



## WHAT IS "DESIGN"?

**"Design"** is a discipline that is characterised by a set of methods, questions and techniques which provide a complementary perspective to technical and marketing approaches.

Design is different from **designs**, which are means of protecting the intellectual property of your product. These protections are complementary aspects that must also be taken into account when designing the object!

The aim of design is to develop **products or services that best meet users' needs**. Improved design could also address problems not identified in the initial stages of development.

## WHEN TO CALL IN A DESIGNER

A design makes products and/or services attractive and easy to use by giving them a consistent identity. This results in an optimal user experience and better business performance.

Far from being confined to the final aesthetic touch at the end of a project, **collaboration with a designer can take place at every step of a project's development**.

### The designer can help to:

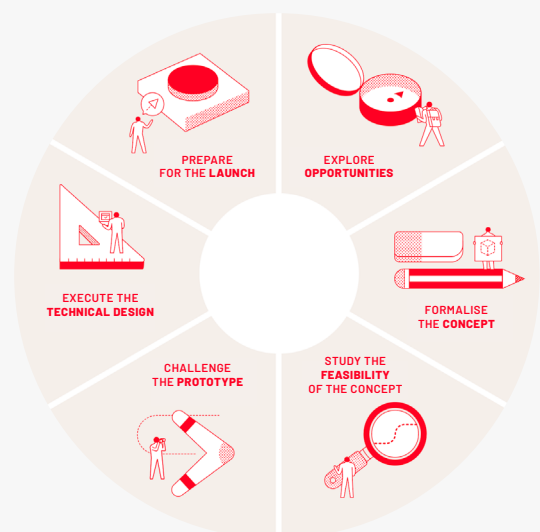
- Explore the avenues to be investigated,
- Shape a concept under consideration,
- Ensure the feasibility of a concept,
- Challenge a functional prototype to make it more complete,
- Consider the completed prototype and think about producing it on a larger scale,
- Prepare the market launch, and even learn from customer feedback to re-explore new areas for improvement.

### An appropriate and professional design contributes to the creation of an ideal product for the user thanks to:

- Its ease of use,
- Its intuitiveness,
- Its attractiveness.

### This is reflected in overall business performance:

- Both production and use are improved, and sales are boosted.



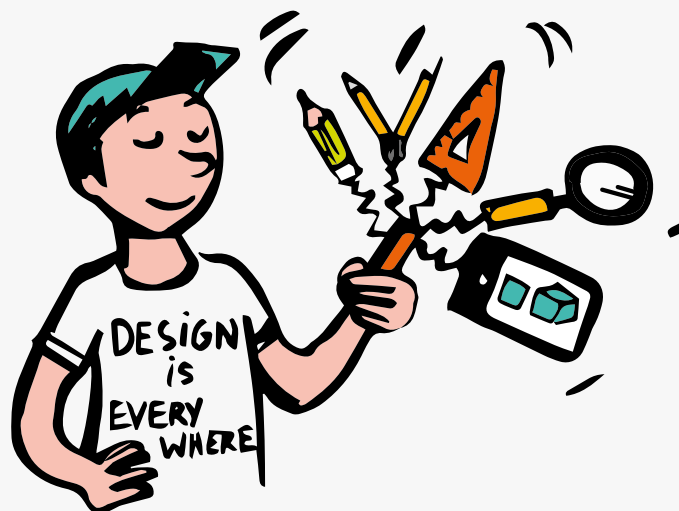
## HOW TO FIND A DESIGNER

In Wallonia, Wallonie Design is the organisation that acts as a link between project leaders and designers.

**For each stage, Wallonie Design concretely identifies:**

- What a designer can do to help you develop your project,
- What outcomes you can expect.

Wallonie Design will help you to specify your needs and will give you advice, useful contacts and a selection of design agencies tailored to your expectations.



## A complete design for complete success!

### COST

Funding support is available.  
Contact your KTO!

### USEFUL LINKS

[www.walloniedesign.be](http://www.walloniedesign.be)  
[www.disc-design.be](http://www.disc-design.be)

### LINKS

- [Patent](#)

### CONTACT

LiEU Network

✉ [contact@reseaulieu.be](mailto:contact@reseaulieu.be)

☎ +32(0)81/62.25.94



WALLONIE DESIGN



Wallonie