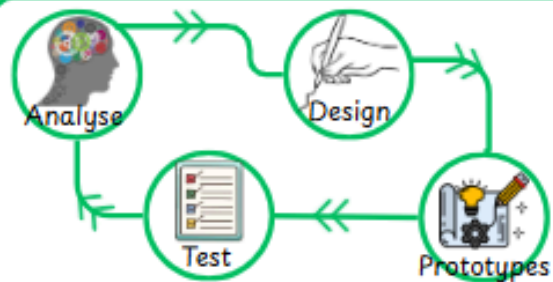


Innovation through Iterative

Design



Iterative design is a way of working where you:

- Create an early version of your product (a sketch, model, prototype)
- Test it to see what works and what doesn't
- Get feedback from users or your teacher
- Improve the design based on what you learned
- Repeat the cycle until the design is as good as it can be

Advantages

- You catch problems early
- product gets better each cycle
- Users help shape the design through feedback
- learn more about what works and what doesn't.
- reduces risk — you're less likely to end up with a final design that doesn't work.

Negatives

- take more time because you repeat the cycle several times.
- costly if you need to make lots of prototypes.
- might get stuck making too many changes and never feel "finished".
- Feedback can be confusing if different people want different things.

Your project brief

To create a new product that solves an every day problem which could be sold in the Design Museum shop for less than £10



Yinka Ilori

Designer Inspiration

- Bold, bright colours, inspired by West African textiles and culture
- Uses playful patterns and eye-catching shapes to make designs feel joyful and energetic
- Designs are inclusive and accessible, aiming to make people feel welcome and uplifted



A - Aesthetics

How the product looks and feels to the user.

C - Cost

How much it will cost to make and how much it will sell for.

C - Customer

Who the product is designed for and what they need.

E - Environment

How the product affects the environment, including materials and waste.

S - Size

The product's measurements and how it fits the user or space.

S - Safety

How the product keeps the user safe and avoids harm.

F - Function

What the product must do and how well it should work.

M - Materials

What the product is made from and why those materials are suitable.

Design brief

- is a short statement that explains what you are going to design, why you are designing it, and who it is for.
- a starting point for your project so you know the overall aim.
- helps you stay focused on the problem you are trying to solve.
- It makes sure your design has a purpose and meets the needs of the user.



Design specification

- a detailed list of requirements your final product must meet.
- includes things like size, materials, safety, cost, appearance, and how the product should work.
- a checklist to guide your designing and making.
- helps you judge whether your final product is successful.



User centered Design

- When designs are based on fulfilling the needs and the wants of the users/clients at every stage of the design process.
- Questioning and testing is ongoing and is often found through interviews and questionnaires, surveys, etc.
- Takes more time because you need to research and test with users.



Collaborative Design

- When a group of people work together to design a product.
- Everyone shares ideas, listens to each other, and helps solve problems as a team.
- More ideas — different people bring different skills and perspectives.
- Disagreements can happen — not everyone will like the same ideas.

