

Candidate 2

ENTER NUMBER OF QUESTION	<p>1a. ONE FEATURE ON THE CURRYS ESSENTIAL TOASTER WAS THE BOSSES WHICH WERE ON THE BOTTOM OF THE PLASTIC CASING. THESE SHOWED ME THAT THE PLASTIC BODY WAS MADE USING INJECTION MOULDING. THEY WERE USED TO HOLD THE 2 CASES TOGETHER AND ALIGN BOTH THE TOP AND BOTTOM COMPONENTS. THIS PROCESS WAS SUITABLE AS THESE PARTS WERE MADE FROM A THERMOPLASTIC AND WOULD ALSO BE NEEDED ON A LARGE SCALE. INJECTION MOULDING IS A MASS MANUFACTURING PROCESS WHICH MEANS LOTS OF THESE PARTS CAN BE MADE QUICKLY TO KEEP UP WITH DEMAND.</p> <p>ANOTHER FEATURE IS ON THE SHEET METAL ON THE INSIDE IS THE STRETCHING OF THE METAL WHEN IT WAS BEN FORMED TO SHAPE USING PEIRCING AND BLANKING. THIS PROCESS WAS SUITABLE AS THE INTERNAL PARTS WERE MADE FROM THIN SHEET METAL. IT HAD TO BE CUT AND FORMED ACCURATELY TO ENABLE IT TO BE ABLE TO HOLD EACH PART TOGETHER.</p> <p>THERE WAS ALSO PLASTIC EXTENSION USED FOR TO COAT THE WIRING OF THE TOASTER. I KNEW THIS AS THE PLASTIC TUBING AROUND THE WIRES HAD A UNIFORM CROSS SECTION. THIS PROCESS WAS SUITABLE AS IT MADE THE PLASTIC WIRE COATING ACCURATELY WHICH MADE SURE THERE WERE NO EXPOSED WIRES WHICH MADE THE PRODUCT SAFER FOR THE USER.</p>	DO NOT WRITE IN THIS MARGIN
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1B.

TO TEST THE PERFORMANCE OF THE TOASTER, I CONDUCTED A USER TRIAL. I USED THIS METHOD AS IT ALLOWED ME TO SEE HOW THE TOASTER WORKED ON A DIFFERENT SETTINGS AND ALLOWED ME TO SEE HOW MUCH THE TOASTER WAS CAPABLE OF BEFORE IT BREAKS.

I CARRIED OUT A SERIES OF TESTS TO SEE WHAT WOULD HAPPEN AND IF WHAT IT SAID ON THE WEBSITE ABOUT THE PRODUCT WAS TRUE OR NOT.

THE FIRST TEST, I DECIDED TO CHECK IF THE TOASTER WAS ABLE TO TOAST THE BREAD AT EACH INDIVIDUAL SETTING.

I TESTED IF THE NUMBERS ON THE DIAL WERE IN FACT INCREASING IN ONE MINUTE INCRIMANTS. I FOUND THAT THE FIRST NUMBER WAS NOT 1 MINUTE BUT WAS 45 SECONDS AND THE THIRD ~~SETTING~~ SETTING WAS ONLY 1 MINUTE 36s. THIS TOLD ME THAT THE SCALE ON THE FRONT OF THE TOASTER WAS NOT ACCURATE OF THE TIME IT TAKES.

NEXT I TESTED IF THE EMERGENCY CANCEL BUTTON WORKED BY PUTTING THE TOASTER TO THE HIGHEST SETTING. AFTER A FEW MINUTES THE TOASTER STARTED TO SMOKE SO I PRESSED THE BUTTON BUT IT GOT STUCK HALF WAY. I WAS ABLE TO STOP THE TOASTER BUT FOUND THAT AS THE BUTTON IS STIFF

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IT IS NOT VERY SAFE FOR THE USER AS IF IT DIDNT STOP THE TOASTER, IT COULD HAVE COUGHT ON FIRE.

