

1.3.1 Product / Service Design

Starter

* When choosing a new pair of jeans, would you buy them based on:
* Design or style
* How hardwearing they are
* How cheaply they can be made, so how much they cost you?
* Choose one

Definition of product and service design:

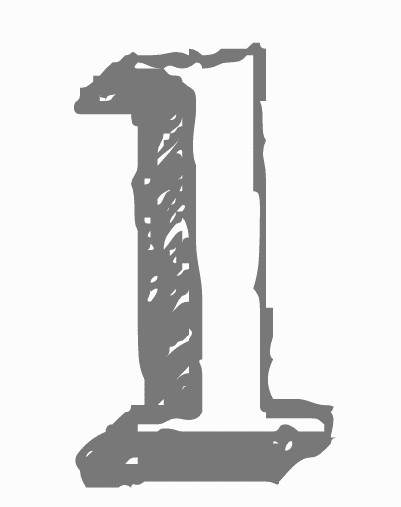
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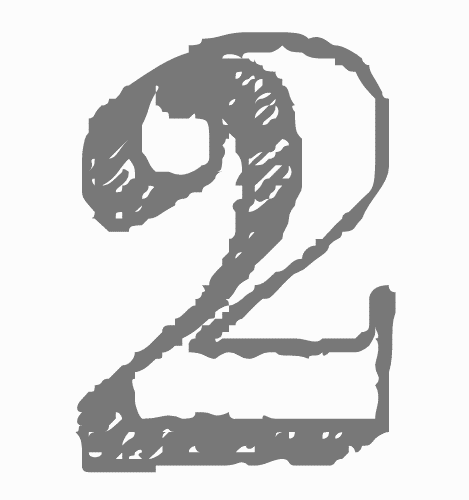
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**Design Mix**



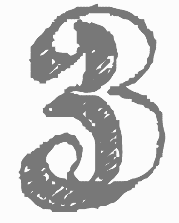
Aesthetics

* Consumers are asked through marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_ about their feelings towards products: how the product looks, tastes, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Aesthetics can mean how the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ respond to the product e.g. the smell of a scented candle
* More stylish and beautiful products tend to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ better and can charge a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ price
* Aesthetics can even be the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attachment that the customer has with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Function, purpose…

* Will the product or service be fit for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* What does the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ do? In a Dyson vacuum cleaner, it is designed to clean without needing a bag inside which lost suction when it got full
* How well does it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_? In a car this may be its mpg (miles per gallon, the higher the number the less petrol it will need) or its top \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



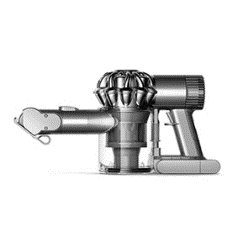
* Questions the design team might ask the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ department…
  + What is the minimum \_\_\_\_\_\_\_\_\_\_\_\_ that we can make this product for whilst retaining \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + Can it be made \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + Can it be produced for a lower cost than the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
* Lower cost of production will mean competitive advantage for the business – they can pass on lower prices to customers, making the product more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Changes in the elements of the design mix to reflect social trends

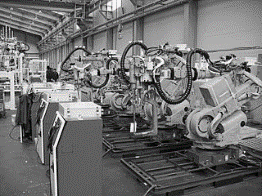
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Bespoke design

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Standard design

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Efficiencies

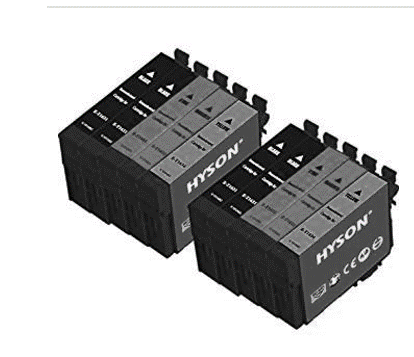
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Design for waste minimisation

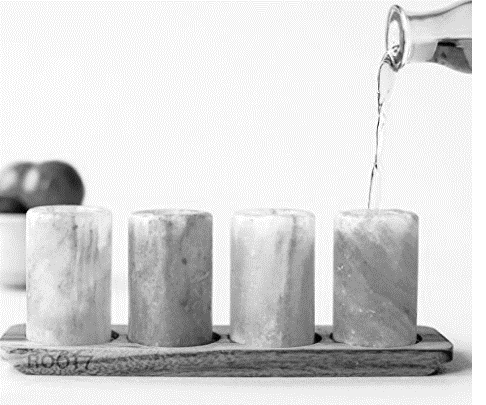
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Reuse

