

What is the Need? – Exploring the Global context

Personal and Cultural Expression

Personal and cultural expression is an important part of the world. Different personalities and different cultures make up who we are and what we are. It is not only what we are, how we are represented and showed it to others. Traditions in countries is very important as it connects previous generation with the new generations and for some countries it controls what they do.

The UK has many traditions of its own for example Pancake Day, which is the Tuesday before lent. This is when people would use up all of their left over food before lent. Now in the UK there are a lot of pancake races where people race around a course with a pan and a pancake in it. This tradition has been devolved and is a fun activity to celebrate the day. In other cultures, such as Spain they have other weird traditions. La Tomatina in Spain where people throw tomatoes at each other. This tradition has devolved from a protest where the locals threw vegetables at the police. Traditions are a very good way of looking at the heritage of a countries culture. I think that an idea that links traditions, Culture and history together will be very good.

A reason why Culture is important to keep and preserve is because the internet is making the world united, but this is also effecting the culture of a country but merging each country into one. This can be good sometimes because you get the best from most cultures but it also looses countries identity.

Target Audience

My target audience is tourist families who are visiting the UK. I believe that this is an important target audience as they will want to learn about different cultures and traditions that a country has. I want to try and make a product that is fun and interactive but also is informative. I want to have a product that is fun not only for children but also for the whole family and so I will try and make it simple but also challenging. The product that I am interesting in investigating is a toy or game that informs the audience of an aspect of the culture. I think that this is a good area to investigate because it will inform the user of the culture and traditions of a country while still being fun and interactive. There is a need for this product because it is a good way of informing people about the culture from the UK.

Design is an important tool to communicate of cultural expression. I believe that my product I will communicate cultural expression by people who have visited will hopefully play the game with their friends and neighbours so the message is spread and will encourage more people to visit other culture.

With globalisations and the uses of the internet some parts of cultures are starting to disappear as people feel that there is no need to celebrate them. I feel that cultural expression is a area for tourist to learn about and this could increase cultural exchange between countries and between nations.

Research Plan

I am going to create a research plan so I know what to research and in what order I should do it. This is important

Research question	Priority	Why is it important	Sources
Why games and toys are important to Convey a culture	1	This is important because it will help me understand why I am making a toy and game to help visitors get the message about British Culture and so they understand it and can spread the message when they return to their countries.	Primary: I can talk to the foreign office and travel agents to see what they think about how toys are important to spread a culture.
What are tourist looking for a toy or game	2	This is important because it will help me identify the type of game and toy that tourist would like to play. It is important to get the right game because it will help me decide what type of toy or game to make.	Primary: I can interview Tourist outside museums in London Secondary: I can look at the website of museums like the National History Museum and science museum to see what types of toy and games they sell.
How will the product work with people who speak little English	3	This is important as there are many tourists who might only speak a small amount of English and when they return to their country. So it will help if they want to play it with friends who might not speak English. This is important with tourists who might not speak English.	Primary: I can look at the product available in my museum shops and see what other languages toys and games are in. Secondary: I can look online and see what games have different versions in foreign languages.
What areas of British culture I want to focus on	4	This is important because there is a large amount of British culture and so it is important to focus on a certain area.	Primary: I can talk to artists, musician and other people who are involved in other areas of British culture
What type of game I am going to do	5	This is important because I need to start focusing on a type of game or toy it is going to be. I need to know whether it should be a board Games, a puzzle or another type of game. This is not as important as the others above but comes now because I can do a range of games.	Primary: I can talk to tourist about what game they would like: Secondary: I can look online and in tourist shops to see what type of game is popular.
What I am going to make it out of	6	This is important as the material used will affect the cost, weight and size. It is important that for a game which problem will be going in a suitcase it is small and light so does not take up a lot of room or use up a baggage allowance. I will also look at the cost of the product as this will affect the materials used.	Primary: I can talk to tourist to see how much room they keep for souvenirs and other things. Secondary: I can look online and see how much products weight and what size they are.

Research- Market and existing products research:

Introduction:

Market research is an important way to find out what the client and the target market are looking for in a product and how I can tailor a project to their need.

Why games and toys are important to convey a culture?

Toys and games are an important way to convey culture. After talking to Members of the foreign office I have found out that games and toys are very useful way of spreading the message of British culture. They spread the message by making it fun and interactive as it can also be a dry subject but using games make it fun. Although British culture is already well known around the world, but there are many funny and peculiar traditions that are not known and would be interesting for people to see.

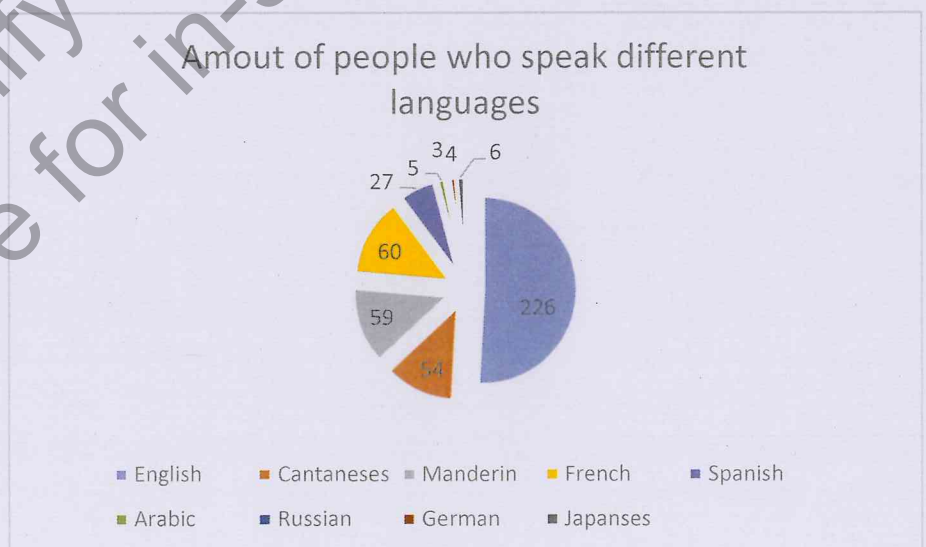
Tourist age and country of residence:

This graph shows that out of the 18374 visitors the most common age groups are 41-50 and 31-40. This is good because this is the perfect age for adults who might be visiting without there children and so can take a toy or game back to them.



How will the product work with people who speak little English?

This graph shows that most of the people I asked speak English as their primary language. The languages that I might make a version of the game in are French and mandarin as these are the next bigger proportion I interview. If I was too make a game in French it could also help me with my own French work and so it would be useful however all of the people, I interviewed spoke some basic English and so that is not a problem.



Existing products:

Introduction : Existing products are important to see what is already for sale so you know what competition there is and also what sort of ideas are available. There are many Existing products available online but these are a few that I thought were relevant to my product.

Stonehenge Jigsaw- It does not contain the information I would like to contain in my project but I think it is a nice idea and information could be part of it as well. The material used in this are laminated cardboard. This is a good material to use because it is cheap, light weight and inflexible. This product is priced at £13. I think that this is a good product however it does not convey the message about British culture:



<https://www.google.co.uk/url?sa=t&rc=t=j&q=&esrc=s&source=web&cd=2&ved=0ahUKEwiY0bDtxMDLAhUB1RoKHbv>



<https://www.google.co.uk/url?sa=t&rc=t=j&q=&esrc=s&source=web&cd=2&ved=0ahUKEwiY0bDtxMDLAhUB1RoKHbv>
this product is a good way of conveying British culture however it could be boring to play.

