Design Thinking Methodology for Designing Product Displays Techniques in The Field of Industrial Design

Associ. Prof. Dr. Mohamed Mohamed Ryead

Associate professor at Industrial Design Department - Faculty of Applied Arts - Helwan University

Delegate to Product Design Department- Faculty of Applied Arts – Badr University

mohamedryead@yahoo.com

Abstract:

The concept of design thinking appeared more than 70 years ago, and it is the result of an accumulation of academic research and actual practices with continuous development. It depends on a mixture of sciences, the most important of which are architecture, engineering, humanities, and business administration. Design thinking helps to identify and study existing problems, and then develop appropriate solutions to them. Therefore, design thinking is considered a methodology through which a path or path is drawn by following it, we reach the desired solutions to the existing problem, and therefore design thinking is an effective methodology in solving design problems through its contribution to the development of creative and innovative solutions that revolve around the user and achieve a deep understanding of his needs and desires. There are different models for the design thinking methodology in terms of its construction, the number of stages, the relationship between these stages, and the naming of each stage. However, most of these models follow a similar methodological path that includes the stages of finding problems that need to be solved, defining the problem and the scope of the design, creating the prototype, and designing the product. Final feedback and feedback collection.

Given the importance of the design thinking methodology in providing a basic understanding of what design is and how to do it, in addition to its contribution to finding a common language between designers and non-designers about what can be expected and what the process looks like, the researcher is looking at how to develop a design thinking methodology related to the design of product displays techniques for the benefit of industrial design designers when working in this field, especially in the Egyptian market.

Research problem: The research problem is the absence of a design thinking methodology that is specifically applied in the design of product displays techniques in the field of industrial design.

Research Objective:

• Develop a methodology for design thinking in the field of designing product displays techniques.

• Defining the role of the industrial designer in the field of designing product displays techniques.

- **Research hypothesis :**Develop a methodology for design thinking to design product displays techniques that leads to the development of innovative, creative design solutions centered around the user through a deep understanding of his needs and desires.
-

Research Methodology: descriptive analytical methodology

Keywords:

Design Thinking - Product Displays - Double Diamond Model "Innovation Framework"