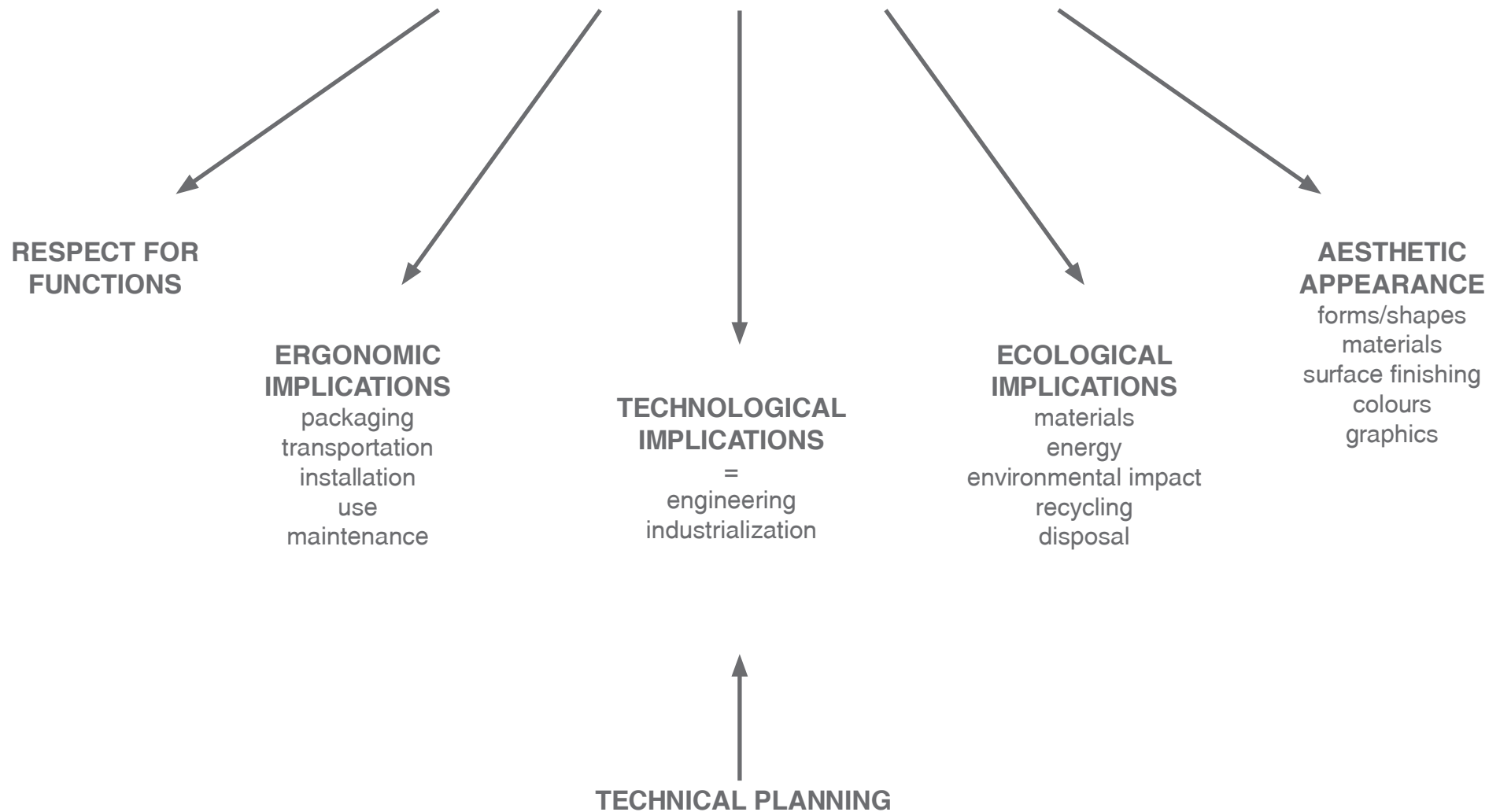


DESIGN THINKING

*From Need to Product: the project path
(editorial edition)*



INDUSTRIAL DESIGNER



DESIGN: AREAS OF ACTIVITY





DESIGN: AREAS OF ACTIVITY



DESIGN: AREAS OF ACTIVITY



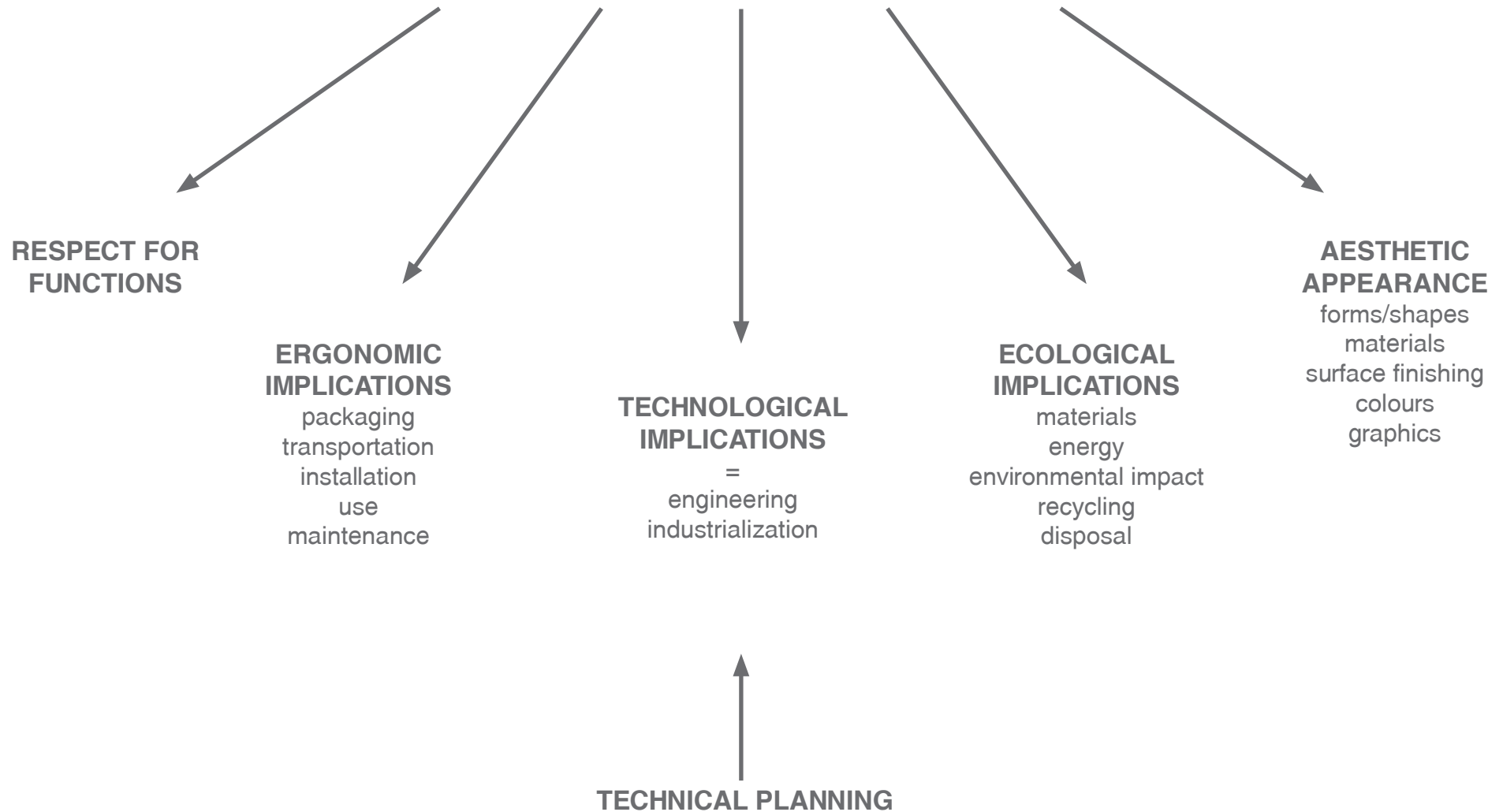
DESIGN: AREAS OF ACTIVITY





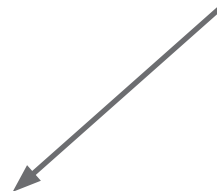


INDUSTRIAL DESIGNER



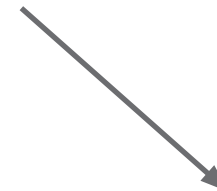
GOODS

OBJECTIVE CHARACTERISTICS



ERGONOMIC FUNCTIONS

(ease of installation, use and maintenance, technology)



