(a) To determine whether an existing product needs further development, the designers firstly do research. Such as market research current and past, consumer’s need or wants through the method of qualitative and quantitative research. For the last step, they do tests and experiment of ease of use, safety, and durability.

Secondly, they might consider budget and time.
(b) When there are an existing product that fulfilled consumer’s need and wants as functionally and aesthetically.

The product affects on social, ethical, political, cultural and economical.

As the product, designed existing and fulfilled consumer’s favourite, this becomes the trend on the society. As the products become trend, there could be a ethical and political issues. For example, if the existing designed cloth is too fancy, the cloth is ethically people not wear to funeral or school. And if the clothing has swear words as a pattern, this can be not allowed to wear legally.

Also the product is the trend, so the government exports or import to the other countries or from the countries, the trade affects economically and culturally. Because from the product’s export and import, people can share their culture.

So it is important to develop an existing product as the products affect a lot. Even the current model is functional and...
aesthetical, there were these efforts to be.