Worksheet 3.4:
Using Consumer Data

The online clothing company Fashion Forward is making plans to launch a brand new product. Your team is responsible for designing the new collection that will be launched.

Analyse the data collected from Fashion Forward customers to decide what type of product you want to design (coats, dresses, shirts, suits, shoes, accessories or something else) and what details it will include. Then design what your product will look like. You can draw, create or copy an image using a design-tool website such as Canva (www.canva.com) or stencil (www.getstencil.com).

You are to present the new product to be launched and explain how the data collected from Fashion Forward customers influenced your decisions around the design of your product.

Consumer Data collected from Fashion Forward customers:

— Most customers come to Fashion Forward to buy slogan t shirts.

— Many Fashion Forward customers also shop for hats, accessories, and shoes.

— The majority of slogan t shirts that are bought are either black, white or red.

— Most Fashion Forward customers live in cities in Ireland, the UK, Australia and New Zealand.

— Most Fashion Forward customers regularly attend music concerts and festivals (at least two a year).

Design Your Product