

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.

The most significant factors for the design of new, innovative technologies and products as well as their demand is because of the blunt fact that consumers see newer as better. This factor of a society which ~~is~~ constantly yerns to evolve in technology and products is the fuel which keeps the market of emerging technologies moving. This growing demand can be seen in products such as the iPhone. The late Steve Jobs said himself that he created the phone keeping in mind the want to make things simpler for the average consumer. Along with this notion Jobs knew that by adding new and "improved" features such as a better camera or faster software, there would always be a demand for the product.