Personal and cultural expression: High/Medium/Low

British history card game- This is a card game about British history. It is very colourful and has lots of images but also has a lot of information it would be a good idea as it would be fun but also has a lot of information. It is made of laminated cardboard which means it is cheap and quite strong. The product is priced at £10. I think that

Personal and cultural expression: High/Medium/Low

British culture tour game- This game is about the geography and a brief history and the culture of the UK. This game was very popular in the UK in the 1930's. The aim of the game is to race to get around the UK and go through the major cities and towns. It is priced at £10. The bulk of it is made of laminated cardboard however the cars and die is made of plastic. I think that it is a good



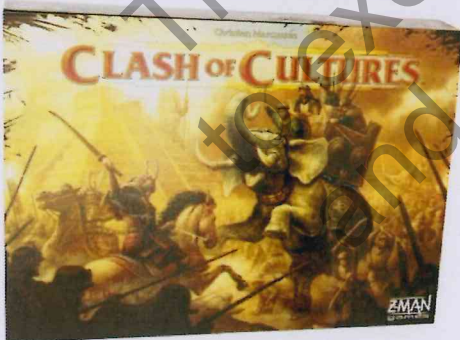
<http://www.amazon.co.uk/Touring-England-Retro-Board-Game/dp/B0013XWMXG>

fun product however I feel that it does not convey British culture well.

Personal and cultural expression: High/Medium/Low

Clash of culture board game:

This game is about setting up and developing your own culture over a period of time and you have to develop your nation. This is not the type of game that I am looking for because it does not look at British culture and it would be hard to design it about British culture but there are some aspects that I can use like the detailed step to step guide.



<https://boardgamegeek.com/board>

This game is priced at £50. The board is laminated cardboard and the characters and other parts are plastic.

Personal and cultural expression: High/Medium/Low

Ergonomics and Anthropometrics

Introduction

Ergonomics and anthropometrics are an important part of research because they tell us about how the product reacts to the users.

Product size and weight

The first thing I am going to look at is the size of the product. As most tourists fly to the UK it is important that the game is small and light so it does not take up a lot of room in my suitcase or it is not heavy and goes over the baggage limit. The average baggage weight is 20KG so I will try and make my product less than 2KG.

Product size relative to hand size

I am also going to look at the product size and how it fits in the human hand. It is important that the parts of the game are not too small or too big and so I need to make it so it fits in the hand well.



Gender	Male	Female
Average Hand Length (cm)	18.9	17.2
Average Hand Width (cm)	8.4	7.4

I can use this information to make the parts of my product the right size so they are not too big.

Types of learning

I could make my product so it has a range of learning styles. I would like my product to include Kinetic, Oral and visual so there needs to be different questions and people have to do different things. For example, one question could be acted out something and another question would be read a short summary and answer a question. This is important because it will help different people understand and learn about the information.

Languages:

It is important to have a product that people can play in their own country with their friends so I feel that making games in other languages will help get a bigger range of buyers and so more people can play it I will make it in the languages I found in my market research, if my product was going to be mass produced.

Cultural Research:

Introduction:

The British culture is very big and diverse but I decided to cut it down to areas that I know well. I have decided to look at sport, Food and drinks and the royal family and the British monarchy. These will all shows a little bit of different areas of the British culture.

Food and Drink

Dish Name	Which meal and ingredients	Information
English Breakfast	Breakfast Eggs, Bacon, sausages	It dates back to the 1800's during the Victorian period
Fish and Chips	Fish (usually cod) and Chips sometimes with mushy peas. Salt and vinegar are added at the end	Fish and chips have always been the meal for the British working classes. In 1860 the first fish and chi-p shop was opened in London.
Afternoon tea	Teas, Scones with cream cheese and jam, sandwiches and tea	It originated from the country of Devon.

Sport

Type of sport	History and general information	Famous athletes
Rugby	The sport started during a soccer game at Rugby school in 1823. Where a boy is said to have picked up the ball and ran and the sport developed from there. The sport is now one of the most popular sports world wide. The sport tactical sport involving two teams of 15. They are divided in to forward and backs.	Jonny Wilkinson-England 1988-2011 Brian O'driscoll- Ireland- 1999-2014 William Webb Ellis- Inventor of Rugby and he is being the world cup is named after.
Football	The English club league is one of the oldest and famous leagues in the world and is popular all over the world.	Bobby Charton- England 1958-1970 Wayne Rooney- England 2003-present David Beckham- England 1996-2009

The royals Family

The British royal family is the most iconic part of British culture. Although the queen does not actively lead she is a figure head for the traditional nation. There have been 66 monarchs. The queen is also the queen of Austria, Canada and other common wealth countries but she is not actively involved with them. Queen Elisabeth II has been queen for over 63 years and recently she has become the longest serving monarch.

Materials and Processes

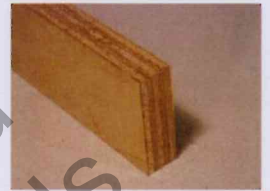
Introduction:

Materials and processes are an important part of the process. It is helpful to know what material and what process you have available.

Materials:

Wood:

Ply-wood: Plywood is a type of wood made from layers of wood veneers that are glued together. Plywood is bend resistant and resistant to cracking. One uses are fencing.



www.hilltopwood.com



Pine: Pine is a soft wood from a pine tree. It is a good material because it is cheap and easy to cut. One uses are furniture.

www.hilltopwood.com/flooring

Plastic:

Acrylic: A very good plastic because it is stiff and brittle. One uses are transparent glass and it is stiff.



<https://www.galco.com/fldsvc/laser-cutter.htm>



PVC: A plastic which is stiff brittle but also scratch resident. One use is piping.

www.pvc-pip.com/blog

Metals:

Aluminium: Aluminium is a good metal because it is light weight but strong and easy to mould and bend. One use of aluminium is Drink Cans.



<https://www.galco.com/fldsvc/laser-cutter.htm>

Iron: Iron is very hard and tough while also being not corrosive so is a good material for outside uses. One uses of iron are nails.



<https://www.galco.com/fldsvc/laser-cutter.htm>

Processes:

Laser cutter: Laser cutting is a good method to cut wood and plastics. It is a good way to get a clean cut through the material. It can also engrave material and so it is a good way to get writing on the material.



<https://www.galco.com/fldsvc/laser-cutter.htm>



3D printer: 3d printing is a way to print 3D shapes. It works by melts plastic or other materials and creating the shape by applying different layer. It is very useful if you want small precise opponents.

<https://www.galco.com/fldsvc/laser-cutter.htm>

Analysis of research:

This is an important part of the project as this will help me cut down my research into the small area of focus where I can easily look back at my research while creating.

