



Lunch Luxe

Design & Technology





What Makes a Product/Service Successful?



- Think about a product you LOVE. Why is it good?
- What makes it work?
- Who is it designed for?
- What features help it stand out?
- Does it feel high quality?
- Would you recommend it to a friend?



Think – Pair – Share

Page 2 - Underneath each photo, write why you think that product or service is successful. Think about things like:

- ❖ Good design or shape
- ❖ Colour or branding
- ❖ Usefulness or function
- ❖ Innovation or uniqueness
- ❖ Affordability or popularity

Once you have finished, compare your ideas with the person next to you.

5+5 min





Factors Affecting Design

<https://create.kahoot.it/details/d686fe84-5a95-49a1-b951-d10253109e3>

6 min

Elements of Good Design

On Page 3 of the Marketing Booklet,

Functionality



brainstorm factors that contribute to successful design. You may add more bubbles.

Durability



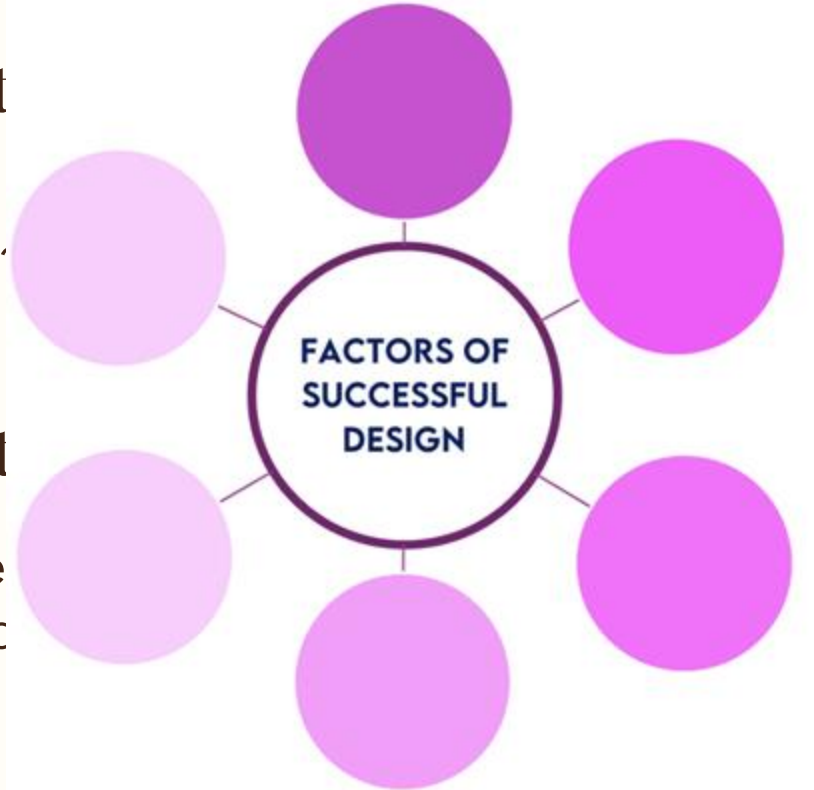
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Function

A product must effectively serve its intended purpose, no matter how beautiful or innovative a design might be, if it doesn't work properly, it fails as a design.

Key aspects:

- Does it solve the problem?
- Is it easy to use?
- Does it work reliably?
 - Example: A water bottle that doesn't leak and keeps drinks at desired temperature
 - Think: How does functionality impact daily products you use?



Aesthetics

Visual appeal and emotional response to design

Important considerations:

- Color schemes
- Shape and form
- Material choices
- Surface finish
 - Example: Apple products - clean, minimalist design





Ergonomics

How well a product fits the human body and user needs

• Key factors:

- Comfort
- Safety
- Ease of use
- Physical fit
 - Example: Gaming controllers shaped to fit hands comfortably
 - Discussion: Why is ergonomics crucial in product design?






Durability

Product's ability to withstand wear and use over time

• Important aspects:

- Material strength
 - Construction quality
 - Resistance to damage
 - Maintenance needs
 - Example: Outdoor furniture designed to withstand weather
 - Question: How does durability affect product value?
- 





Sustainability

Environmental impact and resource efficiency

- Key considerations:
 - Recyclable materials
 - Energy efficiency
 - Waste reduction
 - Product lifecycle
 - Example: Reusable water bottles replacing single-use plastic



Innovation

New ideas and improvements in design

• Innovation through:

- New technologies
- Creative solutions
- Improved efficiency
- Novel features
 - Example: Smart phones revolutionising communication
 - Think: How has innovation changed everyday products?





Elements Working Together



- How elements complement each other:
 - Functionality + Ergonomics = Better usability
 - Aesthetics + Innovation = Market appeal
 - Durability + Sustainability = Long-term value
- Real-world example: Electric vehicles combining all elements
 - Group discussion: Analyse a product that uses all six elements



Products include: reusable coffee cup, patagonia nano puff jacket, frank green bottle, frixion erasable pens, nike flyknit shoes, dyson air wrap

3 min





Factors Affecting Design

Page 4 - Marketing Booklet

- Write the definitions of each of the factors affecting design

8 min



What do you value most?

<https://www.menti.com/alv9mi3td4if>

Class Activity

- Choose an everyday product
- Analyse using all six elements
- Identify strengths and weaknesses
- Suggest improvements
 - Remember: Successful products balance all elements effectively