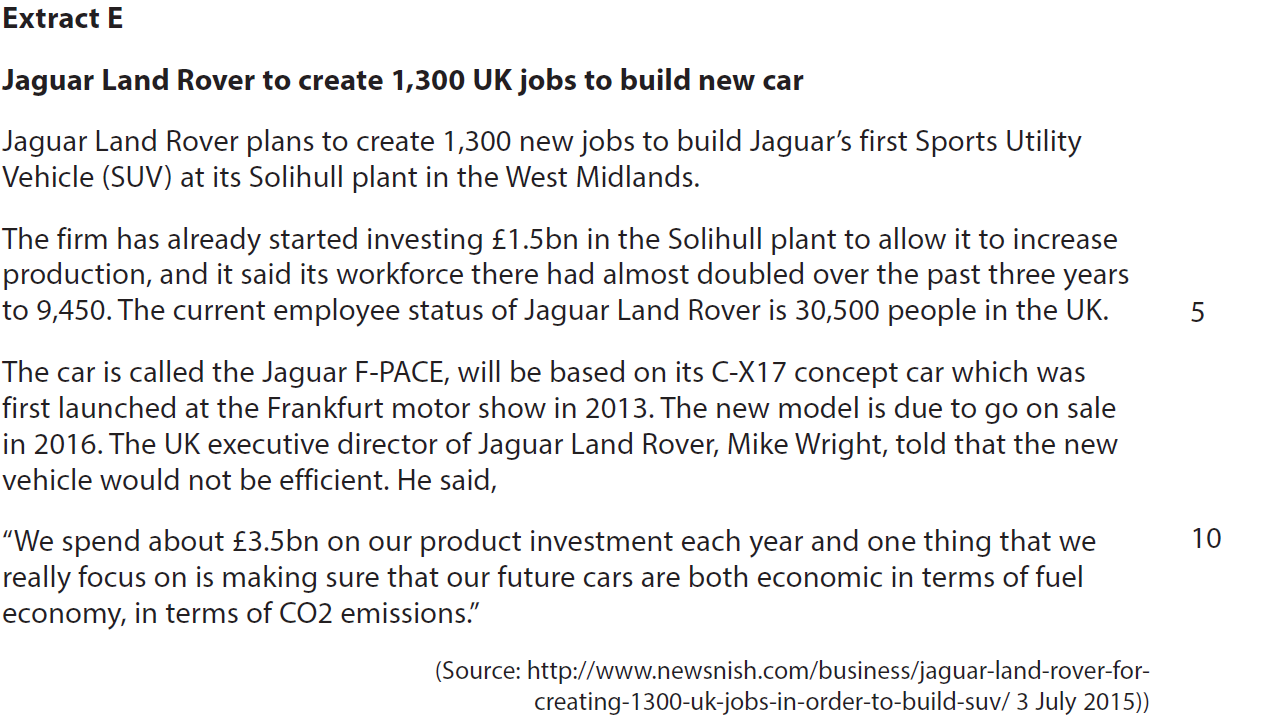
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Recycle

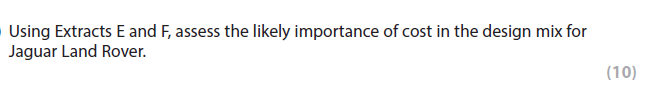
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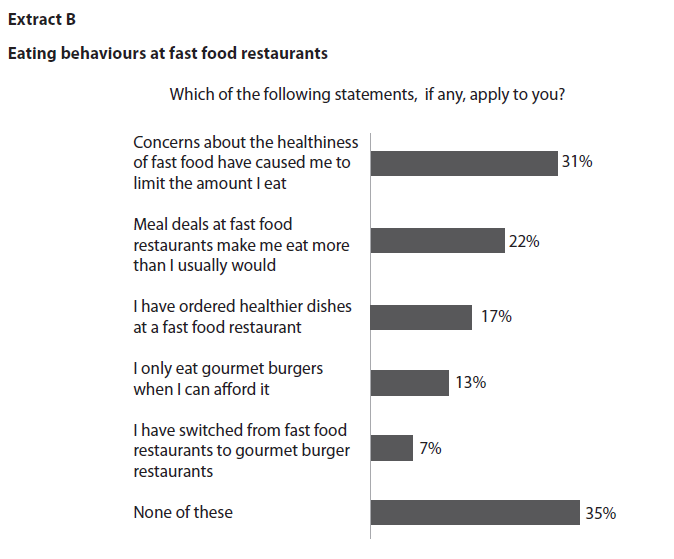
Ethical sourcing

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