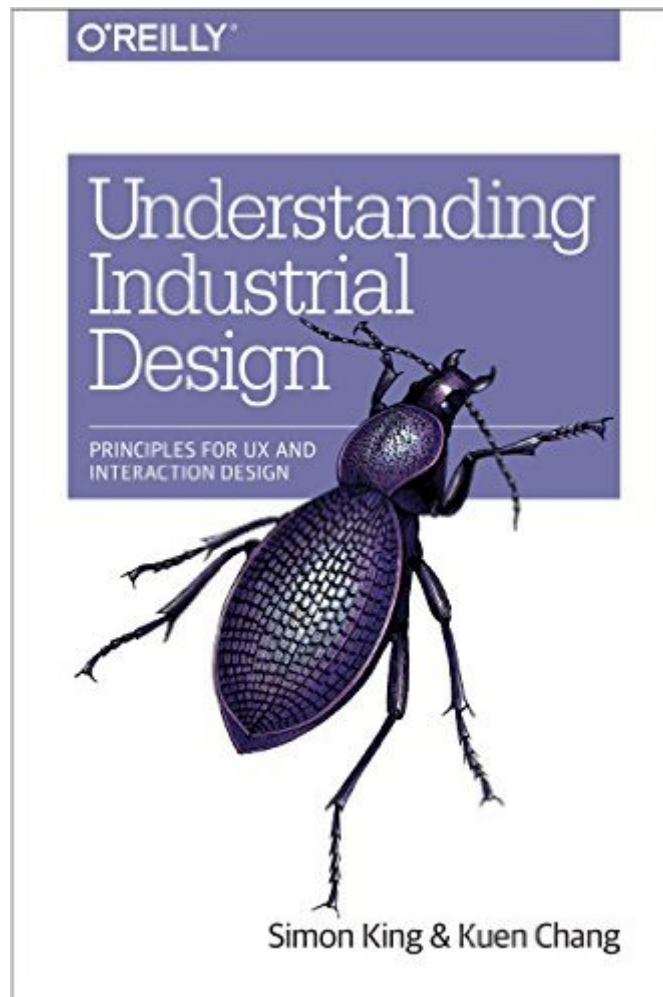# Understanding Industrial Design: Principles For UX And Interaction Design

Synopsis

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If youâ ™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. Youâ ™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 sensesSimple: design simple products that provide overall clarity in relation to their purposeEnduring: build products that wear well and live on as classicsPlayful: use playful design to go beyond functionality and create emotional connectionsThoughtful: observe peopleâ ™s struggles and anticipate their needsSustainable: design products that reduce environmental impactBeautiful: elevate the experience of everyday products through beauty

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Customer Reviews

Who Should Read This Book?   The primary audience for this book is interaction designers and UX professionals who find themselves in the overlap between physical and digital products, or foresee their practice involving more collaboration and integration with industrial design. It is written for the thoughtful practitioner, who wants to learn from practical examples and combine those approaches

into their own point of view. We hope the reader will bring an open mind, and look for fruitful connections between disciplines while avoiding territorial definitions. The examples in this book may originate primarily from industrial design, but the reader should be prepared to view them through a broad lens of user experience.   Designers who intend to focus purely on screen-based products may find that the principles in this book still provide them with new ways to frame and approach their work. At times, examples from industrial design provide the possibility of relating a principle directly to a screenbased interaction, but translation of physical design solutions to screenbased alternatives is not a primary goal of this book.   Students studying industrial design will find a jumping-off point for further exploration of particular projects and principles, but should look to other texts for instructional or 'how-to' approaches to their discipline.   Finally, anyone who simply wants to learn more about industrial design will also find value in the text. A basic familiarity with design professions in general is assumed, but no specific domain knowledge is expected or required of the reader.

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