LASTLY I DECIDED TO TEST THE EASE OF CLEANING OF THE TOASTER. THE CRUMBS TRAY ON THE BOTTOM WAS DIFFICULT TO SLIDE OUT AS IT WAS HELD IN BY A PLASTIC SLOT. THIS MADE IT DIFFICULT TO BRING IT OUT WITHOUT MAKING A MESS. THE METAL TRAY ITSELF WAS EASY TO CLEAN. I TESTED IT WITH WATER TO SEE IF IT WOULD RUST BUT IT DID NOT.

FROM THE USER TRIAL I FOUND THAT MOST OF THE POINTS STATED ON THE WEBSITE WERE TRUE ABOUT THE TOASTER HOWEVER SOME WERE NOT.

I FOUND THE TOASTER WAS EASY TO USE AND CLEAN BUT WAS DIFFICULT TO STOP USING THE CANCEL BUTTON. THE WEBSITE ALSO CLAIMED THE TOASTER HAD HEAT COOL VALVES WHICH WAS ALSO FALSE AS WHEN THE TOASTER WAS USED CONSISTANTLY FOR A LONG TIME, THE PLASTIC SIDES STARTED TO HEAT UP.

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1c.

THE CURRY'S ESSENTIALS TOASTER WAS £9.99 FROM CURRY'S SO IT WAS VERY CHEAP. WHEN COMPARED TO OTHER TOASTERS THAT WERE MORE EXPENSIVE, THIS PRODUCT DID MOSTLY ALL OF THE SAME THINGS BUT FOR A FRACTION OF THE PRICE.

AS THIS WAS A CHEAP TOASTER, IT ONLY HAS THE 1 FUNCTION - TO TOAST BREAD BUT OTHER, MORE EXPENSIVE TOASTERS CAN ALSO BE USED FOR BAGELS ETC

I KNEW THAT AS IT WAS A CHEAP PRODUCT IT MAY NOT LAST AS LONG AS ONE THAT MAY BE MORE EXPENSIVE BUT THIS ALSO MEANT THAT THE CONSUMER WILL NOT CARE AS MUCH WHEN THE PRODUCT BREAKS AS THEY DON'T HAVE TO SPEND A LOT OF MONEY TO REPLACE IT.

FOR THE TOASTER BEING SO CHEAP I FOUND THAT IT DID THE JOB IT WAS INTENDED TO DO WELL. IT DID NOT LOOK AS GOOD AS SOME OTHER TOASTERS BUT IT WAS ABLE TO TOAST BREAD WELL.

YOU WERE ABLE TO TELL BY THE LOOK OF THE TOASTER THAT ~~IT~~ IT WAS NOT THAT EXPENSIVE AS IT WAS ALL MADE FROM WHITE PLASTIC. IT LOOKED BORING WHEN COMPARED TO OTHER TOASTERS BUT STILL WORKED WELL.

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3A.

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ONE ISSUE THAT WOULD HAVE INFLUENCED THE SELECTION OF MATERIAL IS THAT IT WOULD HAVE TO BE RESISTANT TO CORROSION. THE PRODUCT WILL BE USED IN THE PRESENCE OF ICE AND WATER WHICH WOULD MAKE ~~SOME METALS RUST~~ SOME MATERIALS RUST WHEN USED TO MAKE THE WHEELS. THIS MEANS THE METAL COMPONENTS CANNOT BE MADE FROM FERROUS METALS.

THE DESIGNER WOULD HAVE TO ENSURE THE WHEELS WERE MADE FROM A MATERIAL WHICH WOULD HAVE LOW FRICTION ~~TO~~ TO ALLOW THE WHEELCHAIR TO MOVE EASILY ACROSS THE SNOW. THIS WILL MAKE IT EASIER TO PUSH ~~TO~~ THE PRODUCT, WHICH REDUCES THE STRENGTH AND FORCE REQUIRED TO MOVE IT.

THE MATERIAL USED ^{ON THE SEAT} WOULD ALSO HAVE TO BE COMFORTABLE ~~SO~~ THE USER COULD SIT IN IT AND FEEL COMFORTABLE. USING SOFT OR CUSHIONED MATERIALS WOULD MAKE SURE THE USER WAS COMFY WHEN TRAVELLING OVER HARSH TERRAIN.

