

New products are placed on the market from developments in technology or customer need. A designer now has to take into account a broad range of issues, including social, cultural, market and environmental factors.

Technology push

Technology push is when products are designed because of new inventions or findings within technology.

- new materials may become available
- they may have improved properties
- a manufacturer can make the product cheaper or more efficiently, reducing manufacturing costs.



Market pull

This is when products are produced in response to markets.

- Consumer demand for a new product
- Consumers see other successful products
- Designers and manufacturers want to see an increase in the market.

Designers may also take a chance by designing innovative new products within a certain market by looking at gaps in the market - but this may succeed or fail, depending on consumer reaction or demand.



Consumer choice

Market research is used to find out certain market needs. Interviews or focus groups and questionnaires are used to gather views, the functions and features of products and the amount they would be prepared to pay.

Sometimes research is carefully focused on a particular market or group of people, for example:

- men or women
- age-ranges
- wage or salary levels