Brief explanation of what you intend to do and why

'I am going to look at products x,y,z on the market because I think it will help me to...'

What are you first initial impressions of the product?

TOOLKIT

- ✓ Explain why you have chosen these particular products to analyse-is it relevant to the context?
- ✓ Must be a comprehensive investigation with justified points
- ✓ Summarise how it could inform your design ideas

Photographs
You need to include images of the existing product you are analysing to show the product of in detail.

Remember to only include products that are relevant to the context and use both primary and secondary sources to get products to analyse.
Primary Source– Product is in front of you.
Secondary Source– Images and information taken from online or another source but the product is not in front of you.

Good/Likes

Bad/Dislikes

Cost/Economics

- How much did the product cost to produce? What is the retail value?
- Is this good value for money?
- Will it give the company a good profit?
- Is it branded? Does this increase the cost?
- Is it affordable?
- Does it look expensive/cheap and why?

Client/ Intended Market

- Who is the product intended for? Target market?
- Why are they *using* the product?
- What age? What interests do they have?
- What will attract customers to it?
- What does the consumer need/want from the product

Size and Weight

- What size is the product? What will it's depth, width and height be? (Hint Use *dimensions – mm*)
- What does the product weigh?
- Does it have to be lightweight for a reason? If yes, why is this?
- Is it a suitable size and weight? Why?
- If you increased or decreased the products scale would it work better?

Aesthetics

- What *colour* is the product? Why has this colour been chosen?
- What *shape* is the product? Why is it this shape?
- What *surface finish* is the product? Smooth or rough, why?
- Does the product look *attractive*? If so, why is this? What style. Do you like it? Why?
- Does it have a good quality *finish*? How has this been achieved?
- What has been the inspiration behind the piece?
- Does it look like anything?
- style, form, texture, pattern

Materials

- What are the main materials the product has been made from? What are the main components used?
- Why do you think they have used these materials?
- What properties do these materials have that make them suitable?
- Would using a different material work better and why?

Physical properties
Absorbency
Density
Fusibility
Electrical conductivity
Thermal conductivity

Working properties
Strength
Hardness.
Toughness:
Malleability
Ductility
Elasticity

Manufacturing methods

- Is at a one off, batch or mass produced?
- Can you identify any industrial processes that have been used?
- How is the product *joined* together?
- Are these methods sufficient or would you recommend others?

Maintenance

- How is the product to be maintained? eg repaired, cleaned, the upkeep over time.
- What parts need to be *maintained*? Why? How?
- Could parts be replaced? How? (Hint: Screws, nuts/bolts, use of *standard* components)
- What *finish* does the product have? How will this be maintained?
- What parts may be built to fail-planned obsolescence-is this a good/bad thing?
- Is it meant of one off use or multiple usage?

Sustainability

- What *recycled* materials have been used in the product? *why* do you think they have been used and *how* has the designer used them?
- What manufacturing processes have been used and are these environmentally friendly?
- What energy sources have been used and why?
- Does it use any harmful chemicals?
- Does it use energy-what type?
- What pollution was made during extraction/processing/transportation?

Moral and Social Issues

- How does this product help the user improve their quality of their working life?
- How will this help their health in the long run?

Health and Safety

- How is the product *safe to handle*?
- *Is the product CE marked anywhere and if so where is the mark?*
- *Are there any age restrictions using this product-why do you think this is?*
- *Are there any sharp edges/corners/loose parts?*
- *Is there anything that could harm a child?*
- *Is there something you could change to make it safer?*

Function/ Reliability

- What is the product *used* for?
- What does it do?
- Is it easy to use?
- How could the product be *tested*?
- How do you know the product will be reliable? Is it well made?
- What forces/stresses are placed on the object-tension, compression, torsion, shear. Is the product adequate for this?

Environment

- In what environment(s) is the product to be used?
- Can it be used in more than one type of environment?

Tools and Equipment

- What tools and equipment have been used to design and build this product?
- What tools are needed to take the product apart?
- Are there any specialist tools or equipment that have been used?

Electronics

- Are there any electronics on the product?
- What electronics does the product use? (12 / 24 / 240 volts)

Components and assembly

- What joining methods have been used?
- What fixings/components have been used?
- Are these standard components?

Ergonomics

- Is the product comfortable to use?
- Is the product freestanding or not?(Does it need to be or would it be better if it was?)
- If the product has adjustable parts, are they easy to use?
- Does the product have movable parts?

Quality Control

- Is this product high, medium or low quality?
- Has the price of the product influenced your decision?
- Have any production aids been used-Jigs/formers/moulds/templates/stencils

Key findings/summary

What have been your key findings from doing this?

What features will you like to consider taking forward when you are designing your product and why?

I' have analysed the chosen products in detail and looked at some potential features I could take forward when designing my own product.'

