

What is Design (Part-1)

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What is Design?

Is it about aesthetics ?



This product attract user attention because of :

- 1. It's sleek design**
- 2. It body lustre**

What is Design?

Is it a product?



This machine is used for

1. Ploughing
2. Seed Plantation

What is Design?

Is it an Experience?



What is Design?

- It is the process of **envisioning** and **planning** the creation of **objects, interactive systems, buildings, vehicles**, etc.
- It is **user-centric**, i.e. users are at the heart of the design thinking approach. It is about creating solutions for people.
- It is a very broad concept and it's **meaning can greatly vary** from one field to another.

“Design is not just what it looks like and feels like. Design is how it works.”

-Steve Jobs

(Pioneer of creating value from design to make their customer feel special)



What is Design?

The Design Process

The goal of design process is to guide you and organize your work to turn **ideas into products** (agricultural products in this case).



Designers do research and collect information about the problem they are considering:

Who is facing this problem?

Why we need a solution?

How are other people trying to solve it?



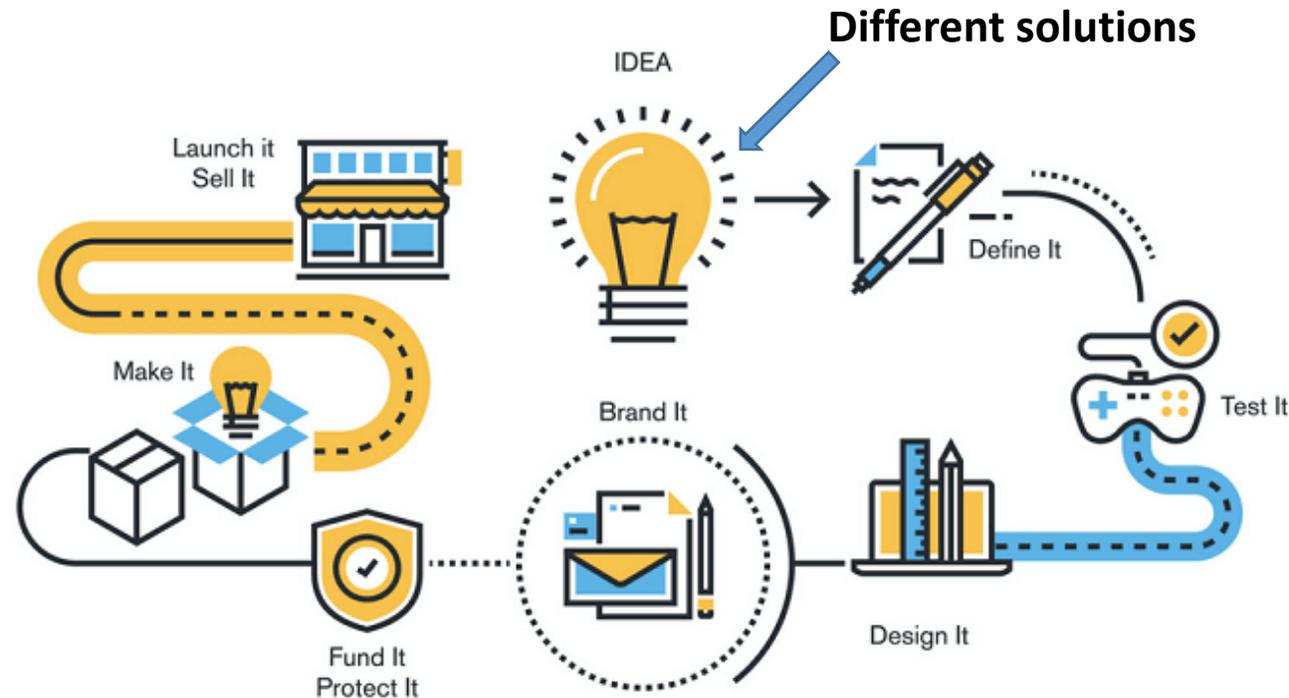
From this research, they **make a general hypothesis** and **identify the main features** that should be part of the solution.



Keeping these key aspects in mind it's time to experiment with **different solutions** and iterate.

What is Design?

Typical product design cycle influenced from design process



Thank You