WEEK 5 Module 14

Getting Started with Product Design

Introduction to Product Design

Product design describes the process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market.

The key to successful product design is an understanding of the end-user customer, the person for whom the product is being created. Product designers attempt to solve real problems for real people by using both empathy and knowledge of their prospective customers' habits, behaviors, frustrations, needs, and wants.

The process of creating a solution that solves a specific problem is spearhead by someone referred to as the Product Designer.

A product designer is someone who uses the different facets and tools of design to create and execute a solution that solves for a user's experience deficiencies.

Although, a backend engineer isn't exactly a product designer, it is essential to have a basic knowledge of what it takes to build a product from the ground up.

For more knowledge on product designer and the role of a product designer, visit

https://www.productplan.com/glossary/product-design/

https://medium.com/hubspot-product/explain-it-like-im-5-what-is-a-product-designer-121aad98c047