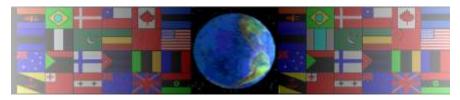
EXAMINATION PREPARATION

V.Ryan © 2000 - 2009

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet.

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FROM DESIGN IDEA TO DESIGN CONCEPT (INCLUDING MARKET RESEARCH)

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What is the difference between a design idea and design concept?
A designer has the idea of a new product called the wrist watch computer, a very small computer that project an image rather than uses a VDU / monitor. The idea is then past on to the design team so that a desig concept can be developed. Write a possible design concept for this product.
Do you think that it is important to have a design team develop a design concept? Explain your answer.
Market research is to be used to test the design concept you wrote above. Why is market research essentia at this stage of the design process?
What type of market research would you carry out on the wrist watch computer?
Describe the way you have carried out market research on a project/product you designed?
Describe the way your market research on the project/product changed the final design?