

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.

What makes some products successful is the way it has become more different and better than previous products of the sort. Designers can try predict how the consumers will feel towards their product by researching the trends in the market and from that evolve new or better ideas that enhance the quality of life.