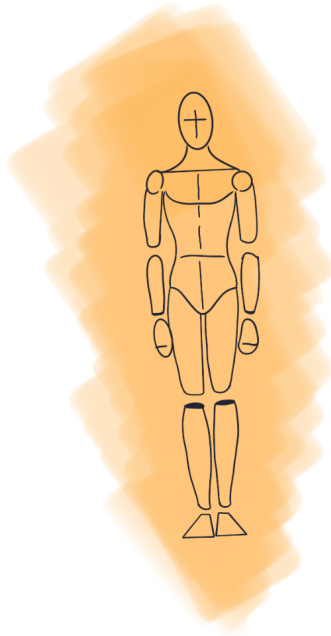**Concept** → **Design** → **Product**

functional Product idea

End-to-end Product Design

First functional version

"People ignore design that ignores people"

There is always a human user

SS 03/2020