

BASICS

PRODUCT DESIGN

David Bramston

C1

idea searching

n
a thought or suggestion as to
a possible course of action

v
look for information or an item
of interest



Contents

Introduction 6

How to get the most out of this book 10



**Just imagine
if it were possible** 12

Observations 14

Thoughts 28

Referencing 38

**Common sense
is needed** 54

Empathy 56

Profiles 62

Themes 66

Character 70

**Explore
and have fun!** 78

Materials 80

Fun 82

Communication 86

Product language 96



Sensory issues	104
DNA	106
Added values	114
Conflicts	118
Emotions	128

Development of an idea	130
Critical analysis	132
Ability to change	134
Idea development	136
Visual noise	142

Blue sky or reality?	144
Experiences	146
Responsibility	150
Projects	154

Conclusion	166
Glossary	168
Further resources	172
Contacts and credits	174
Acknowledgements	176