Criterion A: Planning (6 marks)

The success criteria identified in criterion A will be used in criterion D to evaluate the effectiveness of the product.

Marks	Description
0	The response does not reach a standard described by the descriptors below.
1–2	An appropriate scenario for investigation for an identified client is stated. The rationale for choosing the proposed product is identified. The criteria for evaluating the success of the product are generally inappropriate.
3–4	An appropriate scenario for investigation for an identified client, providing evidence of consultation, is stated. The rationale for choosing the proposed product is partially explained and includes some appropriate criteria for evaluating the success of the product.
5–6	An appropriate scenario for investigation for an identified client, providing evidence of consultation, is described. The rationale for choosing the proposed product is justified and includes a range of appropriate criteria for evaluating the success of the product.

Assessment should be based **only** on the material present in this section (or **referenced** to an appendix, e.g.an interview with the client; unreferenced appendices should not be credited).

Required components:
- A client identified, preferably by name
  In case the student is the client, this should be clearly stated.
  There is no requirement to identify the adviser, but in case the student is the client and no adviser has been identified, then this may be penalized in the "Evidence of consultation".

- Evidence of consultation – either with client or adviser
  Evidence should be explicit (for example an interview in appendix) and referred to.

- A rationale for choosing the **product** (as opposed to choosing the software).
  *To be awarded top marks for this criterion, the software chosen for the product should also be justified. Explanations for choosing software must be product-related (e.g. **not** "I already have it installed on my computer"). A solution which does not explain choices of software can only be awarded a maximum of 5.*

- Criteria for success
  Appropriate criteria are specific enough to help evaluate the final product.
  *A range is indicated as a **variety** of **appropriate** criteria.*

The components are not equally weighted, but rather judged holistically. The complete omission of one of the requirements (e.g. evidence of consultation), should only be penalised by dropping one level descriptor ("best-fit" approach).