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Reviews

This book is very gripping and fascinating. Yes, it is play, nonetheless an interesting and amazing literature. I found out this ebook from my dad and i recommended this pdf to discover.

(Lavada Nikolaus)

RESEARCH METHODS FOR PRODUCT DESIGN (PAPERBACK)



Laurence King Publishing, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. This book provides the reader with a comprehensive, relevant, and visually rich insight into the world of research methods specifically aimed at product designers. It includes practical case studies and tutorials that will inform, inspire and help you to conduct product design research better. Product designers need a comprehensive understanding of research methods as their day-to-day work routinely involves them observing people, asking questions, searching for information, making and testing ideas, and ultimately generating solutions to problems . Manifest in the design process is the act of research. Huge technological advances in information, computing and manufacturing processes also offer enormous opportunities to product designers such as the development of intelligent products and services, but at the same time raise important research questions that need to be dealt with. Product designers are, in many ways, best placed to address these challenges because of the manner in which they apply their design thinking to problems. This book demonstrates in a clear, highly visual and structured fashion how research methods can support product designers and help them address the very real issues the world currently faces in the 21st century.



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