

## People

### Consumer Choice

Growth of global manufacturing has lead to a wider variety of products being available, prices of products are kept low because of the wider competition.

### Technology Push

Advances in technology and science lead to the development of new products. Research and Development (R&D) Departments are used within large companies to ensure they can create new and exciting products.

1993 APPLE NEWTON PDA



1996 PALM SERIES



2012 SAMSUNG GALAXY



Advances in touchscreen technology

### Market Pull

The demand for new products from the consumer market. Market Pull is the pressure put on a company to improve their products by consumers.

### Changing Job Roles

The development of new technologies and automation has meant there is less reliance on manual labour. Workers need to be 'skilled up' and be more flexible.



## Society

Companies putting the environment and people before profit.

Examples:

- Carbon Neutral Products
- Use of renewable materials
- Reduction of carbon emissions/greenhouse gasses
- Use of recycled materials
- Products designed to be 100% recyclable
- Promotion of Fairtrade
- Reduction of transportation
- Non profit organisations that reinvest money to support good causes
- Consideration to designing products for the elderly or disabled
- Consideration to different religious groups



### 4 main ways to consider the population when designing

Type of Production	Example
One size fits all	Door Frames Baths
A range of sizes to cover all	Shoes Clothes
Adjustability to allow use by all	Car Seats Shower head height
Adaptability to support location or user	Children's booster seats Car roof bars

## Culture

A combination of ideas, beliefs, customs and social behaviours of a society or group of people.

### Fashion and Trends

Designers developing products that are influenced by 'the latest thing'.

### Faiths and Beliefs

Designers being responsible for the impact their design choices may have on a community.