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(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 ~~be~~ make sure it is comfortable to use so general feedback could be gathered to see if it meets its ~~of~~ requirements.

Another ~~activity~~ method to determine whether a product meets its ~~requirement~~ criteria is to under go ~~test~~ physical testing of the product. For example a chair, the designer would organise a group of people to test ~~the~~ 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 ~~is~~ possibly implement the 'pros' of the competitor's product into his/hers 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 ~~or~~ still pleasing aesthetics. ~~Some reasons include~~ It could be because of competitors, constant new technology

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available, consumer demands  
of & social trends.

One of the main reasons  
for this is market  
competition. A company's  
product always wants  
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 strong  
competitors.

Another reason is the  
influence of ~~emerging~~ new  
and emerging technologies.  
With new technologies  
~~also~~ 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 consumers of the product want new features or upgraded technology then the designers will use this feedback to develop the product further.

~~All~~ All ~~this~~ 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.