Explain what you liked and did not like and why you have found this research useful.

AO1A Identify, investigate and outline design possibilities

Product analysis

Use these prompts to help you analyse your context. The prompts are here to help trigger thoughts you can write down, not just words. You can write your ideas as bullet points and questions.

TOOLKIT

- ✓ Presentation is important but don't waste time
- ✓ Use relevant ideas you have come up with before
- ✓ Think about problems and not products
- ✓ Write down all thoughts even wacky/crazy ones

Careers
Science
Politics/law
Archeology
Architecture
Beauty
History
Geography
Food/diet/catering
Manufacture
Space
Technology
Fashion
Inventions
Construction
Engineers
Economy
Retail
Agriculture
Athletes
Business
Army
Healthcare
Veterinarian
Builders

Interactions
Smell
Carry
Hold
Wear
Sit on
Sleep on
Stand on
Shelter
House
Display
Look at
Listen to
Touch

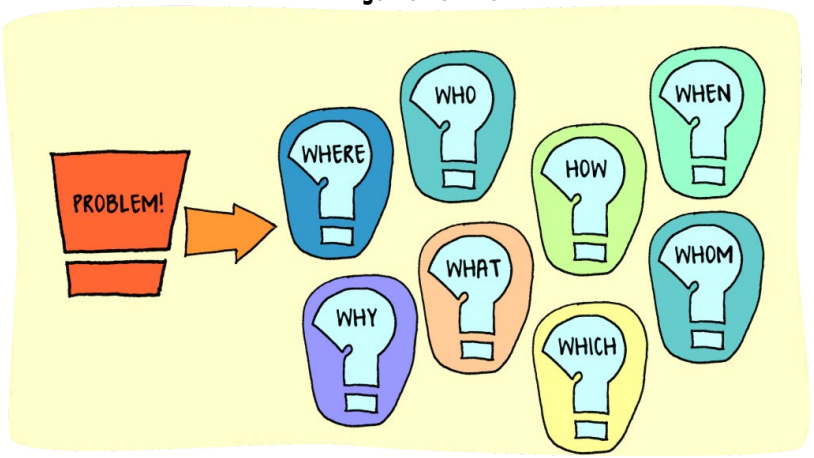
Hobby/lifestyle
Sport
Dance
Art
Craft
Gaming
Animals
DIY
Music
Theatre
Cinema
Health
Walking
Museums
Galleries
Socialising
Diet
Collecting

Locations
Bedroom
Kitchen
Bathroom
Living room
Garden
Study/office
Playroom
Conservatory
Home cinema
Conservatory
Garage
Driveway
Street
Neighborhood
Parks
School
Library
Hospital
Town
Landmark
Country

Being
Flat pack
Single use
Simplified
Multipurpose
Recycled
Repurposed
Foldable
Recyclable
Collapsible
Biodegradable

Protecting
Environment
Vulnerable
Children
Injuries
From pain
From weather
From disease
From natural disasters
Relationships
Traditions
Against crime

Increasing
Convenience
Security
Ease of living
Medicine
Profitability
Happiness
Relaxation
Safety
Advertising



Helping
Disability
Minority
Poverty
Wildlife
Nature
Environment
Cultures
Climate change
Children
Mothers
Human rights
Mental health
Immigration
Self identity
Families
Parenting

Improving
Safety
Comfort
Promotion
Entertainment
Fun
Aesthetics
Education
Relaxation
Community
Protection
Quality of life
Memory
Fitness
Knowledge
Education

Events
Festivals
Celebration
Sporting events
Gifts
Birth
Death
Religious

Analysis
Aesthetics
Cost
Economics
Ergonomics
Maintenance
Tools
Equipment
Quality control
Materials
Function
Reliability
Proportion
Size and weight
Health and safety
Electronics
Requirements

Using
New technologies
Smart materials
Modern materials
Waste materials

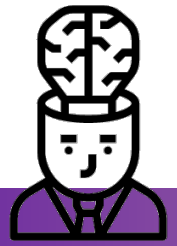
Manufacturing
3d printing
Laser cutting
Living hinge
Laminating
Die cutting
Injection moulding
Vacuum forming
Blow moulding
Casting
Addition/wastage
One off
Batch
Mass/continuous/flow

Target market
Babies
Toddlers
Teens
University
Newly weds
Mothers
Retired
Elderly
Genders
Young/old
Middle age
Religion

Saving
Space
Transport emissions
Resources
Energy
Water
Lives
Time
Nature
Money
Materials

Actions
Communicate
Live
Dress
Entertain
Work
Relax
Sleep/wake
Travel
Play
Eat/drink
Educate
Clean

Travel
Hotel
Swimming pool
Airplane
Ferry
Bicycle
Motorbike
Car
Boat



AO1A Identify, investigate and outline design possibilities

Context analysis