

THE NEED FOR NEW DESIGN

Dr Claire Andrews
Product Design Lecturer
Cardiff School of Art and Design

**PRODUCT
DESIGN** BA
BSC
MSC

CARDIFF
SCHOOL *of* ART & DESIGN



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Metropolitan
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Product design isn't just about styling.

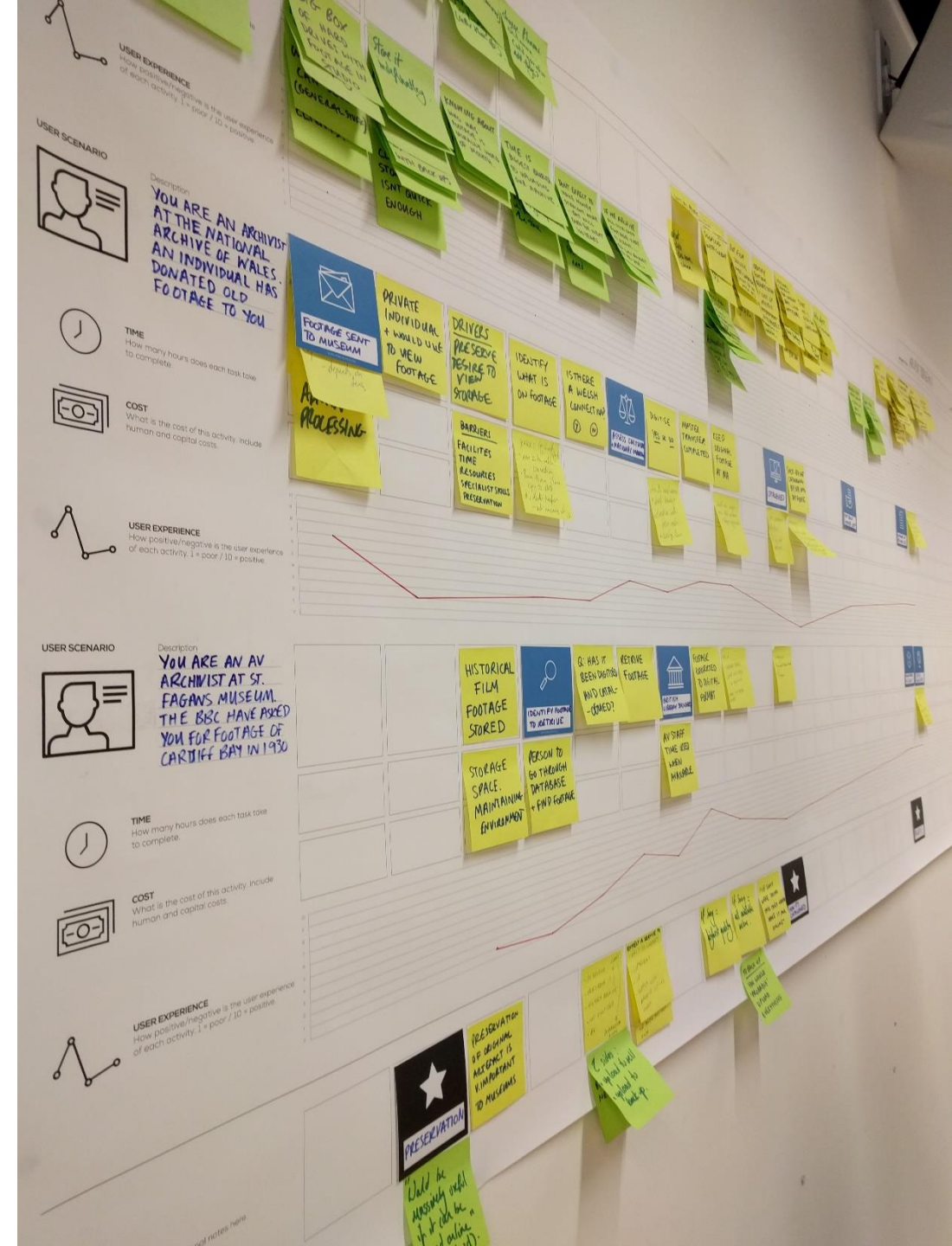


On the other hand, we're
not inventors.



