

**Design & Technology**  
**AQA A-Level**

**Use of third party  
feedback in the  
testing and evaluation  
process**

**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.** Why is third party feedback useful during the evaluation of a product?

- A** It provides objective and unbiased opinions
- B** It guarantees the product will sell well
- C** It replaces the need for user testing

**Q2.** What type of feedback is most likely to improve a product's user experience?

- A** Feedback from someone who helped design the product
- B** Feedback based on a guess rather than use
- C** Feedback from a target user or stakeholder who tests the product

**Q3.** What can third party feedback help identify during testing?

- A** The cost of the final product
- B** Potential design issues or areas for improvement
- C** The best marketing strategy

**Q4.** Which of the following is a disadvantage of relying only on the designer's opinion during evaluation?

- A** It speeds up product development
- B** It may lead to biased or limited feedback
- C** It ensures full objectivity



## Answers

Q1. A

Q2. C

Q3. B

Q4. B

Q5.

- You are able to gain a range of views on a product which is not possible from a single user
- Designers are able to gain constructive criticism prior to production of the design
- It saves costs as changes during the development stage are much cheaper than during production.
- Focus groups can be held with specific demographics relevant to the product being assessed
- If the product being designed is for a demographic group you are unfamiliar with it is essential to apply a User Centred Design approach.