

# Task Analysis & Research Plan

## Introduction

On this page I am going to introduce myself and start exploring and brainstorming different ideas from the task I have chosen to create a design brief of my own. This will help me to explore all possible ideas to create a new and original product meeting all the requirements of the task.

## Key Decisions

What will be my unique and innovative feature? Modular, Space Saving, Flat Pack, Multifunctional, Hands Free, Adjustable.  
What will I base my lighting product on? Design Movement, Natural Influence, Cultural Influence, Fashion Era.

## WHO?

- Who will be my intended target market?
- Who can I ask for help if needed throughout the designing and manufacturing process?
- Who will influence my design and the manufacturing process of the product?
- Who can I ask to suggest any improvements that could be made to my product?

## WHY?

- Why is the product I am designing and making needed?
- Why is it important to carry out research?
- Why is it important to test and use suitable materials?

## WHAT?

- What is the product I am going to design and manufacture?
- What will influence my design?
- What research will I need to carry out?
- What skills and techniques will be needed during the designing and manufacturing process?

## WHERE?

- Where am I going to find my information from?
- Where would my product be manufactured if it was to be mass produced?
- Where would I promote my product?

## WHEN?

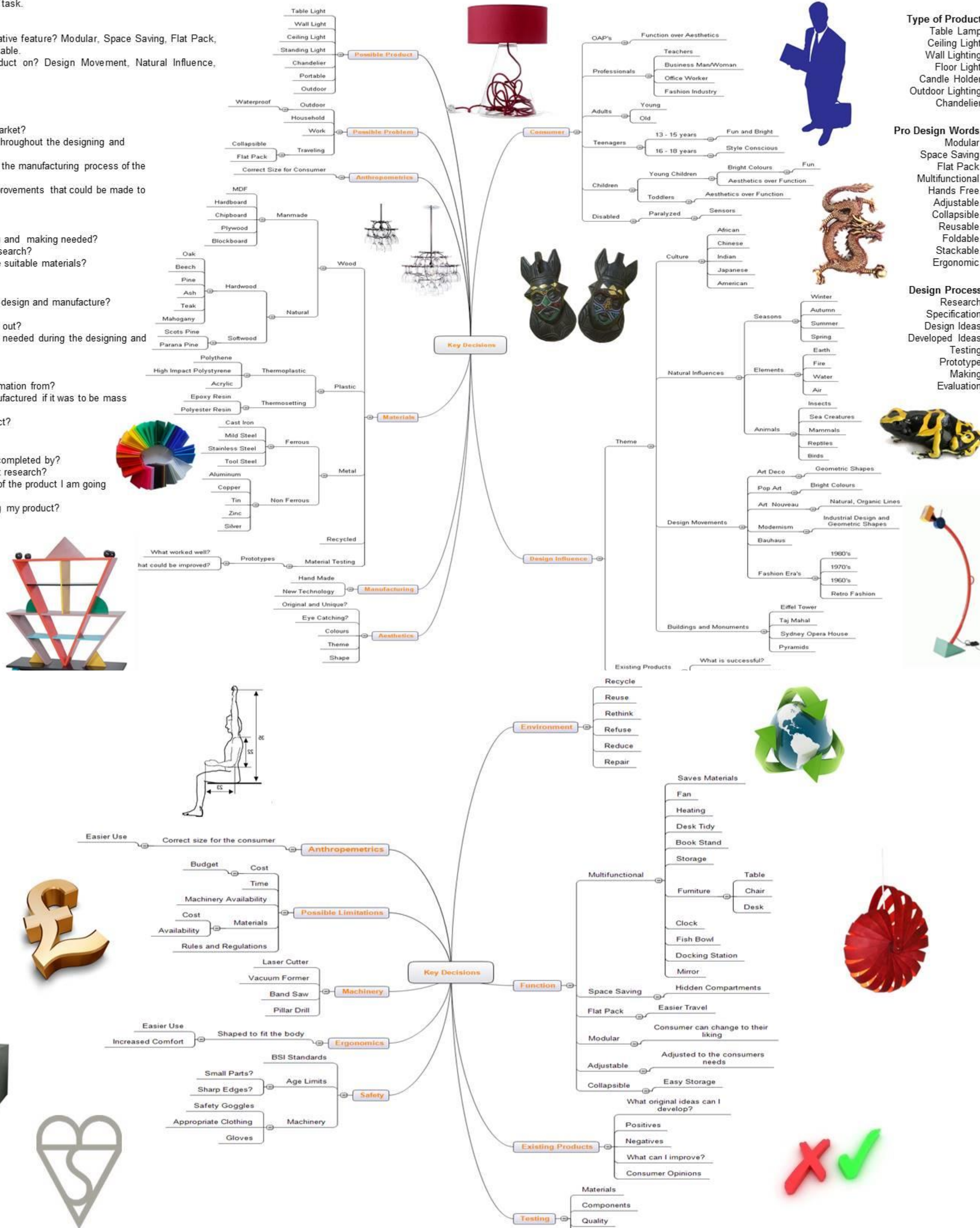
- When will the project need to be completed by?
- When is it appropriate to carry out research?
- When should I make a prototype of the product I am going to make?
- When should I start manufacturing my product?

