Design Research as competitive advantage in product design

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Abstract:  
In product design many fields overlap, starting from design—ending with marketing, so the designer must be aware of the needs and desires of the consumer and the market in order for him to be able, through his design, to meet and satisfy them. Despite the utmost importance of research related to the design process, the companies benefit of them, as a tool for marketing research and product design development is very limited. Objectives: Access to the most efficient methods in preparing design research to achieve a competitive advantages for products. Importance: The design process is a set of stages that alternate and integrate with each other to achieve design goals, which is to achieve new and innovative design solutions for products whose primary goal is to meet the needs and desires of the user and thus obtain the best possible treatment for the product. It is worth noting that the design activity is not a stand-alone field. It is the product of the overlap of many different fields of manufacturing, marketing and other areas that affect and are affected by the product design process, and with the beginning of the 4th industrial revolution and in the presence of advanced production processes, multiple markets and competitiveness, the strong products that compete in terms of design varied Or the material, the implementation, or the idea and the competitiveness increases between companies to meet the needs of the user with the best quality and best service, and this is can be only done through marketing operations and studying the user’s behavior and desires, one of the most important roles of the product designer is to give the real value to design research and present it well and Convincing the specialists in the design process in line with the needs of the consumer and addresses his emotions, which results in the product taking its appropriate share in the market. The researcher assumes that design research has an essential role in achieving a competitive advantage for a product. Also, it assumes that Expanding research methods by making use of the Internet, social networking sites, state statistics and field studies and that Product characteristics can be highlighted and clarified through design research.

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