

OCR A-Level

Learning from Design Contexts (1.1a)

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. Why is it important for designers to explore the context in which a product will be used?

- A** So they can copy existing designs more easily
- B** To ensure the design is suitable, functional, and appropriate for its environment
- C** To reduce the need for user feedback

Q2. Which of the following best describes a user requirement?

- A** The total cost of manufacturing the product
- B** The physical and functional needs of the person using the product
- C** The size of the market the product will be sold in

Q3. What might a designer consider when analysing the environment and surroundings?

- A** Whether the product will be used indoors or outdoors
- B** Whether the user prefers a touchscreen
- C** How much the product costs to produce

Q4. Economic and market considerations include which of the following?

- A** The colours used in branding
- B** The cost of production and the target market's budget
- C** The number of hours spent designing the product

Q5. The design of the separate mask and snorkel was developed into the full face snorkel because of investigating stakeholder requirements.



Identify **two** specific methods that could be used to investigate stakeholder requirements. For each method, describe how it could contribute to the development of the full face snorkel **(4 marks)**

Method

How it could contribute

Method

How it could contribute

Answers

Q1. B

Q2. B

Q3. A

Q4. B

Q5.

- Focus Groups (1) of user's representative from different backgrounds and careers to share thoughts/feelings/ideas about the design of the fullface snorkel (1).
- Qualitative observations (1) to get a large sample of opinions/feedback on the new/old design (1).
- Market research (1) to identify opportunities to update products such as the full face snorkel (1).
- Use of forecasting companies (1) to identify technological trends/fashion trends that could be used in the new design (1).

Any other valid suggestion

Q6.

Aspects could include:

- The desire to have an exclusive/new/ updated or fresh look to a product.
- A new aesthetic to complement fashion trends or tastes.
- An additional functional need for lifestyle changes or need in society.
- Environmental needs and awareness

Possible examples could include:

- Integrated cameras onto mobile phone. People wanted cameras that could view photographs instantly and were small enough to transport. Digital cameras were developed, and the technology was then developed to make them small enough to put into mobile phones and be portable. The selfie culture then helped to push through the development of the forward-facing camera.
- Watches used to just tell the time, a push in fitness and healthy living lead to the desire for people to "count steps" which pushed the development of fitness bands that could count steps and tell the time. People then expressed interest in developing this further and heart rate monitors were then included.

- Tesla Electric/ Hybrid cars. People's desire to reduce their carbon footprint/ emissions has led to alternative fuel for cars.
- Shopping bags/ low energy light bulbs and increased awareness of social responsibility creating the need for re-useable bags to reduce the waste from disposal ones. This also includes the use of sustainably sources materials in products and the users desire to promote and live a less wasteful lifestyle.
- Cordless headphones. People's desire for a more discrete earphone that do not get tangled when running or in clothes.

Any other valid suggestion.