

# VCE Product Design and Technology: What is an end user?

Dr Leanne Compton, Curriculum  
Manager–Design and  
Technologies

Simon Van Dillen, State  
Reviewer



# What is an end user in VCE Product Design and Technology?

- An end user refers to the profile of the individuals or groups who ultimately ‘consumes’ the product.
- The end user can be customers or purchasers of the product, or it can be the users of the product i.e. the product can be ‘consumed’ by a group of people who may have the same end user profile
  - Parents buying a product for their children
  - Children using the product bought by parents

# Examples of an end user profile

- Young males aged 18-30 years who live in apartment with limited space to exercise at home
- Individuals who ride a bike to work in the CBD everyday: These are individuals must change from an outfit worn for bike riding into another outfit which is appropriate to their workplace.
- Parents of pre-school children who want gender-neutral toys that are made from recycled materials
- Secondary school students who play guitar and listen to modern pop-rock.

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- can make product for an individual but need to conduct research to identify their end user profile

*‘conduct research using interviews or market research to create an end user/s’ profile’ (p. 24 of study design)*

- An end user is broader than one individual
- The end user profile is used to gather feedback
  - enriches the information the student can obtain and use

# In VCE Product Design and Technology

- **This end user profile is used to gather feedback**
  - enriches the information the student can obtain and use**‘use end-user/s’ feedback to select and justify the preferred design option’ (p. 24 of study design).**

# SAT Q&A webinar

- A Q&A webinar related to the SAT will be held in Term 1. Refer to the VCAA February Bulletin for details of the date and how to register.
- Any questions, information or clarification you would like to be covered during this webinar, please email to Leanne Compton [leanne.compton@education.vic.gov.au](mailto:leanne.compton@education.vic.gov.au)