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a). A designer ~~could~~ would undertake ~~different~~ multiple activities to determine whether an existing ~~design~~ product needs further development. ~~There are many ways that~~ A designer could undertake in some market research to determine if consumers feel that a ~~new~~ development is needed to the existing product, this can be done by setting a survey which asks consumers <sup>simple</sup> questions that will ~~determine~~ show their thoughts on the topic. Another activity that a designer could undertake is brainstorming. By writing a whole heap of ideas in a brainstorming session will help show the designer other ways that the existing product can be developed. ~~A~~

Also another research technique is making a PMI. Writing down the Positives, Negatives and Interesting aspects that could or couldn't come from developing the existing product. After deciding if a development will be going ahead, testing and prototypes will be needed to be able to communicate the new developments ~~to produce~~ to production.







Change ~~is needed~~ is actually needed.

Therefore by developing new functions and new aesthetics that are slowly being discovered and introduced as emerging technologies allows existing designs to be developed into innovations or just upgraded ~~products~~ from the existing ones. By allowing the product to be developed the success of the product will continue with the <sup>ongoing</sup> support of the consumers who use the products.

For example, ~~the~~ Microsoft introduced the Xbox Kinect in ~~2010~~ 2010 it was the first gaming system where no controls were needed. Microsoft had trouble with some ethical issues of the Kinect not being able to recognise darker skinned people which was unethical. Microsoft had to develop ~~a new~~ the existing product to overcome this problem. Microsoft also connects to the Xbox Kinect via internet ~~satellite~~ to constantly update the software on the Kinect to be able to satisfy users. Another example of one design

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which was taken and used for an innovation was made by Dyson where he saw the big fans used by factories to suck the exhausts from the insides and he worked on a new innovation for many years developing the design of the big exhaust fans to develop a new ~~vacuum~~ ~~vacuum~~ vacuum cleaner that used the same process ~~of using~~ as the big ~~exhaust~~ exhaust fan in the factories. By ~~ss~~ developing the design of a normal household vacuum cleaner he developed a new product even though the ~~new~~ current model was still functional and aesthetically pleasing. The launches of these two product was phenomenal as the only thing that made them different from the ~~exist~~ current models was the new technologies that were used ~~on~~ which also made both designs very successful.