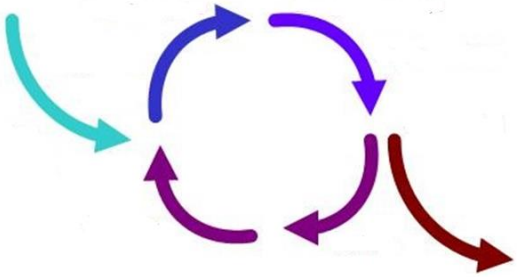




Design Strategies are used to solve **Design Fixation**, and help develop creative design ideas.



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

Iterative Design	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Consistent testing helps solve problems earlier <ul style="list-style-type: none"> • Constant feedback • Easy evidence of progress 	<ul style="list-style-type: none"> • Designers can lose sight of “the big picture” <ul style="list-style-type: none"> • Time consuming

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

User-Centred	
Advantages	Disadvantages
<ul style="list-style-type: none"> • User feels listened to • Makes sure the product meets their needs 	<ul style="list-style-type: none"> • Requires extra time to get customer feedback • If focused on just one person it can limit appeal to others

Systems Approach

- 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

Systems Approach	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Does not need specialist knowledge <ul style="list-style-type: none"> • Easy to communicate stages • Easy to find errors 	<ul style="list-style-type: none"> • Sometimes over-simplifies stages • Can lead to unnecessary stages

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

Collaborative Approach	
Advantages	Disadvantages
<ul style="list-style-type: none"> • Gets multiple opinions and a range of views • Working in groups can produce more ideas 	<ul style="list-style-type: none"> • Can be difficult to design ideas with opposing views • Can be difficult to find time to communicate with multiple people