THE DESIGNER WOULD ALSO HAVE TO USE LIGHTWEIGHT YET STRONG MATERIALS FOR THE WHEELCHAIR BODY. THIS WOULD MAKE THE PRODUCT ABLE TO WITHSTAND THE WEIGHT OF THE ~~THE~~ USER WHILST ALSO STILL BEING EASY TO MOVE.

MATERIALS THAT ARE ABLE TO WITHSTAND LARGE RANGES IN TEMPERATURE WITHOUT

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BREAKING WOULD ALSO NEED TO BE USED AS THE PRODUCT WILL BE USED IN SNOW AND ON SAND.

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3B.

ONE ISSUE THAT MAY HAVE INFLUENCED THE SELECTION OF PROCESSES FOR THE 'SNOWEEL' IS THAT THE PARTS NEED TO BE ABLE TO BE TAKEN APART EASILY AS IT IS COLLAPSABLE. THIS IS ESSENTIAL AS IT MAKES THE WHEELCHAIR EASY TO TRANSPORT SO NO PARTS OF THE PRODUCT CAN BE ASSEMBLED THAT CANNOT COME APART.

THERE IS LOTS OF INTRICATE DETAIL ON DIFFERENT PARTS OF THE BODY OF THE PRODUCT SO THE PROCESS USED MUST BE HIGHLY ACCURATE TO ENSURE EACH COMPONENT IS ABLE TO FIT TOGETHER.

THE WHEELS ON THE PRODUCT ALSO LOOK VERY COMPLEX SO THE PROCESS USED TO MAKE THIS MUST ALSO BE ABLE TO PRODUCE THESE SHAPES WITH EASE

THE CHOICE OF MATERIALS WILL ALSO IMPACT THE PROCESS USED TO MAKE THIS AS CERTAIN PROCESSES ARE SUITABLE FOR CERTAIN MATERIALS.

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3c.

ONE BENEFIT OF USING COMPOSITE MATERIALS FOR THE WHEELS IS THEY ARE DURABLE AND LONG LASTING. THIS IS USEFUL AS IT MEANS THEY CAN BE USED FOR A LONG TIME BEFORE NEEDING TO BE REPLACED. ~~It~~

COMPOSITE MATERIALS ARE ALSO GOOD AS THEY ARE ABLE TO ADAPT TO THEIR WEATHER SURROUNDINGS EASILY. BECAUSE THEY WILL BE IN CONTACT WITH ICE AND SNOW, THEY WILL NOT GET TOO COLD AND ~~BE~~ SNAP AND AS THE WHEELCHAIR WILL ALSO BE USED ON SAND - ON BEACHES OR IN DESERTS, THE COMPOSITE MATERIAL WILL NOT HEAT UP TOO MUCH AND WARP IN SHAPE. THIS IS USEFUL AS IT ALLOWS THE PRODUCT TO BE USED ACROSS MULTIPLE TERRAINS.

3d.

SKETCH MODELS CAN BE USED TO EXPLORE THE DESIGN AND SHAPE OF THE PRODUCT. THESE ARE QUICK, SIMPLE AND COST EFFICIENT WAYS TO DEVELOP EACH PART OF THE WHEELCHAIR. AS THEY DO NOT REQUIRE ANY SPECIAL

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SOFTWARE TO MAKE, ANYONE ANYWHERE CAN MAKE THEM WHICH SPEEDS UP THE DESIGN PROCESS.

BLOCK AND SCALE MODELS CAN BE USED TO CHECK THE SIZE OF THE DESIGN AGAINST A PERSON TO SEE IF THEY ARE CORRECT ~~BE~~ ANY ANY CHANGES CAN BE MADE BEFORE A FULL MODEL IS MADE.