AESTHETICS

forms/shapes
materials
surface finishing
colours
graphics

OBJECTIVE CHARACTERISTICS OF A GOOD



OBJECTIVE CHARACTERISTICS OF A GOOD



OBJECTIVE CHARACTERISTICS OF A GOOD



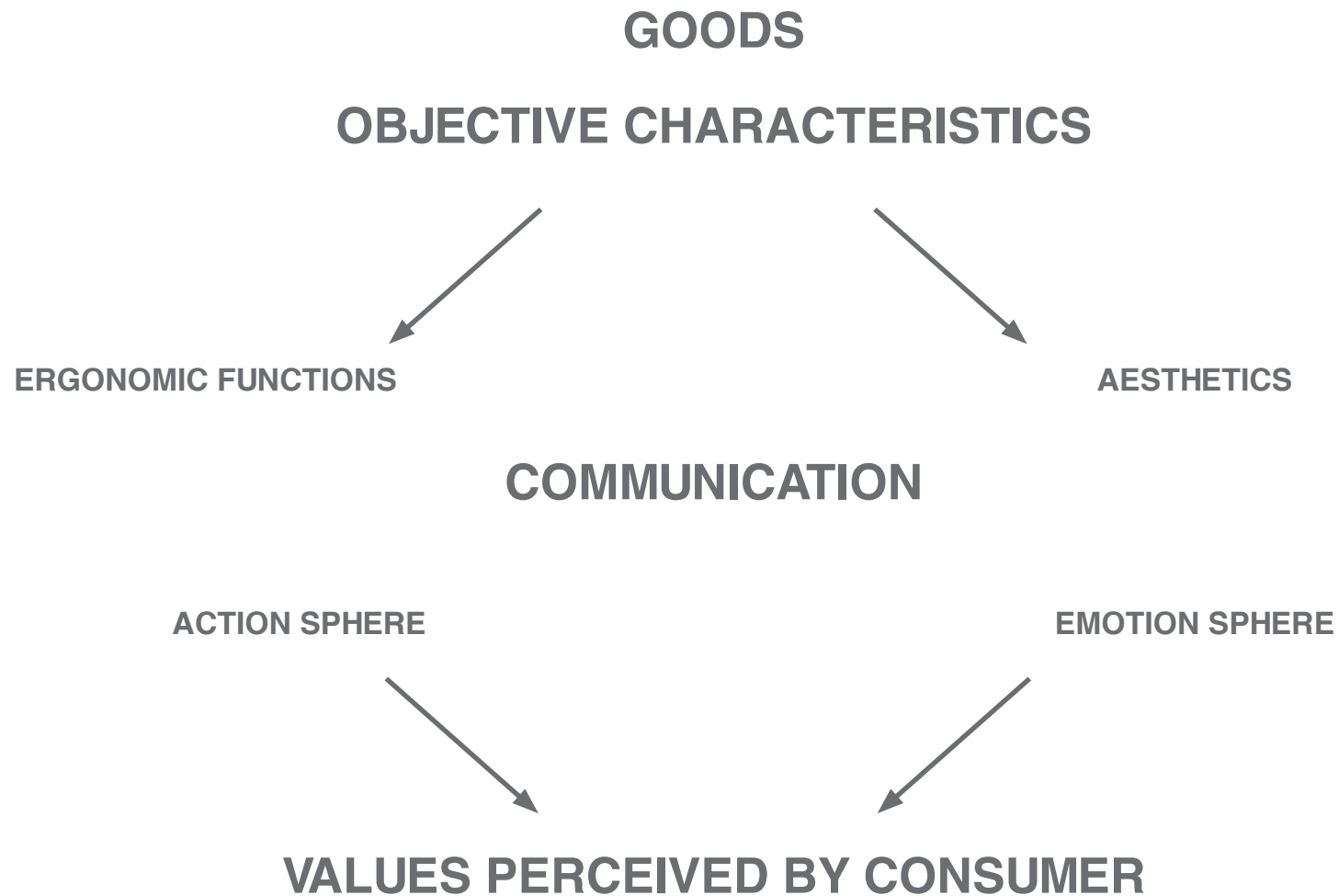
OBJECTIVE CHARACTERISTICS OF A GOOD



EMOTION



FUNCTION



PRODUCT DESIGN FROM ACTION TO EMOTION

Strategic factors

