

## SECTION 2 — DESIGN STUDIES (continued)

Image for Q9



*Cico Egg Cup*, designed for Alessi

Made from Thermoplastic,  
dimensions: height 11.5 cm, length 8cm, width 9cm

9. Designers have to design products that will be fit for purpose and appeal to consumers. Comment on the issues the designers would have considered when developing this product. In your answer, refer to:

- *function*
- *materials*
- *source of inspiration*

Who do you think is the target market for this design? Give **two** reasons.

**10 MARKS**