

Start here.

A) A designer would undertake activities that would give them an insight to how the product functions and how the consumer responds. First they would get a copy of the product and test it out themselves. This will ~~enable~~ enable them to see how ~~the design factors~~ the design factors take place and see if any of them need improvement.

Second they would hold a survey for customers of the product to get feedback. See if they like it or if it falls their need.

Once gathered all this information they can make a logical choice whether they should improve the product.

B) Even if a product is functional and aesthetically pleasing there are still more design factors that come into play. There may be

new technology out that can enhance the product that can make it function better. ~~It~~ Even the ~~Environment~~ Environmental impact might be a problem. The Ergonomics might be out and need improvement for a wider range of people. All the above points give a great reason why it may be necessary to further develop an existing product

Additional writing space on back page.