



















Style The bike looks like it's a quite modern style because the black makes it sleek and it's powered by electricity which is a relatively modern thing to do.	1	A modern style has been considered by commenting upon the black sleek finish.
Despite this, it also has a slight old-fashion look because the large front wheel and smaller trailing back wheel look like they're from a pennyfarthing bike.	1	Recognition and an understanding of traditional style has been commented upon by referencing the wheel proportions and its old-fashioned look.
It has quite an unusual style because typically the handles go in front of the person and the pedals move to propel the bike but not on this one.	1	A point is made about the positioning of the handles commenting upon its unusual style.
Target Market The bike is made for people who use public transport because it can be folded up and easily carried, making it idea for buses or trains.	1	A clear point is made about the appeal to people who would appreciate its folding capacity with the candidate relating this to ease of transportation.
It could be made for people with limited mobility who want to get out and about but can't walk long distances and don't want to face the stigma of using a wheelchair or mobility scooter.	1	A justified comment has been made about the bike's use by those with restricted mobility and the removal of potential stigma.
People concerned about the environment might like this because its powered by electricity rather than fossil fuels and it's a better alternative to a car.	1	By discussing the bike being an alternative form of transport, the candidate has linked how it is powered with people who are environmentally aware.
	<b>Total</b>	<b>9/10</b>
	<b>Overall total</b>	<b>41/60</b>