**Session: Systems Thinking to Product Design**

**Date: 28 August, 2019**

**Duration: 1hr/ 30 mins**

**Format: Panel discussion/ Solo talk**

**Background**

Systems approach to product design helps in achieving a balance between the concerns of environment, economy and society. In systems approach, the whole must be looked at, as well as parts and the connections between the parts and influence they exact on each other and the environment in which the system is placed and any external factors or forces.

Integrating this approach in product design, allows designers to understand how the world works and how the 'products' they design can work with the world and not against it. This paves the way for the design of reformist solutions that may not invariably be a single product but an entire system that incorporates natural, artificial and human elements.

Incorporating systems approach to product design help in solving a problem at the root level rather than giving make-shift solutions in form of products. Few tools which can be availed by designers to incorporate systems approach can be Life Cycle Analysis, stakeholder assessment, customer feedback and any other tool which is able to give voices of the ecosystem in which the product will operate.

In design led system change, design dictates the way in which the system can be way more sustainable.

The session will deliberate on how product designers can integrate systems thinking in their way of work, how this integration can become a game changer and one of the key drivers in sustainable development. It will also present cases which demonstrate the success of design led system change.

[[1]](#footnote-1)

1. <file:///C:/Users/swati.pandey/Downloads/The_Butterfly_Effect_Creative_Sustainable_Design%20(1).pdf>

   <https://thesystemsthinker.com/wp-content/uploads/2016/03/Introduction-to-Systems-Thinking-IMS013Epk.pdf> [↑](#footnote-ref-1)