FACTOR V

THE VALUE THAT COUNTS
IS THE VALUE THAT IS PERCEIVED

PRODUCT PERFORMANCES

PRICE

BRAND IMAGE

MARKETING MIX



FACTOR T

THE DESIGN LIFE OF THE PRODUCT

HOW LONG WILL IT LAST?



FACTOR F FASHION AND STYLE

WHICH TREND TO FOLLOW?



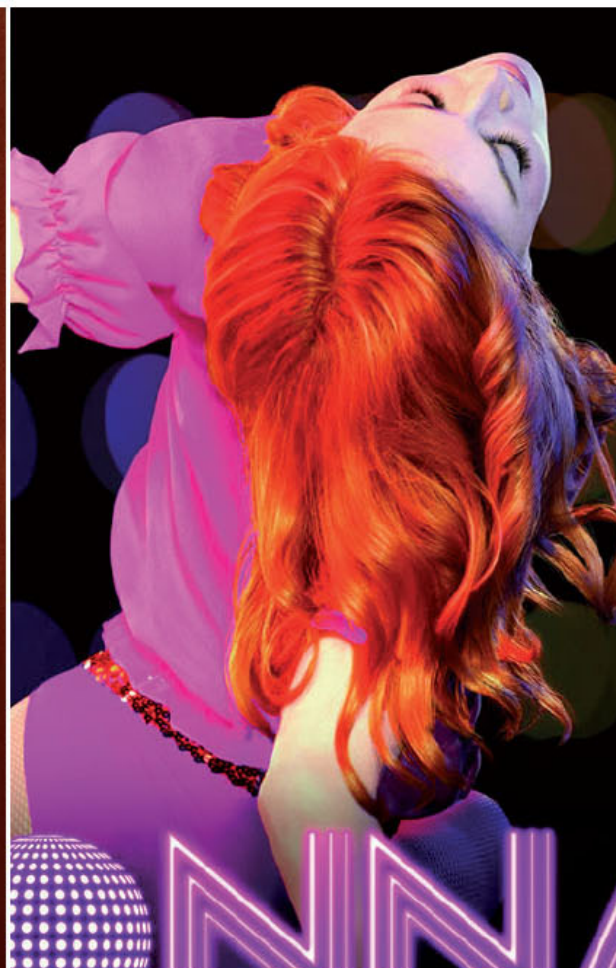
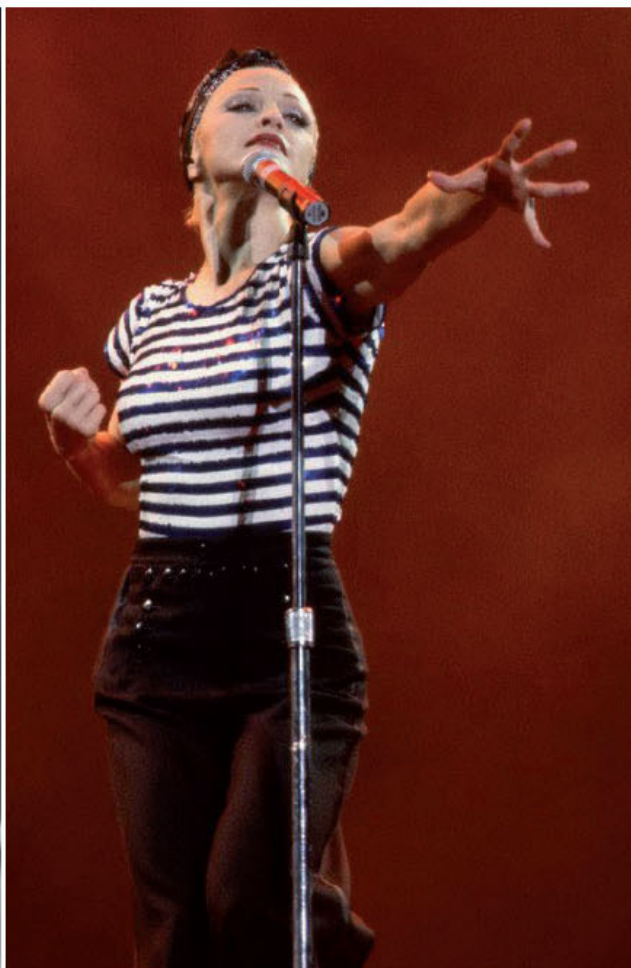
STRATEGIC FACTORS



