SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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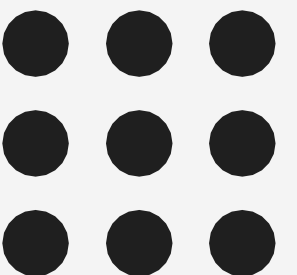
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE NAME: 19OE116 - PRODUCT DESIGN AND DEVELOPMENT
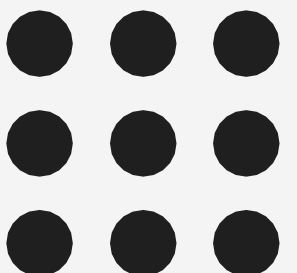
III YEAR / VI SEMESTER

Unit 1 - INTRODUCTION
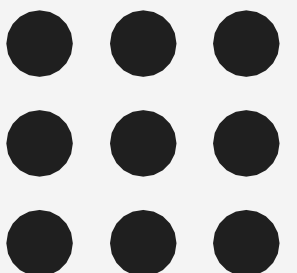
Topic 4 – The Design Process

The design process is a systematic approach that designers use to tackle problems and create effective solutions.

While the specifics of the process can vary depending on the type of design (e.g., product design, graphic design, architecture, etc.), most design processes follow a series of key steps that guide the designer from identifying the problem to final implementation.
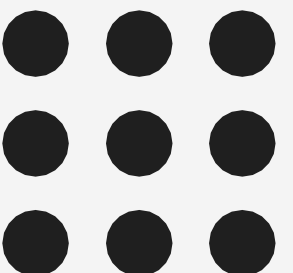
- **Define the Problem**

- **Research and Gather Information**

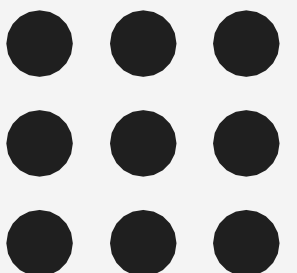- **Ideation (Brainstorming Solutions)**

- **Concept Development and Refinement**

- **Prototype**

- **Test and Evaluate**

- **Refinement and Iteration**

- **Implementation**

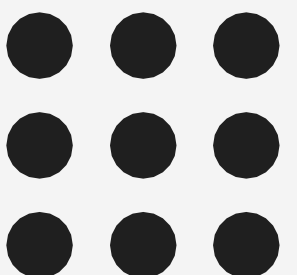- **Feedback and Post-Launch Evaluation**

Conclusion:

The design process is iterative and flexible, allowing designers to go back and forth between stages as needed.

It emphasizes creativity, problem-solving, and collaboration to create functional, meaningful, and innovative solutions.

Whether you're designing a product, website, or service, these stages help ensure that the final design effectively addresses user needs and is well-executed.

Thank You…