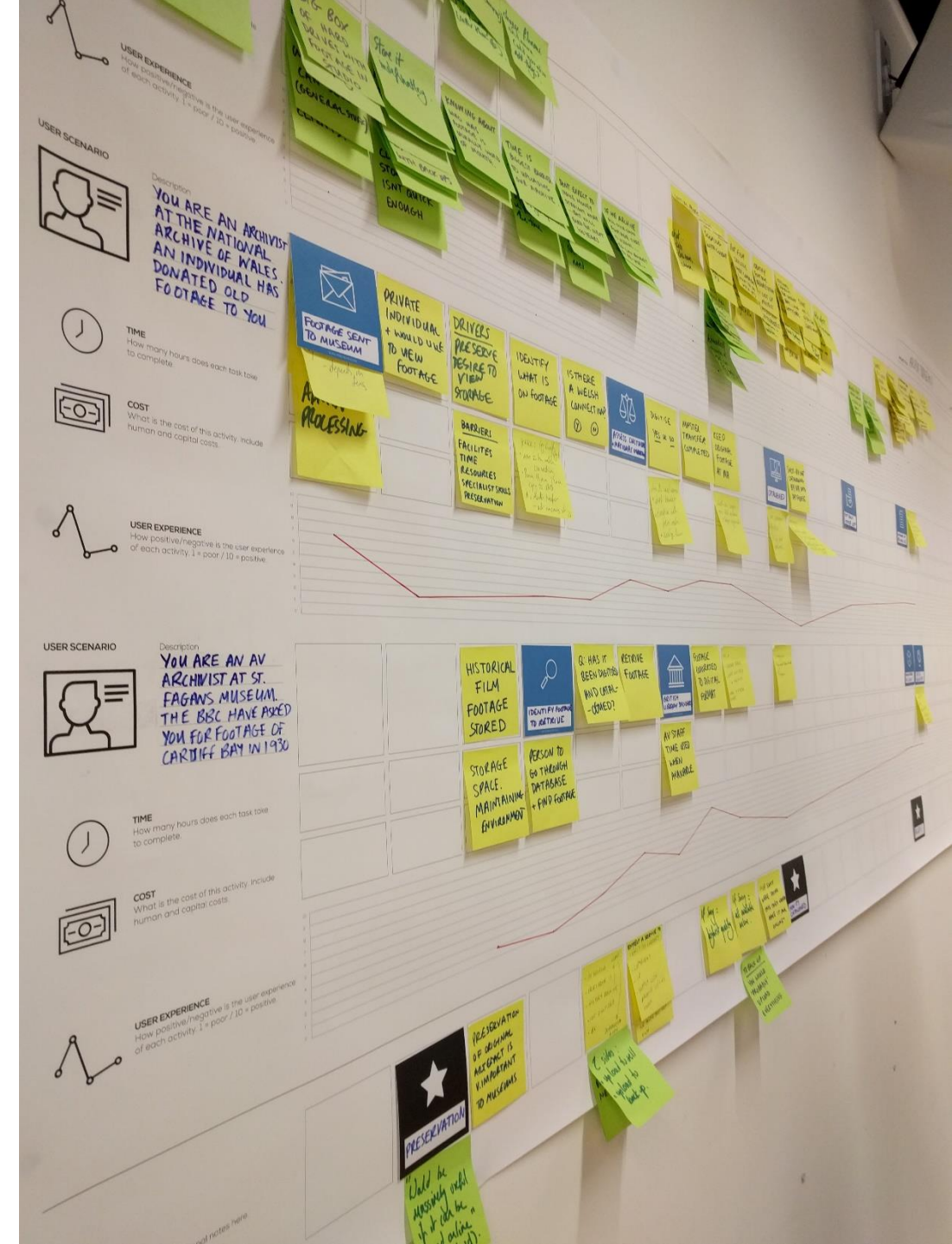
The majority of innovation comes from improving our everyday experiences.

