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a)

A designer would undertake many activities to determine whether an existing product needs further development. They would do primary and secondary research to come to a conclusion whether to embark on the development.

A designer would handout prepared surveys that included questions ~~about~~ including whether or not they owned ~~the~~ ^{the} product, would they like to have more features and functions on it. They could also ~~run~~ run interviews for various people and even some companies to see if they have good sales on the product, what features they already had. ~~are~~

Secondary research would include looking at existing product and producing positive, negative and interesting tables to evaluate what is needed more in ~~a~~ a new model of the product.

The designer ~~also~~ could look at articles written by people ~~of~~ ^{about} the product to find out specific things that they find work, don't work, what they would like more of the product.

Ultimately, the designer would only need to research to find out if they need to ~~proceed~~ ^{proceed} as further develop an existing product or if it is fine and doesn't need anymore development.

b)

There are many reasons why it may be necessary to further develop a current product even though it is still functional and aesthetically appealing. This is because there are new social trends emerging, new technologies emerging, people are becoming more aware of the environmental impact of the product.

Current social trends have influenced designers to produce new and improved products to meet this trend. Facebook has become an extremely popular trend that has influence hundreds of companies to include into their product. Apple has allowed the application of facebook onto their phones to be used, allowing them to sell hundreds of iPhones to be sold for the use of the application. Sometimes it is the emerging trend that is forcing companies to compete on a higher level with other companies to sell their product. When the iPhone was released, ~~as~~ phone companies such as LG and Samsung quickly released a similar smartphone look ~~to~~ at a lower cost to compete with ~~the~~ the consumers demand for a smartphone. Even though their previous phones were aesthetically appealing and functional, the company produced a phone so as

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to be able to compete with a larger, more popular company.

Similarly, emerging technologies do this. When colour television was produced, people wanted to quickly purchase one and throw out their old black-and-white television. Even though it was functional and still aesthetically appealing to the consumers, people wanted to have a better, more modern version. This is similar to the recent technology of having a 3D television. Although peoples' televisions were perfectly capable of producing a clear image, some just want to have the newest technology available to them to use. At times, emerging technologies such as a faster reaction phone and better quality phone ~~device~~ influences people to want to purchase a new model. This is then mass produced by other companies so that they can compete with a similar producing company. Thus, even though peoples' current product is still functional and aesthetically appealing, ~~then~~ consumers just want to have the most state-of-the-art technology.

However, sometimes consumers become more aware of the environmental impact of their product

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resulting in the production of a new product even though the current model is still functional and aesthetically appealing. Most companies aim to produce their products with ~~or~~ less environmental impact. Cars have been around for many years which produce many CO₂ emissions causing global warming. Some car companies have produced cars that are more fuel efficient, like Ford, and even an electric car, recently released by ~~the~~ Toyota. This is because ~~the~~ consumers are more aware of the impact of their vehicles on the environment and want something more environmentally friendly. Even if their previous car was perfectly fine and still aesthetically appealing, they want to reduce their carbon footprint on the environment. Thus, the need for a more environmentally friendly product is wanted by consumers even though their current product is still functional and aesthetically appealing.

ultimately, consumer demands guides ~~company~~ designers to produce and develop a new product even if a current model is still perfectly functional and aesthetically appealing. New social trends, emerging technologies and

an awareness of the environmental impact
guide designers to further develop an
existing product.

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