

**Notes to candidates**

Before you start, you must choose a brief and read the 'Instructions for candidates' which give details of the skills you must demonstrate and the type of evidence you must provide.

**You should speak to your teacher or lecturer before you start if you are unclear about what is required for this assessment.**

You must:

- draw conclusions from the research
- ensure your specification covers a range of issues such as aesthetics, function, ergonomics, performance and cost

**INTERVIEW WITH CUSTOMERS**

People in the target market were interviewed and asked a number of questions:

**Q1 What problems do you have when gardening?**

The most common answers included statements like:

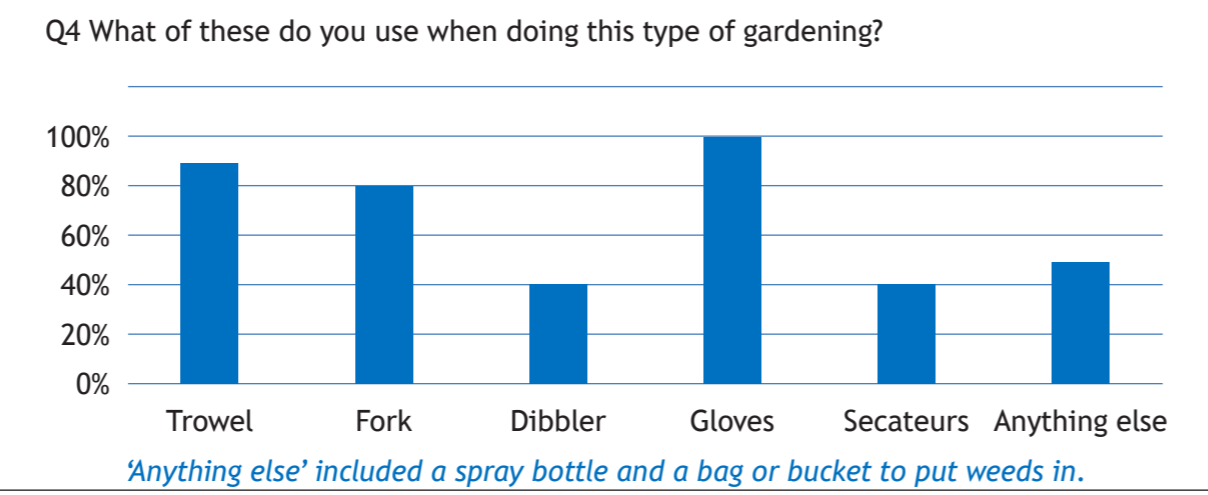
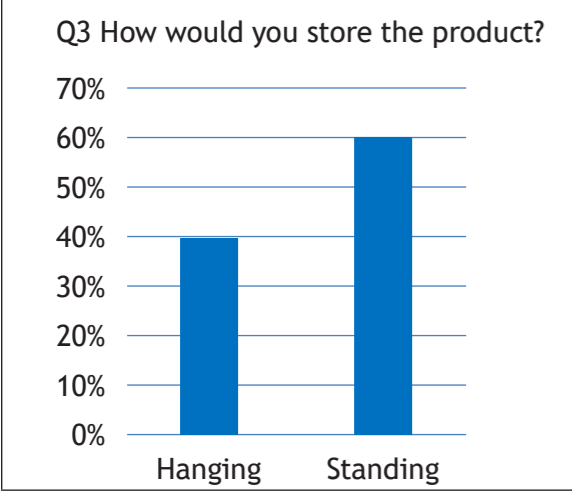
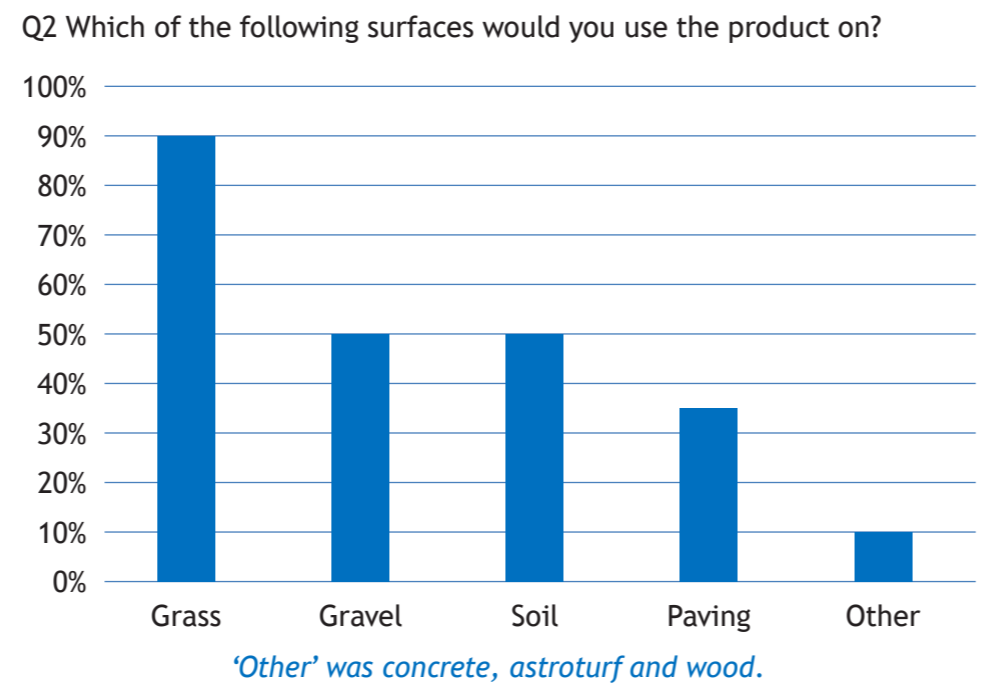
*"I have difficulty standing up after I have been kneeling or sitting for any length of time"*

*"I have to make several journeys to transport my equipment"*

*"I don't like spending time cleaning equipment"*

*"I find heavy equipment difficult to carry"*

*"I have had equipment in the past which didn't work on different ground types. I garden on grass, soil and gravel and need equipment which is stable on all three"*




**DESIGN BRIEF & CLIENT DETAILS**

Stalks & Stems is a chain of garden centres with 25 branches across Scotland.

They would like design proposals for a product which would allow users to kneel comfortably when gardening. The proposal must help the users return to a standing position after gardening and also have a place to secure their equipment.

One or more of the components shown on pages 24–26 of the candidate guide may be used within the assembly of the proposal.



**INTERVIEW WITH CLIENT**

**Managers of Stalks & Stems were interviewed:**

**Q1 Do you have any details of the types of customers who are likely to use this product?**

*Yes, the product would be aimed at the 65+ age group as these were the people who indicated that they experienced discomfort when weeding. It should be suitable for men and women.*

**Q2 Should it fit in with any of your existing product ranges?**

*Yes, we would like it to fit in with our budget range and therefore retail at no more than £19.99. The colourway for the budget range is olive green and yellow.*

**Q3 Are there any restrictions on the size of the product?**

*Shelf space for the budget range is limited so the product must fit in a box no bigger than 1200 x 250 x 250 mm.*

**Q4 How many do you expect to sell?**

*We expect each of our centres to sell 250 units.*