## Personal Information

My name is Alice Denholm and I am currently studying four A Levels, English Literature, Welsh, Geography and Design Technology. My love of drawing and making things from a young age encouraged me to take design and technology.

## Design Task

Utility is a shop in Liverpool looking to expand their product range of innovative lighting products. The lighting product must possess a unique feature. Design a product to fit this product range for a particular target market.



## Type of Product

- Table Lamp
- Ceiling Light
- Wall Lighting
- Floor Light
- Candle Holder
- Outdoor Lighting
- Chandelier

## Pro Design Words

- Modular
- Space Saving
- Flat Pack
- Multifunctional
- Hands Free
- Adjustable
- Collapsible
- Reusable
- Foldable
- Stackable
- Ergonomic

## Design Process

- Research
- Specification
- Design Ideas
- Developed Ideas
- Testing
- Prototype
- Making
- Evaluation

	What information I will need?	How I will collect that information?
Consumer	I will need to find the characteristics of the consumer to ensure a product is created to their needs, size and shape. I will need information on their income so that the product is appropriately priced. Therefore manufacturing and materials will need to be considered once I know the consumers income. Likes and dislikes are an important factor as I need to make a product that will attract and catch the eye of the consumer therefore aesthetics will need to be thought about carefully.	In order to find this information out about the consumer I will need to do some research, this could be done using the internet. As well as this questionnaires and polls apart could be carried out in order to create a product suited to its consumer.
Existing Products	I will need to look at what is successful about existing products in order to create a better product. As well as this I will need to look at things that are missing from products in the industry and what needs to be improved so that I can create a product that will meet the needs of consumers.	I will carry out a product analysis looking at the successes and downfalls of the product and also what could be improved. This will enable me to create a criteria which I need to meet in order to design and make a successful product. In addition to this I will speak to consumers to get their opinions on existing products and what they would like to see more of in the market.
Materials	I will need to find out the characteristics and properties of materials so that I can choose the appropriate and best material to manufacture my product. The uses of materials will be important information as this will show me whether it's appropriate and works well at what its used for.	In order to find this information about material I will carry out research on the internet and uses resources such as books. Also I will do material testing where I will create prototypes of the product I will have designed and see which material is best suited to the manufacturing of my product.
Design Influence	I will need to know lots of information on the design influence to ensure it can be recognised when looking at my product, therefore I will need to know the characteristics of the design so I can incorporate them into my design. Colours, shapes and style will be extremely important.	The main way in which this information will be found will be through research on the internet and in books.

## Conclusion

I have explored all key decisions and this has narrowed down the choices I need to make and the aspects that will influence me during the design process. I have also asked myself questions which I will need to answer in order to carry out the designing and manufacturing stages successfully. I will now look in more detail at several key choices to help me create a design brief of my own.