

# Thinking in Design

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Design processes may vary depending on the context of the design. For example point in case designing a next generation PDA for college going students would entail totally different thinking line as opposed to designing a medical product like a post operative knee brace.

We see things, scope out the details; evaluate the market demands while creating designs as perceived and interpreted from the design brief. When a team of designers work on design brief each designer comes up with a unique solution/approach to design. A team of people working on design brief bring larger design possibilities. More often than not the end result is an “out of the box”.

During the ideation process the design team brings in multiple ideas that add multiple dimensions to product/system like ergonomics, usability, technology and more. These ideas many a times overlap and the challenge with the team is to converge to one solution that is optimum while meeting the customer requirements.

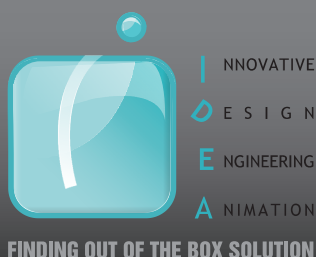
Designers' way of thinking is always in loop and sometimes the thinking overlaps. But the basic fundamentals for design are same for all design domains.

A good designer/design house has well documented process that is inculcated in each member. This allows the designers to get tuned to the process and develop a unique methodology to address design challenges. The use of a unified holistic design process enables in effectively addressing the design challenges at various design stages.

Some of the imperative factors that a designer has to deal with are cost factor to ensure product's economical viability, immaculate understanding of clients' brief, material constrains, end users appreciation, technology leverage and manufacturability.

Design thinking in line with the design process yields faster and better solutions. It is important that the design process should not restrict but should empower designers with more flexibility and widen the thinking process.

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