STRATEGIC FACTORS



STRATEGIC FACTORS



FACTOR P PROMOTIONAL REINFORCEMENT



INDUCING THE CONSUMER TO BUY



FACTOR 0 PUBLIC OPINION



STRATEGIC FACTORS



STRATEGIC FACTORS



STRATEGIC FACTORS



get some
NYC
CONDOM



FACTOR G GLOBALISATION





STRATEGIC FACTORS

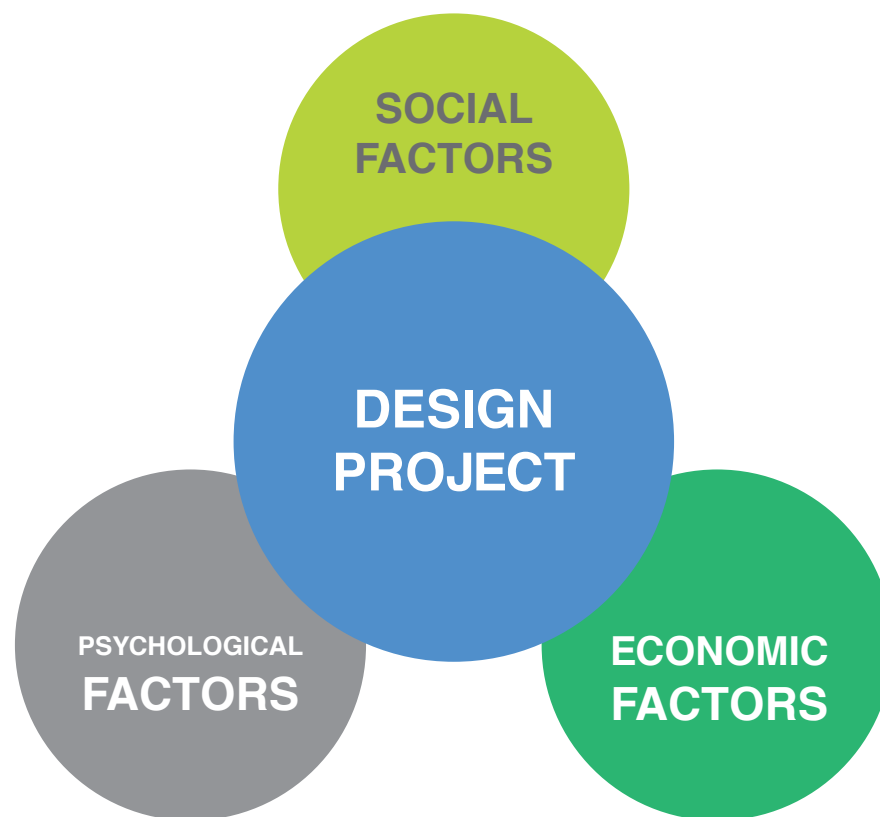


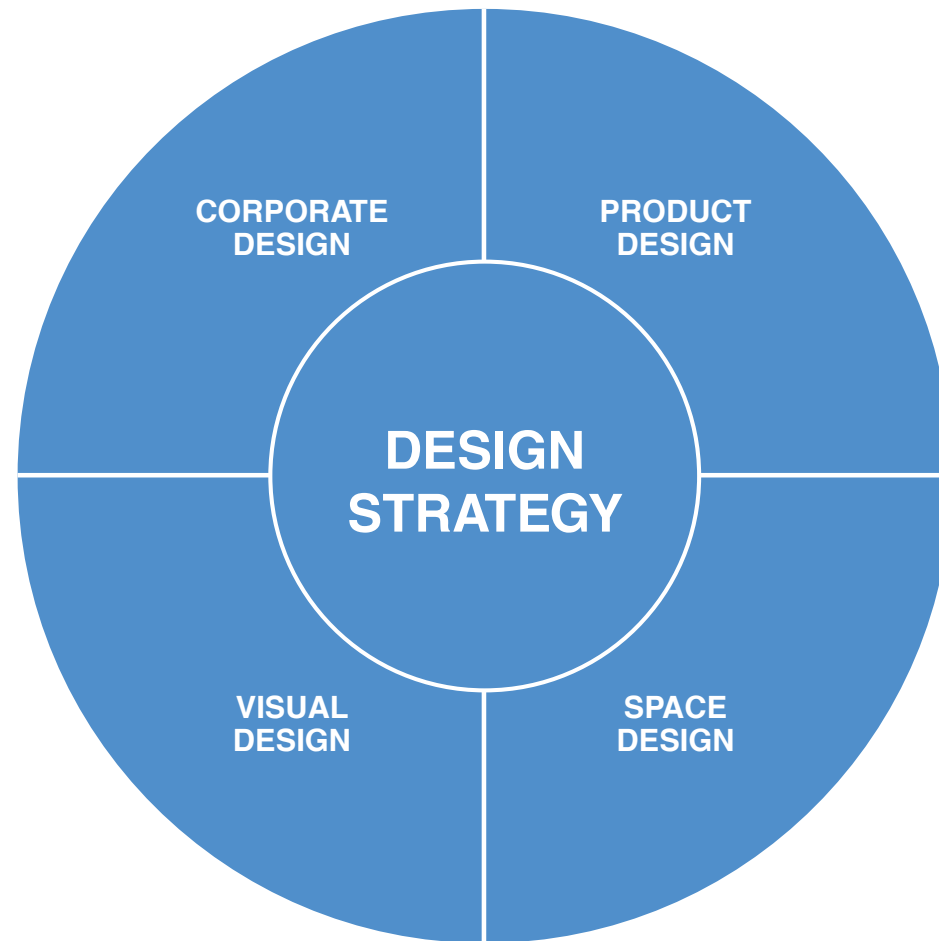
FACTOR E ETHICS

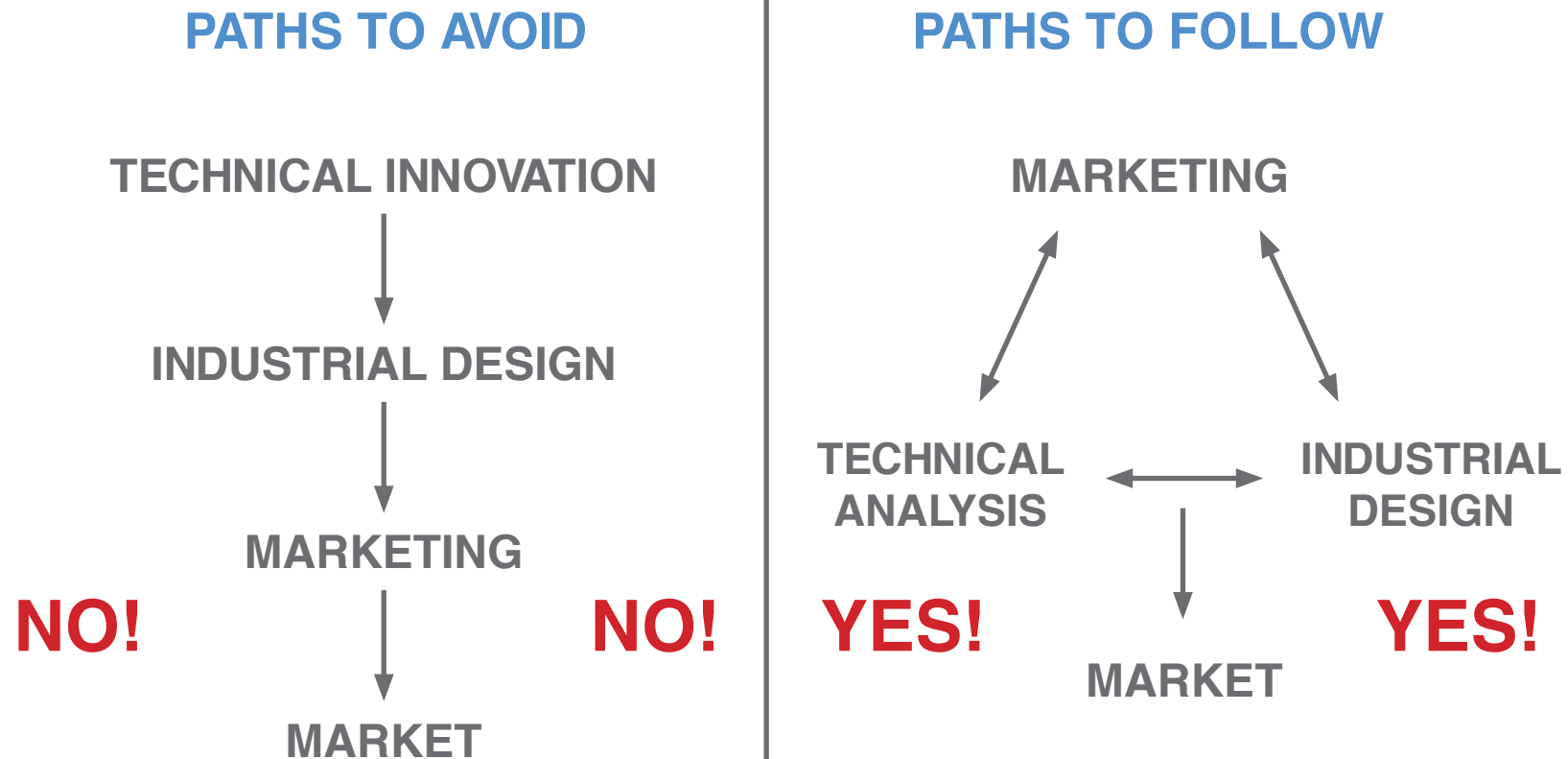


STRATEGIC FACTORS

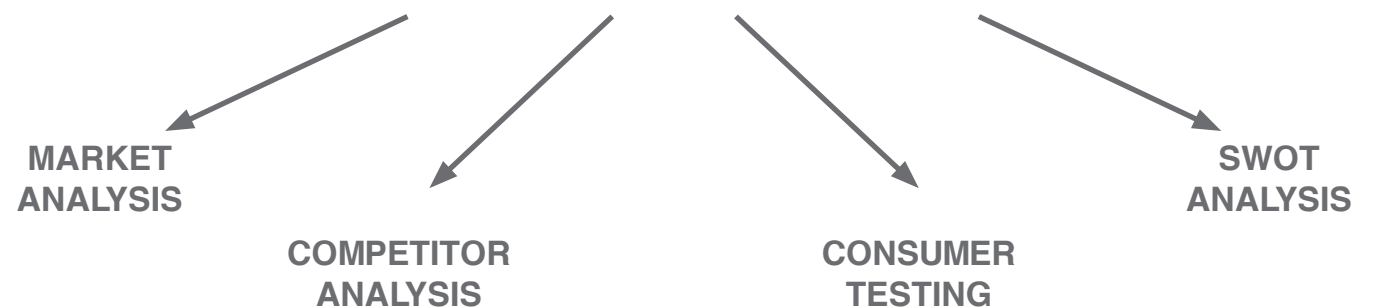




