

Yr 12 Case Study "Simply Green"



You are required to produce a Case Study of no more than 2500 words. The Case Study must include the following sections

- Historical Aspect – 500 words
- Technology Push v Market Pull – 750 words
- Client Feedback and thoughts - 500 words
- Sustainability (Product Development) – 750 words
- Further Developments – 500 words

You must pick a product that has the potential to be more sustainable than it currently is.

Do not copy and paste any information from the internet – I only want to know your opinion (and your clients opinion) on the product and your thoughts on how it could be improved.

Information on what to include in each of the sections

Section 1

Historical aspect

Do not copy info!

Facts about the evolution leading up to the current project. What have been the main factors in the development of the design.

Can you identify any possible issues and why these are a problem?

Add a time line and images to illustrate the development of the product over time

Section 2

Technology Push v Market Pull

What are the factors that have contributed to the success of the product?

What current features does the product have that are imperative and what features are included for the sake of it?

Planned obsolescence

Developments in technology

Consumer demands

Add images to illustrate the points you make

Section 3

Client Feedback and thoughts

You need to find a person who uses your product. A real person!!

Ask a few questions about the product and investigate issues or limitations they currently face with the product

Analyse their thoughts and come up with a few recommendations on how they think the product could be redeveloped or improved

Add photos of the client investigating your product

Section 4

Sustainability (Product Development)

How is your product sustainable or not?

What are the facts and info about recycling or end of life?

How do the manufacturers or designers encourage recycling

What are the facts about recycled products

Do they use single type plastics in the production of the product

What manufacturing methods do they use (inj. moulding etc) and how can they be more sustainable?

What is on the companies website about sustainability and their commitment to being as environmentally friendly as possible?

Section 5

Further Developments

You need to produce a series of notes and sketches to show how your product could be redeveloped in the future

What technology would be included and why?

Produce a final design for the prototype (Google Sketchup)

Link your developments back to the client and justify why you've made the changes you have