

SAMPLE ASSESSMENT MATERIAL

UNIT 3 - PRODUCT RESEARCH, DESIGN AND DEVELOPMENT WITHIN THE HAIR AND BEAUTY SECTOR



Level 3 Product research, design and development within the hair and beauty sector

Unit 3

Sample assessment material - information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.

Overview

The learner will design a retail product for the hairdressing sector. They will take on the role of an operations manager at Psia hair Products Company. They will complete three tasks.

For task 1 they will create a report of research, analysis and findings based on an investigation into the design and development of suitable products. In task 2 they will create an illustrated display or storyboard to present their research and design ideas. Task 3 involves reviewing feedback from task 2 and so suggesting improvements on their design.

Time

The overall time allowed for this assignment is up to 15 hours under controlled conditions. Only one product must be designed.

Resources

Learners will require access to Microsoft office or equivalent software as a minimum. They may require access to a camera for photograph evidence. The questionnaires, which can be primary and/or secondary research, may be carried out in a range of establishments including the learner's own work placement, a shop/salon in the local area or in the RLE in the centre.

Supervision

Teachers must ensure that tasks are carried out under controlled conditions in accordance with the guidance on page 112 - 114 of the specifications.

Learners should be supervised when producing their research reports, undertaking presentations and producing their recommendations. They should be questioned whilst producing the tasks. The individual responses to these questions should be written in the form of feedback for the learner and kept for moderation purposes.

If the questionnaires/surveys are completed externally, the manager of the salon should assess the learner and complete a witness testimony.

Collaboration

Learners may collaborate when they are designing the questionnaire and conducting research on the design and development of a new product.

Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Assessment grid

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 4 marks	5 to 8 marks	9 to 12 marks
1 Understand global manufacturing and retail within the hair and beauty sector	<p>Shown limited knowledge when explaining the global size, structure and growth of the sector.</p> <p>Shown limited awareness of how manufacturers, retailers and associated industries are interrelated.</p>	<p>Shown clear knowledge when explaining the global size, structure and growth of the sector.</p> <p>Shown a clear comprehension of how manufacturers, retailers and associated industries are interrelated.</p>	<p>Shown extensive knowledge when explaining the global size, structure and growth of the sector.</p> <p>Shown an extensive appreciation of how manufacturers, retailers and associated industries are interrelated.</p>
	0 to 4 marks	5 to 8 marks	9 to 12 marks
2 Understand how key factors and technical developments impact on the design and development of products	<p>Shown limited understanding of how key factors and issues impacted on product design and development.</p> <p>Shown limited understanding of how iconic and technical developments impacted on product design and development.</p> <p>Shown limited understanding of how key technological developments have contributed and impacted on consumer spending.</p>	<p>Shown moderate understanding of how key factors and issues impacted on product design and development.</p> <p>Shown clear understanding of how iconic and technical developments impacted on product design and development.</p> <p>Shown clear understanding of how key technological developments have contributed and impacted on consumer spending.</p>	<p>Shown detailed understanding of how key factors and issues impacted on product design and development.</p> <p>Shown extensive understanding of how iconic and technical developments impacted on product design and development.</p> <p>Shown extensive understanding of how key technological developments have contributed and impacted on consumer spending.</p>
	0 to 4 marks	5 to 8 marks	9 to 12 marks
3 Understand the stages of development for hair and beauty products	<p>Shown limited understanding of research processes used to develop new products.</p> <p>Shown limited knowledge of how businesses of different sizes test products.</p>	<p>Shown moderate understanding of research processes used to develop new products.</p> <p>Shown good knowledge of how businesses of different sizes test products.</p>	<p>Shown broad understanding of research processes used to develop new products.</p> <p>Shown extensive knowledge of how businesses of different sizes test products.</p>
	0 to 4 marks	5 to 8 marks	9 to 12 marks
4 Understand the processes used by the manufacturing and retail businesses within the hair and beauty sector	<p>Shown limited knowledge of the logistical process and supply chain mechanism used in the hair and beauty sector.</p>	<p>Shown sound knowledge of the logistical process and supply chain mechanism used in the hair and beauty sector.</p>	<p>Shown extensive knowledge of the logistical process and supply chain mechanism used in the hair and beauty sector.</p>

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 4 marks	5 to 8 marks	9 to 12 marks
5 Understand marketing within the hair and beauty sector	Shown limited knowledge of how products/services are marketed to target audience by businesses of different types.	Shown sound knowledge of how products/services are marketed to target audience by businesses of different types.	Shown extensive knowledge of how products/services are marketed to target audience by businesses of different types.
	0 to 10 marks	11 to 20 marks	21 to 30 marks
6 Be able to design a product for the hair and beauty sector	Used limited research techniques to identify consumer requirements. Generated limited ideas for a product based on the research outcome. Invited feedback for the product idea and identified limited improvements.	Used clear research techniques to identify consumer requirements. Generated clear ideas for a product based on the research outcome. Invited feedback for the product idea and identified variety of sound improvements.	Used broad research techniques to identify consumer requirements. Generated significant ideas for a product based on the research outcome. Invited feedback for the product idea and identified variety of significant improvements.

Sample assessment material – information for learners

Assignment overview

For this assignment you will be required to investigate and produce a design for one product.

You will be required to research and make decisions about the appropriateness of the form of the product within the target market.

You will be required to produce a design for a product in response to research and evaluate your ideas based on feedback.

Time

You will have 15 hours to complete the assessment.

Roles

Your teacher may play the role of the director.

A local employer will be in the boardroom for your final presentation and supply feedback.

The teacher will mark your work.

Assignment Brief

Psia



An operations manager for a very successful franchise in the hair sector, called Psia, has contacted your college.

Product sales throughout the Psia business have declined over the last 12 months. At a recent board meeting it was decided that a new range of products need to be produced to accommodate the diverse market.

The operations manager is keen to get fresh ideas and so has asked your teacher if your group could help as you are all the potential future of the hair industry. You have been given the task of collating data in order to justify the production and design of the **one** of the products. You will work individually and present your investigation in a report. You have also been asked to produce a display or storyboard of your product design which will be presented to a director of the board. You will receive feedback on your product which you should review and so suggest improvements.

Your final product will need to be financially viable and specific to target audiences. If your product is successful the company will expand and produce its range.

You will be required to present your business plan to the board in the form of a formal presentation.

Task 1. Investigation for a new Psia product (LO1, 2, 3, 4 and 5)

Investigate the design and development of your new Psia product. In order to do this you will need to produce a survey/questionnaire for the general public, then generate ideas based on your findings. You will then make decisions about a final product and the appropriateness of the brand for the target market. Include in your report:

- How the company has been affected by the size and growth of the sector and the relationship between manufacturers, retailers etc.
- How key factors and iconic and technological developments have impacted on product design and developments and how this will affect your new product
- A comparison of how different size companies develop new products and how this is relevant to Psia
- An analysis of the stages and processes involved in developing the new product
- How you intend to market the new product and why

Task 2. Present your new product (LO 6a and b)

You will be required to produce a story board or illustrated display to include the following:

- Statistical data from your market research to support the concept of your new product
- Ideas for the product based on your research

Task 3. Review your new product ideas (LO 6c)

- Invite feedback on your ideas
- Review and evaluate your design and suggest improvements