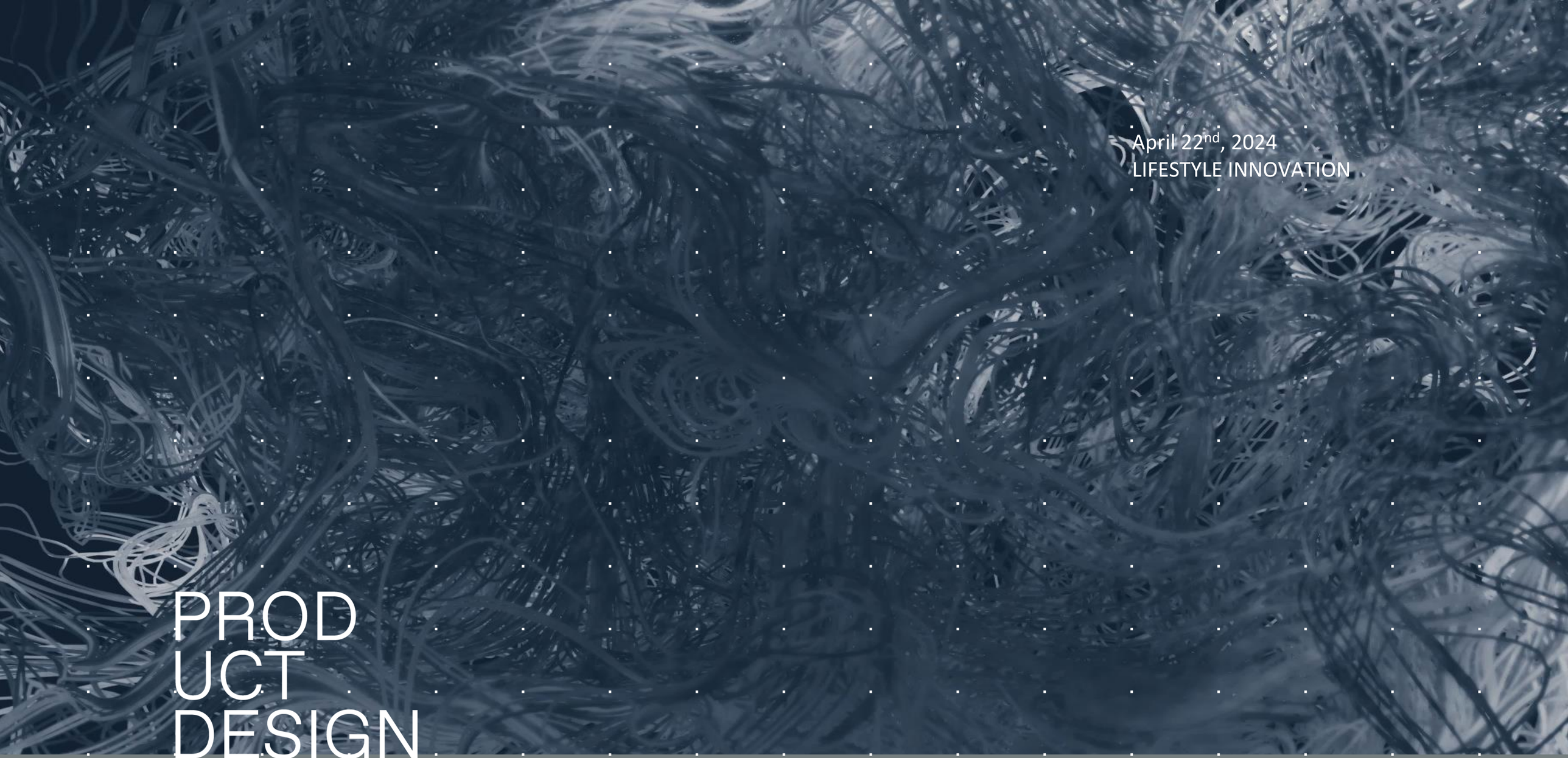
