWN EXAMPLE.

18. WHAT IS MEANT BY THE TERM 'TREND'? PASTE AN IMAGE OF A PRODUCT THAT BECAME A TREND.

19. EXPLAIN: COPYRIGHT, PATENT AND TRADE MARK.

FINISH



FINISH