Design Ventura 2023-24
Product Notes

For attendees of teacher CPD's and priority schools, we provide a small selection of Design Museum shop products as resources to support classroom teaching. If you would like to create your own, most of these items can be found at [the Design Museum Shop](#).

The following notes are to support classroom activities. The products have been selected as examples of existing shop stock that fit within the constraints of the brief. This means that they cost around £15, or less, relate to one of the specified target audiences, and/or have sustainable/accessible/educational design credentials.

The intention behind these products is to provide further insight into the kinds of products sold in the Design Museum Shop and offer inspiration and practical ideas to inform your teams' responses to the brief, from a design and a business perspective.

The products could be used as part of a product analysis exercise or could just be kept on hand as reference as your students develop ideas.

Questions:
Encourage your students to explore the products fully, asking:
What is the intended target audience?
What is the USP (unique selling point)?
Why do you think it is sold in the Design Museum Shop?
Does it fit with other products sold in the shop?
Think about the quality and feel of the product, how well it works ergonomically and practically?
What materials have been used?
What manufacturing processes have been used?
Is it a sustainable product and why? Could it be more sustainable?
Is It an accessible product and why? Could It be more accessible?
Is It an education product and how does it aim to educate?
What is the price and what in the design adds to its value?
Analyse the packaging or lack of packaging, could it be improved in terms of material, design, sustainability or storytelling?
Is the branding effective?
Does this product improve everyday life? How?
Are any of the products a rethink of an existing design? How have they changed the design from the original?
How does the product compare with other similar products on the market?

Activities:
1. Choose a product and one or two of the questions above and get the students to discuss the questions in their teams. Invite students to share their answers with the rest of the class.

2. Challenge students to redesign one or more of the products to change or improve them (e.g. change the target audience, make more sustainable, improve accessibility, improve packaging etc.)

3. Reflect on the products through a SWOT (strengths, weaknesses, opportunities, and threats) analysis or against the Design Ventura brief.

4. Analyse the look and feel of all the products in terms of packaging and branding. What are the similarities? What do they tell you about what the Design Museum Shop looks for in its products?
The products below from the Design Museum Shop to support classroom learning. (Please note that these products may change depending on stock availability.)

Plui Rain Cloud
Materials: ABS BPA-free, phthalate-free, latex-free
Retail Price: £10.00
Useful links: Design Museum Shop
Plui Rain Cloud illustrates the cycle of water and magically turns kids into little rainmakers. The bath toy works like a pipette and makes simple physics tangible and fun.

Fix It Sticks
Materials: Eco-plastic and biodegradable
Retail Price: £3.00
Useful links: Design Museum Shop
A reusable product, Fix It sticks are mouldable eco-plastic sticks for DIY, craft and more. By simply heat to make it pliable again. Once set, FixIts is solid, tough, and durable.

1:16 Scale Model Classic Designs
Materials: Card
Retail Price: £12.00
Useful Links: Design Museum Shop
A 1:16 scale paper model of classic chair designs. Users can cut out the printed material and assemble the chair and historical interior diorama at your desk.

Use these products in the classroom to compliment online/in person research of products sold in the Design Museum Shop.