Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

R065: Design a Business Proposal

Task 3: Produce a design for a business challenge

Using the findings from your completed market research, you are required to create a design of your product. Your drawing skills will not be assessed.

You must:

* Generate product design ideas using creative techniques, and explain their strengths and weaknesses in relation to your chosen customer profile
* Select and draft ONE design for a proposal from your product design ideas, describing how you have used your market research outcomes. Your draft design must be clearly labelled.

CAU Checklist – Task 3

Hat Designs

Explain why you are going to draft some design ideas.

Add a brief summary of your target market and the summary of your market research.

Initial Ideas

Produce a mood board based on hat designs and colours from market research.

Produce 2 – 4 initial design ideas.

Include the strengths and weaknesses of each design.

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| --- | --- |
| **Good –** Strengths and weaknesses are explained with some links to the customer profile. | **Outstanding** – Strengths and weaknesses are fully justified with clear links to the customer profile. |

Draft Design

Select, and label, one of the initial ideas based on the results of you market research.

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| **Good –** An appropriate design is created with clear reference to the market research.  | **Outstanding** – A wholly appropriate design has is created that is fully related to the results of market research. |