

# Primary Research

## Product Analysis

### **Suggestions:**

Find an example of a real product which is similar to yours.

Take photos from different angles.

Sketch out details not obvious from the photographs.

In your annotation, comment on:

- Function – How well does it work?
- Form – It's appearance, colour, style, shape?
- Cost – How much? Is this expensive or value for money?
- Materials – What materials are used? Why?
- Construction methods
  - What manufacturing processes used?
  - Is it supplied assembled or flat Pack?
- Market - How large is the market for this product?
  - Where is it retailed?
- Volume of manufacture? Bespoke, Batch, Mass?
- Sustainability – Impact on the environment
- Life cycle costs of the product
- Recycle, Reuse, Reduce, Repair, Renewable
- Maintenance / service
- Quality Is it durable or deliberately disposable ?
- Anthropometrics – Is it dimensionally correct for the user / purpose?
- Ergonomics. Is it comfortable to use?
- Who would use it?

Photos of the similar product.

Photos of the similar product.

Photos of the similar product.

**Conclude by stating 6 things about the product that will influence your design about each product pictured.**

Conclude by stating important information you have found out which will influence your design.

Name:

Candidate Number:

Centre Number: 50709

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