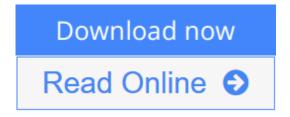# Understanding Industrial Design: Principles for UX and Interaction Design

By Simon King, Kuen Chang

Understanding Industrial Design: Principles for UX and Interaction Design
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With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you're among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design.

Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You'll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world.

- **Sensorial:** create experiences that fully engage our human senses
- **Simple:** design simple products that provide overall clarity in relation to their purpose
- **Enduring:** build products that wear well and live on as classics
- **Playful:** use playful design to go beyond functionality and create emotional connections
- **Thoughtful:** observe people's struggles and anticipate their needs
- **Sustainable:** design products that reduce environmental impact
- **Beautiful:** elevate the experience of everyday products through beauty

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Editorial Review

About the Author

Simon King is the Director of the CMU Design Center at Carnegie Mellon University, a new interdisciplinary space that connects students and faculty from across campus through design.

Previously, a Design Director and Business Lead at IDEO in Chicago, he led the studio's Interaction Design discipline. His work encompasses both macro- and micro-interactions across diverse mediums and audiences including large-scale medical imaging equipment, vehicle HMI platforms, personal health apps, and financial planning tools. He holds an MDes in Interaction Design from Carnegie Mellon University and a BFA in Graphic Design from Western Michigan University.

Kuen Chang is a Design Director at IDEO who has helped clients such as AT&T, Bayer, Delta, Lilly, SC Johnson, and 3M, among many others, develop portfolio-level product innovations that are profitable to companies and memorable to consumers. His name can be found on over 40 design and utility patents. Kuen's remarkable consumer product and medical device designs have earned him numerous international design awards from the IDSA, ID Magazine, Red Dot, Braun, and the Medical Device Excellence Awards competition. Two of his designs can be found in the permanent collection of the Art Institute of Chicago. He holds a bachelor's degree in Product Design from the Illinois Institute of Technology's Institute of Design.

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