

# NEA - FOCUSSED RESEARCH OF EXISTING PRODUCTS

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Final version

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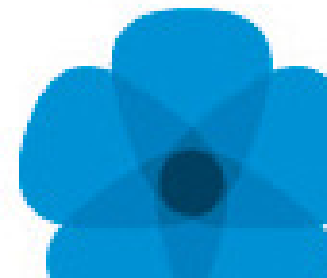
# Overview

## **This document contains...**

Information to help support focused research of existing products

## **Points to consider when using this resource**

Please add and amend to suit your cohort



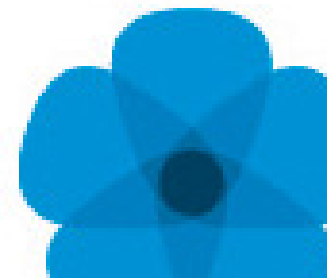
## Focused research of existing products

- When researching existing products, it is important to focus on those that may contribute in some way, to a new or improved design.
- Existing or similar products, may have functions and features you find of interest or partly solve the design problem you are working on. Carefully analysing your research findings, could help you design a successful, innovative product.
- If you identify an interesting function or feature, the next stage is to determine why the function / feature has been included.



Photograph the existing product, paste it on a design sheet and write key questions around it or alongside it.

- What are the interesting functions?
- What are the interesting features?
- What does the customer / target market find interesting about the product?
- What materials have been used in its construction and why? (Look at the properties of the materials).
- Is the cost of the product a factor in its success?
- Is the size, weight and shape important?
- Is the product environmentally friendly. Is it a sustainable product?
- What is innovative or imaginative about the product?





Focused research of existing products  
example

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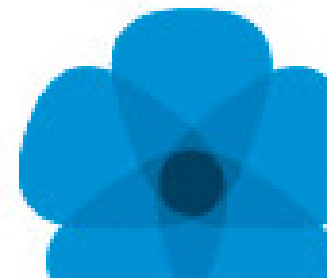


# Design and Technology

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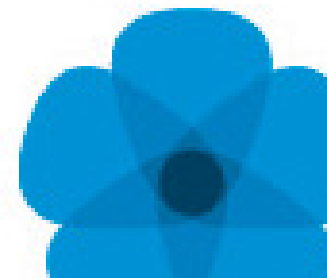
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