

Research · Industrial Design · Engineering Science · Medical · Technology Development · Electronics · Software · Innovation



Design Insight

Today's challenge is to create highly desirable new products that delight customers, exceed their expectations and are really intuitive to use. Success accelerates sales through word of mouth and great PR buzz.

Our industrial designers ensure that innovation connects emotionally with customers. Branded new products do more than carry a badge, they are the brand made real and must deliver the promise and create an inspired user experience.

Our multidisciplinary approach allows the design team to add value at every stage of the development process. This maintains the integrity of a design in every detail from the concept sketch all the way to the point of sale.

Understanding user needs and offering insight into new solutions are key to delivering a successful product design.

At CDP we use ethnographic techniques to give us insight into the lives of our products' users and better understand opportunities for innovation. We also conduct structured user trials and interviews as an integral part of our design process, providing us with invaluable feedback from real people that we use to refine our designs and minimise risk on investment.

Our expertise in usability also extends to interaction design. We have experience in designing and implementing user interfaces for a wide variety of electronic products, and can develop this simultaneously with product design to offer great value and a well-integrated combination of hardware and software.