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Product design at Industrial Design Engineering in Delft is regarded as a systematic and structured activity, purposeful and goal-oriented. Due to its complexity, designing requires a structured and systematic approach, as well as moments of heightened creativity. In this guide you will find some 70 strategies, techniques and methods that are taught in Delft. Some are unique to Delft, but many are more

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an overview of product design approaches and methods used at the faculty of Industrial Design Engineering at the TU Delft.

Delft Design Guide provides an overview of the perspectives, models, approaches, and methods used in the bachelor's and master's curriculum of Industrial Design Engineering at Delft University of Technology (TU Delft). Some of these are unique to the university, others are well known and are used by designers worldwide. Designing products and services at this faculty is considered a systematic and structured activity, deliberately and purposefully, and with moments of increased creativity. The methods and techniques are each described in a practical one-page text, illustrated for further clarification and

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enriched with images that should encourage reflection and further reading. Design students can use the book as a reference guide in their design projects and in managing their personal development. Design teachers can use the book as a reference guide to assist students in learning a method. Design professionals can use the book as a reference guide to support their design processes.

Design Things That Make Sense is the first and complete guide to designing technology-based products and services. It answers questions like: Why do some products become a success while others fail? Why do some products create value while others destroy it? Why is there so much technology-push and so little thinking from the outside-in? Technology unlocks new capabilities that nobody asked for, but applied correctly can create value for users. This sounds easier

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than it is; designing successful tech products and services requires a unique approach. Through case studies, practical insights, examples, tips, and tools, readers will learn how to adopt a user-centered mindset and apply technologies in a meaningful way. The book contains over 50 design strategies to design strong benefits and minimize the resistance people might have against new technologies. It's for innovators who want to do better and design products and services that make sense.

Our globalising world, with interconnected societies and worldwide cooperation, with migration and ever-increasing digitisation brings together a complexity of cultural groups that need to live together.

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Consequently, it confronts designers with the challenge of facing cultural diversity in design. This book offers a detailed overview of both theory and practical methods to become culture sensitive in the 21st century design culture. Richly illustrated by anecdotes, examples and cases, this book motivates design students, practitioners and educators to reflect on their own cultural backgrounds, learn more about the theories around cultures and at the same time to stimulate them to put insights into practice. Culture Sensitive Design helps not only to avoid mismatches between intended users and designs, but also to avoid mistakes that make our designs unacceptable for some groups of people. It is also needed to open up the design space, creating a great source of new and better solutions.

The result of extensive international research with multinationals,

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governments, and non-profits, *Design Thinking at Work* explores the challenges organizations face when developing creative strategies to innovate and solve problems. Noting how many organizations have embraced "design thinking" as a fresh approach to a fundamental problem, author David Dunne explores in this book how this approach can be applied in practice. Design thinkers constantly run headlong into challenges in bureaucratic and hostile cultures. Through compelling examples and stories from the field, Dunne explains the challenges they face, how the best organizations, including Procter & Gamble and the Australian Tax Office, are dealing with these challenges, and what lessons can be distilled from their experiences. Essential reading for anyone interested in how design works in the real world, *Design Thinking at Work* challenges many of the wild claims that have been made for design thinking, while offering a way forward.

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In this revised edition (2020) of Delft Design Guide, you will find 11 perspectives on design, 6 models that describe how design works as an activity, 12 approaches that describe part of the design process, and 68 design methods.

The first book about how to formulate a vision for new and appropriate products.

This book discusses the most significant ways in which design has been applied to sustainability challenges using an evolutionary perspective. It puts forward an innovation framework that is capable of coherently integrating multiple design for sustainability (DfS) approaches developed so far. It is now widely understood that design can and must

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play a crucial role in the societal transformations towards sustainability. Design can in fact act as a catalyst to trigger and support innovation, and can help to shape the world at different levels: from materials to products, product – service systems, social organisations and socio-technical systems. This book offers a unique perspective on how DfS has evolved in the past decades across these innovation levels, and provides insights on its promising and necessary future development directions. For design scholars, this book will trigger and feed the academic debate on the evolution of DfS and its next research frontiers. For design educators, the book can be used as a supporting tool to design courses and programmes on DfS. For bachelor ' s and master ' s level design, engineering and management students, the book can be a general resource to provide an understanding of the historical evolution of DfS. For design practitioners and businesses, the

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book offers a rich set of practical examples, design methods and tools to apply the various DfS approaches in practice, and an innovation framework which can be used as a tool to support change in organisations that aim to integrate DfS in their strategy and processes.

Between initiation and launch, different 'roads' lead to different products and services creations. Roadmapping supports hereby dialogues of cross- communication.

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