Market Research	Existing products	Ergonomics and Anthropometrics	Cultural research	Materials and Processors
<p>From the market research I have found out that the toys and games are a very good way of conveying a culture because it is an interactive and fun way to convey the message. I have also found that my target audience will be aged between 31-50 and also 7-16. These are the ages of family. it is also the largest proportion of visits to the British's museum in London. This information means that the target audience is suitable for families. I also discovered that English was the most spoken language and nearly all tourist spoke basic English with some who are good at English.</p>	<p>From the existing product I have found out that there is not a huge range of games available in this market. There are many of the same games about culture like jig saws, card games. None of these were about British culture but most were about British history and geography. I am going to create a game which explains other areas of British culture like sport, politics, cuisine and others. I am going to create a fun games that emphasizes communicating British culture. Also I am going to create a game that will give tourists and their friends to learn about British culture in a fun and informative way. I will keep the cost of the product at £25 because all of the other products were around this price.</p>	<p>Ergonomics and Anthropometrics I have found out that my product needs to be small and light so I can easily fit into a hold of a plane. The product need to be fit in a human hand and each part should be about 10cm to fit into the average size hand. This means it can be picked up easily but the people playing. it also need to make the game suitable for all types of learners and so I am going to focus on Visual and Oral Learners. I am also going to make the game only in English because most people who visit the UK will speak it.</p>	<p>From my cultural research I have found out that there are few areas of British culture that I am going to focus on are sport, cuisine and the royals as well as many other categories. I think that these are good areas to focus on because there are not that many games about them. These are also topics that there are no games for.</p>	<p>The Materials that I can use are Metal, wood and plastic. The wood I can use is Ply-wood or pine. These are both very good woods to uses because they are cheap and medium thickness. The plastic that I could use is Acrylic because it is cheap and malleable. The metal I could use Aluminium because it is light weight and easy to mould. The also I could use Iron because it is really strong.</p>

Design Brief

I am going to create a toy or games that will communicate the Cultural expression of the United Kingdom. The function is to create fun and informative games for **tourist families (children aged 7-16, adults aged 31-50)** about British Sport, Cuisine, The royal and other aspects of **British culture**. The parts of the games will be less than 10cm so it can **easy fit in to the average persons' hand**. The games also have to be **small and light** so it can fit inside a hold bag on a plane. The game will focus on tourists of aspects of British Culture they might not get to discover themselves. Because the game is going to be portable I need to focus on light weight materials such as timber but could also select acrylic for its properties. My game will be unique and interesting to play but still informative. My product must be made to a high standard of quality and safety. I will cost the product at **£25** because this is average price for the other products.

Criteria B: Specification

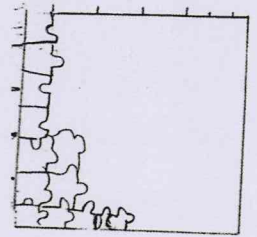
Introduction: for my MYP product I am going to base my design and manufacturing on the specifications below.

Specification	Link to research	Success Criteria
Aesthetics- My product will be aesthetically pleasing and a product that people would want to play with and have on display	Aesthetics is linked to existing product and material. It is linked to these two because I know what existing products look like so I can base mine on that and materials because different material create different aesthetics	I will ask 100 people to rate the aesthetics of the product out of 10 and I can then graph this to look at the results. People will also want to play the game because it is aesthetically pleasing.
Cost- My product will cost £25	This is linked to my existing product and materials. It is linked to existing products because I will base my product around the prices of them and the material because the price depends on what material I use.	I will ask people if they would spend £25 on this product and look at the results. My target audience will also want to play this game because it is an average price product so it has good value for money.
Sustainability- my product will be made with environmentally friendly material which have been recycled or have come from a sustainable source	This relates to my material research because the materials that I use will be sustainable or not.	I will reference where all of the material are from so the user can see that it is from a sustainable source. This means people will want to buy the product because they know it has come from sustainable sources.
Safety- as it is a family game I want a product that is safe to have around a house with babies and young children so there are no small parts.	This link to ergonomics because it shows how the product relates to humans.	I will get my product safety checked by the Department for Business, Innovation and skills. This means the people will feel that my product is safe to play and so they feel they can buy it even if they have young kids.
Quality- My product will be made of high quality and it will be made of high quality sustainable materials	This is linked to Material because with bad material and bad processes the product cannot be good quality.	I will get my product quality tested by the Department for Business, Innovation and skills. This means that people will feel confident that they are getting the most out of their money as they high quality will last for a long time.
Anthropometrics: the game need to comfortably fit in an average sized hand	This relates to my ergonomics and anthropology because it is about how the product effect humans.	I will have asked 100 people if they feel it is a good size and if it will fit in a suitcase. This will encourage more people who live abroad and have come to the country by planes.
Function- The function of my product is to inform people about British culture.	This is linked to my culture research and my existing product research.	I will ask people who have played to game to see if they have learnt anything about the British culture. I can then put these reviews on the packaging and so people will feel confident hat they will learn about British culture.
Materials- I will make my product out of high quality materials	This is linked to my material research	I will get a quality guaranty from the provider of the materials. This means that people will get the most out of their money.
Target Market- My product is going to be a fun game for tourists to play while also being informative	This links to cultural research and market research	I will ask 100 tourists if they enjoyed playing it and learnt stuff about the game. This means that the target market will be confident in playing the game.

Initial Designs

Design 1: Jigsaw Puzzle

This game is a Jigsaw puzzle which could have a picture of a classic British scene such as the royal family. The game would be fun for the target audience to play. It would be a simple Jigsaw and could be fun for all who plays.



Link to design brief: this game is linked to the design brief because it conveys British culture, could be small enough to fit in to a hold bay and could be light weight.

Dimensions: 300mm by 300mm by 5mm

Material: Wood, plastic,

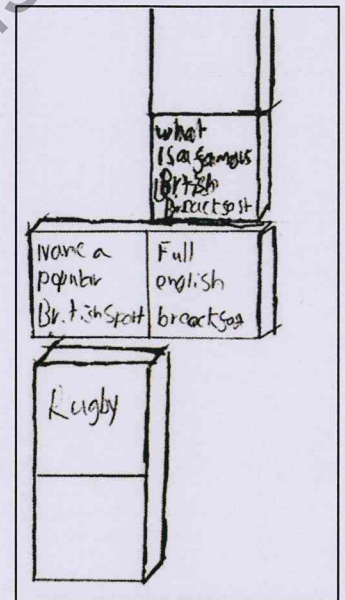
This tables shows how the initial idea will link to my specifications.	
Aesthetics	The product will be aesthetically pleasing and will look professional
Cost	This product will closet £25 or less because of it size and simplicity to make
Quality	The product could be made of high quality wood or acrylic.
Function	This product will not be the most functional Games because it would only convene the information once created

Design 2: Domino

This is an adaptation of the classic game dominos. Where instead of connecting matching numbers together you connect questions and answers about British culture. It could be made out of plastic or wood

Dimension: each block would be: 10mm by 60mm by 30mm- there would be

Materials: This could be made of plastic or wood



This tables shows how the initial idea will link to my specifications.	
Aesthetics	This product could be aesthetically pleasing and would look professional.
Cost	I think that this product would cost around £25
Quality	I think you could make this product out of wood or plastic and both would means that it would have high quality.
Function	I think that the function of the game is very good because it would convey British culture in a fun way for all who would play it.

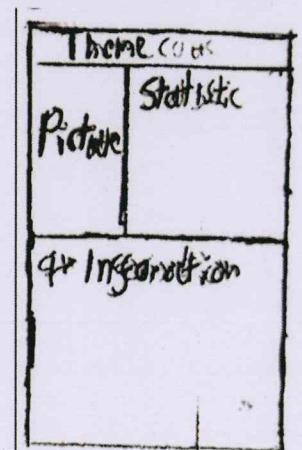
Design 3: Cards

This is a card game based on top trumps about British culture. There are about 4 categories; food, buildings, people, general and them each of these has a static and if one higher or old etc. Then that person gets the card and the winner is the person who has the most cards or when everyone else runs out of cards.

