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14.

a) Once a designer feels that they should further develop an existing product, the designer should fully investigate if there is an actual and legitimate need to continue this further development. The activities that a designer must perform would include investigation and research by the means of investigating emerging technologies, the changing needs of the target market and interviews/surveys on the target market to see what they need and want from the product.

A designer must also prove that the further development will be successful, this can be done through having a focus group to evaluate the current product ~~product~~, evaluate prototypes of the new product and even look at original sketches of the idea. These activities greatly assist a designer in determining whether to further develop an existing product.

14. b) The reason that a designer may feel that it is necessary to further develop an existing product can be many. ~~Whether~~ Whether ~~the~~ the existing product is still functional or aesthetically pleasing or not, the needs of society or the environment may call upon the need to further develop an existing product.

An example of a social need for a new version of a product is the "bed-aid". The "bed-aid" was designed ~~after~~ after a series of earthquakes and floods where the impacted society had lost the use of their beds which called upon the designer to design a bed that is cheap, portable and easy to make and distribute. The new product was not better than the old bed, but it was more suitable given the social circumstances.

An example of the needs of the environment would be that of sustainability as the environment had been damaged due to the use of certain resources and not recycling and reusing. ~~Now~~ Designers began to improve their designs to be environmentally friendly even though the old products had good aesthetics and

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function.

These reasons show possibilities of the purpose that old products, although aesthetically and functioning, are sometimes necessary to be further developed due to social and environmental factors.

You may ask for an extra Writing Booklet if you need more space.