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| --- | --- | --- | --- |
| **Product** | **What is different?** | **What is similar?** | **What do you think has driven change in the design of this product?** |
| **http://2.bp.blogspot.com/-F60RZiE7pCQ/UOu3ZGjmqTI/AAAAAAAABmg/A0XNuMJRx4o/s640/swimsuits-july1945-1915.pnghttp://www.ecouterre.com/wp-content/uploads/2012/07/speedo-fastskin3-barracuda-swimsuit-3.jpg** |  |  | *Is it change for the better?* |
| **http://www.beatriceco.com/bti/porticus/bell/images/1910_desk_set.jpg**  **http://netdna.webdesignerdepot.com/uploads/cellphone_design/dkmb86g_436gp75q9cq_b.jpg** |  |  | *Is it change for the better?* |
| **http://cdn.collectionsbase.org.uk/wagmu/wams/300_m207_2.jpg**  **http://wifikettle.com/img/design/smarter-wifi-kettle-design-large-top-820x868.png** |  |  | *Is it change for the better?* |
| **Polaroid Camera**  **PowerShot 600** |  |  | *Is it change for the better?* |

**What drives change in Product Design?**

**Human Factors** – consumers are different from each other and have varying needs and values. Designers have to take into account these needs and values when designing appropriate products for their target market.

**Accessibilty:** Different groups within society are now given more consideration in the design of new products. People with disabilities such as visual impairment are considered in the addition of Braille onto labelling to give them access to product information.

**Age Groups:** With different age groups come different physical limitations. Small children may have difficulty using fiddly buttons therefore Velcro or poppers might be used on fastenings to make a product easier for them to use. The elderly may have difficulty with their grip so easy-grip handles might be used on products such as household gadgets.

**Anthropometrics:** A product might need to be designed to suit a wide ranging target market. For example an office chair has to function for the broad range of ages of people who would work in an office. The office chair would have to be designed as a ‘one size fits all’ so anthropometric data would be collected for the range of heights of a sample of people and the chair would be designed to suit the majority of these people.

**Ergonomics:** This is considered to make a product easy and more comfortable to use. An example would be to make the handle of a tin opener the correct size and of a suitable material so that the majority of people could hold and use this product comfortably and with ease.

**Cultural and Religious Values:** Different cultural and religious groups have different beliefs and values associated with them. The option of Halal foods might be considered to broaden the consumer range in a chain of supermarkets.

**Environmental Values:** As people become more aware of environmental issues, a change in attitude to the products we buy everyday has changed. An example is reusable bags instead of plastic carrier bags.

**Market Pull:** This is about what consumers want. It is the response by designers to design products that fulfil a need or demand by the consumer in response to change. An example of this would be the design of a car and changing attitudes to what consumers want from a car. In times of economic growth, consumers might choose a car as a status symbol and expect luxury extras. In times of economic difficulty, consumers might value a car with less emphasis on luxury and more on ‘cheap to run’ qualities. Changes in environmental awareness have driven the change towards hybrid cars which are kinder to the environment.

**Technology Push:** This is linked to developments and advances in materials, new technology and manufacturing methods. All of these can make a product more desirable. An example of this would be the computer which has changed from a bulky oversized design to a more sleek, efficient and functional product such as a laptop or i-pad.