Dimensions: each car would be 1mm by 10mm by 5mm

Link to brief: The product is small and light and will fit in a hold bag. It would be fun for both children and adults to play and each card will fit in to somebody's hands.

Material: I would use paper and then laminate it in plastic



This tables shows how the initial idea will link to my specifications.	
Aesthetics	This product would look aesthetically pleasing as it would look like other card games currently for sale.
Cost	The cost of the product will be about £25. I feel that this is a good price because it means I can add more detail to the questions.
Quality	I think that this could be high quality. I can add a lot of detail the the questions and have high quality pictures.
Function	This product is highly functional because it gives you the information then it test you on that.

Design 4: Map Board game

This is a board game in which you have to travel around the UK a to move you need to answer questions there will be changes along the way like acting thing out or charades. It would be made of plastic.

Dimensions: 500mm by 250mm by 5mm

Materials: Plastic or wood with the map engraved in to it.

Link to design Brief; the game will be fun for tourist families to play, it is thin and therefore will be light.



This tables shows how the initial idea will link to my specifications.	
Aesthetics	This game will look good because if I engrave the wood it will look authentic and vintage like a classic game. It means I could also engrave more features like cities and points of interest.
Cost	I think that this game could cost £25 because I would have increased quality and size.
Quality	I will make this product high quality and the uses of pine wood or acrylic will help this and it would be highly functional.
Function	I think the the game is highly functional because questions and answers are a very good way of learning about Cultural expression.

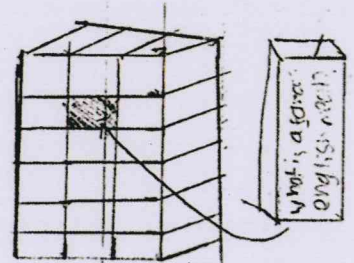
Design 5: Stackable blocks

This games is based on Jenga. Instead of just picking up a block you have to answer a question about British culture. The answers of the game would be on the back.

Dimensions: each block would be 15mmby25mmby75mm

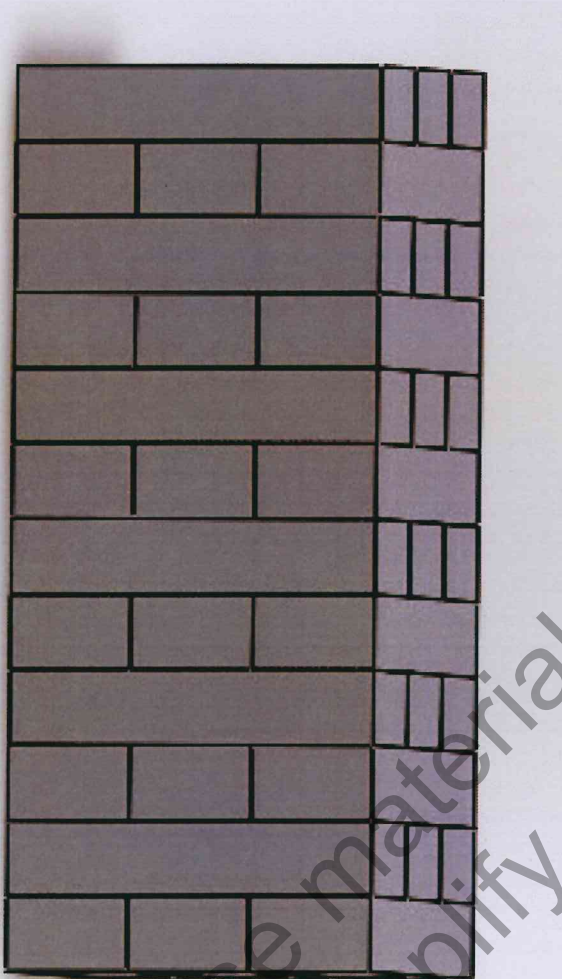
Materials: Pine wood

Link to brief:



This tables shows how the initial idea will link to my specifications.	
Aesthetics	I think that this game will look aesthetically pleasing and very professional. It each piece will have nice smooth edges and so the whole tower will look very good.
Cost	I think that this game will cost £25
Quality	I think that using pine wood will be a good way and it is a high quality material that that is long lasting
Function	The game is very functional because questioning people is a very good way to learn and so by playing the game you will learn about British culture.

Design Idea 1:



Each little block would make up the tower: there would be 36 blocks and so the tower will be 12 block high so it will be 180mm high.

Design Description	This design is a Jenga tower and when you pull out the Jenga piece the person next to you has to answer the question correctly in order to have their go. This will be a good way of communicating Cultural expression. The rules that you have to attempt to answer the question and if you get it right or wrong you still pass over to the next person.
Materials Needed	The material I would mainly need would be some type of wood. The wood that I would want to use is pine because it is a soft wood which is easy to cut and engrave. I might also use other material like plastic hollow block so the game would be lighter. I tested different wood and pine came out the best because it is a soft wood. Other equipment that I might need is a Laser cutter to engrave the question and the CN C router to cut the wood. If I was going to use a laser cutter to cut out the shapes or I could 3D print each part. And so they would all be the same shape.
Specification analysis	<ul style="list-style-type: none"> - The product could be made out of high quality pine so it is durable and long lasting - each piece will be large enough that it past a safety test for swallowing. - This product could be light weight and would fit in to a suitcase. - I think that the product could be priced around or under £25 - The product would be aesthetically pleasing.
Link to design Brief	<ul style="list-style-type: none"> -The product would be fun for children aged 7-16 and their parent or adults 31-50 - Each piece would fit in to the average people's hand - It is a good way of conveying British culture.
Link to Concept	This is linked to the concept of communication because it is a fun game of communicating Cultural expression because uses a simple concept and making it educational and interesting
Interpreted by other	showed this design to 20 people and gave them a brief description of the project. 17/20 were able explain the correct game to me which shows how a lot of people understand the game and it is easy to understand.

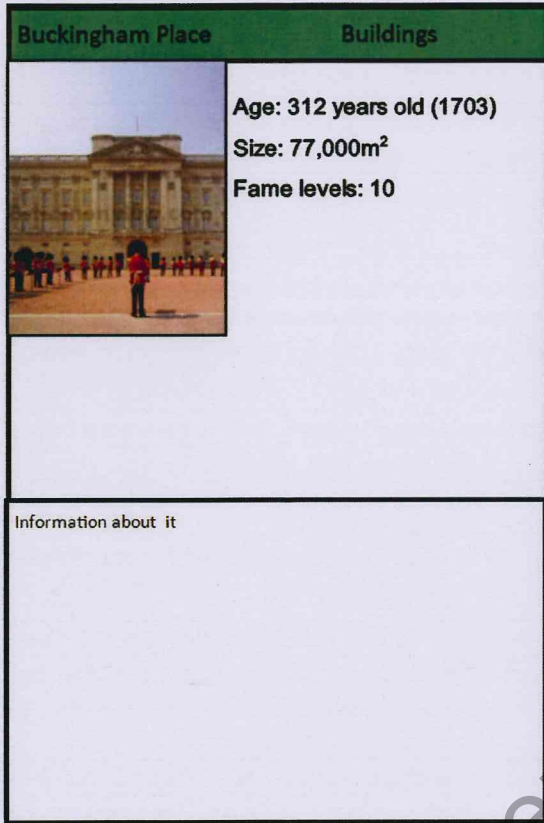
Design Idea 2:



There would be 40 blocks so there would be 20 answers and 20 questions. It could be made out of solid acrylics or hollow blocks.

