Design That Lasts: Design Thinking and Design Theory

In an ever-changing world, it is more important than ever to create products and services that are both user-centered and sustainable. Design That Lasts provides a comprehensive framework for ng just that, by combining the latest insights from design thinking and design theory.

Meaningful Stuff: Design That Lasts (Design Thinking, Design Theory) by Jonathan Chapman

★★★★★ 5 out of 5

Language	: English
File size	: 509 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 233 pages

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Design thinking is a human-centered approach to problem-solving that focuses on understanding the needs of users. Design theory provides the principles and frameworks that can be used to translate those needs into effective design solutions.

Design That Lasts shows you how to use these two powerful approaches together to create products and services that are:

- User-centered: Designed to meet the needs of the people who will use them.

- Sustainable: Designed to minimize their environmental impact.

- Innovative: Designed to be new and different, while still being relevant to the needs of users.

Whether you are a designer, engineer, marketer, or business leader, Design That Lasts will help you to create products and services that will make a positive impact on the world.

What's inside Design That Lasts?

Design That Lasts is divided into four parts:

1. **Design Thinking:** This part introduces the principles of design thinking and shows you how to apply them to your own work.

2. **Design Theory:** This part provides an overview of the major theories of design and shows you how to use them to create effective design solutions.

3. **Putting It All Together:** This part shows you how to combine design thinking and design theory to create products and services that are both user-centered and sustainable.

4. **Case Studies:** This part presents case studies of real-world products and services that have been designed using the principles of design thinking and design theory.

With its clear and concise writing style, Design That Lasts is an essential resource for anyone who wants to create products and services that make a difference.

Praise for Design That Lasts

"Design That Lasts is a must-read for anyone who wants to create products and services that are both user-centered and sustainable. This book provides a comprehensive framework for design thinking and design theory, and shows you how to use these two powerful approaches together to create products and services that will make a positive impact on the world."

—Tim Brown, CEO of IDEO

"Design That Lasts is a valuable resource for designers, engineers, marketers, and business leaders alike. This book provides a clear and concise overview of the latest insights from design thinking and design theory, and shows you how to use these insights to create products and services that are both innovative and sustainable."

—Bruce Nussbaum, author of Creative Intelligence

"Design That Lasts is a much-needed book that provides a comprehensive overview of the latest thinking on design. This book is essential reading for anyone who wants to understand how to create products and services that are both user-centered and sustainable."

—Don Norman, author of The Design of Everyday Things

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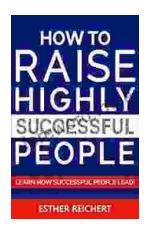
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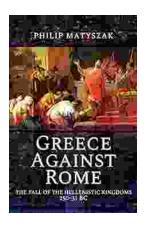## Meaningful Stuff: Design That Lasts (Design Thinking, Design Theory) by Jonathan Chapman

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