

# tootearendus ja disainmõtlemine – probleemist tooteni

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mis on toode?



Source: [Unsplash.com](https://unsplash.com)

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mis on toote disain?

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*“design is not just what it  
looks like design is how it  
works”*

*- Steve Jobs*



*Source: Flickr.com*

A close-up photograph of a car's engine start/stop button. The button is circular with a silver-colored ring. The text 'ACC' is printed in yellow at the top, and 'ON' is printed in red on the right side. The main text 'ENGINE START STOP' is printed in red in the center. The button is set against a dark, textured background, likely the car's interior.

kõik on disainitud

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start stop – vähem  
emissioone – vähem makes  
– naudin taskukohast sõitu

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mis on tootearendus?

toote  
disainistrateegia

ideede  
genereerimine

ideede sõelumine

prototüüpimine

testimine

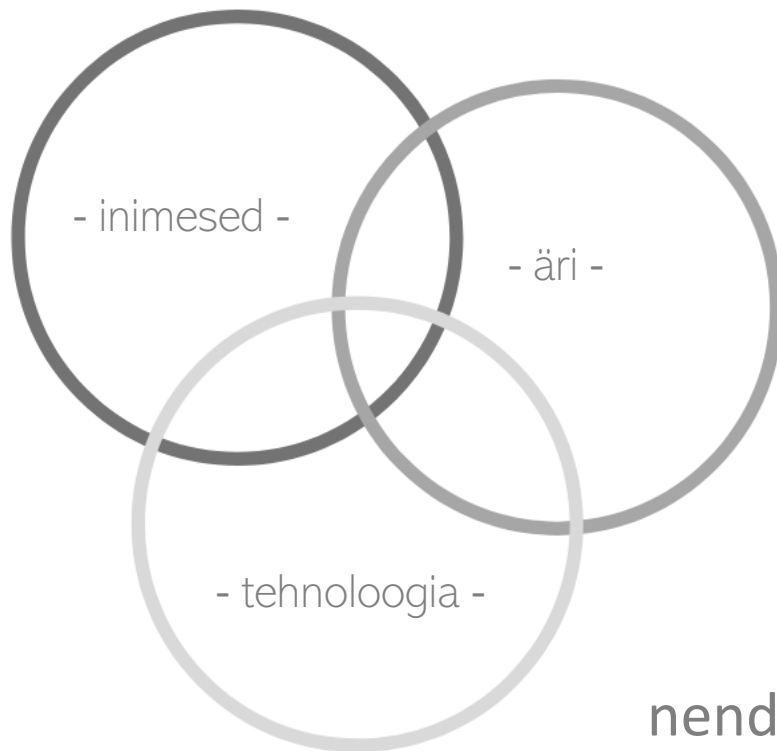
tootmine

tarnimine



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mis on disainmõtlemine?



