

appropriate

suitable for an  
occasion or use

concept board

a cognitive organiser used to  
clarify the aspects of the  
concept that will be  
important to the final design

demographic

a section of the population  
grouped according to  
common characteristics such  
as age, income or gender

entrepreneurial  
activity

making ideas for  
products or businesses  
into productive and  
profitable businesses

ethics

a system of accepted  
beliefs that control  
behaviour, especially  
one based on morals

hazard

anything that can potentially cause harm or loss

jarrah

a durable hardwood from eucalyptus trees

lateral thinking

using creative or unexpected thinking to solve problems

primary function

the main purpose for which a product is selected by a customer

primary research

research conducted by going directly to the source, such as interviewing, experimenting, and collecting and analysing statistics

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secondary research

facts or data obtained from other than the original source, such as books, other people's reports or the internet

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sustainable fashion

the movement promoting an environmentally sustainable fashion industry

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target market

the sector of a market that a product is being produced for and marketed to

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