

**Question 12** (5 marks)

There is growing consumer demand for innovative products that enhance the quality of life.

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Explain a range of factors that contribute to the success of these products.

Designing a successful, innovative product can be quite successful but also has the possibility of not being as successful. The success of a product is determined by factors. These factors, like timing, for example, have a large impact on success. If a product that is needed at a specific time is made, it has the potential to be very successful. Another factor would be that of financing, ~~money~~ as it is the money that can be spent on designing the product and a bigger budget can make a better product. Marketing is also a factor as it gets the product known in society and can greatly impact a product's success. These factors together create a large portion of the success of a product.