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Contents

Design Process: The Importance of Its Implementation

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Abstract. Product design is a complex area that requires planning to successfully meet customer requirements. This complexity is proportional to the challenge in innovation and development, therefore the design acquires a new meaning. The lack of experience in design of both the companies and the designer should be guided in a direction in which the design is linked to concepts such as innovation and knowledge, in order to improve the benefits it provides. In this way, the design process becomes the structure of the development of a project with specific tasks from its initial stage, to the final stages of implementation.

Keywords: Design process · Product design · Product innovation · Iterativity · Convergence · Divergence

1 Introduction

The complexity rooted on Product design has been one of the factors in charge of setting the level within a company, even more so when concepts like innovation are continuingly emerging and evolving, so the utilization of tools and knowledge acquired has gotten essential.

One of the tools that has become more practical, for the capability of adaptation that it presents by allowing the selection of one among many others, is the design process, which will benefit the Product designer or the company, by means of having established phases to follow up during the project, encouraging to participate in an inquiry to identify the most relevant data for the project.

There are some qualities that have been identified as relevant to consider during the development of a design process, the iterativity plus the convergence and divergence that it presents. These concepts allow to take the project further by means of not closing it immediately after the last phase has been completed but to consider the data given by the results, for example, during the evaluation phase and return to previous stages to make it better.