Criteria A IB Major Project 7-9 pages.

Problem, described and explained.

Evidence of problem

Design Opportunity

Research plan/Relevant research

Interview with key Findings

Relevant research with Key Findings

Brief: Design Goal

 Target Market

 Constraints

 Criteria

Market Specification

|  |  |  |
| --- | --- | --- |
| Point | Justification | How will it be achieved? Evidence |
| Target MarketTarget AudienceMarket AnalysisUser NeedCompetition |  |  |

Design Specification

|  |  |  |
| --- | --- | --- |
| Specification | Requirement | Justification |
| Aesthetics |  |  |
| Cost |  |  |
| Size |  |  |