(a) The designer would have to understand looking into 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 do see if it needs further development. It may also have to meet the needs of the individual needs, social trends, cultural beliefs and environmental implications.

(b) Further development may be needed on it to keep up with trends and make people want and need it. Because 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.