

Start here.

(a) The designer would have to undertake looking in to whether it is aesthetically pleasing, whether it performs the desired functions, whether it is a quality solution to the design problem and if it will sell the greatest number of units at the best price. It may also be to see if it needs further development. It may also have to meet the needs of the individuals needs, social trends, cultural beliefs & environmental implications.

(b) further <sup>development</sup> ~~development~~ may be needed on it to keep up with trends and make people want and need ~~because~~ <sup>because</sup> people always want the new best thing. Things affecting this are individual wants and needs, social trends, cultural expectations and beliefs and also environmental implications and expectations. Another thing would be consumer demand on the product.