Product Design Books

Designing Products People LoveColor Trends and Selection for Product DesignProduct Design and EngineeringElectronics Product Design100 Things Every Designer Needs to Know About PeopleMaterials and DesignThe Laws of SimplicityBasics Product Design 01: Idea SearchingThe Art of Product DesignProduct Design for the EnvironmentDon't Make Me Think, Revisited101 Design MethodsThe Fundamentals of Product DesignProduct DesignProduct Design and SustainabilityWell-DesignedSolving Product Design ExercisesThe Industrial Design Reference & Specification BookProduct DesignProduct DesignProduct Design ProcessDon't Make Me ThinkPrototyping and Modelmaking for Product DesignFood Product DesignMaterials Enabled DesignsProduct Design for the WebDrawing for Product DesignersCollaborative Product DesignProduct Design and DevelopmentHookedWhat is Product Design?SprintCreative Product DesignPlastics Product DesignUI is CommunicationDesigning Successful Products with PlasticsCool Product DesignIntroduction to Product Design and Development for EngineersGraphis Product DesignUnderstanding Industrial Design

Designing Products People Love

You can launch a new app or website in days by piecing together frameworks and hosting on AWS. Implementation is no longer the problem. But that

speed to market just makes it tougher to confirm that your team is actually building the right product. Ideal for agile teams and lean organizations, this guide includes 11 practical tools to help you collaborate on strategy, user research, and UX. Hundreds of real-world tips help you facilitate productive meetings and create good collaboration habits. Designers, developers, and product owners will learn how to build better products much faster than before. Topics include: Foundations for collaboration and facilitation: Learn how to work better together with your team, stakeholders, and clients Project strategy: Help teams align with shared goals and vision User research and personas: Identify and understand your users and share that vision with the broader organization Journey maps: Build better touchpoints that improve conversion and retention Interfaces and prototypes: Rightsize sketches and wireframes so you can test and iterate quickly

Color Trends and Selection for Product Design

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New

Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to _____. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Product Design and Engineering

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again

and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with: • Practical insights to create user habits that stick. • Actionable steps for building products people love. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Electronics Product Design

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

100 Things Every Designer Needs to

Know About People

COOL PRODUCT DESIGN is a brand new product design book, whose contents have carried the unique design concept of designers. Each delicate work in it is full of freshness and high innovation consciousness. All these hundreds of product designs with different styles, are from more than 50 designers around the world. The collision of design concepts and the integration of information bring new and changeable styles to product design. Moreover, the different product designs in the book are practical and at the same time enjoyable and interesting.

Materials and Design

Whether it is the effects of climate change, the avalanche of electronic and plastic waste or the substandard living and working conditions of billions of our fellow global citizens, our ability to deal with unsustainability will define the twenty-first century. Given that most consumption is mediated through products and services, the critical question for designers is: How can we radically reshape these into tools for sustainable living? As a guide and reference text, Product Design and Sustainability provides design students, practitioners and educators with the breadth and depth needed to integrate the most appropriate sustainable strategies into their practice. It establishes the principles that underpin sustainability and introduces a diverse range of social, economic and environmental design responses and tools available to designers. The numerous real-world

examples illustrate how these strategies play out in different product sectors and reinforce the view that sustainability is the most positive opportunity and creative challenge facing designers today. This book: delivers a comprehensive guide to the principles of sustainability and how they apply to product design that can readily be integrated into curricula and design practice reveals many of the issues specific product sectors are facing, and provides the depth and breadth needed for formulating and developing sustainable design strategies to address these issues empowers and inspires designers to engage with sustainability through its many examples and insightful interviews with practitioners is fully illustrated with over 300 photographs, graphs and diagrams and supported by chapter summaries, annotated further reading suggestions, and a glossary.

The Laws of Simplicity

There are books aplenty on materials selection criteria for engineering design. Most cover the physical and mechanical properties of specific materials, but few offer much in the way of total product design criteria. This innovative new text/reference will give the "Big picture view of how materials should be selected—not only for a desired function but also for their ultimate performance, durability, maintenance, replacement costs, and so on. Even such factors as how a material behaves when packaged, shipped, and stored will be taken into consideration. For without that knowledge, a

design engineer is often in the dark as to how a particular material used in particular product or process is going to behave over time, how costly it will be, and, ultimately, how successful it will be at doing what is supposed to do. This book delivers that knowledge. * Brief but comprehensive review of major materials functional groups (mechanical, electrical, thermal, chemical) by major material categories (metals, polymers, ceramics, composites) * Invaluable guidance on selection criteria at early design stage, including such factors as functionality, durability, and availability * Insight into lifecycle factors that affect choice of materials beyond simple performance specs, including manufacturability, machinability, shelf life, packaging, and even shipping characteristics * Unique help on writing materials selection specifications

