

Product Design: Evolution of Design Tools



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@sard_

Graphic design

Web design

UX design

UI design

Software design

Interaction design

Product design

Service design

Industry

- Creative
- Technology

**Digital product design is an
iterative design process to
solve a functional problem
with a practical solution.**

Product Design Engineering

- identify a real problem
- offer the best possible solution
- launch to market

Product Design Mindset

- leading interface and experience design
- involved in product strategy
- entrepreneurial approach

Projects end to end

- recognizing an opportunity
- understanding the customer's need
- final delivery

Methodologies

- User experience design
- Visual communication

This overused meme does not convey the difference between UX and UI, but rather shows an example of very bad designs.



While designing first iPod Apple were very clear with their goal — “1000 Songs in Your Pocket”.



Approach

- Scientific: shared knowlence and practices
- Visual: training the eye

1. Brief

2. Plan

3. Research

4. Ideation

5. Design

— prototyping

— testing

6. Build

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Design Projects at Farfetch

London

10+ nationalities

Porto

20+ languages

Lisbon

São Paulo

Shanghai

Web

Mobile apps

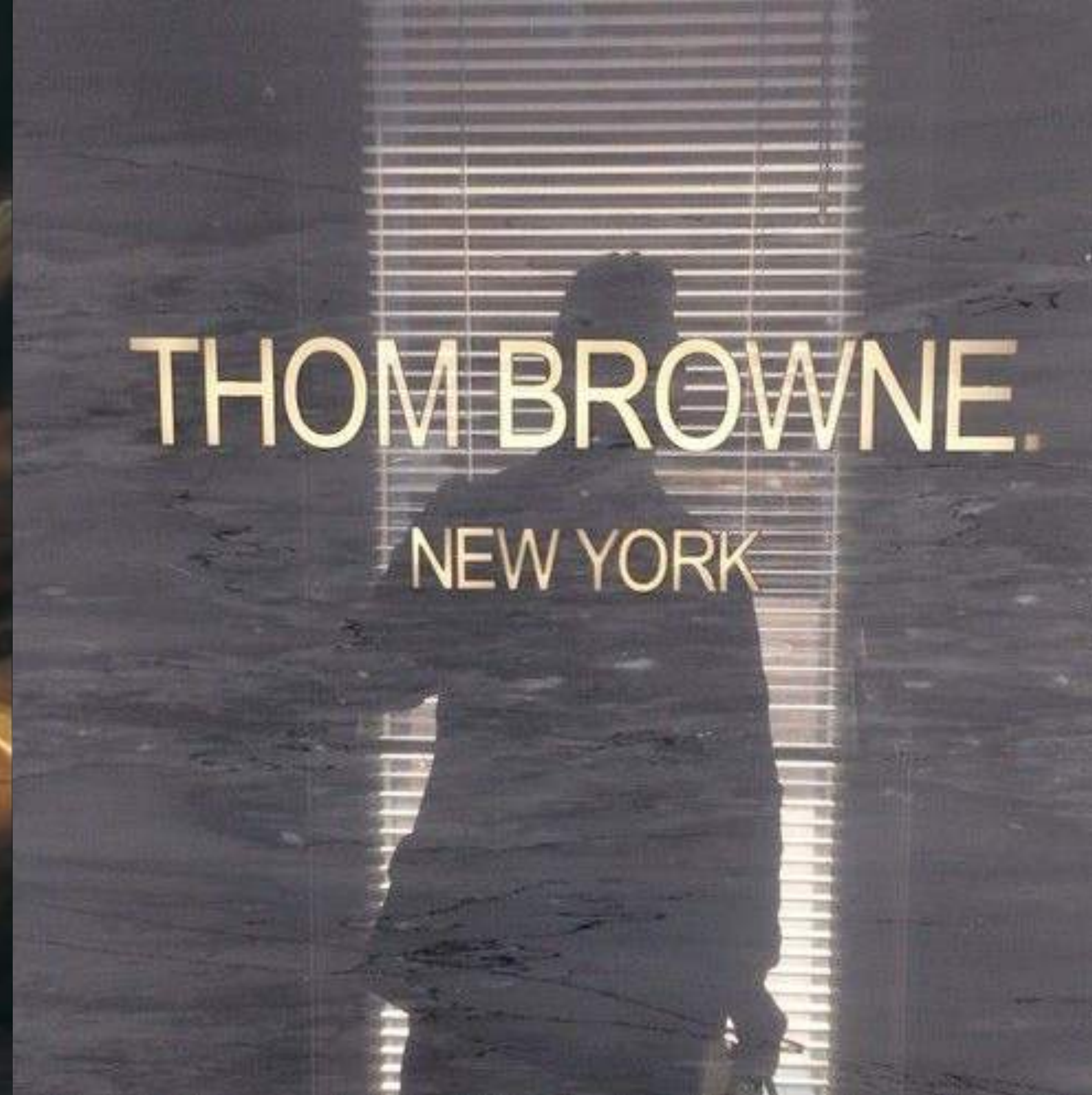
Store of the future



Browns East



Back Office



Black and White

Photoshop
Dropbox

Axure

General tools

~~Photoshop~~

~~Dropbox~~

~~Axure~~

Became redundant

Sketch Abstract

Specialised design tools

Sketch

Abstract

Invision

Marvel

Principle

Flinto

Specialised prototyping tools

Basic interactions

Sketch

Abstract

Invision

Marvel

Principle

Flinto

Framer

Origami

Logic and high fidelity prototyping

Advanced interactions

Inputs, maps, camera

Sketch

Abstract

Figma

Invision

Marvel

Principle

Flinto

Framer

Origami

Component libraries

Team collaboration



Design mode

Code mode

Use of real data APIs

Reusable components

Easy handoff

Easy to design

Complex prototypes

Realistic experience, testing

Optimised teamwork

Stronger bond with engineering

High learning curve

Thanks

