DESIGN PURPOSE

NEW PRODUCT OR SERVICE DESIGN

DESIGN PURPOSE

REDESIGN OF EXISTING PRODUCT OR SERVICE

DESIGN PURPOSE

CONCEPT DEVELOPMENT

Think about:

How can you use the chosen design direction help to develop your concept further?

How can you implement consumer wisdom and creating well-being for the user or it's surrounding with your concept?

Does it needs adjustments in order to do so?

Think about:

How can you use the chosen design direction to redesign a product or service?

How can the redesign provide consumer wisdom and create well-being for the user or it's surrounding?

Think about:

How can you use the chosen design direction to design a new product or service?

How can the new design provide consumer wisdom and create well-being for the user or it's surrounding?