Hi. D&M - Homework Task 1 (Brief Analysis, Research and Specifications)

**Questions**

1. A design brief with lots of specific information regarding materials, manufacturing process and product features can be described as a...
   1. open brief.
   2. closed brief.
2. Explain why the designer may prefer an “open brief” rather than a “closed

brief”.

1. Secondary research is research which...
   1. ...has been carried out by the designer themselves.
   2. ...has been carried out previously by a third party which the designer then refers to.
2. Describe why should questionnaires include both open and closed questions?
3. Quantitative data is best represented in...
   1. ...graphs and charts.
   2. ...key quotes from responses.
4. Describe the difference between a user trial and a user trip.
5. What information can be gained from using test rigs?
6. Product comparisons are useful for gaining what kind of information about products? List as many examples as you can.
7. Describe the information that would be identified by user trials.
8. Outline a product specification for this chair. Some of its features are listed below.



* + Less than 100 mm thick when folded.
  + Comes with telescoping legs and folding backrest.
  + Made from aluminium, plastic and nylon mesh seat.
  + Integrated cup holder and two pockets in the armrests.
  + Retail price £95