





**- Why Design? -**

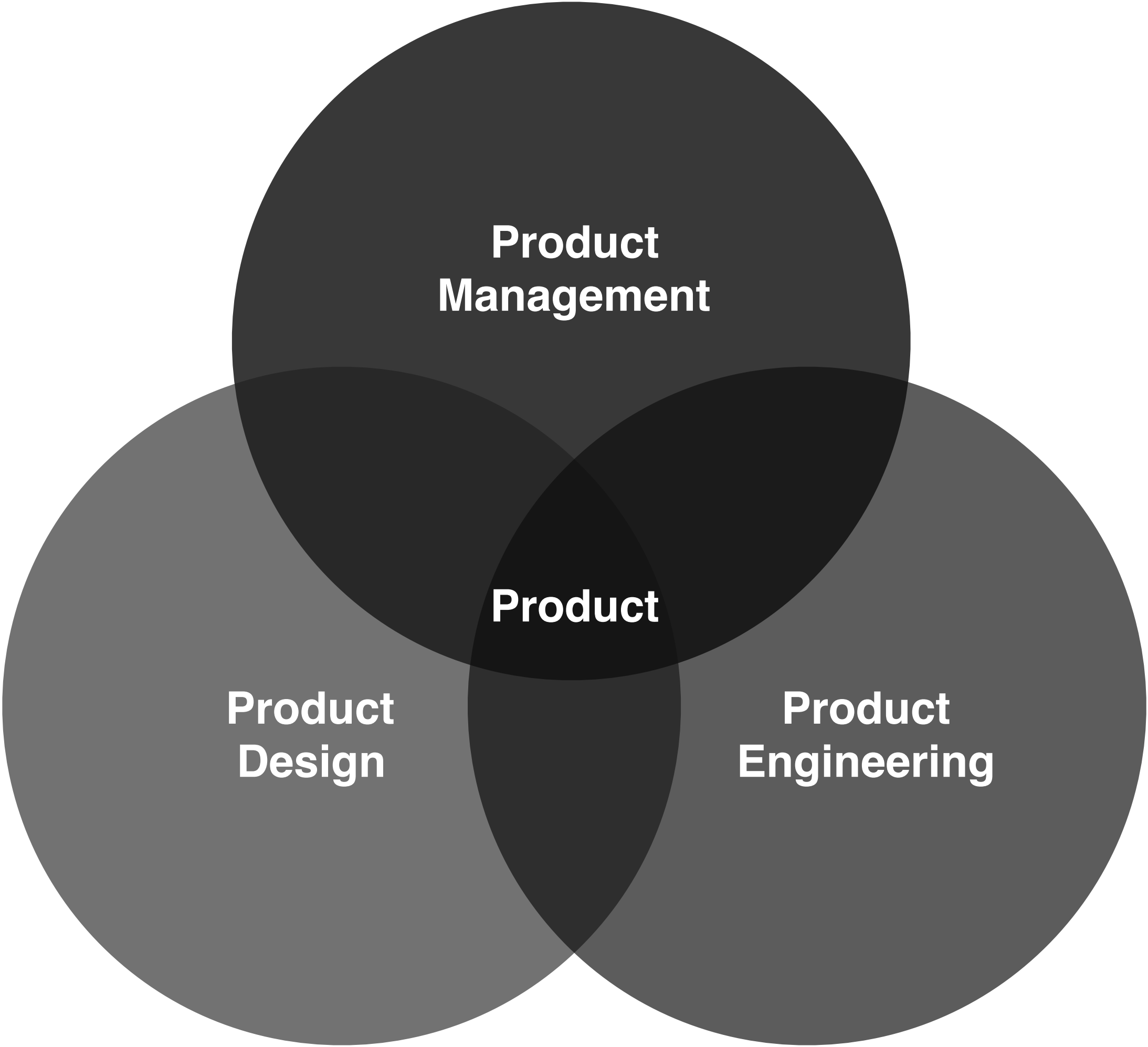
If we look at how great digital products are built, three different expertise are required:

- **Engineering**, ensuring the technical feasibility.
- **Product management**, capturing the market needs and building the product requirements accordingly ensuring its viability.
- **Product Design** in charge of providing the most delightful experience and most easy to use product for its end users.

On a given market, most companies are now able to provide the same features as the technical environment gets standardized.