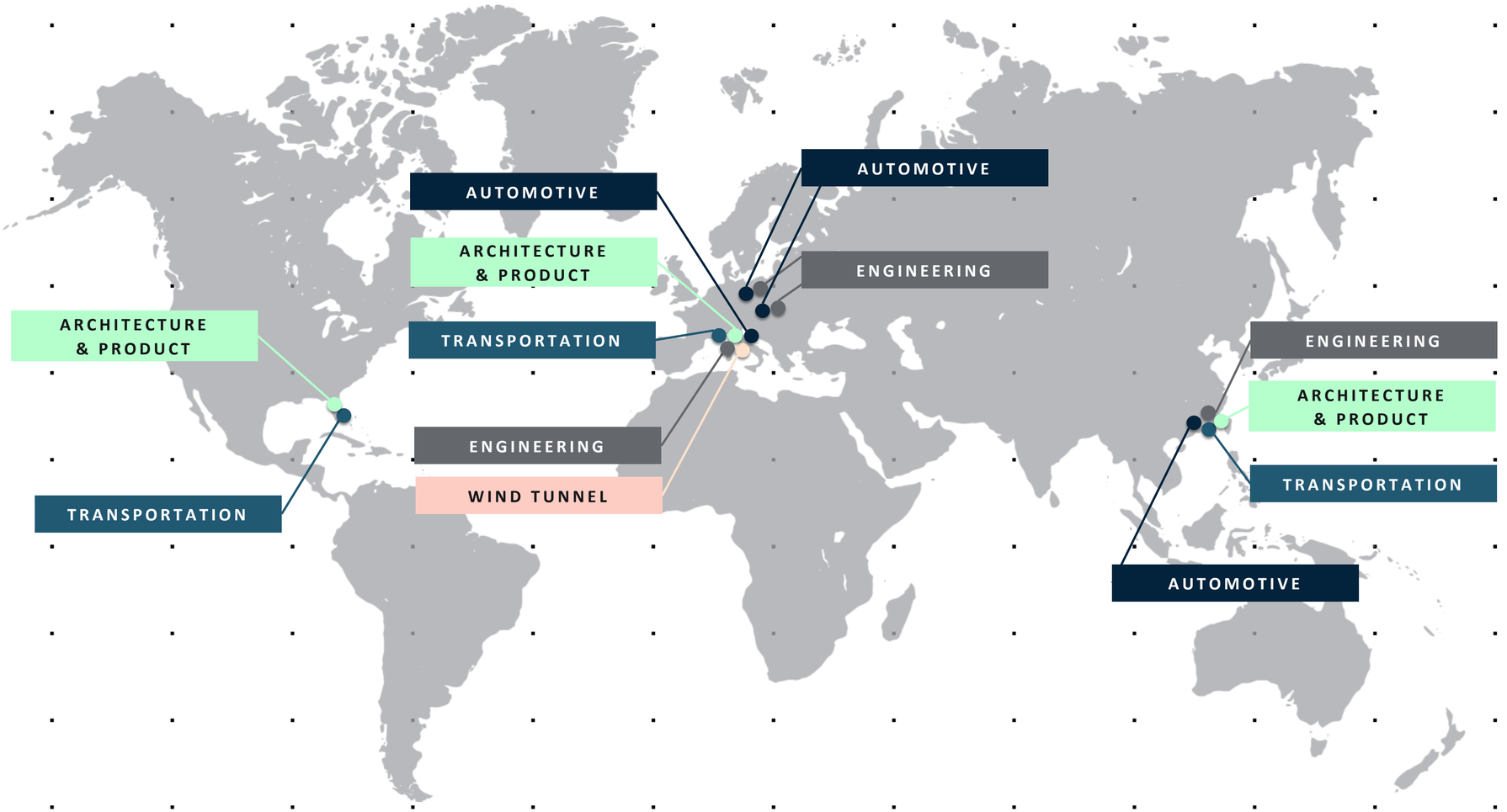


