

## Core of Design

Consumers are the center of it all. It is essential to satisfy their needs but not be pandering to baser idiosyncrasies.



Technology provides the essential services via products and systems. These have intrinsic properties that deliver specific performance and appearance characteristics.



Marketing is the means that distributes and promotes products to consumers. This is the complex of competitors, retailers, financiers, shippers, media, etc. who provide the extrinsics.



Information is the stuff within consumers, technology, and marketing that give these their inherent properties. It's necessary to collect, structure, and understand this stuff before completing a project.



All four of these are growing larger and more complex at an exponential rate. The game is to understand what goes on in each and how they relate.

