



The transition programme will be in the form of a coursework type project. Each week, you will be required to complete one aspect of the project, building toward completion of mini A Level quality design portfolio and a final professional design.

Your job will be to take the slide and edit it to make the best possible page of coursework.



### Rules

- You cannot remove any text from the slide. The information that is there is set in stone.
- You cannot change and facts. eg: if the target market is a 4 yr old, you must work with that throughout the project
- You can change the layout, colours, fonts, themes etc
- You can add more detail, extra information and extra research to extend the work.
- You can develop any ideas which are there already if you justify the ideas.
- You can personalise the project in any way that you feel. Be creative and have fun!

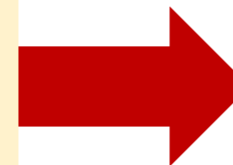
## Week 1 Task: Client Investigation

This week will focus on your analysis of the client. Look at the information on the first page and decide:

- What information needs to be added to make it a completed investigation?
- What else you should add to make it a thorough, A- Level Investigation which shows your own personal opinions?
- Which font style, colours, titles and images should you use for the best possible presentation?

Tip: Use the IKEA website as a starting point.

- If you have anything from IKEA at home, this could help you! -



Yr 11 — 12 Design Technology Transition Tasks	
Week	Activity to complete
1	Client Investigation
2	Context Investigation
3	Target Market Investigation
4	Industrial Materials & Processes — commercial viability
5	Design Ideas
6	CAD/CAM Model
7	Physical Prototype
8	Design Communication — Isometric/ orthographic drawing
9	Design Communication — Exploded Diagram
10	Evaluation & Advertisement

Look for yellow arrows for guidance & advice!

# Client Investigation

Listen!



I have been commissioned by IKEA, to design a furniture item to be sold as part of IKEA's main range.

The product will be sold internationally and should appeal to IKEA's current customers.

As a starting point, I will need to conduct a thorough investigation into **the IKEA company, the products it sells and Ikea's target customers and end user.**

## About Ikea

Ikea is a worldwide company specialising in furniture and other home appliances established in Sweden in the summer of 1943. It can also be seen as an evolved/developed version of traditional designs from Germany over 100 years ago. There are currently 30 Ikea retail stores operating all over the world.

## IKEA Target Customers

Ikea's customers usually consist of the parents or adults of families, looking to purchase ready-to-assemble furniture.

Here you should include the types of people...

For extra marks you should include:  
-Reviews of IKEA by other people  
-Your own observations as a visitor

## IKEA Product Analysis

Stacked, so you can keep several on hand in the same space as one. It is designed for home use and meets the requirements for stability and safety, therefore suitable for use by young children. It has multiple uses: as a stool, a table, or a bedside table. The scale of mass production as these cheap products are produced to comply with the demands of this market is sold world wide. Each piece was made for the customer to put together, this is why the item is very affordable. I like that you can use a topper as well which adds to the comfort of the

**Materials :** Seat/ Foot: Polypropylene plastic. Leg: Steel, Epoxy powder coating



**Product size**  
Tested for: 100 kg  
Seat diameter: 32 cm  
Width: 40 cm  
Seat height: 45 cm

**Remember!**  
You cannot change or delete anything on this page **but you can and should add and change the layout!** – you can delete this box and the arrows however.