(a.) The designer would conduct research such as gathering feedback from a focus group to identify any problems associated with the product. For example, this product could be a pen. The designer must make sure it is comfortable to use so general feedback could be gathered to see if it meets its requirement.

Another method to determine whether a product meets its criteria is to undergo physical testing of the product. For example, a chair, the designer would organise a group of people to test it to identify flaws and faults. Using these techniques, the designer can evaluate if the
Product needs further development.

Another activity could involve comparing it to other similar products. By doing this, the designer can identify the pros and cons of each designer’s product and possibly implement the pros of the competitor’s product into his/her own design.

(b) It is almost always necessary to always be further developing an existing product even though it is considered current in the market due to its functionality and or still pleasing aesthetics. Some reasons include it could be because of competition, constant new technology.

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available, consumer demand, or social trends.

One of the main reasons for this is market competition. A company will always want to 'stay on top' of the market for profit and market share. For example, Apple's 'iPhone'. If the iPhone was to stop its new releases, it would eventually be overtaken by stronger competitors.

Another reason is the influence of emerging new and emerging technologies. With new technologies always becoming available for cheaper prices, it is very beneficial to companies to upgrade their current resources and technology.

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Another reason for further developing a product is consumer demand. If the consumer of the product want new features or upgraded technology then the designers will use this feedback to develop the product further.

All these reasons are the key drivers why it is necessary for a company to constantly always be developing their existing product because if they don’t then their product will ‘fall behind’ in the market, leading to a loss of sales and market share.