

Research

We decided to aim our product at school children, for the following reasons:

- Teenagers are in the **prime of learning** and are the ideal age to implement skills.
- There is **no option to 'opt out'**.
- It removes the issue of **affordability** for the target user, although they would be able to buy a personal version of the product if they wanted.
- The product will be used in an atmosphere already conducive to learning.

Is it a problem?

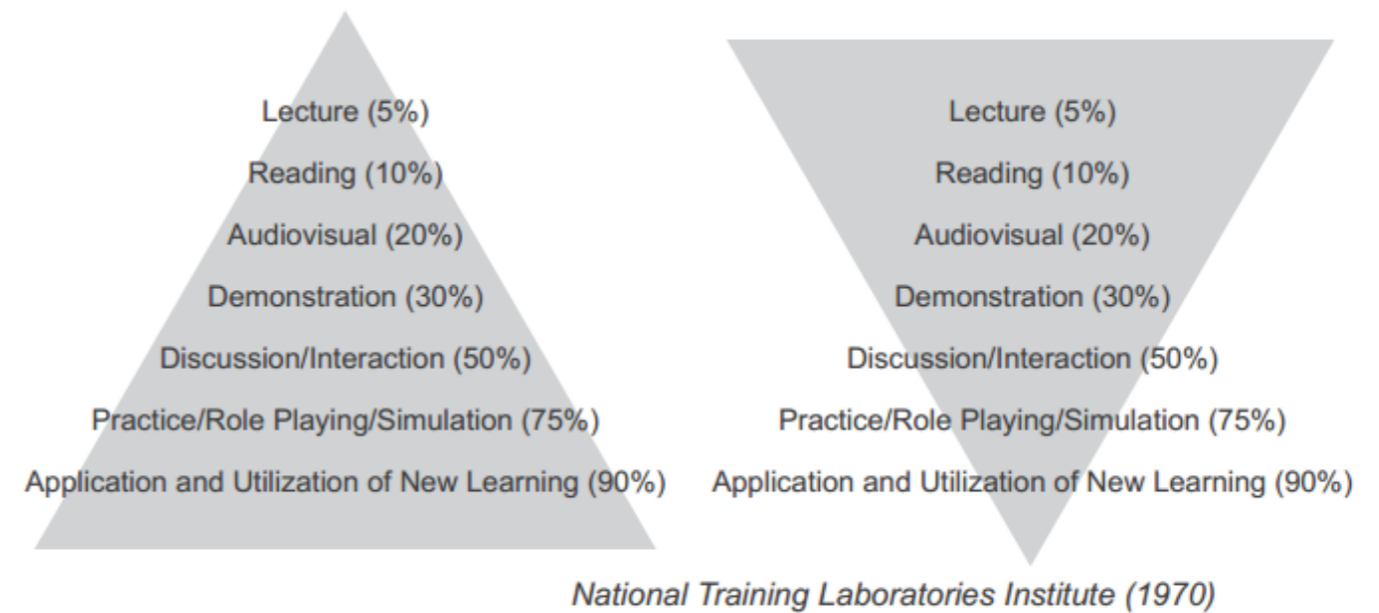
“As regards being aware of 3D ...[students] may not easily understand **how a 3D object works** or **how it is put together**... 6th form students can struggle with this. Their general design skills are often **not very well developed**.”

Nick Platts, Head of Technology at George Spencer Academy, Nottingham

“Many students do not have a **basic understanding of simple mechanisms**... when shown an arrangement of gears and cogs they **can't figure out what will happen**.”

Ian Campbell, Reader in 3D Design at Loughborough University

Learning Theory



The diagram above shows the **amount that we remember** from different sources. The inverted triangle represents the **focus given to each source** in the general curriculum.



“Good teachers are **novel** and **useful**. They **do not lecture students to death**. They use... **demonstrations** [and] **problems**. What... these methods share is an active role for students.”

Neil Whitman, Doctor of Education

How can our product encourage teenagers to 'do', to construct learning for themselves?

Next Steps: Look at the behaviour and habits of the target audience, and at existing products in the market.