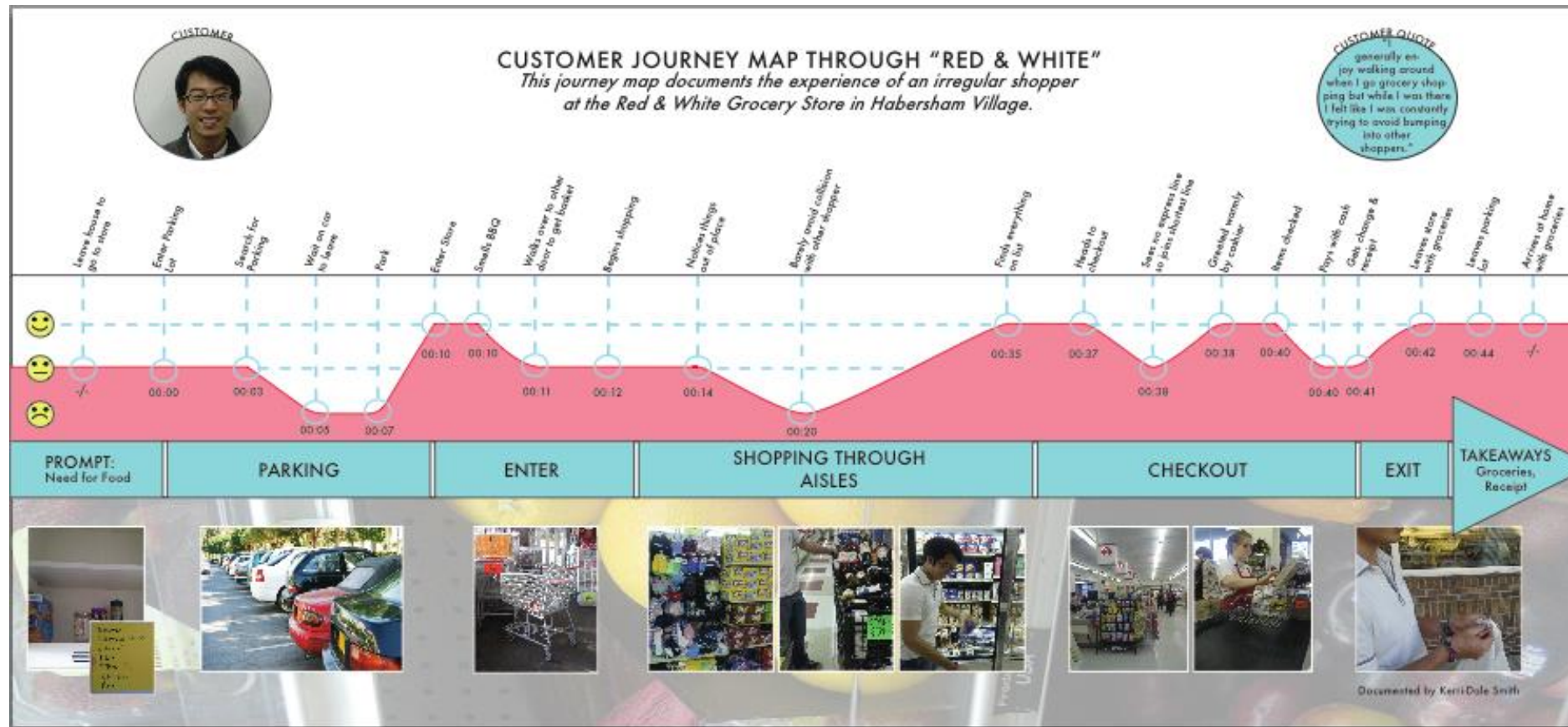
JOURNEY MAPS



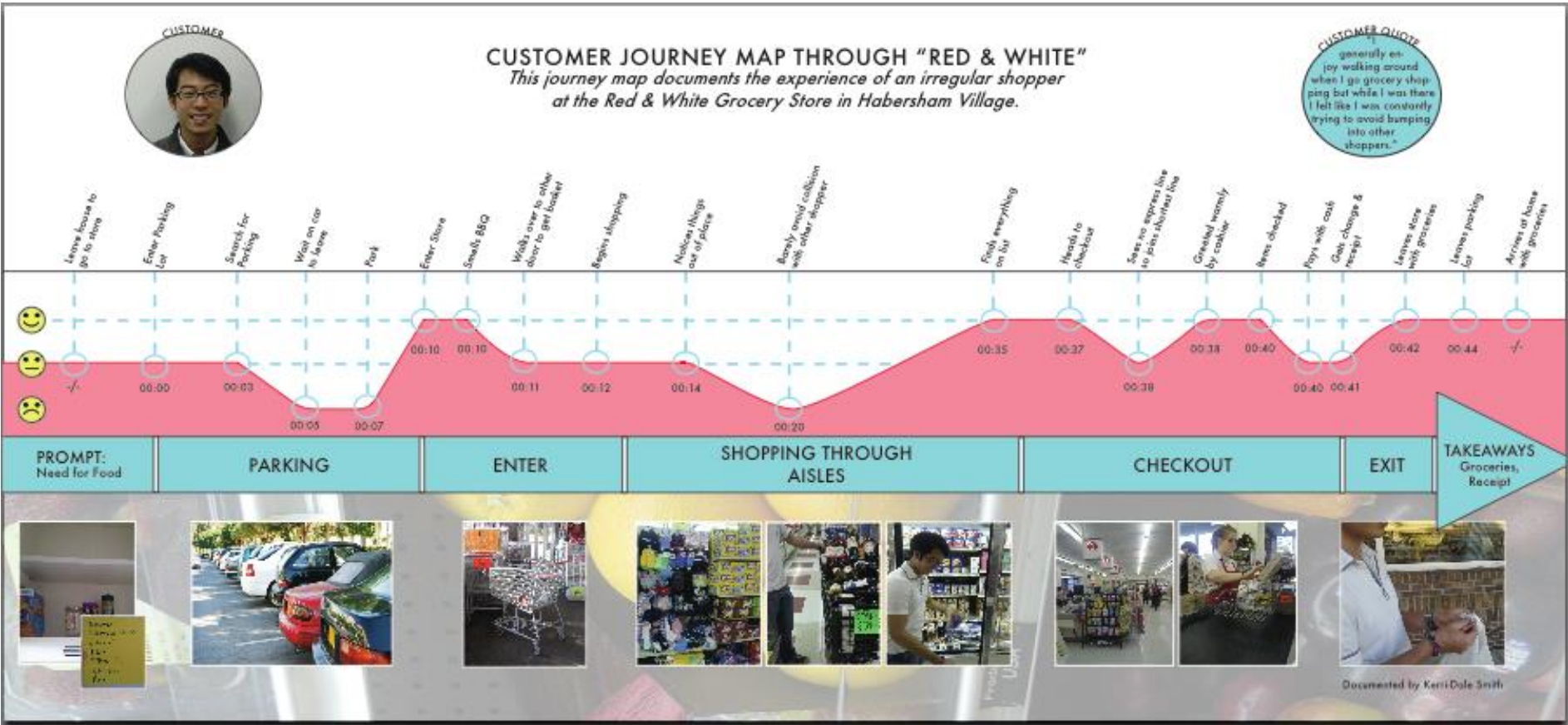
JOURNEY MAPS

- Map the emotional experience
- Map the touchpoints
- Document and visualise

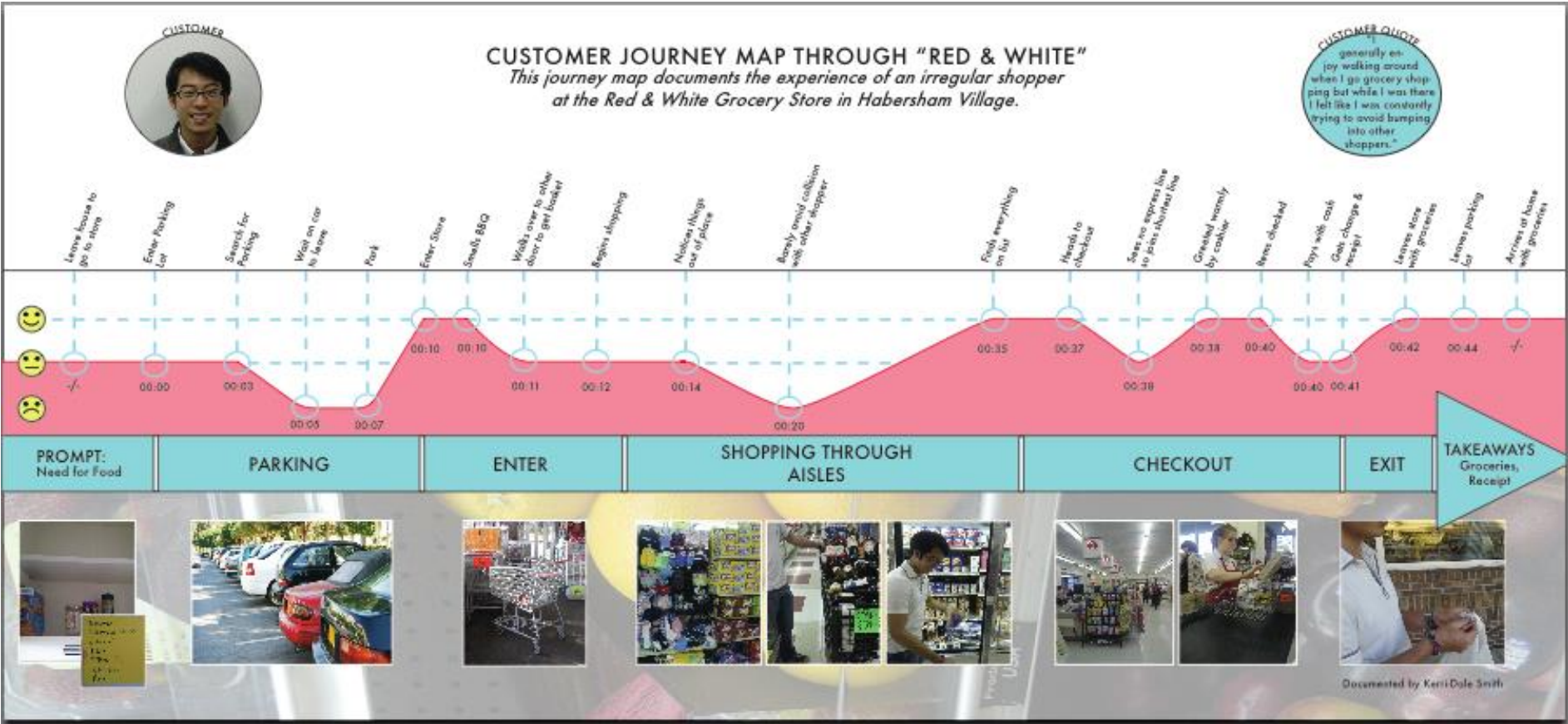