Design Description	This product is an adaptation of the classic game Dominoes. Instead of matching members you match questions and answers about British culture.
Materials Needed	The main material I will need is acrylic, I will use it because it is cheap and malleable. It is also easy to cut and engrave the text. I will then engrave the text in to the Blocks. I might also test different wood or plastic to see which one suits the game best.
Specification analysis	<ul style="list-style-type: none"> -The Product can be made out of recycled acrylic -This product will be aesthetically pleasing because it will have precise and clean sides so it will have a professional feeling. - I believe that this product will be small enough to easily feet in to cabin luggage or in to hold luggage. - This product might not teach people about British's culture but it will have an information sheet and then you answer the questions in a fun way. -I think that I can make this product cheaper than £25
Link to design Brief	<ul style="list-style-type: none"> - Each block will fit in to an average persons' hand - It will be fun for the target market. - The product would be small and light and so will fit in a hold.
Link to Concept	This is linked to the concept of communication because it will communicate British culture because it is a fun and simple way to inform people about British culture.
Interpreted by other	I showed the design to 20 people at School and about half of the people were able to describe the game. The comments that I go is it does not communicate a lot of culture because you might have to research areas.

Developed design 3:



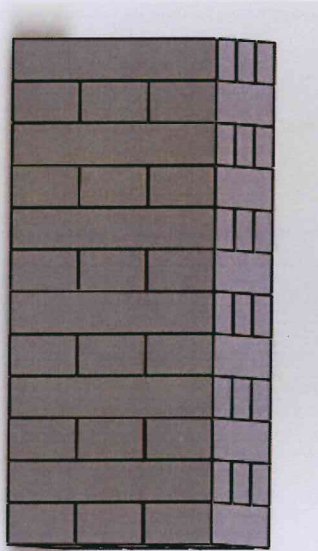
The card would be made out of paper and then you would laminate it. I think there would be 15 cards for each category; Building, People, Food, Sport. Therefore there would be 60 cards.

Description:	this design is a front of a playing card. The object of the game is to gain as many cards as you can. The colour and the word in the top right of the card shows what category it is and then the statics are how you win or gain points. For a building the age is the oldest wins, for size the biggest win and fame is the number out of 10. Then at the bottom of the card there is a description about the cards. There will be a building, people, and sport and food category and so you choose one of these categories and play the card.
Materials:	The main material I would need is paper. I wold design my card online and then either print it off on paper and then laminate it. So the main materials needed are paper, laminated plastic. I would use lamination and online design to create this product.
Specification analysis	<ul style="list-style-type: none"> - The product will be made out of recycled materials - The product will be aesthetically pleasing and will look professional - It will be priced below £25 - It will easily fit in to hold luggage and will not weight much. - It is highly functional as it will have lots information and then you will play a fun game with the information.
Link to brief	<ul style="list-style-type: none"> - The product will fit in to an average person hand - the product will be fun for my target market - the product will be small and light
Lint to concept	This product is a great way of communicating both British culture but also communication between different people.
Interpreted by others:	I asked 20 people at school and asked them what they thought about the product 10/20 people liked it however they said that there was room for improvement

	Aesthetics (Out of 5)	Safety (Out of 5)	Quality (Out of 5)	Function (Out of 5)	Cultural expression (Out of 5)	Total
Design Idea 1	4	5	4	5	5	23/25
Design Idea 2	4	4	4	4	4	20/25
Design Idea 3	4	5	3	5	3	20/25

Given the above analyse of my design ideas I am going to the adaptation of Jenga. I feel that this is a very good game and will communicate the British cultural expression. The game will also be fun for my target market of families. It will also I think that it can work well with my specifications.

I have developed The design in three other ways:



Devovement	Description
Development 1	One development will be the game itself, instead of having the questions on the block and the answers on a piece of paper I will have the answers on the other side of the block
Development 2	Another development is the font size. I will have a size that will take up as much room as possible in each block so it can be easier to read.
Development 3	The final change is a change of the rules. Instead of always passing over to the next player you only finish your go if you answer the question correctly.

Justification of final design

I have evaluated my idea against my specification:

Specification Point	Evaluation
Aesthetics	The product will look aesthetically pleasing because it will look professional as it will have nice flat sanded edges, well engraved text which is clear to read and understand and each block will be the same size.
Cost	as wood is a cheap material it means the cost of the project will be under £25.as wood is cheap it means I can spend more time getting higher quality materials.
Sustainability	I will make my product out of wood because once people are done with it it means that they can recycle it. It means that I will better for the environment and less tree will be cut down.
Safety	I will have all of my parts big enough so a baby cannot chew on it. I will do this by making sure that the part size is bigger than the limit.
Quality	I will Make sure my product looks professional. I will do this by spending time and testing beforehand so I know what works and what does not work.

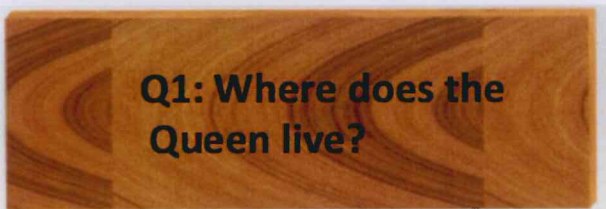
Size	my product will fit inside a suitcase and be light enough to not make a big different on the overall baggage weight. I will do this by having the product big enough to play with but small enough to travel.
Function	the function of communicating the British culture will be of high importance. I will do this by having question and answer as this is a good way of communicating personal expression.
Materials	My product will be made of high quality recycled material. I will do this by using high quality pine wood.
Target Market	I will test my product against the target marker. I will always think of the target user when creating my design for example I will not cut corner to make it easier which might decrease the quality.

Justification to global context and key concept:

This product is related to the Global context of because the fundamental part of the game is to communicate the British cultural expression and therefore this is relevant to the global concept. It is also relevant because the cultural expression of the UK is very big and is important for people to know about

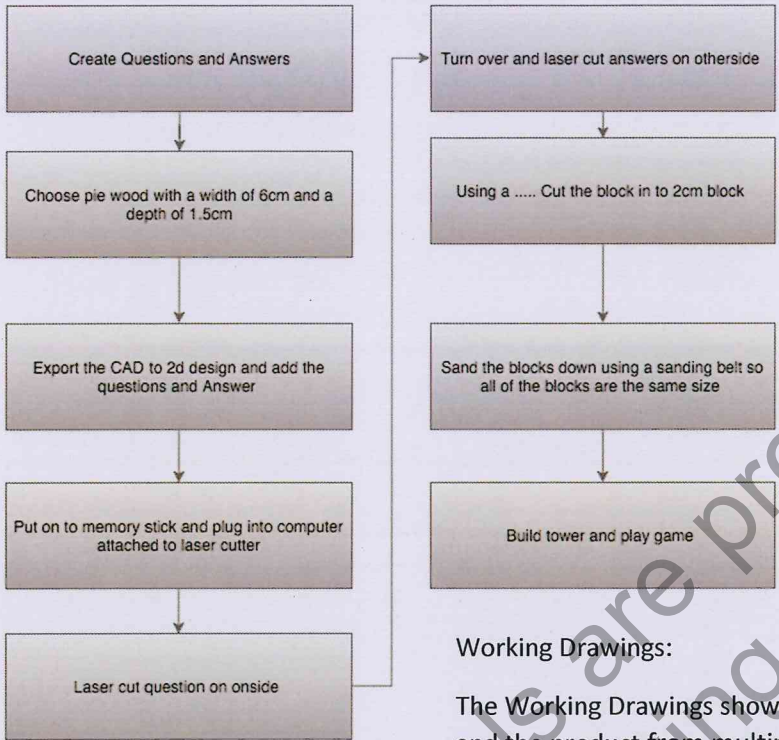
It is also related the the key concept because the game is about communicating the answers and question to the other players and so communication is very important.