CAD MODELLING CAN ALSO BE USED TO TEST THE WHEELCHAIR IN DIFFERENT SURROUNDINGS SUCH AS ON ICE OR SAND. CAD MODELS CAN ALSO CHECK THE MATERIALS ON THE PRODUCT AND TEST IF IT IS SAFE

THIS ALLOWS THE DESIGNER TO SEE ANY ISSUES WITH THE PRODUCT BEFORE IT IS MADE.

PROTOTYPES CAN ALSO BE USED TO TEST THAT THE PRODUCT ACTUALLY WORKS BEFORE IT IS SENT AWAY TO BE MANUFACTURED. THIS ALLOWS THE DESIGNER TO TEST THAT IT CAN WITHSTAND THE USER'S WEIGHT BUT ALSO BECAUSE THESE ARE FULL, WORKING MODELS, THE DESIGNER CAN ALSO TEST THAT IT IS ABLE TO COLLAPSE.

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CARD / CARDBOARD MODELS CAN BE USED IN THE EXPLORATION / REFINEMENT STAGE TO ADAPT AND MODIFY INDIVIDUAL COMPONENTS OF THE CHAIR QUICKLY - THESE ALSO SAVE THE DESIGN TEAM MONEY AS ~~THEY~~ THEY ARE VERY CHEAP TO MAKE.

CAD MODELS ARE ALSO USED TO TEST THE FUNCTION AND PERFORMANCE OF THE WHEELCHAIR VIRTUALLY BEFORE THE PRODUCT IS SENT OFF TO BE MADE

4A. DESIGN RIGHTS ARE ^AVERY EXPENSIVE METHOD OF IPR. THEY ARE USED TO PROTECT THE ~~THE~~ SHAPE OF THE ORIGINAL DESIGN FROM BEING COPIED. THEY PREVENT OTHER PEOPLE FROM BEING ABLE TO COPY THE COMPANIES UNIQUE DESIGN. THEY ^{WOULD} STOP PEOPLE FROM BEING ABLE TO DESIGN SOMETHING SIMILAR ~~THE~~ WITH THE HEXAGONAL SHAPE. DESIGN RIGHTS COVER HOW A PRODUCT LOOKS.

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4B.

ONE FEATURE DESIGNERS WOULD NEED TO CONSIDER TO ENSURE COMPONENTS CAN BE SUCCESSFULLY DIE CAST IS THAT ~~THE~~ THE COMPONENT WOULD MAINLY HAVE TO BE SOLID. ~~THE~~ CUTS CAN BE MADE TO PARTS TO REMOVE MATERIAL POST PROCESS BUT THE MAIN BODY OF THE PART WILL BE SOLID.

ANOTHER FEATURE IS THE PART SHOULD INCORPORATE SLOPING SIDES OR ROUND EDGES TO ALLOW IT TO BE REMOVED FROM THE MOULD CORRECTLY AND EASILY.

THE COMPLEXITY OF THE PARTS CANNOT BE TOO HIGH WHEN USING DIE CASTING SO THE SHAPE OF THE PRODUCT WOULD NEED TO BE FAIRLY SIMPLE

THE SAME MOULD CAN BE USED MULTIPLE TIMES WHICH MEANS THIS IS A REPEATABLE PROCESS, HOWEVER IT IS A SLOW PROCESS SO IT MAY TAKE A LONG TIME TO MAKE ALL OF THE REQUIRED PARTS FOR THE PRODUCT.

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5A1.

ONE CHALLENGE THAT MAY OCCUR WHEN TRYING TO ACHIEVE A BALANCE BETWEEN FUNCTION AND AESTHETICS IS TRYING TO FIND A WAY TO MAKE THE MATERIAL FOR THE BUTTON ~~BE~~ FEEL DIFFERENT TO THE MATERIAL OF THE FACE OF THE WATCH SO THAT VISUALLY IMPAIRED PEOPLE CAN TELL ~~WHICH~~ WHICH PART OF THE WATCH IS WHICH.

ANOTHER COULD BE FINDING A WAY TO MAKE THE AM / PM BUTTON STAND OUT SO IT IS CLEAR WHICH TIME IT IS.

5A11.

