



Oxford Cambridge and RSA

Tuesday 14 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

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Unit 2: Pre-production and planning



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INSTRUCTIONS

- Use this Insert to answer all the questions.
- Do not send this Insert for marking. Keep it in the centre or recycle it.

INFORMATION

- This document has **2** pages.

ADVICE

- Read this Insert carefully before you start your answers.

Context

www.mydesign.co.uk is the website of new unisex fashion company, MyDesign. The website is popular, but the company requires an app to compete with other fashion companies. Their customers have said that they would like an app that allows them to create an avatar of themselves, using their own photograph, so that they can try on clothes in the app.

MyDesign have contracted a local company Active Apps to develop the app. Active Apps have three members of staff:

Aurora is responsible for the design of the graphics and making sure that MyDesign's corporate house style is used for the app. Aurora is also responsible for the visualisations of the new avatar function.

Marcus will develop the functionality of the avatars and photographs.

Stephen is responsible for testing and market research. Stephen will also be the main contact between the client and the team.

Active Apps have taken you on as an intern.

Product Brief

MyDesign would like Active Apps to create a fully interactive app so that customers can upload a photograph to an avatar template. The user can then choose and try outfits so they can see if the outfits suit their body shape and height.

MyDesign want the app to be easy to navigate and provide the user with a positive and fun experience.

The app must contain e-commerce features that would allow users to immediately purchase their outfits after they have seen the outfit on their avatar.

The app should also connect with social media accounts of celebrities and reality TV stars. This will allow users to check out the latest fashion trends to support their choice of outfits.

The target audience age demographic is 16-30 years old. MyDesign hope that the content will also be engaging enough to appeal to a range of cultural groups.

MyDesign want the app to be available in 3 months' time, so there is a planning, testing and production window of 12 weeks.

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