

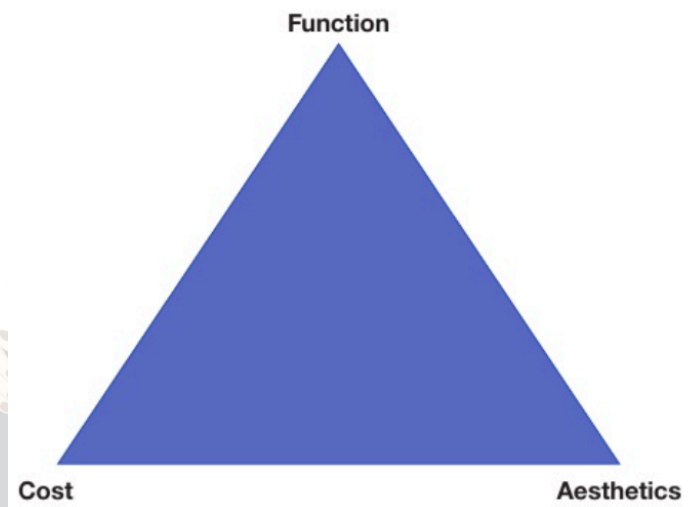
Chapter 10 : Product and service design

1. Product / Service Design

: involves the generation and development of ideas through a process that leads to new products and services.

: eg. The shape/ how easier and cost effectively it can be produced from the design / the dimension of material.

2. Design mix



2.1 Function

: It must be capable of doing the job that is sold to do. Products and services should also be convenient and easy for the customer to use. Eg. Ergonomic workstation

2.2 Aesthetics

: Products and services should stimulate people's senses in addition to performing a function. This is the product or services's aesthetic appeal.

: Appearance, size, shape, smell, taste or the presentation of services.

: Some companies use the designs that use more expensive materials to add aesthetic appeal of a product.

2.3 Cost / Economic Manufacture

: A well-designed product or services is more likely to be economically viable.

: This means that a business should be able to produce and sell the product or services at a profit.

3. The design mix and social trends

: product designers need to be aware of changes in social trends. eg. People have become increasingly aware about the effect their lifestyle on the environment. Therefore, design now attempt to reduce waste / facilitate the re-use and recycling of product and packaging.

3.1 Design for waste minimisation

3.2 Design for re-use

3.3 Design for recycling

3.4 Ethical sourcing

4. Benefits of adapting product designs to changes in social trends

- If businesses can reduce waste they will use fewer resources, lower cost of production and higher profit.
- If design reflect social trends, products are likely to be more popular and sell in large quantities.
- Some businesses use their design features as a USP.
- Businesses that adopt some of the emerging design features relating to social trends are more likely to be viewed as good corporate citizens.