Basics Product Design 01: Idea Searching

Practice your product design and UX skills. Prepare for your next job interview. Redesign the NYC metrocard system. Design a dashboard for a general practitioner. Redesign an ATM. Learn how to solve and present exercises like these, that top startups use to interview designers for product design and UI/UX roles. Today top companies are looking for business-minded designers who are not just focused on visuals. With this book you can practice this kind of mindset, prepare for job interview, learn how to interview other designers and find concepts for projects for your portfolio. What will you learn from this book: Prepare for the design interview -- prepare for the design

exercise and learn more about how tech companies hire product designers. Improve your portfolio -- use product challenges to showcase in your porfolio instead of unsolicited visual redesigns. Step up your design career -- practice your product design skills to become a better designer and prepare for your next career move. Interview designers -- learn how to interview designers to evaluate their skills in the most efficient and scalable way. What's inside? A 7-step framework for solving product design exercises 30+ examples of exercises similar to exercises used by Google, Facebook, Amazon etc. 5 full solutions for product design exercises 5 short interviews with design leaders that worked at Apple, Google, Pinterest, IDEO etc.

The Art of Product Design

From Design Thinking to Design Doing Innovators today are told to run loose and think lean in order to fail fast and succeed sooner. But in a world obsessed with the new, where cool added features often trump actual customer needs, it's the consumer who suffers. In our quest to be more agile, we end up creating products that underwhelm. So how does a company like Nest, creator of the mundane thermostat, earn accolades like "beautiful" and "revolutionary" and a $3.2 billion Google buyout? What did Nest do differently to create a household product that people speak of with love? Nest, and companies like it, understand that emotional connection is critical to product development. And they use a clear, repeatable design process that focuses squarely on

consumer engagement rather than piling on features for features' sake. In this refreshingly jargon-free and practical book, product design expert Jon Kolko maps out this process, demonstrating how it will help you and your team conceive and build successful, emotionally resonant products again and again. The key, says Kolko, is empathy. You need to deeply understand customer needs and feelings, and this understanding must be reflected in the product. In successive chapters of the book, we see how leading companies use a design process of storytelling and iteration that evokes positive emotions, changes behavior, and creates deep engagement. Here are the four key steps: 1. Determine a product-market fit by seeking signals from communities of users. 2. Identify behavioral insights by conducting ethnographic research. 3. Sketch a product strategy by synthesizing complex research data into simple insights. 4. Polish the product details using visual representations to simplify complex ideas. Kolko walks the reader through each step, sharing eye-opening insights from his fifteen-year career in product design along the way. Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.

Product Design for the Environment

Designing Successful Products with Plastics: Fundamentals of Plastic Part Design provides expert insight into design considerations required to bring a

concept product or part through design and ready-for-production. The book shows how integrating four key choices—materials, processes, tooling and design—in every design decision allows the designer to fully vet and optimize the design. Rather than focusing on design rules and engineering equations used during product development, the emphasis of the book is on what the designer needs to consider during the early conceptual visualization stages, and in the detailed stages of the design process. This approach will bridge the gap between the industrial designer, tasked with the 'big picture' product design and use, and the part designer, tasked with the detailed plastic part design for manufacture. Useful to both experienced and novice designers, this book brings valuable design process information through specific examples, enabling designers and engineers in the plastics industry to effectively use the available technical information to successfully design and manufacture new products. Bridges the gap between the industrial designer working on product design and use, and the part designer working on detailed part design for manufacture Enables designers to establish a solid foundation for new product development on the 'four pillars' of the process: materials, processes, tooling, and design Provides a hierarchy and roadmap through creative product design and implementation, so engineers can translate a product from creative concept through to realization and commercialization

Don't Make Me Think, Revisited

Building prototypes and models is an essential

component of any design activity. Modern product development is a multi-disciplinary effort that relies on prototyping in order to explore new ideas and test them sufficiently before they become actual products. A comprehensive modern prototyping approach is crucial to making informed design decisions, and forms a strategic part of a successful designer's toolkit.

101 Design Methods

Covering the whole value chain - from product requirements and properties via process technologies and equipment to real-world applications - this reference represents a comprehensive overview of the topic. The editors and majority of the authors are members of the European Federation of Chemical Engineering, with backgrounds from academia as well as industry. Therefore, this multifaceted area is highlighted from different angles: essential physico-chemical background, latest measurement and prediction techniques, and numerous applications from cosmetic up to food industry. Recommended reading for process, pharma and chemical engineers, chemists in industry, and those working in the pharmaceutical, food, cosmetics, dyes and pigments industries.

