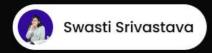# 7 CONCEPT
Key element
OF DESIGN

Problem-solving

Design aims to address specific challenges or problems by developing innovative and effective solutions. It involves identifying user needs, understanding constraints, and finding creative ways to overcome obstacles.
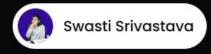
User-centricity

Design places emphasis on the end-user or audience. It involves understanding their preferences, behaviours, and requirements to create products or experiences that are intuitive, enjoyable, and functional.

Functionality

Design strives to ensure that a product or system serves its intended purpose effectively. This involves careful consideration of its functionality, usability, and performance to meet user needs and achieve desired outcomes.

Aesthetics

Design also focuses on the visual and sensory aspects of a product or experience. It encompasses the use of colors, form, texture, typography, and other visual elements to create appealing and engaging designs.
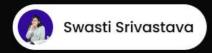
Innovation

Design encourages creativity and originality. It involves pushing boundaries, exploring new ideas, and finding novel approaches to solve problems or meet needs. Innovation can involve incorporating new technologies, materials, or processes to enhance the design's impact and effectiveness.
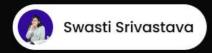
Coherence and consistency

Design concept ensures that all elements of a design work together harmoniously and consistently. This involves maintaining a unified visual language, style, and tone throughout the design to create a cohesive and coherent experience for users.

Sustainability

In recent years, sustainable design has gained significant importance. Designers are increasingly considering environmental, social, and economic factors in their concepts to create products and systems that minimize negative impacts on the planet and society.

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