Design Strategies

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

**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

- **Advantages**
  - Does not need specialist knowledge
  - Easy to communicate stages
  - Easy to find errors

- **Disadvantages**
  - 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

- **Advantages**
  - Gets multiple opinions and a range of views
  - Working in groups can produce more ideas

- **Disadvantages**
  - Can be difficult to design ideas with opposing views
  - Can be difficult to find time to communicate with multiple people