

Click on the cars for a link to helpful information. Where possible, use notes and labelled sketches in your answers.

FACTORS INFLUENCING DESIGN - INTERACTIVE KNOWLEDGE MAP

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

<https://www.facebook.com/groups/254963448192823/>

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5. WHAT ARE CO-OPERATIVES?

6. LIST FACTORS THAT INFLUENCE PRODUCT DEVELOPMENT. ANSWER IN THE FORM OF A DIAGRAM.



START

1. DESCRIBE AN EXAMPLE OF PLANNED OBSOLESCENCE.

2. WHAT IS PERCEIVED OBSOLESCENCE?

13. WHAT IS A CUSTOMER PROFILE? Include a brief example.

3. EXPLAIN CROWD FUNDING, INCLUDE AN EXAMPLE.

4. DRAW THE FAIR TRADE SYMBOL AND EXPLAIN ITS MEANING.

7. WHAT IS MEANT BY DESIGN 'INCLUSIVITY'? Paste an example of an inclusive product.

9. BRIEFLY, DESCRIBE FOUR TYPES OF ADVERTISING.

8. WHAT ARE THE ADVANTAGES OF DESIGNING A PRODUCT TO BE ADJUSTABLE? Sketch an example.

14. WHAT IS THE ROLE PLAYED BY A FOCUS GROUP?

12. WHAT IS BIOMIMETIC DESIGN? Describe two examples.

11. DESCRIBE A SUCCESSFUL ADVERTISING CAMPAIGN.

10. WHAT IS THE PURPOSE OF ADVERTISING?

16. EXPLAIN THE DIFFERENCE BETWEEN, 'TECHNOLOGY PUSH' and 'MARKET PULL'.

15. WHAT IS MARKET RESEARCH? Describe an example of poor / bad market research.

17. WHAT IS A BRAND IDENTITY? DESCRIBE A WELL-KNOWN EXAMPLE.

18. WHAT IS MEANT BY THE TERM 'TREND'? PASTE AN IMAGE OF A PRODUCT THAT BECAME A TREND.

19. EXPLAIN: COPYRIGHT, PATENT AND TRADE MARK.

FINISH