

# Design & Technology

## AQA A-Level

# Feasibility studies

### 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.** What is the main purpose of a feasibility study?

- A** To choose the product's colour scheme
- B** To check if a design can actually be made and sold successfully
- C** To decide how much to pay factory workers

**Q2.** Why do designers test prototypes with potential consumers?

- A** To get feedback before making the final product
- B** To give away free samples
- C** To show off their design skills

**Q3.** What might happen if a company skips feasibility studies?

- A** They might waste money on an impractical design
- B** The product will definitely be more successful
- C** The designers will get promoted faster

**Q4.** Why is consumer feedback important for prototypes?

- A** It helps make sure the final product meets users' needs
- B** It guarantees the product will be a bestseller
- C** It means less work for the designers

**Q5.** Explain four reasons why third party feedback is important in the development of a product **(4 marks)**

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## **Answers**

**Q1. B**

**Q2. A**

**Q3. A**

**Q4. A**

**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.