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a) Designus activities which can be undertaken to determine whether an existing product needs further development, ~~as~~ can be things such as research of the current products sales and ~~develop~~ ^{discow} patterns and trends. If negative trends are concluded, then a redevelopment may be required.

Another activity which can be undertaken is surveys and / or a questionnaire to current product owners or other non-product owners in the target market.

Personal evaluations of the products features and aesthetics can be undertaken, and physically using the product for extended periods of time.

Creating a complaints department to consider the negative problems which arise once in the hands of a consumer.

Analysis of the effects the products has on the society, environment, individual should be developed and possible be included or in the redevelopment of the product.

b) It may be necessary as to maintain the customers of the product, to repurchase the "new and improved" product. This may provide the notion that the older product is outdated and out of fashion, boosting new product purchases and company profits.

Another reason may be to include new features or a different appeal to broaden the target market, again increasing financial gain.

To maintain the control of that specific target market as to have a new and improved product which will incorporate new technologies so that when a ~~competitor~~ competing product is released, the current product isn't outdated, ~~or~~ ~~not~~ if so, not by much.

The product may have many ^{problems} ~~problems~~, ~~it~~ isn't ergonomic or uses to ~~many~~ ^{many} resources. ~~It~~ It may also be bad for the environment or have its life expectancy approaching.

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