

A2 LEVEL Section C

FACT FILES

Technology & Design

For first teaching from September 2011

For first award in Summer 2013

The Market and
Products Part 3



tech
nology
and
design

3.14 The Market and Products Part 3



Learning Outcomes

Students should be able to:

- demonstrate knowledge and understanding of techniques employed to develop detailed product design specifications based on the outcome of market research activities.



Course Content

Product Design Specifications

After the market research is carried out and analysed a product design specification is produced. A product design specification is a document that sets out the design constraints for a proposed product.

Firstly a **brief** is put together compiling the details and results from the market research this brief acts as a guide for the specification as it places all of the relevant information in one place. The designer works closely with the marketer and client to ensure a product is designed which will succeed within its target market.



Product design specifications should include information on the following factors:

- Safety
- Aesthetics
- Ergonomics



- Anthropometrics
- Weight and size
- Manufacture
- Materials



- Life span
- Environment
- Function
- Features
- Quality
- Testing
- Maintenance

- Packaging



- Shipping
- Market Constraints
- Reliability

The product design specifications purpose is to provide detailed and precise data, to the designers and manufacturers. This document forms the basis of a products design.



Revision questions

1. A company are developing a new product and have carried out the required market research. What is the next stage?
2. Why is this stage required in the design process?
3. Name **three** important factors which need to be included in this stage.
4. Discuss why they are important.