

## Video 11-1 What is Industrial Design?

Hello everyone, welcome to the last segment of the Q pillar, the Design segment. Let me introduce myself. I am Hans, assistant professor from the Division of Industrial Design, from the School of Design and Environment.

First of all, some of you might be wondering - “What is Industrial Design”? This is a common question, and Industrial Design is a commonly misunderstood term. If you are already starting to wonder – no, we do not usually design machines, although we do often work with engineers. As the domain of industrial design is growing and rapidly encompassing new fields it is difficult to define. Nonetheless, let’s work with a definition unveiled in 2015 by Professional Practice Committee at the 29th General Assembly in Gwangju, South Korea, as it sums up the contemporary objectives of Industrial Design - **Industrial Design is a strategic problem-solving process that drives innovation, builds business success and leads to a better quality of life through innovative products, systems, services and experiences.** This definition is also used by the World Design Organization to describe the domain, where it also details an extended version:

**Industrial Design is a strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences.**

**Industrial Design bridges the gap between what is and what’s possible. It is a trans-disciplinary profession that harnesses creativity to resolve problems and co-create solutions with the intent of making a product, system, service, experience or a business, better.**

**At its heart, Industrial Design provides a more optimistic way of looking at the future by reframing problems as opportunities. It links innovation, technology, research, business, and customers to provide new value and competitive advantage across economic, social, and environmental spheres.**

Let me break it down into several key points.

Industrial designers design consumer goods (products purchased by end consumers such as cars, mobile phones, flatpack furniture, sports equipment), capital goods (a durable good used in the production of goods and services such as excavators, medical equipment, cash machine). Other than tangible goods, we also design intangible systems and experiences, such as the queuing system for a hospital, the customer experience for a product showroom, the user experience of a mobile app interface, or service design for a governmental agency to improve the interaction between it as a service provider and its customers.

The profession of industrial design is trans-disciplinary - for every problem solving process we co create solutions with stakeholders such as users, business owners, engineers, marketing, manufacturers, and so on. Harnessing on creativity, solutions in the form innovative products, systems, services or experiences will benefit not just

one party, but lead to a better quality of life, for people, for the economy, and for the environment.

Well, there are many creative strategies and problem solving processes that drive innovation; you will get the opportunity to experience one as an embedded tutorial in this Q pillar design segment lecture! This process is based on the idea that Industrial designers place the human in the centre of the process. They acquire a deep understanding of user needs through empathy and apply a pragmatic, user-centric problem-solving process to design products, systems, services, and experiences. This “Design Thinking” exercise will guide you through thinking and acting like a designer by going through a generalized and simplified cycle of the design process.

Called the “Wallet Project”, this tutorial activity was originally created at the Hasso Plattner Institute of Design at Stanford. As an introduction workshop to the process of Design Thinking, variations of this activity has been used in primary schools, in design courses, in businesses, in design and governmental agencies. For the design segment, the Wallet Project activity had been formatted as part of this e-lecture. I will lead you through this fun and immersive hands-on experience that will reveal a designer’s mode of inquiry and the questions they ask. So watch the next video, it will give you instructions on the preparations required before you get started on the tutorial activity in lecture video 3!