Inquiring and Analyzing

Explains the problem *(Explain - Give a detailed account including reasons or causes.)*	What is the problem?
	Who is it a problem for?
	Where is the problem occurring?
	What is the cause of the problem?
	What effect is the problem creating?
	Why do I need to design something?
	What are the problems that I see arise that could be helped with design?

Justifies the need for a solution to a problem for a client/target audience *(Justify - Give valid reasons or evidence to support an answer or conclusion)* • Identify a target user by applying brainstorming or mind-mapping techniques	Brainstorm different ideas for a design

Justifies the need for a solution to a problem for a client/target audience You could do some of the following: • Interview, survey and/or poll potential clients • Collect data from experts to confirm there is a real need for a solution to the problem **OR** **GO TO NEXT PAGE**	If you choose to do an interview OR to collect data from experts, what will your questions be? Question1: How will the answers inform your project? The answer to this question will tell or help me: Question2: The answer to this question will tell or help me: Question3: The answer to this question will tell or help me: Question4: The answer to this question will tell or help me: Question5: The answer to this question will tell or help me:
	Who will you interview? Why have you chosen them? Who else will you interview? Why have you chosen them? Summarize what sources say about the problem? (Citations needed) What do you think of what this source says about the problem?

Justifies the need for a solution to a problem for a client/target audience You could also do either of these: • Observe, film and/or photograph users interacting with a product • See the situation from the user's/client's point of view *(as an example, refer to "Paul Bennett finds design in the detail" at www.ted.com).*	Put your observation notes, photos, videos, or video links here:
	Summarize what these observations tell you about how you can help the problem? *If you have talked with a client (Citations needed)*
	What do you think of what this source says about the problem?

Constructs a **detailed** research plan *(Construct - Display information in a diagrammatic or logical form.)* *You need to be able to identify:* • the relevant data that needs to be collected • where the data will be sourced from • whether sources are primary or secondary	You might do any of the following for product analysis: • identification of and interaction with similar products when out shopping • attribute listing of existing products • SWOT analysis (strengths, weaknesses, opportunities and threats) • functional analysis • aesthetic analysis • graphical disassembly analysis • performance testing of products • evaluation of past student projects • secondary research through product reviews on consumer websites, buying guides or magazines • summary of customer reviews on commercial websites. You need to be able to identify the questions that need to be answered to solve the problem: Which sources on the following pages are essential and which are desirable?

Identifies the primary research needed to develop a solution to the problem independently *(Identify - Provide an answer from a number of possibilities. Recognize and state briefly a distinguishing fact or feature.)* Prioritizes the primary research – Which is best? You can rank it *(Prioritize - Give relative importance to, or put in an order of preference.)* This could include: • conducting interviews, surveys and polls with a target audience and/or client • interviewing experts over the telephone • writing letters or emails asking for specific information about a product from a client • observing users interacting within the situation and making notes • analysing products that have things in common with the problem • investigating the work of other designers of existing products • conducting market research such as surveys, questionnaires and interviews through focus groups • experimenting with materials, tools and processes.	Primary Research (You did this research yourself)	Rank
	Primary Research (You did this research yourself)	
	Primary Research (You did this research yourself)	
	Primary Research (You did this research yourself)	

Identifies the secondary research needed to **develop** a solution to the problem independently **Prioritizes** the secondary research – Rank it Examples of secondary research include: • analysing data from a website or book • reading accounts of a problem written by another person • analysing articles in magazines, journals and newspapers • downloading data from a marketing website • viewing videos about how to use materials, tools and processes.	Secondary Research (You found someone else's research) – (Citation needed)	Rank
	Secondary Research (You found someone else's research) – (Citation needed)	
	Secondary Research (You found someone else's research) – (Citation needed)	
	Secondary Research (You found someone else's research) – (Citation needed)	

Analyses a range of existing products that inspire a solution to the problem in detail *(Analyze - Break down in order to bring out the essential elements or structure. To identify parts and relationships, and to interpret information to reach conclusions.)*	Similar Product 1 (Citation needed)
	Similar Product 2 (Citation needed)
	Similar Product 3 (Citation needed)
	Similar Product 4 (Citation needed)
	Similar Product 5 (Citation needed)
Analyses a range of existing products that inspire a solution to the problem in detail *(Analyze - Break down in order to bring out the essential elements or structure. To identify parts and relationships, and to interpret information to reach conclusions.)*	Similar Product 1 (Citation needed)

Develops a **detailed** design brief, *(Develop - To improve incrementally, elaborate or expand in detail. Evolve to a more advanced or effective state)* • You should cite all sources of information using appropriate conventions.	You should present information concisely (point form is okay)
	You should explain how and why the information is relevant to solving the problem
	You should evaluate the validity of the data
	You should present their research in an appendix (if you did not insert it in the tables above)
Summarizes the analysis of relevant research	