The Fundamentals of Product Design

Offers observations and solutions to fundamental Web design problems, as well as a new chapter about mobile Web design.

Product Design

Product Design offers a broad and comprehensive introduction to the field of product design and the key role of product designers. Following through all the stages and activities involved in the creation of a new product from concept design to manufacture, prototyping to marketing this book also explores the diverse nature of product design, including new and emerging forms of practice. A rich overview of influential design movements and individuals, together with examples from prominent product designers, encourages the reader to challenge conventions and to think about product design in new and exciting ways.

Product Design and Sustainability

Provides an integrated and cohesive view of the product design process, covering materials, manufacturing, idea generation, computer-aided design, engineering functions, product types, and market research. This updated edition explores recent developments such as additive manufacture and crowd funding, and includes more consumer and lifestyle orientated products for a more product-based focus, supported by a range of new innovative examples and case studies from internationally-renown designers and studios. The second edition also features a supportive document map that helps to reveal the steps in product creation, new projects and activities for every chapter, and additional references and web sources to allow students to

further explore the world of product design. Full of inspiring images covering a wide variety of product design examples, Richard Morris presents an engaging introduction to this sizeable topic that can be used as a useful guide to the processes involved in product design.

Well-Designed

Color Trends and Selection for Product Design: Every Color Sells a Story speaks to the needs of the manufacturing level where colorants are developed, helping manufacturers to understand where their colors will sell and for what period of time these products will be viable. It covers issues such as stability, color measurement, and new methods of incorporation, which are critical in the development of new colorants. The book helps product designers more effectively reach their target audiences by helping them understand more about how colors are chosen for particular markets and how certain colors will perform in designs, including how to evaluate color under different lighting conditions and in, or on, different materials. Knowing how colors will perform in each material and how they will be seen on a store shelf or show room floor is vital. The book gives an important insight into future trends, including new design methods for creating color prototypes and regulatory requirements. The color designer needs to better understand the world of the color formulator, and the formulator conversely needs to understand the needs of the designer, so this book is written for both. Provides an expert assessment of future trends

in color, helping color manufacturers to understand how their customers and brand owners select colors Covers the critical issues of stability, color measurement, and new methods of incorporation, helping engineers evaluate color performance in different designs, materials, and lighting conditions Helps readers stay ahead of the competition with discussions of important regulations and trends in 'green' colors and product design

Solving Product Design Exercises

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you're among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design. Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You'll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world. Sensorial: create experiences that fully engage our human senses Simple: design simple products that provide overall clarity in relation to their purpose Enduring: build products that wear well and live on as classics Playful: use playful design to go beyond functionality and create emotional connections Thoughtful: observe people's struggles and anticipate their needs

Sustainable: design products that reduce environmental impact Beautiful: elevate the experience of everyday products through beauty

The Industrial Design Reference & Specification Book

Product Design

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Product Design

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve

conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

Product Design Process

Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest–or even as small as a tiny app–you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products.

Don't Make Me Think

With its tutorial-based approach, this is a practical guide to both hand- and computer-drawn design. Readers will learn to think three-dimensionally and build complex design ideas that are structurally sound and visually clear. The book also illustrates how these basic skills underpin the use of computer-aided design and graphic software. While these applications assist the designer in creating physical products, architectural spaces and virtual interfaces, a basic knowledge of sketching and drawing allows the designer to fully exploit the software. Foundational chapters show how these technical skills fit into a deeper and more intuitive feeling for visualisation and representation, while featured case studies of leading designers, artists and architects illustrate the full range of different drawing options available. Hundreds of hand-drawn sketches and computer models have been specially created to demonstrate critical geometry and show how to build on basic forms and exploit principles of perspective to develop sketches into finished illustrations. There's also advice on establishing context, shading and realizing more complex forms.

Prototyping and Modelmaking for Product Design

The Industrial Design Reference & Specification Book is the first book to gather all the essential pieces of information industrial designers need on a daily basis in one concise handbook. It's a reference you'll turn to over and over again to efficiently create designs that work, last, and minimize unnecessary risk. To make

designs that work and endure (and are also legal), designers need to know—or be able to find—an endless number of details. Whether it's what kind of glue needs to be used on a certain surface, metric equivalents, thread sizes, or how to apply for a patent, these details are essential and must be readily available so designers can create successful products efficiently. These pages are filled with information that is critical to successful product design, including information on: Measurement conversions Trademark and copyright standards Patents and product-related intellectual property rights/standards Setting up files for prototyping and production runs Manufacturing and packaging options to optimize the design The Industrial Design Reference & Specification Book is an essential resource for any industrial or product designer. The Reference & Specification Book series from Rockport Publishers offers students and practicing professionals in a range of creative industries must-have information in their area of specialty in an up-to-date, concise handbook.