ONE METHOD WHICH COULD BE USED TO ACHIEVE A BALANCE BETWEEN FUNCTION AND AESTHETICS IS TO USE A MIXTURE OF PLASTIC AND METAL. BY USING A PLASTIC BASE AND METAL BUTTONS WOULD FEEL DIFFERENT TO TOUCH AND MAKE IT CLEAR WHICH IS WHICH.

ANOTHER METHOD COULD BE TO USE A DARK COLOURED WATCH FACE AND VERY BRIGHT BUTTONS WHICH MOST VISUALLY IMPAIRED PEOPLE WOULD BE ABLE TO SEE CLEARLY.

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5B. SMARTPHONES SUCH AS APPLE NOW HAVE AN OPTION TO ENLARGE THE SIZE OF TEXT TO MAKE IT EASIER FOR PEOPLE TO READ WHICH IS USEFUL TO VISUALLY IMPAIRED.

ALSO

PEOPLE. THEY ALSO HAVE AN OPTION TO ~~COLOURS~~ CUSTOMISE THE COLOURS ON YOUR PHONE TO WHICHEVER IS BEST FOR YOU WHICH HELPS PEOPLE WHO ARE COLOUR BLIND.

YOU CAN ALSO ~~USE~~ USE THE 'TEXT TO SPEECH' APPLICATION IF YOU STRUGGLE TO READ OR SEE THINGS.

Apple has incorporated a 'VOICE TO ~~TEXT~~ ^{TEXT}' setting too WHICH HELPS PEOPLE WHO WHO MAY FIND IT DIFFICULT TO WRITE.

PEOPLE WITH ALL SORTS OF DISABILITIES ARE NOW BEING ABLE TO UTILIZE THEIR MOBILE PHONES AS IT IS MUCH MORE INCLUSIVE FOR PEOPLE.

Apple HAVE ALSO DEVELOPED A 'DARK MODE' WHICH CAN BE USED BY PEOPLE WHO MAY BE SENSITIVE TO LIGHT

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6A.

PHYSIOLOGY

THE DESIGNER WOULD HAVE TO CONSIDER THE WEIGHT OF THE POD SO THAT IT WOULD BE LIGHT AND EASY ENOUGH FOR THE AVERAGE USER TO TURN FROM A BENCH INTO A BOAT.

IN BENCH MODE, THE DESIGNER WOULD HAVE TO CONSIDER THE WEIGHT OF PEOPLE. IF SOMEONE IS GOING TO SIT ON IT, THE BENCH WOULD NEED TO BE STRONG AND SECURE ENOUGH TO SUPPORT THEIR WEIGHT. THIS WOULD MEAN THE DESIGNER WOULD HAVE TO USE STRONG YET LIGHTWEIGHT MATERIALS.

IN RESCUE BOAT FORM, THE DESIGNER WOULD NEED TO THINK ABOUT HOW EASY IT WOULD BE TO PUSH THE BOAT WITH SOMEONE IN IT. IT WOULD NEED TO BE DESIGNED FOR THE 50th PERCENTILE OF PEOPLE SO THAT MOST PEOPLE WOULD BE ABLE TO USE IT.

PSYCHOLOGY

THE WORD RESCUE ON THE SIDE OF THE BOAT STANDS OUT FROM THE GREEN WHICH MAKES IT CLEAR WHAT THE PRODUCT IS.

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THE STRAP ON THE FRONT ALSO MAKES THE BOAT LOOK SECURE SO PEOPLE WILL TRUST THAT IT IS SAFE TO USE.

THE FIRST AID KIT ON THE INSIDE ALSO IS VERY BRIGHT SO PEOPLE WOULD BE ABLE TO SEE IT EASILY AS IT CONTRASTS WITH THE REST OF THE BOAT SO PEOPLE CAN SEE IT AND KNOW IT IS THERE IF THEY ~~NEED~~ NEED IT.

6B.