Final Design:



Flow diagram of manufacture and Cutting List:

This flow diagram is a simple plan of what I am going to do and how I am going to create the product.



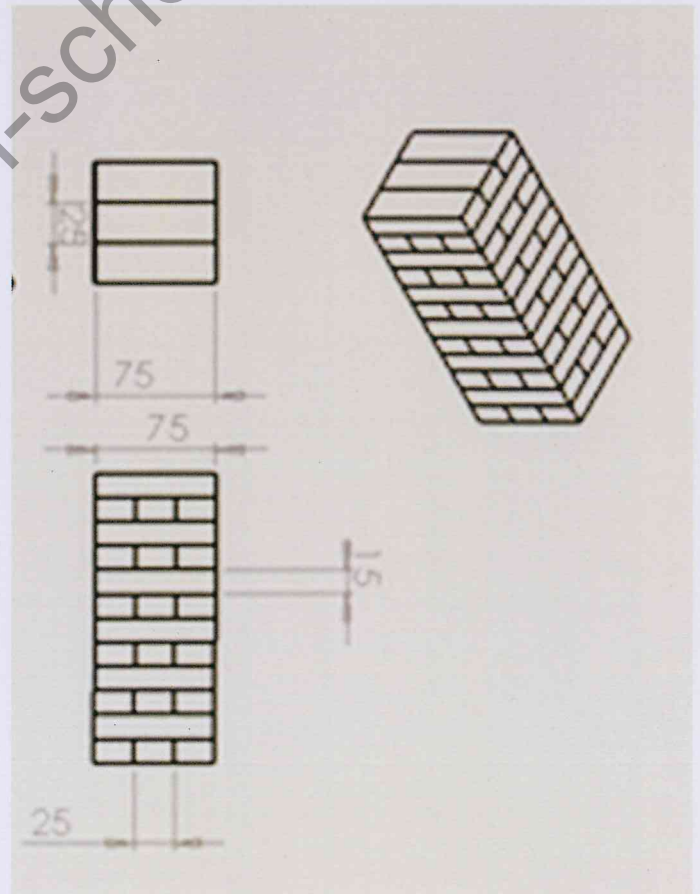
Working Drawings:

The Working Drawings show the measurement that I need for my product and the product from multiple view points and is useful to see the measurements and what the product should look like.

Cutting List:

The cutting is important so I know what piece that I will need for the process.

Part	individual Blocks
Length (mm)	75
Width (mm)	25
Thickness (mm)	15
Material	Pine wood
Quantity	36



Individual block working drawings:

The image below shows the actual size of each block and the thickness of the engraved text.

Q20: How many British monarchs have there been
Q21: When did Britain last hold the Olympics
Q22 Name a famous British actor
Q23 What is the British health care system called
Q24: How many Olympic has Britain Held?
Q25 What is Britain main broadcasting company?
Q26: Who is the current Prime minister?

Q27: What side of the road do people drive on?	25mm
Q12: Who is Prince Charles Wife?	
Q12: Who is Prince Charles Wife?	
Q19: Name the capital of Northern Ireland	
Q17: Name the capital of Scotland	
75mm	

These are only just some of the questions. On the back they will also have the answers.

These materials are produced to exemplify marking standards and are for in-school use only.

Introduction: This chart shows what I am planning on doing and how long it will take to do so.

Steps	Lesson 1(1 hour)	Lesson 2(1 hour)	Lesson 3(1 hour)	Lesson 4(1 hour)	Lesson 5(1 hour)	Lesson 6 (1 hour)	Resources	Health and safety	Quality control
Using the research in to British culture create 36 questions and Answers. Then using 2d design create a 2x6 rectangle. Copy and paste this in to a row and then copy and paste the row in to another file. Put the one question in each block on one row and the answers on the other row.							2D design	Posture while typing	Proof read each question to make sure
Make sure that the 2d design files are on the computer. Get the timber wood which is 1.5 by 6 by 20 and then place it in a position on the laser cutter. Line it up correct and change the colour so it is Black and engrave the text. Then take another piece and do the rest of the row.							Laser cutter wood which is 1.5 by 6	Making sure the laser cutter extractor is working and the lid is down	I will look through and make sure all of the text is clear and readable
Turn over to the other side and do the same as above but make sure that each question is inline							Laser cutter	Making sure the laser cutter extractor is working and the lid is down	I will make sure all of the the text is read able
Using a saw cut each block to 2cm. (you will need your teacher to cut this)							Saw	making sure the extractor is on and making sure the lid is down	I will look to see if all of the blocks are the same size
Sand the edges down so it is flat and even then you are done and can play the game.							Belt sander and sand paper	Make sure you wear a face mask and keep your fingers away from the sanding belt	Smooth edges and even blocks

Peer Review:

I showed this to a few of my class mates and after read through my plan said that I could complete the product in the time required. However, then also mentioned that as other people would be needing the laser cutter and other machinery then I might take longer on that.

Create Diary 1 Date: 11th January

What I planned to do:

- Create all the questions and Answers
- Choose correct size wood
- Create the layout on 2d design

What I Actually did?

- Created all of the question and answers
- Choose correct size wood

Modifications of Design:

- No Modifications at the moment

Modification of plan

- No modifications at the moment

Create Diary 2 Date: 12th January

What I planned to do:

- Create the layout on 2d design
- Laser cutting blocks

What I actually did?

I created the layout of the block on 2 D design and then put all the questions in and changed their colour so they were black which is the colour the laser cutter picks up for engraving.

Modifications of Design:

- No modifications at the moment

Modification of plan

- No modifications at moment

Create Diary 3 Date: 15th January

What I planned to do:

- Laser cutting blocks

What I Actually did?

- I found out that it is important to spend time getting everything lined up

Modifications of Design:

- Leave a gap between each block so there is a margin for error

Modification of plan

- Laser cutting will take longer because of this and I did not laser cut anything this session

Create Diary 4 Date: 18th January

What I planned to do:

- Laser engrave the questions

What I actually did?

- In this session I was able to laser engrave the questions. Every column took longer than I anticipated because I have to line it all up.

Modifications of Design:

- No

Modification of plan



- No

Create Diary 5 Date: Jan 22nd

planned to do:

- Finish laser engraving the questions
- Start engraving answers

What I Actually did:

- Like in the create diary 4, I engraved all of the question in to the column of blocks. It took longer because there was a queue to use the laser cutter.

