

Good design

1 is innovative

Innovation not for the sake of it, but, rather, to simplify the product or the process, or to add new value.

2 makes a product useful

All design elements should only exist for the product to be more useful in functional, psychological and aesthetic aspects.

3 is aesthetic

Aesthetics is integral to the usefulness of the product. The positive association that the user has because of it helps the product ecosystem

4 makes a product understandable

A user should be able to use the product intuitively. Less the guidance needed, the better.

5 is unobtrusive

Products are neither decorative objects nor works of art. Their design should, therefore, be both neutral and restrained, to leave room for the user's self-expression.

6 is honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

7 is long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years.

8 is thorough down to the last detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

9 is environmentally friendly

Design should harmonious with the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

10 is as little design as possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.