

**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:

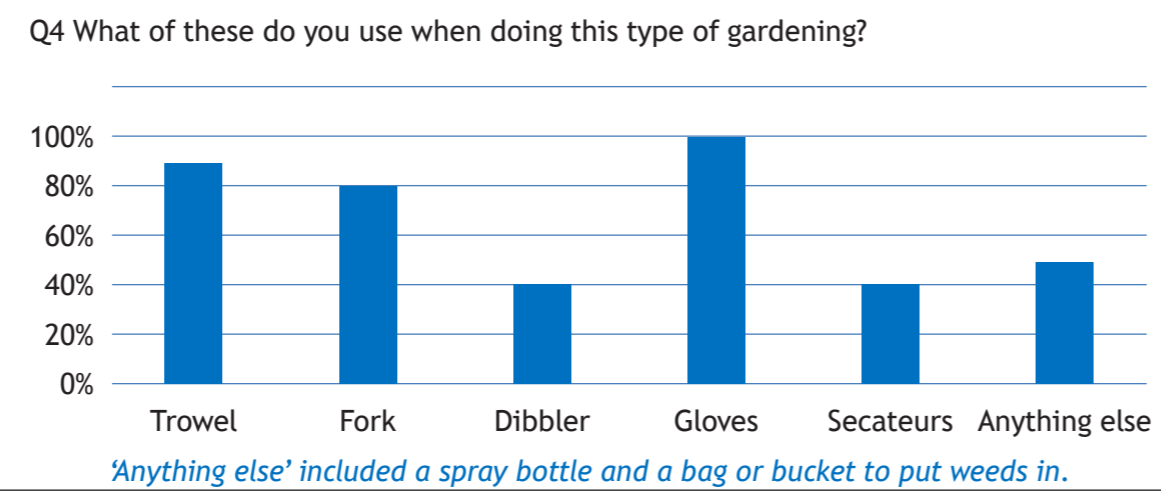
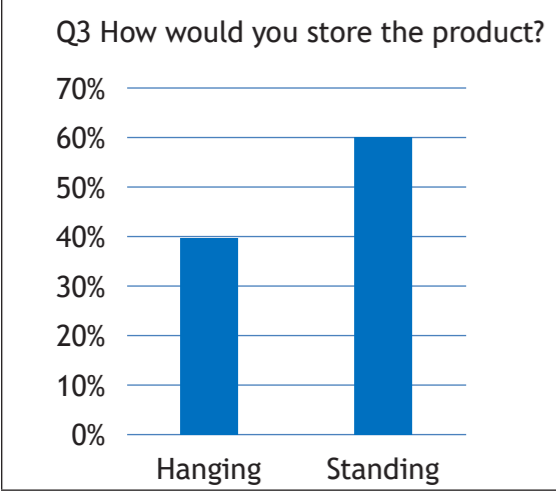
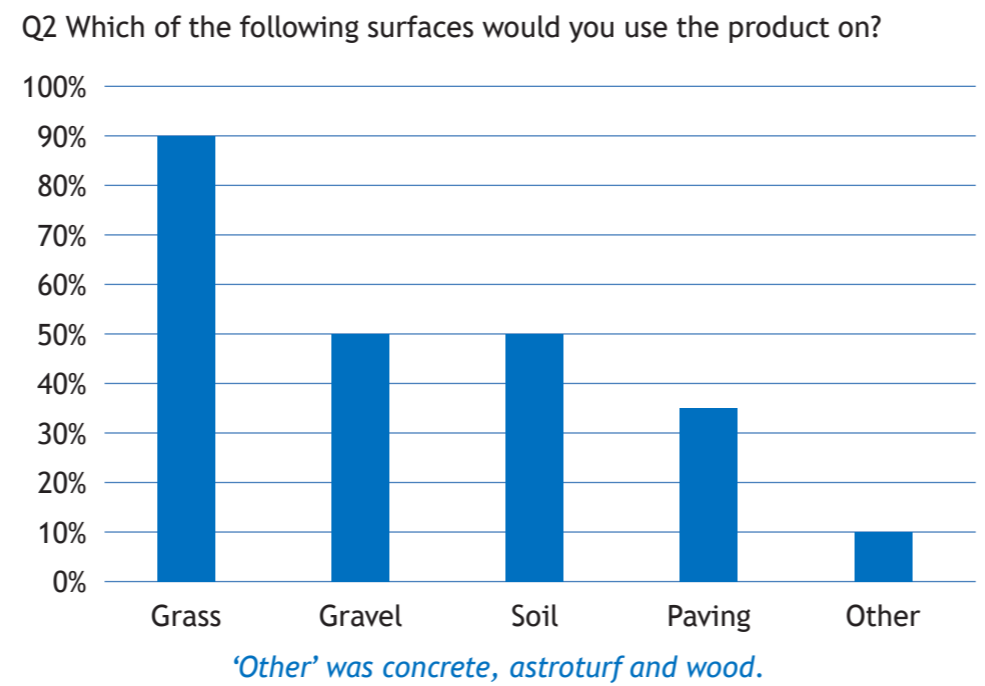
*"I have difficulty standing up after I have been kneeling or sitting for any length of time"*

*"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.*