

# EXAMINATION PREPARATION

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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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?

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A designer has the idea of a new product called the wrist watch computer, a very small computer that projects an image rather than uses a VDU / monitor. The idea is then past on to the design team so that a design concept can be developed. Write a possible design concept for this product.

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Do you think that it is important to have a design team develop a design concept? Explain your answer.

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Market research is to be used to test the design concept you wrote above. Why is market research essential at this stage of the design process?

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What type of market research would you carry out on the wrist watch computer?

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Describe the way you have carried out market research on a project/product you designed?

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Describe the way your market research on the project/product changed the final design?

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