

Evaluating Mug Designs



Mug Designs
A product evaluation task

Imagine you own a coffee shop. Which of these mug-designs would you choose for your shop? What are the top 5 criteria you would consider while making your decision?

अशी कल्पना करा की तुम्ही एखाद्या कॉफी शॉपचे मालक/मालकीण आहात. वर काही कपांचे नमुने चित्र स्वरूपात दाखविली आहेत. यापैकी एक कप आपल्या कॉफी शॉपसाठी निवडायचा असल्यास, आपण कोणता कप निवडाल? कप निवडतांना कोणत्या पाच निकषांचा विचार कराल?

ऐसे विचार करें की आप एक कॉफी की दुकान के मालिक / मालकिन हो। ऊपर कुछ कप के नमूने चित्र के रूप में दिखाए गए हैं। इनमें से आपको एक कप आपके कॉफी दुकान के लिए चुनना होगा तो आप कौनसा कप चुनेंगे ? कप चुनते समय आप कौनसे ५ मापदण्डों का विचार करेंगे?

Above images are only representative of some mug designs. You can collect different types of mugs easily available to you.
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Background

Literature in the area of D&T education has often cited product evaluation as a useful task. For example, Martin (2007) suggests that product evaluation allows students to appreciate the ways in which different products meet the same needs, and allows them to see their own work in relation to the world around them. This activity would also allow observation and communication skills to develop. Crismond (2001) highlights the potential of product evaluation activities in inspiring naïve designers to identify and redesign features in products. Apart from developing technological literacy (Martin, 2007), researchers have also identified potential tangential advantages in product evaluation tasks, such as developing self-esteem of children, revealing students' stereotypical views concerning technology, exploring value judgements and identifying underlying socio-cultural factors influencing design etc. (Garvey & Quinlan, 2000; Siraj-Blatchford, 1995; McLaren, 1997; Moalosi et al., 2007). In general, a simple product evaluation task may involve a variety of sub-tasks like investigation, identifying strengths/weaknesses, justifying, prioritizing, recognizing conflict, testing ideas and communicating.

Adapted from: Ara, F. (2013). Investigating students', teachers' and designers' ideas about design and developing design activities for Indian middle school students (Doctoral Thesis). Mumbai: HBCSE, TIFR Deemed University.

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