FUNCTION

THE BOAT DESIGN WOULD HAVE BEEN INFLUENCED BY FUNCTION AS THE BOAT WOULD NEED TO BE LIGHT ENOUGH TO FLOAT AND KEEP PEOPLE OUT OF THE WATER DURING A FLOOD. THE POD MUST ALSO BE ABLE TO BE FLIPPED AND TURNED INTO A BOAT QUICKLY AND NOT BE TOO DIFFICULT TO TRANSFORM. IT WOULD ALSO NEED TO BE ABLE TO WORK AS A BENCH AS WELL AS A BOAT.

DURABILITY

THE POD MUST BE ABLE TO ~~WITHSTAND~~ WITHSTAND HARSH WEATHER CONDITIONS SUCH AS HEAVY RAIN AS IT WILL BE KEPT OUTSIDE SO THE MATERIAL MUST BE WEATHER RESISTANT AND NOT CORRODE. IT WILL ALSO NEED TO BE ABLE TO WITHSTAND BUMPS AND KNOCKS FROM THINGS WHEN USED IN A FLOOD

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7a.	ONE WAY IN WHICH DESIGN OPPORTUNITIES MAY BE	
	CREATED IS A RISE IN DEMAND FOR PRODUCTS SUCH	
	AS GAMES CONSOLES. MORE AND MORE PEOPLE	
	ARE STARTING TO PLAY VIDEO GAMES AT HOME	
	BUT THROUGH THIS, DESIGN OPPORTUNITIES	
	ARE OCCURRING FOR CONSOLES WHICH CAN BE	
	PLAYED ON THE GO.	
	MORE PEOPLE ALSO GO TO THE GYM AND	
	WOULD LIKE NOISE CANCELING / SWEAT	
	RESISTANT HEADPHONES.	
	PEOPLE ARE ALSO TRYING TO DEVELOP A NEW	
	method way of	

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7b.	<p>A COMPANY CAN REDUCE THE NEGATIVE IMPACT OF A PRODUCT RECALL BY NOTIFYING ALL STOCK HOLDERS OF THE RECALL BEFORE IT HAPPENS, THAT WAY THEY KNOW IT IS GOING TO HAPPEN.</p> <p>ANOTHER WAY IS DEVELOP A NEW PRODUCT THAT CAN BE PUT OUT INTO THE MARKET WHEN ONE IS TAKEN DOWN THAT WAY THEY STILL MAKE SOME MONEY BUT THEY ALSO GIVE THE CONSUMER SOMETHING ELSE TO FOCUS ON.</p> <p>ONE MORE WAY THE NEGATIVE IMPACT CAN BE REDUCED IS ENSURE THAT ALL THE PRODUCTS ARE RECALLED IN TIME BEFORE ANY USERS GET HURT BY IT WHICH WILL PREVENT PEOPLE FROM FILING ANY LAW SUITS AGAINST THE COMPANY. THIS BOTH SAVES THE COMPANY LOTS OF MONEY IN LAW CASES BUT ALSO MAKES THE CONSUMER SAFE AND PROTECTS THEM FROM HARM.</p>	

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7c.	<p>A COMPANY COULD ENSURE A SUCCESSFUL PRODUCT RELAUNCH BY CONDUCTING IN DEPTH MARKET RESEARCH TO FIND THE BEST TIME TO RELEASE A PRODUCT. THEY CAN DO THIS BY FINDING OUT WHEN THERE IS A RISE IN POPULARITY FOR THAT CERTAIN PRODUCT AND LAUNCH IT WHEN PEOPLE ARE MOST LIKELY TO BUY IT.</p> <p>THE COMPANY SHOULD ALSO FIND AN IDEAL TARGET MARKET SO THEY KNOW THE KIND OF PERSON TO ADVERTISE THE PRODUCT TO.</p> <p>UTILIZING DIFFERENT FORMS OF ADVERTISING SUCH AS SOCIAL MEDIA, TELEVISION AND NEWSPAPERS WILL ALSO SPREAD THE WORD ABOUT THE LAUNCH AND MAKE IT WELL KNOWN ABOUT AND POPULAR BEFORE IT HAPPENS.</p>	