OCR Enterprise and marketing Learning Journey: Topic 3: Develop a business proposal

3.1 Create a design mix for a new product	You will learn about how the design mix can influence the design of a product

Design mix (Knowledge):			
Function	☺	😐	☹
Aesthetics	☺	😐	☹
Economic manufacture	☺	😐	☹

Keywords	**Features | Attractive| USP | Market segment| Influence| Selling price| Added value| Break-even**

3.2 Product design for a new product	Here you will learn about how to use your market research to design your product idea

Product design (Knowledge):			
Use market research to inform product design	☺	😐	☹
Relate product designs to your business brief	☺	😐	☹
Use current creative techniques	☺	😐	☹

Keywords	**Primary | Secondary | Mindmap | Moodboard | Brain shifter | Design**

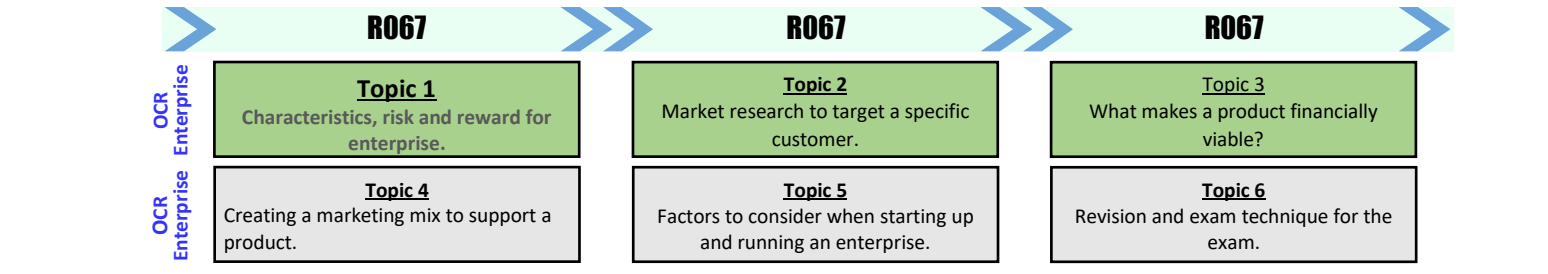
3.3 Review designs for a product proposal	Here you will learn about how to self-assess your designs. You will also gain feedback from peers and learn how to finalise your design based on this feedback

Self/ Peer assessment (Knowledge):			
Self-assessment	☺	😐	☹
Plan methods of gaining feedback on a design proposal	☺	😐	☹
Gain verbal feedback	☺	😐	☹
Gain written feedback	☺	😐	☹
Gain online feedback	☺	😐	☹
Assess strengths and weaknesses	☺	😐	☹

Keywords	**Self | Peer | Feedback | Target market | Verbal | Written | Online**

Skills	**Knowledge – multiple choice, short answer questions, medium answer questions and an extended answer**

Links to the wider world/case study



Revision							
☺				☹			
Revision, Test and Closing the Gap for topics covered so far							
TEST RESULT				**Target Grade:**			
Mark:		**Percentage**		**Grade:**		**On Target?**	