WELCOME TO
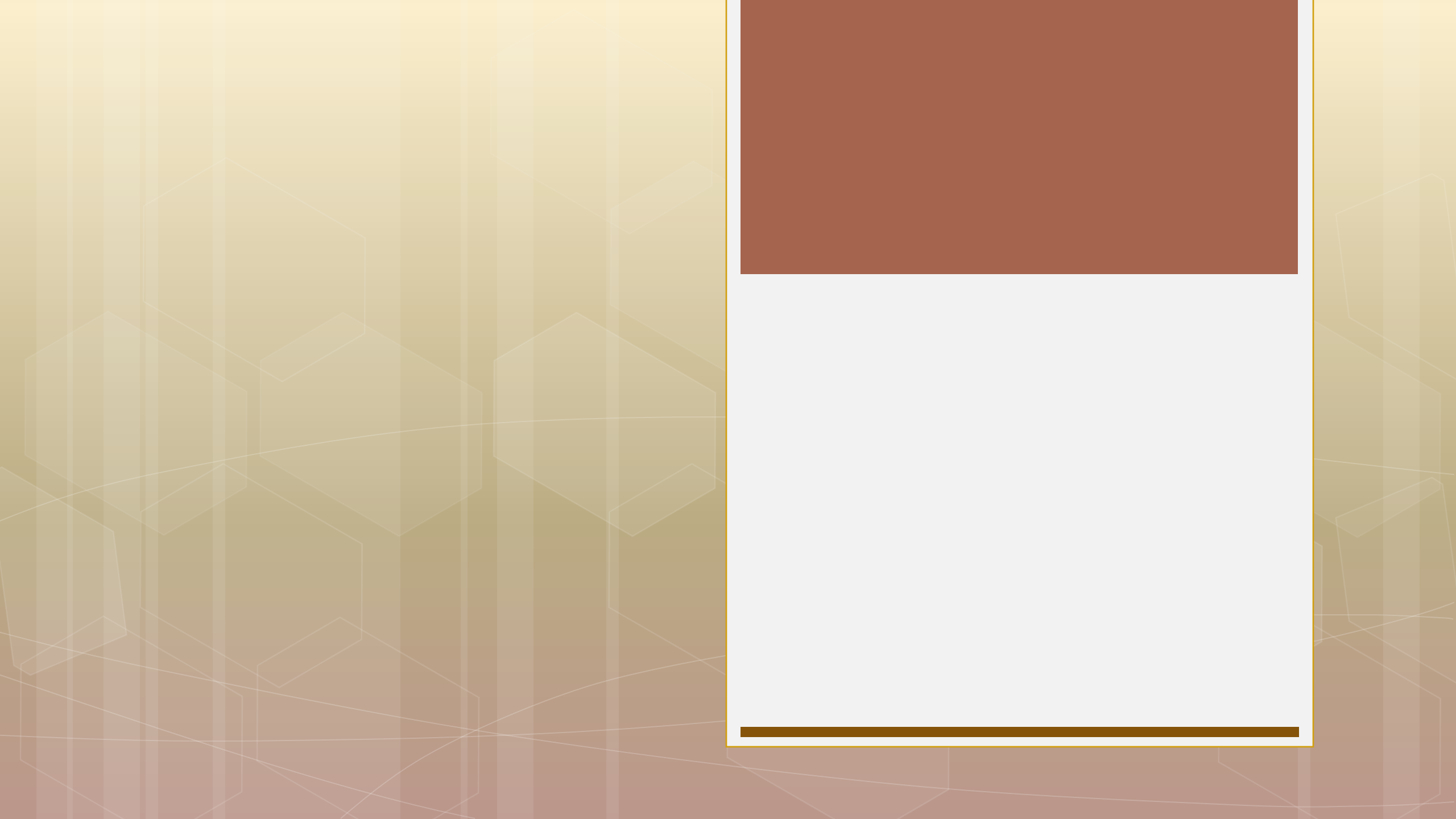

The principles of DESIGN

Design Thinking Laboratory

Overview

- Briefly describe the product or service, the user problems it solves, and the audience for which it is intended.

- Outline different models available in the market.
(use additional slides if needed)

Features & Benefits

- Use <u>several slides</u> to outline the Design features of your product.

- Group features in logical categories, using one slide per category.

- <u>Be sure to state the design thinking made for each feature</u>.

- Use one slide per model, if appropriate.

Applications

- Discuss how the product or service can be used by different groups, giving real user examples where possible.

- Insert images of use where possible

Specifications

⬚ For products,

give relevant technical specifications, using as many slides as necessary.

⬚ For services,

detail the terms and conditions under which the service is offered.

Pricing

* Detail the product models available and list specific prices for each model and additional options.

* Discussion on pricing constraints

Availability

- List availability.

- Describe where product can be purchased, or where to direct orders.

- Reasons for the product marketing strategy.etc

- Anything other than above mentioned points.