



What is Product Design?

Product Design is a creative process to construct, design, and build (re)usable, useful, and desirable experiences across a platform.



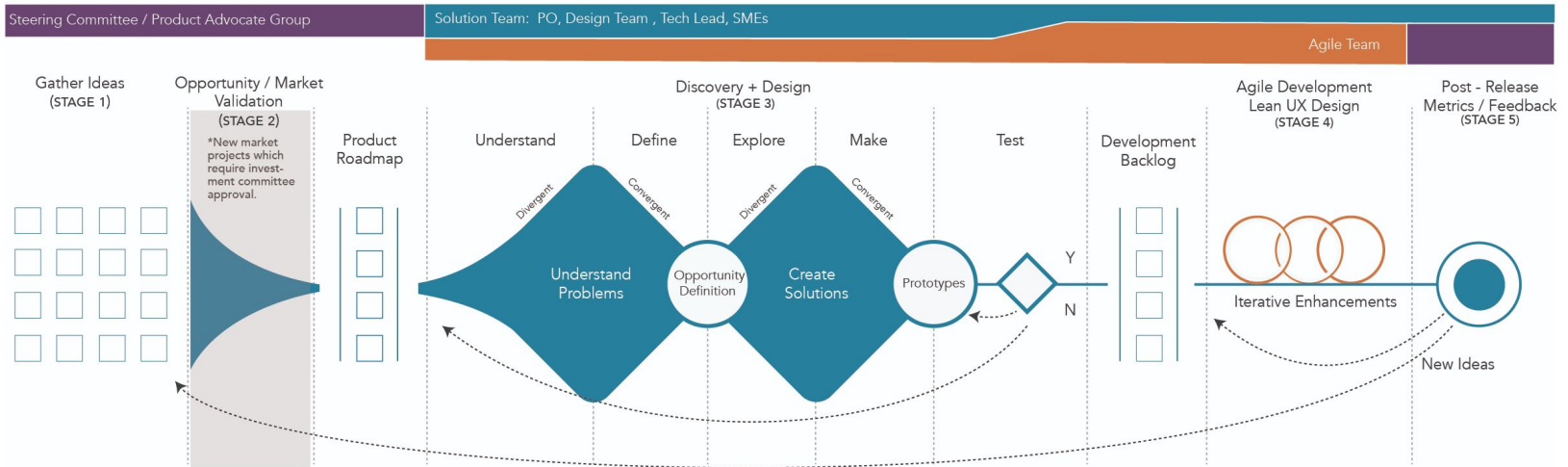
Product Design is more

- Interaction
- UX Design
- Visual Design
- User Research
- Data Analysis
- Prototyping
- Business Strategy

Product Design is the whole process

PRODUCT DEFINITION

PRODUCT DELIVERY





Product Design is the brand

If the Product doesn't deliver what the brand promises, users will not stick around.

**What core principles can we
follow to make our design "good"?**



First of all, what are Design Principles?

Design Principles are widely applicable laws, guidelines, biases and design considerations, all reflecting researchers' and practitioners' accumulated knowledge and experience. Design Principles draw from many disciplines—e.g., behavioral science, sociology, physics and ergonomics. Designers apply them with discretion.



Dieter Rams' 10 Principles of Good Design

1. Good design is innovative
2. Good design makes a product useful
3. Good design is aesthetic
4. Good design makes a product understandable
5. Good design is unobtrusive
6. Good design is honest
7. Good design is long-lasting
8. Good design is thorough to the last detail
9. Good design is environmentally friendly
10. Good design is as little design as possible

<https://vimeo.com/304626830>



Airbnb's Design Principles

1. Unified
 - a. Each piece is part of a greater whole and should contribute positively to the system at scale. There should be no isolated features or outliers.
2. Universal
 - a. Airbnb is used around the world by a wide global community. Our products and visual language should be welcoming and accessible.
3. Iconic
 - a. We're focused when it comes to both design and functionality. Our work should speak boldly and clearly to this focus.
4. Conversational
 - a. Our use of motion breathes life into our products, and allows us to communicate with users in easily understood ways.



IBM's Design Principles

1. Concepts from the product's subject domain (for example, systems management) should be central and apparent in the software design.
 - a. The relationships among user interface objects in products should be accurate, so that users can rely on their previous experience in the domain when learning and using the software.
2. Keep it simple.
 - a. Give easy access to the features that most users will need most of the time; features used less often or by only a subset of users are placed less prominently.
3. Optimize the design for the most frequent or important tasks.
 - a. Understanding how users will use the software you are designing is critically important. Designers should use that understanding to anticipate the information, task flows, and features that users require at key points within the user experience.

Continued at... <https://principles.design/examples/ibm-design-principles>

What makes a design "bad"? Are these even terms we should use?

NO! But here's some examples

BAD! Norman Doors



GOOD! MRI Machines



**How can we know if our products
are actually designed well?**



Evaluate & Measure & Iterate

For everything that we as designers create, we need to understand the goal that we're trying to achieve. There are multiple ways of evaluating whether those goals are met:

- Prototyping
 - Test ideas quickly and cheaply
- Usability Testing
- Analytics
- NPS



Resources

<https://medium.com/@erikeriksson/what-is-product-design-9709572cb3ff>

<https://principles.design/>

<https://vimeo.com/304626830>

<https://www.vox.com/2016/2/26/11120236/bad-doors-human-centered-design>

<https://99percentinvisible.org/>

<http://newsroom.gehealthcare.com/from-terrifying-to-terrific-creative-journey-of-the-adventure-series/>