Modifications of Design:

- No

Modification of plan

- No



Create Diary 6 Date: Jan 25th

What I planned to do:

- Laser cut answers

What I Actually did:

- Laser cut answers on the back of the block- this was very hard because it took a lot of time to try and get each block in line. In the end I decided to leave a gap between each block therefore it means that I had a small margin of error.

Modifications of Design:

Modification of plan

I am going to need to spend longer on the product than initially though.



Create Diary 7 Date: Jan 26th

What I planned to do:

- Cut the block in to 2cm blocks

What I Actually did:

Modifications of Design:

- Now that all of the writing has been engraved I need to cut the blocks. However, because of the change in create diary 6. Instead of cutting every 2cm I cut so I was not cutting through text and now I need to sand it down

Modification of plan

- Yes, I am changing the design because I am going to cut so I don't not cut any of the text. I will then need to sand it down using a sand belt.



Create Diary 8 Date: Jan 29th

What I planned to do:

- Sand down block to 2cm

What I Actually did:

- I actually sanded the block. This took me a long time because I had to do each block on either side. It took the whole session (55 min) to sand all of them down

Modifications of Design:

- No

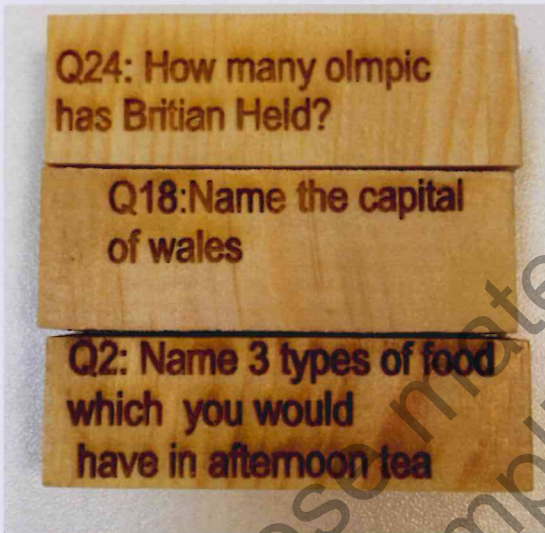
Modification of plan

- No



Modifications to design and plan	Justification
As some of the text is touching the border I am going to cut the block more than 2.5 cm so it does not cut any of the text of.	I am doing this because I do not want to lose any of the text that which would take away the aesthetics of the product and the quality.
I am going to spend two sessions longer	I did this because with the workshop being communal I have had to queue to use the laser cutter and this has taken a lot of time. Also now having to sand will take a lot of time.

Final Pictures



Criteria D -Section 1: Testing

Introduction: Testing is an important part of any product development and especially if you want to improve the product, it is important that in the you are honest and find the errors in a document. This stage is important to find personal and cultural expression. It is important that because we want to learn how to improve our products .

Specification: the product will be small so it can fit in an airplane hold.

Test: I put in it to a bag and see add more content to see how much space it takes up.

Results: my product fit in the bag with all of the content that I had available.

Specification: as it is a family game I want a product that is safe to have around a house with babies and young children so there are no small parts.

Test: I will get a simulation windpipe and try and see if my part can fit down it.

Results: it did not fit so it is safe to have around children



Specification: My product is going to be a fun game for tourists to play while also being informative

Test: I will let a family play it for it and they can rate the game out of 10

Results: each member of the family rated it 10/10



Specification: My product will be made of high quality and it will be made of high quality sustainable materials

Test: I will ask the local council and see if I could recycle my product

Results: they said that it could be 100% recycled

Specification: the product will be small so it can fit in an airplane hold.

Test: How long will playing with a 36 block tower take to play?

Results: after playing with 4 people 10 time we found that a 36 block tower too about 15 minutes. I feel that it needs to be longer so I will make it 54 blocks high

Results:

From the testing I have found out that the games have many features which follow my specification points which work well. Most of the test came out successful however there are a few which I have had problems with. One success is that the product is children proof. The product will not fit into a child's windpipe and therefore it is safe for children less than 4 can play we be around people who are playing it. Another success is that it can fit into a suitcase. Although it fits into the suitcase, I think that it is too heavy and will increase the baggage weight allowance.

Improvements:

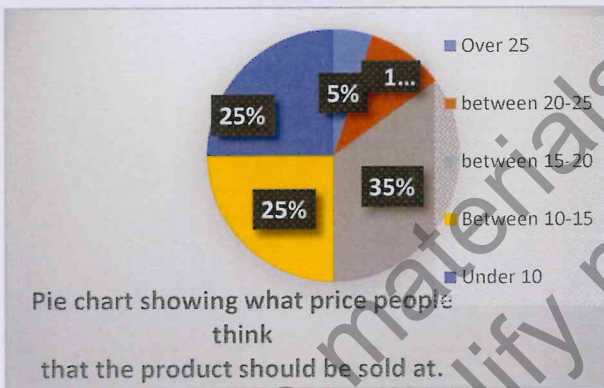
1. My first improvement is I will use a material such as plastic which is lighter than wood so the product does not weight as much in the baggage allowance.
2. As 36 block takes too little time, I will have 54 but I will make each block smaller
3. I will make it out of recycled material. Because I was not able to choose where my material came from I could not choose if it was recycled or not.
4. I will also improve the writing. As some of the writing was not inline or straight I would improve it by spending more time getting it inline.

Section 1: quantitative

Below is some question which I asked people about the product.

1. On a scale from 1-10 do you think that this product has a professional aesthetic look ?
2. How much would you spend on this product?
 - a. Under £10 b. Under £15 c. Under £20 d. Under £25
3. The function of the game is to community the basic British culture to tourist. On a scale of 1-10 how well do you think that the product does follows the function?
4. Would you recommended this to friend who are visiting the UK? -Yes/No
5. What ages would you recommend the game to be played?
Families, Children aged younger than 10, aged 11-20, aged 21-40, aged 41-60, 61+
6. do you think the product is high quality and made of high quality materials?
7. If you were a parent would you allow your children to play this? Yes/No

Results: out of the survey I choose the most important results.



After asking 100 people I found these results:

This shows that at £25 my product is too expensive. I feel that I will price it between £15-£20.



The results show that from the people I asked the questions they felt that this game should be played for families

Other results show:

that 95% of people would buy it if they were tourist visiting the UK.

And that 90% of parents would allow their children to play the game.

Improvements:

1. I will reduce the price from £25 to £15. I feel that from the results people think that £25 is too expensive.
2. I will will try and make the product more colourful and me to the theme of Britain so I could have union jack piece.
3. I will improve the aesthetic by having all blocks the same size, all writing in the same positions
4. I rewrite the question so there are no spelling mistakes

Section 1: Quantitative

This is an interview with the shop manger of the British museum

1. Would you stock this product in your shop?

I would not stock it at the moment however I feel that after a few minor changes I would if every piece had the writing in the same position. I think that the initial idea is good and shows British cultural expression. I think that there are many small improvements you could make such as get the writing on line and on each block have the writing in the same position.

2. If you were in the target market (a tourist family) would you buy this product and why?

Yes, I think that I would buy the product I think that it is a very good idea which is fun while also being informative. I think it would be a very fun game. It communicates British culture.

3. Do you think that the game is communicating British culture?

Yes, I think that this game communicates British culture. I think that it gives information that tourist would want to know; about sport, cuisine, royalty and other stuff. However, I feel that it is too simple and so if I think another version with more complicated and detailed question. I think then if you have the basic lower tier and the higher tier version this will make the game better.

