

MODELS AND PROTOTYPES - EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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Companies manufacturing products spend large amounts of money designing and developing their ideas. It makes sense for them to build models / prototypes of a product, before it goes into production. It saves money as faults and improvements can be identified and corrected, before expensive manufacturing on a production line begins.

Models and prototypes are important when discussing a new product with potential customers / clients and focus groups.



Large companies such as BMW still make clay models, made to look realistic. This helps them to design and develop top class cars.

A full size clay model of a BMW car. Manufactured to help the designers further develop the car

Explain why modelling and prototyping is important, during the development of a product and the development of ideas/designs. The key words / phrases below, may help you answer this question.

TESTING IDENTIFICATION OF FAULTS DESIGN IMPROVEMENTS IDENTIFIED

ASSESSING MATERIALS EVALUATE FUNCTIONALITY CUSTOMER / CLIENT DISCUSSIONS

ASSESSING AESTHETICS USED WITH FOCUS GROUP SAFETY ISSUES SAVES MONEY
