**Design & Technology**

**AQA A-Level** Logo

Description automatically generated with low confidence

**Feasibility studies**

**Materials required for questions**

* Pencil
* Rubber
* Calculator

**Instructions**

* 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**

* 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)**

**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.