77 Cards: Design Heuristics for Inspiring Ideas

Shanna R. Daly, James L. Christian, Colleen M. Seifert, Richard Gonzalez Seda Yilmaz

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Struggling for new ideas? Design Heuristics can help you unlock your creative potential on any design project! 77 Cards: Design Heuristics for Inspiring Ideas are "rules of thumb" that help you quickly explore creative product design ideas. The 77 unique guidelines in this box were extracted from close observation of expert designers and engineers, and careful analysis of hundreds of high quality products. The individual Design Heuristics are described on the front of each card. The card backs each contain two examples of award-winning consumer products and concepts, illustrating how the specific heuristics can be used. Scientifically validated in both industry and the classroom, Design Heuristics can effectively improve the number, quality, and variety of designs you generate. Learning to use them is easy: Read a card, think about the heuristic, and apply it to any design project. Build on your ideas by systematically applying the cards repeatedly and in combination with each other. The 77 Cards can lead to an endless variety of ideas, leaving you with a diverse set of creative designs to choose from.

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