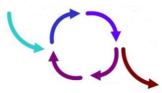




Design Strategies are used to solve **Design Fixation**, and help develop creative design ideas.



Iterative Design

- A Proposal is made
- It is then planned and developed to meet the brief
 - It is analysed and refined
 - It is then tested and modelled
- Then evaluated against the brief many versions fail but that then informs development to make the idea better
- The cycle then repeats and if the product is successful it is then made and sold on the market

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- Usually used for electronic products
- Often uses diagrams to show systems in a visual way
- Planning the layout for the correct sequences e.g. inputs, outputs, timings, etc
- Electronics and mechanical systems need an ordered and logical approach

Iterative	e Design	Systems Approach	
Advantages	Disadvantages	Advantages	Disadvantages
Consistent testing helps solve problems earlier Constant feedback Easy evidence of progress	Designers can loose sight of "the big picture" Time consuming	Does not need specialist knowledge Easy to communicate stages Easy to find errors	 Sometimes over-simplifies stages Can lead to unnecessary stages

User-Centred Design

- This is when designs are based on fulfilling the needs and wants of the Users/ Clients at every stage of the design process
 - Questioning and testing is ongoing and is often found through interviews, questionnaires, surveys, etc

Collaborative Approach

- Working with others to share data and solving problems and coming up with design proposals can help with creativity
- Numerous companies work in teams, and has been shown to improve the range and quality of ideas produced

User-Centred				
Advantages	Disadvantages			
User feels listened to Makes sure the product meets their needs	Requires extra time to get customer feedback If focused on just one person it can limit appeal to others			

Collaborative Approach				
Advantages	Disadvantages			
 Gets multiple opinions and a range of views Working in groups can produce more ideas 	 Can be difficult to design ideas with opposing views Can be difficult to find time to communicate with multiple people 			