Acelera pyme

# Digital products and services design

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# Introduction

In the current era of digital transformation, design is not limited to physical products but extends to the significant realm of **designing digital software products and applications**, such as Google Maps or an online training website. Understanding this concept is crucial for achieving more **effective communication** with our customers, adding the maximum possible value to the offering.

Startups particularly focus on creating digital products and services, emphasizing **innovation and the exploration of new opportunities** to provide fresh solutions to both old and new problems. While this field is also accessible to small and medium-sized enterprises (**SMEs**), the principles applied in designing products and services, with a user or customer-centric approach, are applicable across any type of business.

# What is the design of digital products and services?

The design of digital products and services is a **strategic approach to creating an intuitive product** that provides a necessary solution to a **specific problem**, is easy to use, and is desired by a potential customer.

### Digital product

- Its existence and form are digital.
- Access is through the internet.
- They often operate as a subscription.

### Digital service

- Vision of everything that the digital product can encompass.
- Takes into account both customer and entire company experience.

### Main tasks

Identify opportunities

Create new ideas

Conduct market research

User experience

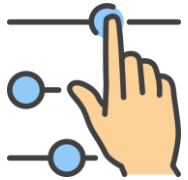
Supervise final tests

Maintain the evolution

# Benefits of digital products and services

**Convenience**

**Saving time and money**



**Customizable**

**Ecological**

# Objectives and principles of product and service design

**1980s**

User-centered design

**1990s**

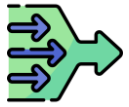
Inclusive design "for all"

**Today**

Planet-centered design

## Design principles

Define the problem



Simplify

Promote conversion

Coherence, consistency

User orientation

Minimize information inputs

Direct communication

Minimize cognitive load

Clear visual design

Present solutions

Maintain metrics to improve

## Errores

Not responding to a need

Very wide focus

Speed > quality

Inconsistencies

Obsolete interface

# Design Thinking and the required steps for quality design

**Steps:**

1. **Empathize**
2. **Define the problems**
3. **Devise**
4. **Prototype**
5. **Test**

**Points to consider:**

**Budget**

**Planning and delivery dates**

**Marketing and promotion**

# Steps in the production or development of digital products

1. Development

2. Tests

3. Launch

4. Maintenanceo

# Conclusions

To create a **digital product or service** that aims to be used, solve a problem, and address a need by adding value, it is essential to have **good design**. Furthermore, this design must take into account all the components that encompass the organization.

A vision that can assist small and medium-sized enterprises (SMEs) in achieving effective design is **Design Thinking**. Putting oneself in the shoes of the end user and fostering empathy will enable the development of creativity to achieve the most accurate solution.

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