

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 success of a new product relies on the appropriate timing of the products release. This involves ensuring the consumer base targeted has disposable funds available. The main factor which effects the success of a product is Western culture has become a disposable society. People are always looking for the next new thing to have. It's not so much that people need it, it's more they want it so they appear to be keeping up with latest trends. This factor also leads to the design of the innovated product. For the design to be successful it is required to have new innovated changes to the previous design for example a mobile phone, the first iPhone everyone wanted because it was new and different to other phones. Once iPhone 4 was released even though it was still an iPhone the innovated differences in technology made society want the newest model.