

target market The yikebike could be marketed to young teenagers as it appears to easily be viewed as the next generation of the regular bicycle or scooter.	0	There is no reason provided as to why the bike is the 'next generation' thus no mark can be awarded.
The yikebike could also be marketed toward older teens or young adults due to its simple design, lacking detail like the regular child's toy, and the idea that it runs on electricity.	1	The candidate justifies why the bike would appeal citing simplicity and its electric capabilities.
Fitness for purpose The yikebike appears to favour the average weighted person. Those of more slender builds. This is due to the placement of the seat and handlebars being very close together. unfavourable to those with wide hips. This is an error in design.	1	The candidate has considered fitness for purpose by focusing upon an element of the design and providing justification for suitability.
The yikebike appears to be useful as it is able to fold, allowing easy storage and transportation.	1	A clear justified point about fitness for purpose.
The yikebike appears to lack the stability for rocky/bumpy terrain This is an error in design as it may easily topple over and due to the unique build, may leave the rider more injured than a regular bike.	1	The candidate discusses its use over certain terrain and through considering elements of the design provides justified points as to its fitness for purpose.
Total	5/10	
Overall total	36/60	