4. Do you think that the product is professional and would it fit in among the other product that you stock?

I do not think that the product looks professional. I feel that there are many improvements you could make. Firstly, I think that all of the text needs to be in the same position so it looks more uniformed. Secondly, although the blocks are all very similar in size there are a couple which a bit smaller and larger. Third I think that all of the engraving need to be the same quality

5. What is your recommending selling price?

I think that if this product came in a nice box with clear instructions I would price it around £15 I feel that most of the games I sell are around this price and there is no reason why this game should be higher or lower. I think that any higher and you are paying too much for wood but any lower and it would mean that you would be struggling to make a profit.

Results: From this I have found the following:

Backing up from the Quantitate I should price my product at around £15 so I will keep it at £14.99. I have found that is a highly functional game and communicates British cultural expression well. I have found out that this product could and would get stocked if I make some improvements

The 4 improvements from this I will make is:

1. Have the text on both sides inline
2. price the product at £14.99
3. I will make sure that the text on each piece is in the same position
4. I will also me a small box for the product.

Section 2: Evaluation against the design Specifications

Introduction: In this section I am going to Evaluate my work myself using my specification that I designed the product. Throughout each part I am going to evaluate it to the Global Context.

Design Specifications	Evaluation	Evidence to testing												
Aesthetics- My product will be aesthetically pleasing and a product that people would want to play with and have on display	From the questionnaire feed back I found out I Have found out that users from the target market think that the product is aesthetically pleasing however the general feed back was that it is very inconsistent.	Qualitative question 1												
Cost- My product will cost £25	Also from the questionnaire I found out that people feel the game is too expensive for what it is. As the manufacturing cost are very little it is a big price for 'some wood.' From this I have found out that it I should not price it at £25 but at £14.99	<p>Pie chart showing what price people think that the product should be...</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Over 25</td> <td>1%</td> </tr> <tr> <td>between 20-25</td> <td>5%</td> </tr> <tr> <td>between 15-20</td> <td>25%</td> </tr> <tr> <td>Between 10-15</td> <td>35%</td> </tr> <tr> <td>Other</td> <td>25%</td> </tr> </tbody> </table>	Age Group	Percentage	Over 25	1%	between 20-25	5%	between 15-20	25%	Between 10-15	35%	Other	25%
Age Group	Percentage													
Over 25	1%													
between 20-25	5%													
between 15-20	25%													
Between 10-15	35%													
Other	25%													
Safety- as it is a family game I want a product that is safe to have around a house with babies and young children so there are no small parts.	From the physical testing I found out that this will not fit down a baby's wind pipe and is safe for them to play.													
Quality- My product will be made of high quality and it will be made of high quality sustainable materials	From the questionnaire I found out that that some of the block are higher quality than the others and they are inconsistent. I have also found a few spelling and grammar areas and so there will need to be sorted	quantitative section question 6												
Anthropometrics: the game need to comfortably fit in an average sized hand	From the physical testing I found out that this will fit in to a suitcase. However, this is just in a clear bag if it was in a box it would be harder for it to fit through.													
Function- The function of my product is to inform people about British culture.	From the Quantities testing I have found out that the function of the products is very high I feel that this communicates British cultural expression well.	quantitative question 3												
Materials- I will make my product out of high quality materials	I did not get a decided to use a range of material as I think the more you use the less aesthetically pleasing it become. I feel that the high quality wood means that the engraving looks better. The only issue is the grain. The engraving looks better on the lighter grain.	quantitative question 6												
Target Market- My product is going to be a fun game for tourists to play while also being informative	I think that my product is suitable for my target market. From my quantive and qualities feed back I have found out that people from the target market will want to play and will want to up the game. I think that this is game that can be enjoyed by everyone. It can also be played in teams unlike the current version on Jenga where is only for solo players.	<p>Chart showing...</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Families</td> <td>47%</td> </tr> <tr> <td>0-10</td> <td>25%</td> </tr> <tr> <td>Other</td> <td>8%</td> </tr> </tbody> </table>	Category	Percentage	Families	47%	0-10	25%	Other	8%				
Category	Percentage													
Families	47%													
0-10	25%													
Other	8%													

I think that my product has been successful because overall it follows all of the specification points with some success. I think that there are still a few areas that need to be improved but in any products there is always improvements.

Section 3: improvements:

Introduction: it is very important to reflect and think about what I would do differently if I had this opportunity again and looking at the strength, weaknesses and improvements is a very good way of doing this.

Strengths:

One strength from my product is that it communicates British culture well. I think that my product communicates the British cultural expression in a fun way. We can see because during the testing section nearly all people rated the game 8-10/10. I think that it is very simple and easy to use.

A second strength is that the game is fun. From the feedback from the testing section we can see that people enjoyed playing the game.

A thirdly strength is that the game is very suitable for the target market. We can see because around 50% of people though it should be played by my chosen target market.

Weaknesses:

One weakness is the spelling and grammar errors. This was picked up in the qualitative section where the shop manger noticed them.

Another weakness is the blocks. Each block is slightly different sized and some have sharper edges than others. This was pointed out in the qualitative testing

Finally, another weakness is the text. Non of the text lines up on either side. This came up in both the quantative and the qualitative

Improvements:

There are many improvements that I think I could make but I think that the most important are:

1. I will correct all spelling or Grammar areas that are on the pieces and make sure that all of the text is in the same position so the game looks professional. If the product was to go into full production, I would easily be able to change this and I could use a computer software and even robot machine that could make sure that the text was in the same position. I would also get a grammar and spelling expert to come check both the spelling of the text and the grammar of the text.
2. I will make sure that all of the blocks are the exact same size. I think that If this did go to large scale production I could use a robot to engrave the cut each block to size.
3. I will increase the numbers of blocks from 36 to 54 to make it last for a longer period of time. I would need to make the blocks smaller so it would still fit in a bag and I might have to use different material so it is not a heavy.

Section 4: Impact on client and Target audience:

Introduction: this is one of the most important stages of the evaluation. It is important when reviewing a new product that ultimately the target user and client are happy.

Client-British museum shop:

Question	Answer
How does it affect their business	Like any product other shop, if successful this product can be life changing but if it is just a ordinary product which goes quite well, it might not make a huge difference.
How does this benefit them?	it is a new different item for them to stock. Like in the question above if it is successful it could increase the profit however, if it is bad it could be a big decrease in money.
How will they use use it?	For the client if they feel it s going to be a big success they might want to highly advertise the products could choose to spend a lot of money on marketing the product.

Target audience: Tourist families (7-160 (31-50)

Question	Answer
How does my product affect their lives?	If the client enjoys playing the game than my product could make a very large impact. This could very much benefit them and increase their basic knowledge of British culture and encourage them to return to Britain in the future.
How will the product benefit them?	I think that the game will benefit every user. It is a very good and simple way to be introduced to the British culture.
When or where it Might be used?	I think that there are many time when the product could be used. Firstly, it could used by a family on the weekend or whenever they want to play a game. It could also be used within a class room or to help children and adults learn about British culture

Success against global context:

When I first knew the global context I was unsure what I could create from it but after some thought and research I think that it is one of the best global contexts. I think that my product is a success by the global context and the key concept. I think my product communicates British culture very well and is also fun to play.