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**Task 5: Researching the market**

Designers usually have to design for people and companies they know nothing about. How do you think they find out what users will want or need?

You are going to design a pasty that contains apples and helps people reach their target of eating 5 portions of fruit and vegetables each day. Use appropriate techniques, e.g. questionnaires, observation, interviews, to investigate the situation in which a pasty would be chosen as a snack and meet the buyers needs.