

Market Pull and Technology Push

Technology Push is the development of new technology, materials and manufacturing methods to create new products or improve old ones.

Examples include; Smart Phones, Electricity, Mass Production, etc

Market pull is the demand from consumers for new products and improvements in old ones; this is often found via reviews, polls, surveys, etc

Examples include; Product **Aesthetics**, making products easier to use, etc

Cultures, Faith and Belief

Different groups of people have different interests and have to be catered for.

Different countries and cultures also react to products differently.

E.g. In India McDonalds don't sell beef burgers as it has a large Hindu population, and cows are seen as sacred – in contrast the UK sells its most amount of fish and chips on a Friday as it is a Christian tradition to not eat meat on that day.

Case Study: £5 note

Hindu, Sikh and some other faith-based communities may choose to follow a vegetarian diet, and this is part of their culture. In addition to not eating meat, many followers of these faiths, as well as vegans and vegetarians, take every opportunity to avoid using animal products in their day-to-day lives.

The revelation in 2016 that the new polymer Bank of England £5 note contained tallow, an animal fat-based substance, upset a number of communities. There was a prompt call for the Bank of England to find an alternative way to produce the note and in the first two days of an official petition well over 100,000 signatures were received.

Shortly after the Bank of England admitted that the new polymer £5 note contained the animal by-product, some establishments refused to take the notes as a method of payment. One café owner was repulsed by the idea that the note contained tallow and believed that her customers supported her view. They received no complaints.



The Bank of England say they currently have no plans to change the manufacturing process.

Fashion and Trends

Fashion and Trends will change quickly, and you can see major differences in fashions over decades.

Designers have to make sure their products meet the fashion and trends of the area they are designing and selling the product to.

The change of products over time is called **Product Evolution**. This is caused by Market Pull, Technology Push and Fashion and Trends.



Some products are seen as **timeless**. These products are called **Iconic Designs**. These products are timeless because they were innovative, set a bench mark for following products, changed their industry and are often copied. Examples include; iPod, iPhone, Angle-Poise Lamp, Swiss Army Knife, Converse Shoes, Levi's Jeans, Classic Mini Cooper



Inclusive vs. Exclusive Design

Inclusive Design: The aim to create a product that as many people as possible can use

Examples include; Cars, Doorframes, Adjustable Products, etc

Exclusive Design: The aim to create a product for a particular group and their needs

Examples include; Car seats for babies, Wheelchairs, Stair Lifts