

GCSE Product Design at SWGS

Task Analysis

Task Analysis

Design Process

Design Brief

Design Solution

Design Evaluation

Design Communication

Design Development

Design Production

Design Presentation

Design Reflection

Design Review

Design Iteration

Design Finalisation

Design Handover

Design Archiving

Design Feedback

Design Improvement

Design Innovation

Design Creativity

Design Problem Solving

Design Teamwork

Design Leadership

Design Responsibility

Design Ethics

Design Sustainability

Design Safety

Design Quality

Design Costing

Design Marketing

Design Distribution

Design Support

Design Maintenance

Design Repair

Design Upgrade

Design Replacement

Design Disposal

Design Recycling

Design Reuse

Design Reproduction

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Moodboard: Memphis Design Movement



Research: Product Analysis of Existing Market

Product Analysis

Market Research

Competitor Analysis

Consumer Behaviour

Product Features

Product Benefits

Product Drawbacks

Product Opportunities

Product Threats

Product Positioning

Product Differentiation

Product Segmentation

Product Targeting

Product Promotion

Product Distribution

Product Pricing

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