

THE IMPORTANCE OF INDUSTRIAL DESIGN IN THE CONSUMER GOODS ANALYSIS

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ABSTRACT

In the process of a design product, the analyzes and demand identification, the solution that must be found, the analyze and the decision of optimal solutions are very important, especially in the primary phases, when the product needs a demand clarification, the understanding of the concept and the general physical aspect ending. The product mode by a designer reach the end user by the intermediary change, meaning buying and selling, this way the products become merchandise defined by the value of their uses and their utilities.