

《ViP产品设计法则：创新者的工》

图书基本信息

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内容概要

情感设计大师唐纳德·诺曼推荐。欧洲顶尖设计公司都在使用的ViP设计法则。

源自著名荷兰代尔夫特理工大学工业设计工程学院。

图书配套公开课，将于网易公开课和美啊发布。

This book is about the design approach ViP, Vision in Product design. ViP is the label of a method that first and foremost supports innovators of any kind to ‘ design ’ the vision – the *raison d’etre* – underlying their design. This vision is firmly rooted in a deliberately constructed future world. Since the vision defines the goal and not the means, the method can be applied in innovation processes of any kind. Hence its current title: Vision in Design.

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作者简介

Paul Hekkert is Professor of Form Theory and in the faculty of Industrial Design Engineering at TU Delft University in Holland. Matthijs van Dijk is CEO of KVD design consultancy and Professor of Applied Design at TU Delft.

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