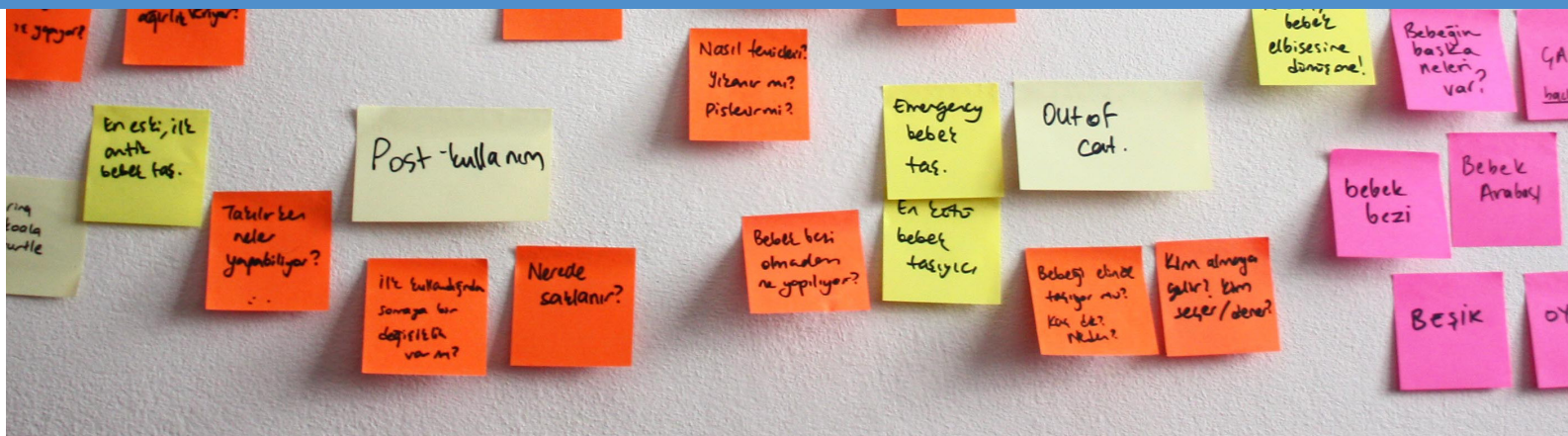




THE MARKETING PATH



MARKETING STRATEGY
MARKETING OBJECTIVES
MARKETING CONCEPT



THE BRIEF

Objective: transform need into product

1. Who we are and where we're going
2. Overview of competitors
3. What to do and what not to do
(which product, which positioning, concept, keywords, key message, mission)
4. Who to do it for (Target)
5. Design Guidelines



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