

Product Design Strategies Chooser Chart




This Chooser Chart gives you information about strategies:

- when to use a strategy in a Capability task;
- how long the strategy will take;
- how complex it is;
- whether it involves other people.

Use the key to find out what the icons mean.




Key to Icons

When:




beginning - middle - end

Time:




short - long

Complexity:
















































































simple to complex

Other people:

one other to many

Strategy	Comments
Identifying needs and likes:	
PIES	  
observing people	  
asking questions	  
using books and magazines	  
image boards	  
questionnaires	   
Design briefs	  
	  
Generating design ideas:	
brainstorming	    
attribute analysis	  
observational drawing	   
investigative drawing	   
Modelling:	
modelling appearance	  
modelling performance	  
modelling with computers	  
Applying science	  
Systems Thinking	  
Planning	   
Evaluating:	
user trip	    
winners and loser	    
performance testing	    
appropriateness	