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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers. Once a need is identified, the next step is to develop a concept that addresses this need. This concept should be unique and offer a clear value proposition. The third step is to create a prototype, which allows the team to test the concept and gather feedback from potential users. Finally, the product is refined based on this feedback and then launched into the market. Throughout this process, it is crucial to maintain open communication with the target audience and be prepared to iterate on the design as needed.

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Age Group	Percentage
18-29	85%
30-49	80%
50-69	75%
70+	70%

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