Name: Class: Mark:

As products are developed, prototypes are shown to a focus group (a group of potential users) as part of the development process. The feedback from the focus group is used to help develop a more successful product.



1. Consider your own product. Fill in the grid overleaf to list five questions you would
ask the focus group and explain how you would use the answers to help you
improve the next iteration. Use the example and word bank below to help you. [10]

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| **Word bank:**Environmental impact, Aesthetics, Form, Ergonomics, Cost, Materials, Function, Performance |
| **Question** | **Explanation** |
| **Example:**How much would you be willing to pay for a product like this? | **Example:**This would help set the price the product will be sold at and how much money could be spent on the production of the product. |
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 [Total 10 marks]