nende kolme ristumiskohas on innovatsioon



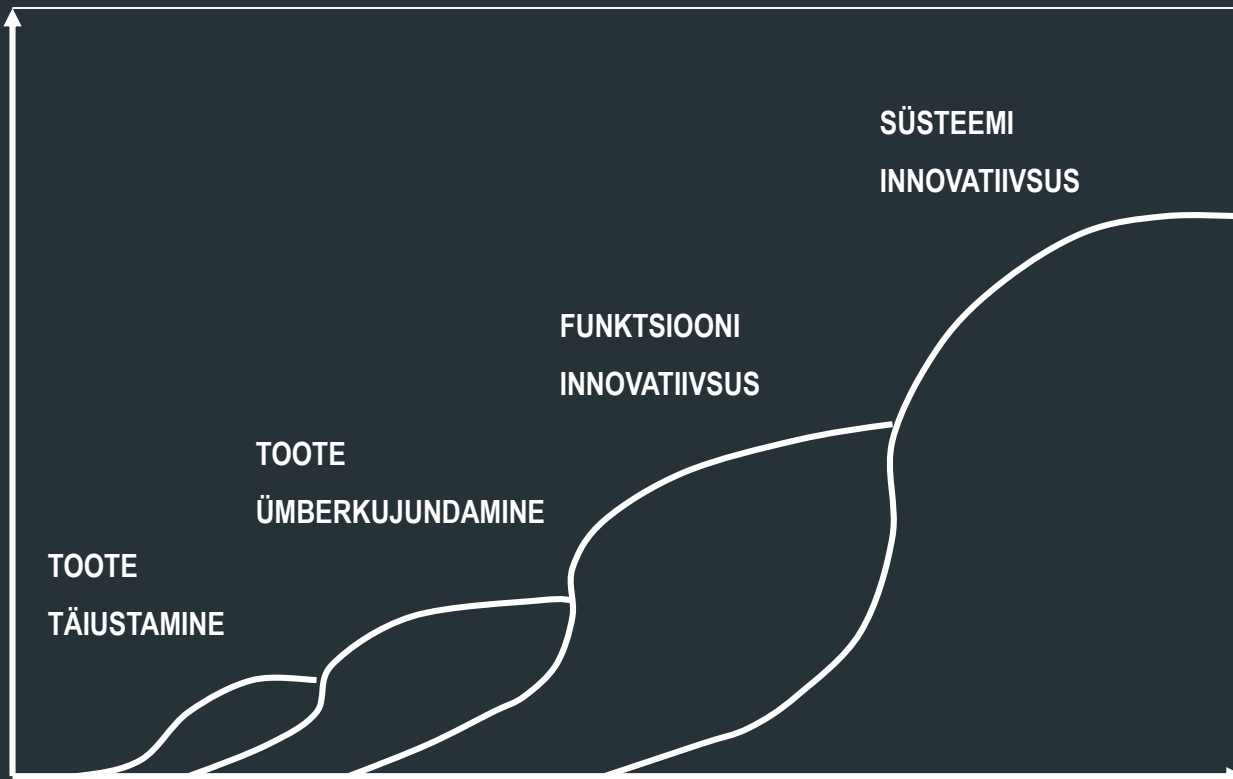
- disainmõtlemine -

- tootearendus -

- toote disain -

KESKKONNAALANE PARENDUS

KEERUKUSASTE



AEG

# Evolution of the Mobile Phone



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empatiseeri

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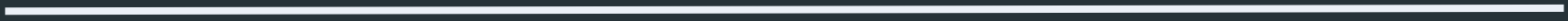
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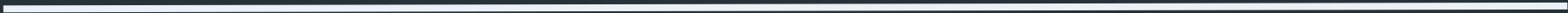
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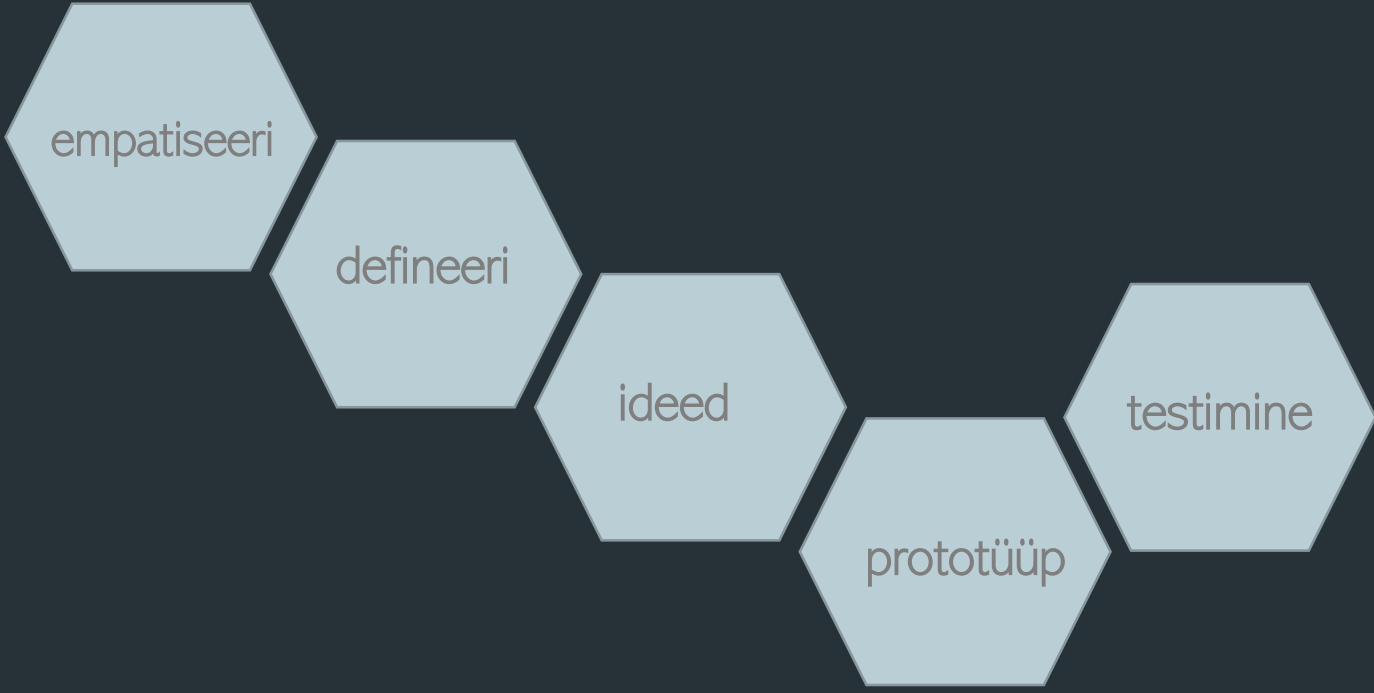


ideed









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Aitäh!