April 22nd, 2024
LIFESTYLE INNOVATION

# PROD UCT DESIGN

pininfarina

# Global Network



beauty x performance = impact

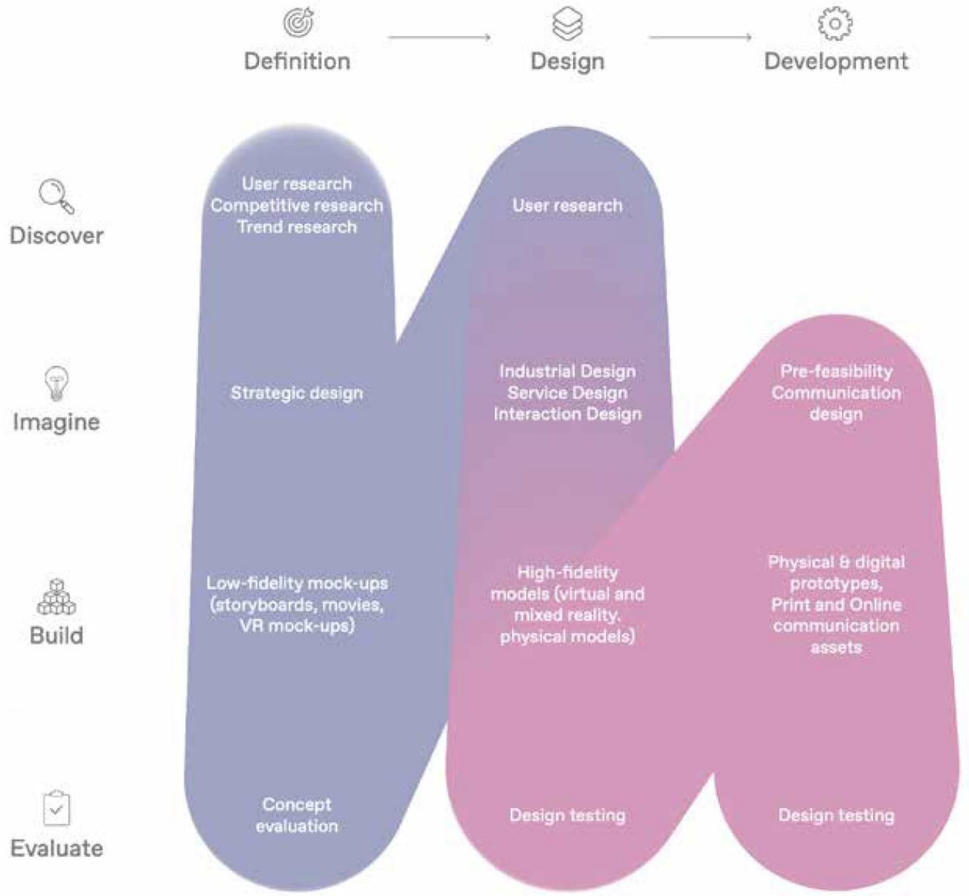
# Methodology

Pininfarina Product Design's methodology implies a collaborative, iterative, and user-centric approach, hence committing to a nonlinear cycle of improvements implemented – until thought fit – throughout every stage of project iteration.

The overarching objective is to meticulously define the KEIs (Key Experience Indicators) that ultimately become the benchmark for the success of the design efforts. These indicators are qualitative and require a thorough journey of exploration.

Strictly speaking Pininfarina has a matrix methodology where definition, design and development (of a project) cross over actions such as exploration, imagination, construction and evaluation. These are made to happen in several stratifications, or rather iterations.

