

**OCR A-Level**

# **Investigating Stakeholder Requirements (1.2a)**

## **Materials required for questions**

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- Pencil
- Rubber
- Calculator

## **Instructions**

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- 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**

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- 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.** Which of the following methods is best described as focusing on the needs, wants, and limitations of end users at every stage of the design process?

- A** SWOT analysis
- B** User-centred design
- C** Qualitative observation

**Q2.** What is the main purpose of stakeholder analysis in the design process?

- A** To generate creative sketches and models
- B** To identify individuals or groups affected by the project
- C** To predict material costs during production

**Q3.** Which investigation method is most useful for collecting opinions through structured group discussions?

- A** Focus groups
- B** Market research
- C** SWOT analysis

**Q4.** What does the 'T' in SWOT analysis stand for?

- A** Trends
- B** Technology
- C** Threats

**Q5.** A new design for a controller is being launched. Identify and describe **two** methods companies use to predict future trends. **(4 marks)**

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**Q6.** The designer of a walkie-talkie would have undertaken primary and secondary research as part of the iterative design process. Discuss the importance of designers interpreting their own market research data and information from specialist websites and publications to inform their design decisions. Refer to specific examples in your response **(8 marks)**

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**Q7.** One method of exploring stakeholder requirements is through surveys. Identify two other methods of exploring stakeholder requirements and describe when each method would be used in the iterative design process. **(4 mark)**

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## Answers

Q1. B

Q2. B

Q3. A

Q4. C

Q5.

- Trend forecasters are employed (1) to examine and analysing past and current influences on fashion/ new technological advances. (1).
- Use of research data into consumer trends (1) to look at studies into people and their lifestyle choices. (1).
- Inbound marketing such as surveys (1) to include research about patterns and trends of a specific age group/ target market (1).
- Discussions/ surveys/ interviews (1) with focus groups/intended consumers/ online forums about what features they would like and what they have been buying (1)
- Looking at social media to see what is trending (1) and the type of products that are creating lots of likes or being promoted by influencers (1)
- Examining what competitors are offering consumers (1) what is popular from existing products/ various features/ material/ colours (1)
- Any other suitable response.

Q6.

Indicative content:

- Qualitative observations could be through interviews to gain an understanding of potential user. This primary research gives the designer the ability to work through or identify any misunderstandings, once a prototype of a product has been made.
- Quantitative observations from anthropometrics need to be interpreted throughout the development of the design to ensure that the product fits the intended user. Designers should be able to understand the percentiles of measurements for a specific group of people to ensure the design is inclusive.
- Market research, informing design decisions by identifying trends demographics & buying habits at the beginning of the design process. This information could be through companies providing secondary research such as MINTEL who provides indepth market analysis and

consumer opinions that the designer can access for a fee. The advantage of this is that a wider audience has been reached, so the information is likely to be more accurate for commercial production. However, this may not be specific to the product being designed.

- Focus groups are an important way of gathering market research as part of a feasibility study. The designer will need to be able to objectively listen and gather opinions from others about their idea or product. This could include usability studies. This information could then be used to improve the design and test viability.
- Any other valid suggestion

#### **Q7.**

- Initial models could be created and shown to stakeholders for feedback (1). This could be done throughout the design process to increase usability / interest or funding (1).
- Focus groups could be set up to discuss consumer needs (1). This could be done at the beginning of the design process to test the feasibility of an idea (1).
- Questionnaire (1). This could be done to gather interest in the product before it is launched (