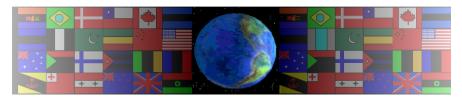
WHAT IS THE TECHNOLOGY PUSH MODEL OF PRODUCT DEVELOPMENT?

V.Ryan © 2000 - 2013

On behalf of The World Association of Technology Teachers

W.A.T.T.



World Association of Technology Teachers

This exercise can be printed and used by teachers and students. It is recommended that you view the website (www.technologystudent.com) before attempting the design sheet.

THESE MATERIALS CAN BE PRINTED AND USED BY TEACHERS AND STUDENTS.

THEY MUST NOT BE EDITED IN ANY WAY OR PLACED ON ANY OTHER MEDIA INCLUDING WEB SITES AND INTRANETS.

NOT FOR COMMERCIAL USE.

THIS WORK IS PROTECTED BY COPYRIGHT LAW.

IT IS ILLEGAL TO DISPLAY THIS WORK ON ANY WEBSITE/MEDIA STORAGE OTHER THAN www.technologystudent.com

WHAT IS THE TECHNOLOGY PUSH MODEL OF PRODUCT DEVELOPMENT?

V.Ryan © 2013 World Association of Technology Teachers

1. With regards to the development of products, what is 'Technology Push'. In your answer, you musgive one example of a form of technology, that has been developed and has led to a new product(s).
2. In the space below, draw a diagram that represents the linear nature of the 'technology push' model.
3. Describe a product, developed through the 'technology push' model, that has been a failure. Ensure that you explain why it failed.