



I firmly believe that with the right footwear one can rule the world. – **Bette Midler**



Life is short, your heels shouldn't be! – **Brian Atwood**



A woman with good shoes is never ugly. -- **Coco Chanel**



A woman can carry a bag, but it is the shoe that carries the woman. – **Christian Louboutin**

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Introduction

What is design

- ✓ Design is a communication
- ✓ Integration of creativity, functionality and technology
- ✓ Any thing that touches the aesthetic sense of humankind
- ✗ Design is entirely a problem solving process.
- ✗ Arrangement of elements in to a harmonious whole.

“Design as a word , can be interpreted as both a noun and a verb”



AS A NOUN, IT MEANS ORGANIZATION, ARRANGEMENT, CREATION OR PREPARATORY SKETCHES.



AS A VERB, IT MEANS PLANNING, COMPOSING, ORGANIZING CREATIVITY IN ART AND ART ACTIVITIES.



Design thinking process

- Empathize
- Define the problem
- Ideate
- Prototype
- test

Empathize

Conducting an interview in order to get an idea what more people really care about



Define the problem

Analyze the interview
and formulate a
problem statement



DESIGNERS ARE REAL PEOPLE

Ideate

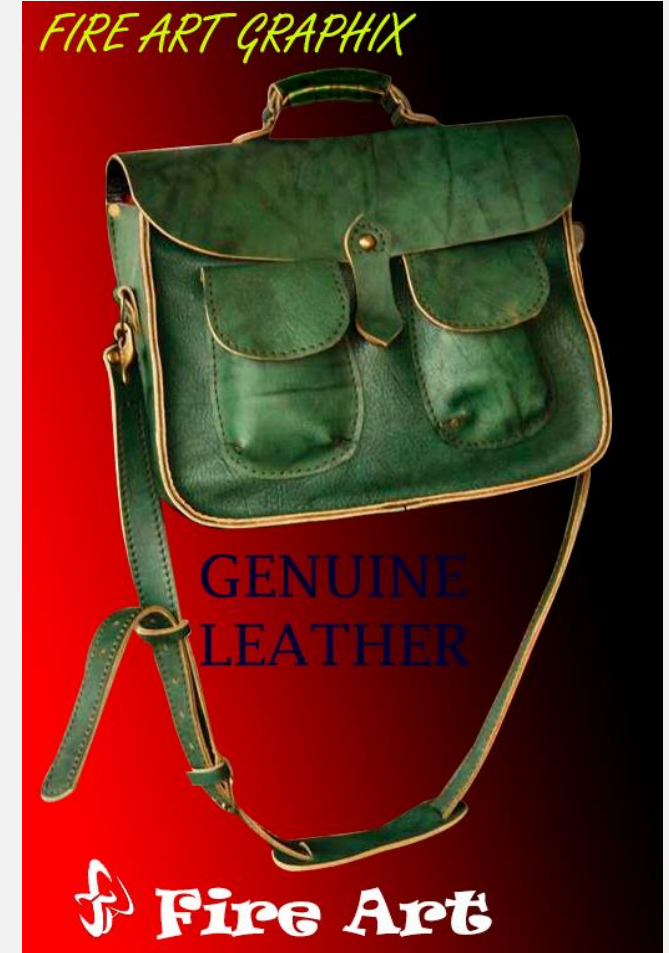
Focus on the problem statement and come up with ideas that solve the problem



Prototype



Ask your self how
does your ideas
fitted the context of
peoples actual lives



Product design