The time-line

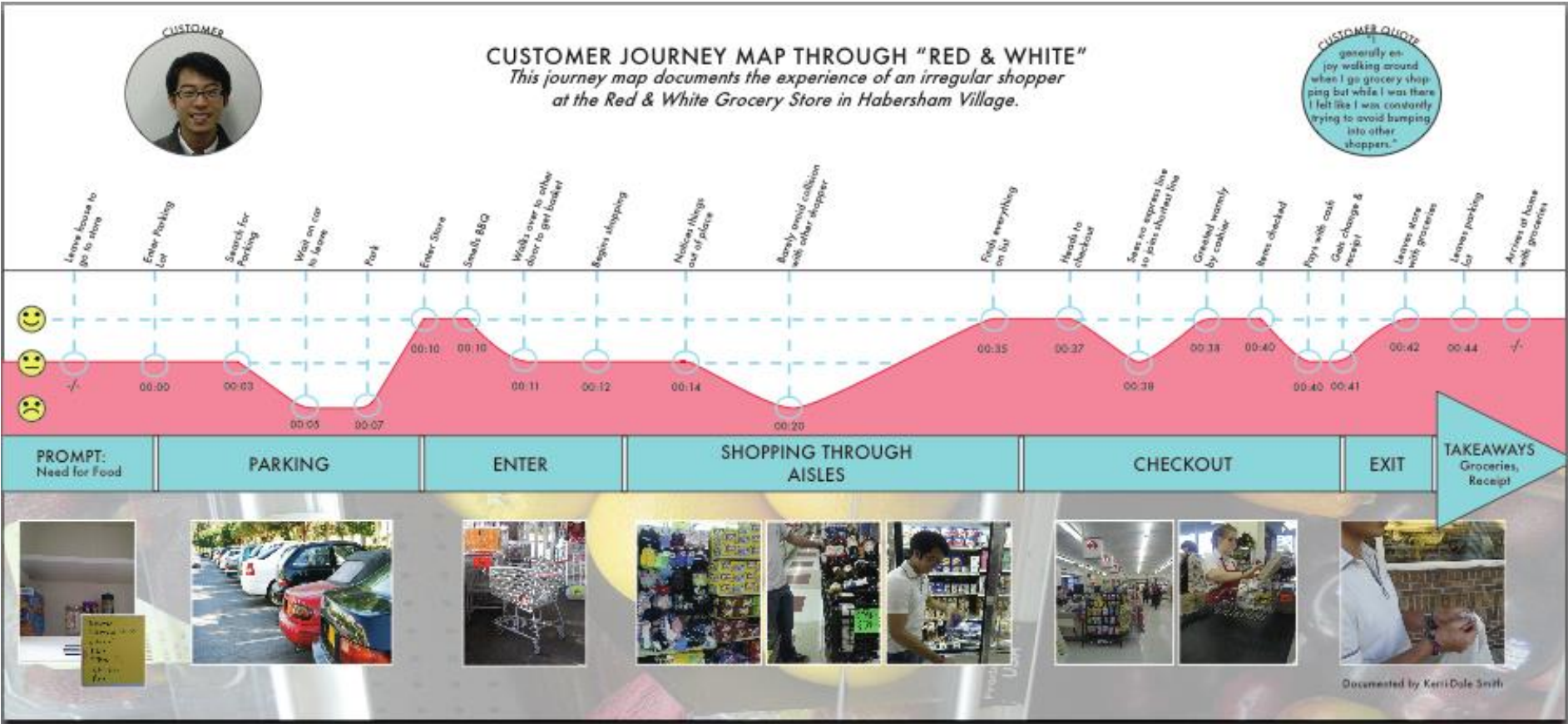


The time-line



Experience
ranking

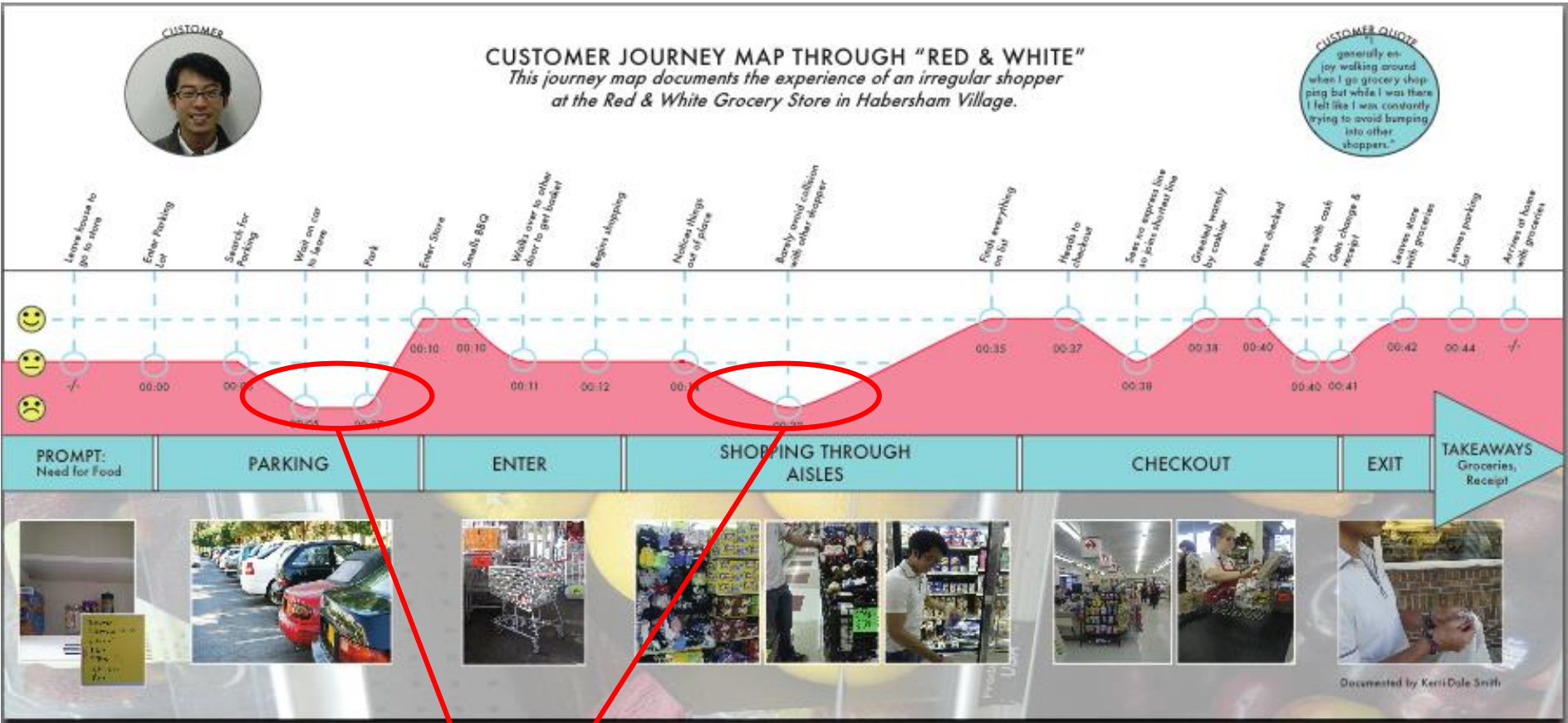
The time-line



Touchpoints

Experience ranking

The time-line



Touchpoints

