Design Issues + Product Life Cycle

Social Issues- Explain how your product might have a POSITIVE or NEGATIVE effect on Society…

•**Social**- Fashion? Trends? Politics?

•**Ethnic issues-** Religion? Politics?

• **Economic implications**?- Cost of living? Does your product help address an alternative need ?

•**Human Factors-** Ergonomics/ Anthropometrics

•**Safety of a product**- CE Mark/ BSI Kitemark. Moral and legal responsibility.

Environmental Issues? Explain how your product could be more environmentally friendly?

Rethink- Designing the packaging to make it as 'green' as possible and deciding whether packing is needed or not.

•**Refuse**- When your product becomes old and outdated, you have the choice weather to buy a new one or not.

•**Reduce**- Consumers should consider buying products that use less energy, therefore buying in bulk as it avoids the extra packaging in smaller amounts.

•**Re-use**- Products should be designed to be re-used for example milk cartons and plastic bags.

•**Repair**- It is often cheaper to buy a new product than repair it. Nowadays, electrical components are designed to fail after a few years so you will buy the manufacturers new products so they make more of a profit. This is called built in obsolescence.

•**Recycle**- Is a way of recovering materials. It is more energy efficient to recycle than produce it from the beginning although it can sometimes be more expensive.
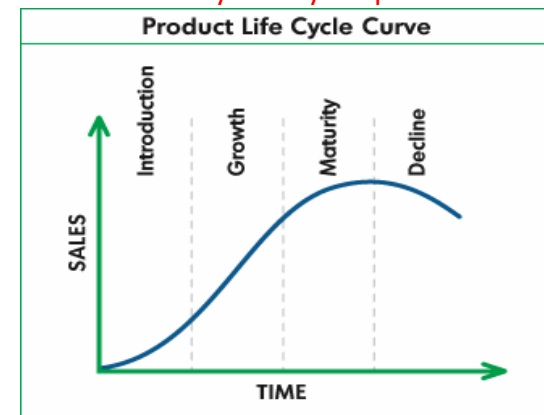
Recycling symbols-

http://www.recyclenow.com/why_recycling_matters/recycling_symbols.html

Economic Impact Will your product be profitable? How do you know? Will it be affordable to your target market? How important is the price to your buyers? How many of the product might be sold? How do you know all this?

Product Life Cycle- Find information on the following and write a paragraph explaining the Product Life Cycle of your product. *Use the diagram to help.*

1. Introduction phase
2. Growth Stage
3. Mature Stage
4. Decline Stage

Product Life Cycle Curve

Introduction | Growth | Maturity | Decline

SALES / TIME

Planned Obsolescence- Will your product become obsolete? What then? Will it make enough money to justify it's development costs?

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