

## 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.

Factors that contribute to the success of an innovative product to enhance quality of life are that it functions accordingly and essentially makes one's life easier. ~~It~~ To be successful it must be cheap to buy and easy to ~~use~~ maintain. For eg. the innovation of the cochlea implant. An earpiece that slides into the ear essentially giving a deaf persons hearing back will ultimately make the individuals life easier. The success of the product also depends on social trends. As people only want whats in fashion for eg. the innovation of an iphone. Almost everyone has one and will continue you too as it's the new in thing that makes communication cheap and easy.

- cochlea ear implant.
  - functionality.
  - bring hearing back.
- phones
  - communication easier.