Experience ranking

THE TIMELINE

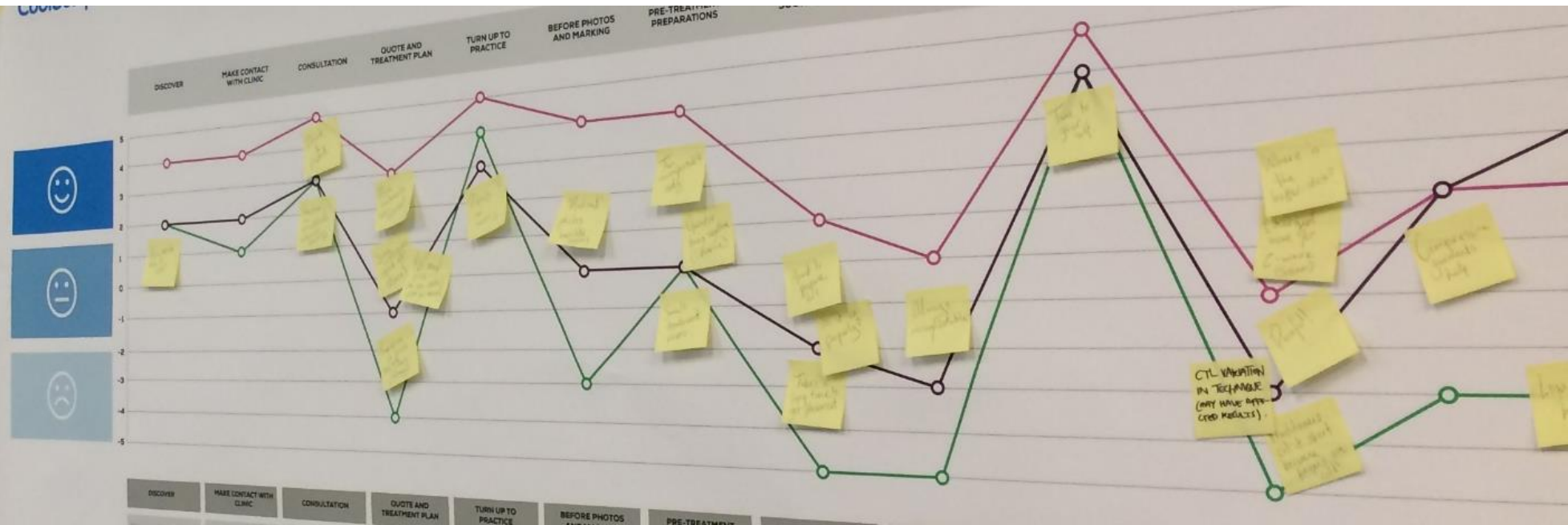
- Can be as long or short as you like
- Consider 'lead up' and 'close down'

EXPERIENCE RANK

- “Likert-type” (on a scale of 1 -5)
- More scale points = more detail
- Look at both ups and downs

TOUCHPOINTS

- Clearly document what causes “the experience rank”
- Could be product, environment, packaging, digital, human...
- Adding quotes also helps.



CONSIDERATIONS

- Try and get genuine users!
- First time users are always particularly interesting
- Multiple journeys can be overlaid onto one map



JOURNEY MAPS – A TOOL TO IDENTIFY NEED FOR NEW DESIGN

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