

**Target market:** Anyone at the beach

**Client:** Grandma

Research questions	Response and justification	Evaluate how important this is to your client
1 Which textile item is preferred to promote your slogan or logo (e.g., T shirt, beach bag, bucket hat—think about your client and also your own time and skills)?	I am going to make a beach bag, because Grandma does not wear T-shirts or bucket hats. Besides, she needs a new bag, and it would be easier to make than a hat. My sewing skills are not very good and we don't have much time so something simple is best for me. Or I could just buy a plain shopping bag and do my design on that, as those bags are very strong and cheap.	Very important
2 What size should the product be?	Grandma needs a large bag as she usually takes her grandson with her to the beach so she needs lots of space for towels, water bottles, snacks etc. If it is not large enough, she won't use it. It should be about the size of a shopping bag; so about 47 cm wide and 45 cm high. Grandma has tested it and she can fit everything in one of those bags.	Very important
3 What size should the slogan/logo be?	Grandma is always commenting on skin cancer and would like a big, bold message. This will work well because then other people at the beach can see it easily. If you can't see it, then there's no point having it. My bag will be big enough for a large slogan. I have measured a bag and I can fit a message about 30 cm wide x 15-20 cm high on it.	Very important
4 What overall impact should it have (e.g., bold, subtle, colourful)?	Something that is quite bold to draw attention to it so that people read the slogan. Grandma likes geometric patterns.	Important
5 Preferred colours	Grandma likes purple and deep pink but also wears a lot of black and white. Any of these would work well but the dark colours might fade and the white will get dirty quickly. So deep pinks and purples. But yellow would be good as it is the colour of the sun. Maybe a yellow bag with a deep pink or purple message. That way it would be bold but also show up the message. But she won't mind which colour I use.	Somewhat important
6 Other features, e.g., preference for plain or patterned fabrics; pockets etc.	<ul style="list-style-type: none"> <li>Washable</li> <li>The handles have to be large enough to go on her shoulder, as she has to hold her grandson's hand.</li> <li>A pocket for water bottles would be useful but is not essential, as the bottles can be stood upright in the bag.</li> </ul>	<p>Washable important</p> <p>Handles very important</p> <p>Pockets not important</p>

### How important are the features to the client?

#### Very important

Large beach bag,  
about 47 cm x 45 cm

Handles to go over shoulder

Large slogan about 30 cm x 15-20 cm

#### Important

Bold design

Washable

#### Not important

Bright colours, e.g., yellow, bright pink and purple (medium)

Pockets (not important)