Food Product Design

Materials are the stuff of design. From the very beginning of human history, materials have been taken from the natural world and shaped, modified, and adapted for everything from primitive tools to modern electronics. This renowned book by noted materials engineering author Mike Ashby and industrial designer Kara Johnson explores the role of materials and materials processing in product design,

with a particular emphasis on creating both desired aesthetics and functionality. The new edition features even more of the highly useful "materials profiles" that give critical design, processing, performance and applications criteria for each material in question. The reader will find information ranging from the generic and commercial names of each material, its physical and mechanical properties, its chemical properties, its common uses, how it is typically made and processed, and even its average price. And with improved photographs and drawings, the reader is taken even more closely to the way real design is done by real designers, selecting the optimum materials for a successful product. The best guide ever published on the on the role of materials, past and present, in product development, by noted materials authority Mike Ashby and professional designer Kara Johnson--now with even better photos and drawings on the Design Process Significant new section on the use of re-cycled materials in products, and the importance of sustainable design for manufactured goods and services Enhanced materials profiles, with addition of new materials types like nanomaterials, advanced plastics and bio-based materials

Materials Enabled Designs

User interface design is a challenging, multi-disciplinary activity that requires understanding a wide range of concepts and techniques that are often subjective and even conflicting. Imagine how much it would help if there were a single perspective that you

could use to simplify these complex issues down to a small set of objective principles. In UI is Communication, Everett McKay explains how to design intuitive user interfaces by focusing on effective human communication. A user interface is ultimately a conversation between users and technology. Well-designed user interfaces use the language of UI to communicate to users efficiently and naturally. They also recognize that there is an emotional human being at the other end of the interaction, so good user interfaces strive to make an emotional connection. Applying what you learn from UI is Communication will remove much of the mystic, subjectiveness, and complexity from user interface design, and help you make better design decisions with confidence. It's the perfect introduction to user interface design. Approachable, practical communication-based guide to interaction and visual design that you can immediately apply to projects to make solid design decisions quickly and confidently Includes design makeovers so you can see the concepts in practice with real examples Communication-based design process ties everything from interaction to visual design together

Product Design for the Web

Introduction to Product Design and Development for Engineers provides guidelines and best practices for the design, development, and evaluation of engineered products. Created to serve fourth year undergraduate students in Engineering Design modules with a required project, the text covers the

entire product design process and product life-cycle, from the initial concept to the design and development stages, and through to product testing, design documentation, manufacturability, marketing, and sustainability. Reflecting the author's long career as a design engineer, this text will also serve as a practical guide for students working on their capstone design projects.

Drawing for Product Designers

Collaborative Product Design

Product Design and Development

The discovery of market needs and the manufacture of a product to meet those needs are integral parts of the same process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text. Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an extensive range of specific design methods.

Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.

Hooked

Ten laws of simplicity for business, technology, and design teach readers howto need less but get more.

What is Product Design?

In recent years the increased awareness of environmental issues has led to the development of new approaches to product design, known as Design for Environment and Life Cycle Design. Although still considered emerging and in some cases radical, their principles will become, by necessity, the wave of the future in design. A thorough exploration of the subject, Product Design for the Environment: A Life Cycle Approach presents key concepts, basic design frameworks and techniques, and practical applications. It identifies effective methods and tools for product design, stressing the environmental performance of products over their whole life cycle. After introducing the concepts of Sustainable Development, the authors discuss Industrial Ecology and Design for Environment as defined in the

literature. They present the life cycle theory and approach, explore how to apply it, and define its main techniques. The book then covers the main premises of product design and development, delineating how to effectively integrate environmental aspects in modern product design. The authors pay particular attention to environmental strategies that can aid the achievement of the requisites of eco-efficiency in various phases of the product life cycle. They go on to explore how these strategies are closely related to the functional performance of the product and its components, and, therefore, to some aspects of conventional engineering design. The book also introduces phenomena of performance deterioration, together with principles of design for component durability, and methods for the assessment of residual life. Finally, the book defines entirely new methods and tools in relation to strategic issues of Life Cycle Design. Each theme provides an introduction to the problems and original proposals based on the authors' experience. The authors then discuss the implementation of these new concepts in design practice, differentiating between levels of intervention and demonstrating their use and effectiveness in specific case studies. The book not only presents evidence of the potential of the approach and methods proposed, but also analyzes some of the problems involved in developing eco-compatible products in the company context.