Companies are now differentiating themselves with the experience they provide to their users.

Consequently, product design and product management are now considered as strategic pillars in companies success.



**Product  
Management**

**Product**

**Product  
Design**

**Product  
Engineering**

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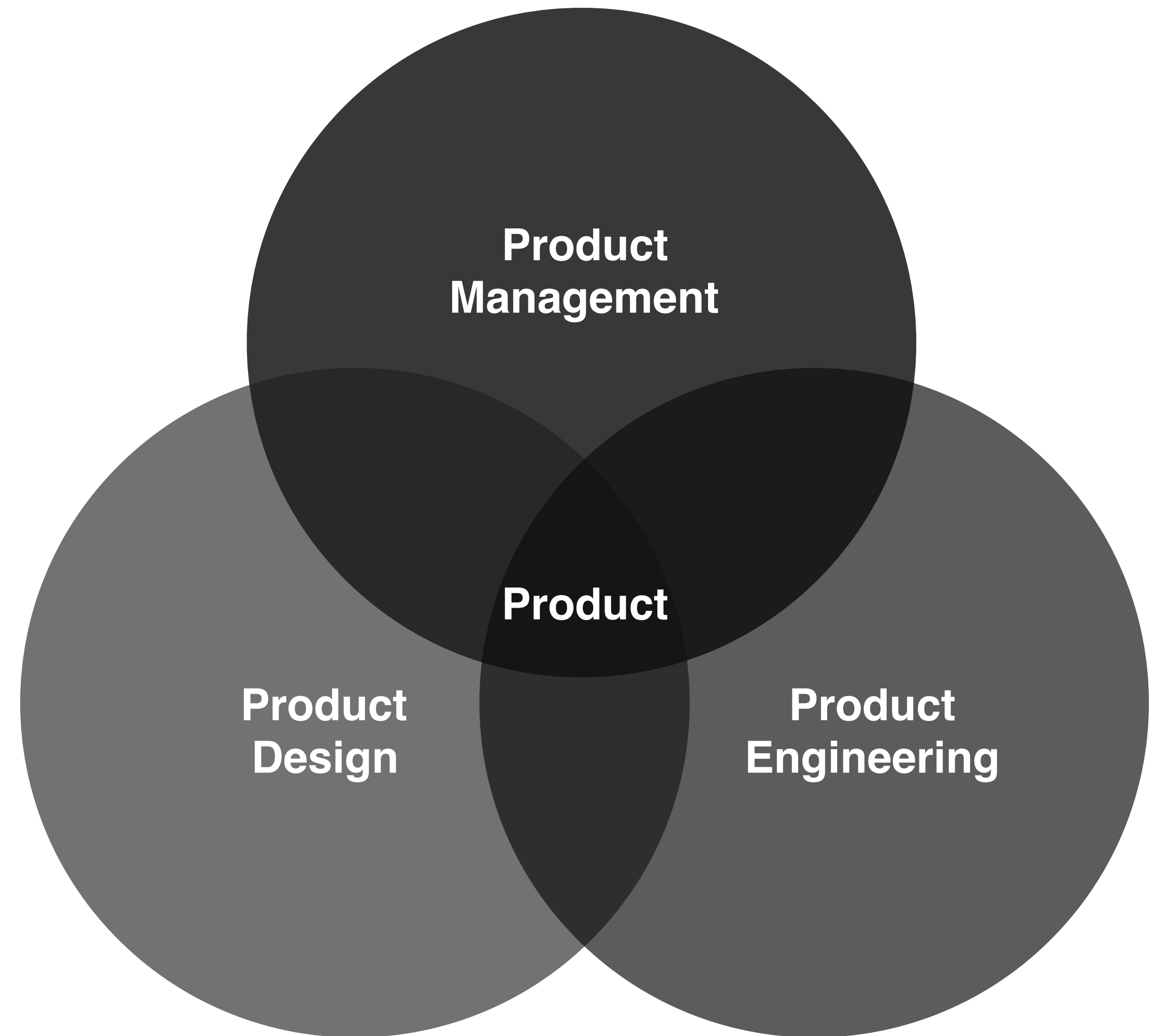
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- **The Design Mission:** Value Creation & Capture -

$$\text{Profit} = \text{Revenue} - \text{Costs}$$