

Stakeholders

Having looked at the client and the client's needs I have identified the following targets and their needs:

1. My client (Joseph Tuton)
2. My target audience (Pre-GCSE students)
3. Other staff in the science department.

I have spoken about my client in great detail in the brief. He was the one who has given me the task at hand. I have interpreted this as an online interactive learn resource. This problem was born from this concerns that education is becoming increasingly competitive and that the aspect of fun in learning is beginning to take effect on the students approach to learning. From this I tackled ideas of education and stress leading to depression and the idea that the best course of action would be prevention rather than a direct solution.

This idea of prevention has dictated my target audience to be year 7 and 8 students. These students have not yet started GCSE and therefore will have an opinion about GCSE science that is devoid of stigma. As I am now attempting to make a resource about a topic that my target audience is unfamiliar with, the idea of a solution that quizzes or tests the user is now out of the question. To suit the target audience, the solution will have to be more of a light introduction of GCSE science. This will allow the target audience to be exposed to the topics in science that they will be faced with, but in a nature that is controlled. This can prevent any fear or intimidation that would come with facing foreign new topics.

Finally, the last persons of interest would be other staff members. While Mr. Tuton is the teacher that approached me to come up with a solution, my solution should not only be monopolised by him. Any teacher that is concerned with science should be able to use my solution as an asset. This is increasingly true as science is spilt into physics, biology and chemistry. My solution should encompass all three sections of science, this means that at least three teachers should find my solution worthwhile.