**Design & Technology**

**AQA GCSE** Logo

Description automatically generated with low confidence

**Society**

**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 primary goal of inclusive design?

**A** To make products cheaper to manufacture

**B** To create products usable by the widest range of people

**C** To use the most advanced technology

**Q2.** When designing for disabilities, designers should focus on:

**A** Making products look more stylish

**B** Removing all text from packaging

**C** Improving accessibility and usability

**Q3.** Products for elderly users often prioritise:

**A** Safety and ease of use

**B** Bright, flashy colours

**C** Heavyweight construction

**Q4.** What might happen if a designer ignores inclusive principles?

**A** Products become more affordable

**B** Some users may be excluded or offended

**C** Products gain more features

**Q5.** Explain how inclusive design principles can benefit both users and businesses. Support your answer with examples **(4 marks)**

**Answers**

**Q1**. B

**Q2**. C

**Q3**. A

**Q4**. B

**Q5.**

Award marks for the following points (1 mark each, max 4):

* User benefits - Inclusive design makes products accessible to wider audiences (e.g., wheelchair ramps help disabled users and parents with strollers)
* Business advantages - Expands market reach and customer base (e.g., OXO Good Grips tools became popular beyond their arthritis-target audience)
* Social responsibility - Shows ethical commitment to diversity (e.g., Nike Pro Hijab demonstrated cultural awareness in sportswear)
* Innovation driver - Forces creative problem-solving (e.g., voice assistants initially designed for visually impaired now benefit all users)