Sprint

This book has been developed to examine the

different ways and opportunities for identifying ideas and to understand what is being observed and recorded.

Creative Product Design

Infinite Illustration is a new title that features the most talented roster of illustrators from all over the world, examining how illustrative talent can be applied to product, packaging, print, clothing and industrial design. The projects featured within are unified by a feeling of handiwork, where organic lines, hand lettering and fluid shapes are corralled into functional, perfected identities. The resulting projects share a sense of personality far beyond the traditional computer-produced output, with illustrative elements created and united by the artist's hand.

Plastics Product Design

This handbook provides an essential guide to the world of industrial design. Within its pages, it explores what constitutes successful design, how it works and how product design creates a market for itself. It also delves into the multifarious role of product designers, as new technology and materials present new possibilities for both form and function. What is Product Design? proves itself to be such essential reading through the many areas that it covers. These include issues of longevity and life cycles, concept generation, prototyping and product placement. What is Product Design? is not just an in-depth exploration of successful design, it is also a stunning, diverse

portfolio of cutting-edge work from designers and studios throughout the globe. Like the other titles in the Essential Design Handbooks series, this will be necessary reading for all graphic designers, professional and student alike.

UI is Communication

Designing Successful Products with Plastics

Statistical experimental design is currently used as a quality control technique to achieve product excellence at the lowest overall cost. It can also function as a powerful tool to optimize food products and/or processes, to accelerate food development cycles, reduce research costs, facilitate the transition of products from research and development to manufacturing and troubleshoot manufacturing problems. Food Product Design: A Computer-Aided Statistical Approach familiarizes readers with the methodology of statistical experimental design, and its application in food product design, with the aid of commonly available modern commercial software. Food Product Design presents basic concepts of food product design, then focuses on the most effective statistical techniques and corresponding computer applications for trial design, modeling, and experimental data analysis. The book presents very few theories about mathematics and statistics. Instead, it contains detailed descriptions of how to use popular computer software to solve the real

mathematical and statistical problems that occur in product design. Even those with very limited knowledge of statistics and mathematics will find this a useful and highly practical book. Food Product Design: A Computer-Aided Statistical Approach will be a valuable tool for professional food engineers, technologists, scientists, and industrial personnel who want to update and expand their knowledge about computer-aided statistical methods in the field of food product design. Those involved in applied research at universities in food and agriculture, biological and chemical engineering, and statistics will also find it useful and informative.

Cool Product Design

This book is aimed at designers who have had limited or no experience with plastics materials as well as a more experienced designer who is designing a part for a use, process or an application that they are not familiar with. The reader is provided with an introduction to plastics as a design material and a discussion of materials commonly in use today. There is a discussion of a variety of processes available to the designer to make a part along with the design considerations each process will entail. This section also includes a discussion of useful prototyping processes, including advantages and disadvantages of each. Next, the book will discuss general design considerations applicable to most plastics product designs. In section 2 of the book the author will discuss elements of design of a number of generic plastic product types based on his 40+ years of

experience of product design and development for a several companies with a variety of products. This section will include discussions of structural components, gears, bearings, hinges, snap fits, packaging, pressure vessels, and optical components. This section will discuss the general considerations that apply to these applications as well as specific incites about each particular application. The book concludes with a discussion of the general design process.

Introduction to Product Design and Development for Engineers

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you'll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone's social circle? How do you motivate people to continue

on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.

Graphis Product Design

Embrace Open Engineering and accelerate the design and manufacturing processes Product development is a team sport, but most companies don't practice it that way. Organizations should be drawing on the creativity of engaged customers and outsiders, but instead they rely on the same small group of internal "experts" for new ideas. Designers and engineers should be connecting with marketing, sales, customer support, suppliers, and most importantly, customers. The Art of Product Design explains the rise of "Open Engineering," a way of breaking down barriers and taking advantage of web-based communities, knowledge, and tools to accelerate the design and manufacturing processes. Explains how to establish open flows of information inside and outside an organization, increasing the quality and frequency of input from different groups and stakeholders Hardi Meybaum is the founder and CEO of GrabCad, the largest community of mechanical engineers and designers in the world Open Engineering is crowdsourcing, it's collaborating, it's sharing and connecting. And it's helping a growing number of companies create better products faster than they ever imagined. The Art of Product Design shows you how to harness its power for your company.

Understanding Industrial Design

The manual for digital product design and project
management.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES & HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR LITERARY FICTION NON-FICTION SCIENCE FICTION