

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.

The range of factors that contribute to the success of these products are being able to discover how to turn a normal design into an innovative design. An innovate design is turning something simple into something bigger and better. For example a normal design would be a skateboard ramp. An innovative design for the skateboard ramp would be being able to fold it up and being able to take it anywhere.