

Industrial Design – Adding Value to Industrial Products

Industrial design is often seen in industrial products as mere aesthetics and color schemes. However, these are just the tip of the iceberg at the end of the product development journey. There is more to be gained from industrial design, and the design of products represents a company more than logos and corporate branding.

Various forms of industrial design in the creation of industrial products

Various forms of industrial design in the creation of industrial products We can talk about a company's design palette, which has several dimensions, and the most visible form is the attractiveness of the product or service. We have identified 12 different targets for industrial design. Most of the work is done during product development when the role of industrial design is to provide quick decision-making material and open innovation channels for the product development team and other stakeholders.

How is the toolbox of industrial design applied in the practical development of offerings?

Our offering is based on over 30 years of experience and the development of the application of industrial design in industrial products, their ideation, future visualization, various stages of product development, and the formulation of industrial design strategy as one of the company's success factors.

We also bring an industrial designer into the coaching team, focusing more on concretizing the added value brought by industrial design, as well as the ideation process and demos. For actual industrial design projects, we have paths to offer from our partner network to industrial design capacity and expertise.

The added value that customers of products get from industrial design

One of the most visible tasks of industrial design is to ensure the usability of interfaces from a human user's perspective, allowing even users with limited expertise to quickly achieve productivity. External industrial design solutions often enhance the company's brand, and eye-catching products are used in the company's advertising and even in the annual reports of larger companies. Designed products reflect quality and create suitable illusions. This is often reflected in market leadership in pricing. Various visual prints increase the value of product use by simplifying a complex world.

Our long experience in industrial design has shown that investing in industrial design is worthwhile because industrial design, in all its diversity, is one of the sources of differentiation and profitability for a company. Creating a vision for the future, in particular, is a challenging conceptual task, but with the visual capability of industrial design, in collaboration with the development team, the future can even become a clear goal.

OUR OFFERING CONTENT MODEL

1. **Current status and offering of industrial design - immersion**
2. **Selection of industrial design options**
 - 2.1 **Training for personnel who may potentially benefit from industrial design**
 - 2.2 **Ideation of experts - workshop (from words to images, from images to visions)**
 - 2.3 **A three-step method for the vision of product offerings**
 - 2.4 **Industrial design as part of the product development process - coaching**
 - 2.5 **Brand work - product story, choice of color scheme**
 - 2.6 **Creating a design language for products**
 - 2.7 **Linking the old and new product lines - minor adjustments to the current range**
 - 2.8 **Generation of the company's industrial design guidelines**
- 3.3. **Implementation of the selected industrial design options**