**Leanne Compton** - Hello, my name is Leanne Compton, and I'm the Curriculum Manager for Design and Technologies at the Victorian Curriculum and Assessment Authority. With me in this video is Simon Van Dillen. Simon is the State Reviewer for VCE Product Design and Technology. This video has been developed to support you in your delivery of VCE Product Design and Technology, and we will explore What is an end user? Thank you, Simon.

**Simon Van Dillen -** Thank you, Leanne, and thank you teachers, for taking the time to watch this, and hopefully this will help support you in your delivery of your curriculum. So let's have a look at what an end user is. So, what an end user is in Product Design and Technology. An end user refers to the profile of the individuals or groups who ultimately consume the product. End users can be customers or purchasers of the product or can be the users of the product. So the product can be consumed by a group of people who may have the same end user profile.

For example, there are parents a buying product for their children or children using the product bought by their parents are those that make up the end users of the particular product. Some examples of an end user profile. So young males, aged 18 to 30 years of age who live in an apartment with limited space to exercise at home. Or it could be individuals who ride a bike to work, in the CBD every day. These individuals must change from an outfit worn from bike riding into another outfit, which is appropriate for their work space. Or it could be parents of preschool children, who want gender neutral toys that are made from recycled materials. Or secondary school students who play guitar and listen to modern pop-rock.

So in Product Design and Technology, it can make a product for an individual. So you can make a product for an individual, but need to conduct research to identify their end user profile. So, and this is part of page 24 of the study design, where the students are required to conduct research using interviews or market research to create an end user profile. So, an end user is broader than just one individual. So if we take, for instance, that first example on the previous page, of a possible end user profile. It could be, and I'm going to go back to that slide. Young males, aged between 18 and 30 years of age, who live in an apartment with limited space to exercise. A student may have a family member who's 22 and this profile suits them and their product or the problem might have come from that family member that's 22. But the student would write the profile or the profile of that end-user would be greater than the actual individual themselves.

So it needs to be a number of individuals that would be part of that profile. And the student needs to conduct that research with end users of that profile. This end user profile is used to gather feedback. So it really enrichens the students information that they can obtain, they can use. And, once again in the study design, use end user feedback to select and justify the preferred option. So if the student has that end user profile and is able to gather information from a number of individuals that fit that user profile, then that will enrich the information that the student has to help in the development of a design solution. It may be the case that it's quite a niche problem and that the student can't have more than one individual that fits that end user group, providing that end user profile, providing feedback. And all that will do is limit the student's, the amount of information that they can have, and the detail of the information.

So really the end user profile should be broad. It shouldn't be specific to an individual as such. Hope that that makes that a little bit clearer. If it hasn't made it any clearer, we will be holding the webinar in early term one. And to find out the dates and details of that and how to register, please refer to the February edition of the VCAA Bulletin.

And if you do have some questions around end user and end user profiles, or want some more clarification before the webinar, please send any of those questions through to Leanne and we'll make sure that that is covered within that webinar. Thank you.

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