

GCSE Graphic analysis of research

This sheet will contain the findings from your research as a basic summary sheet. Here you will map out the current market and what the user needs, this will help you make your specification. Write down a small paragraph for each of your main research points. On this sheet you should consider:

- **Target market needs**
 - State the user's interests, styles, colours, fonts they like.
 - State their social economic group, Single mum, teenager, etc.
 - State the findings from their questionnaires.
- **Existing products**
 - State what products you evaluated and your findings.
 - Explain the current market for your product.
 - What type of product would be needed?
- **Ergonomics**
 - State how big your product is.
 - State anthropometrics averages of your user? What is the average size?
- **Other**
 - Any other relevant information from your research.
- **Page number, title and your name.**