The iterative design process



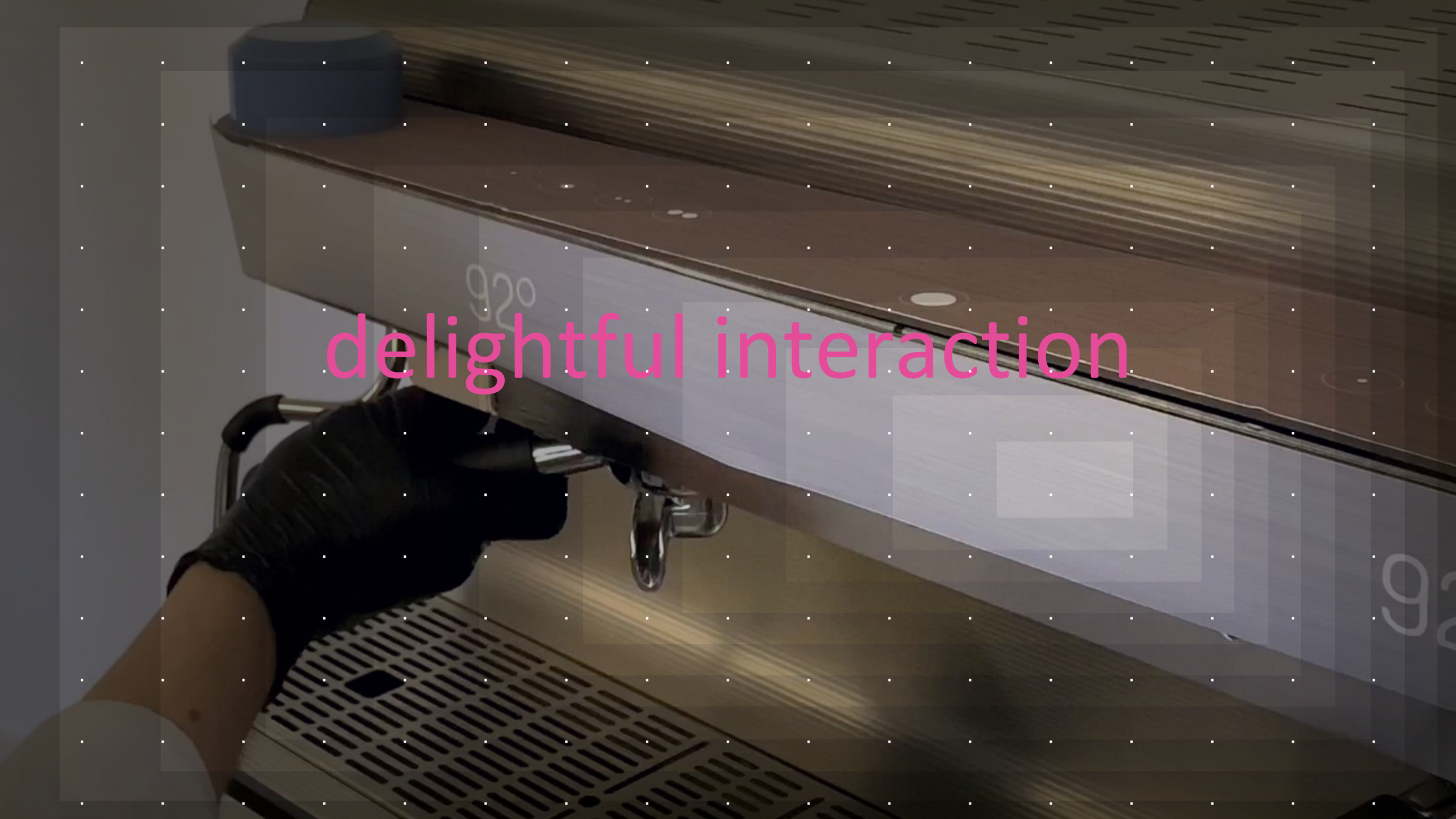
# what we believe in

PROD
UCT
DESIGN

pininfarina

people-centered design

essential beauty




# delightful interaction

embedded technology

sustainability

# what we bring

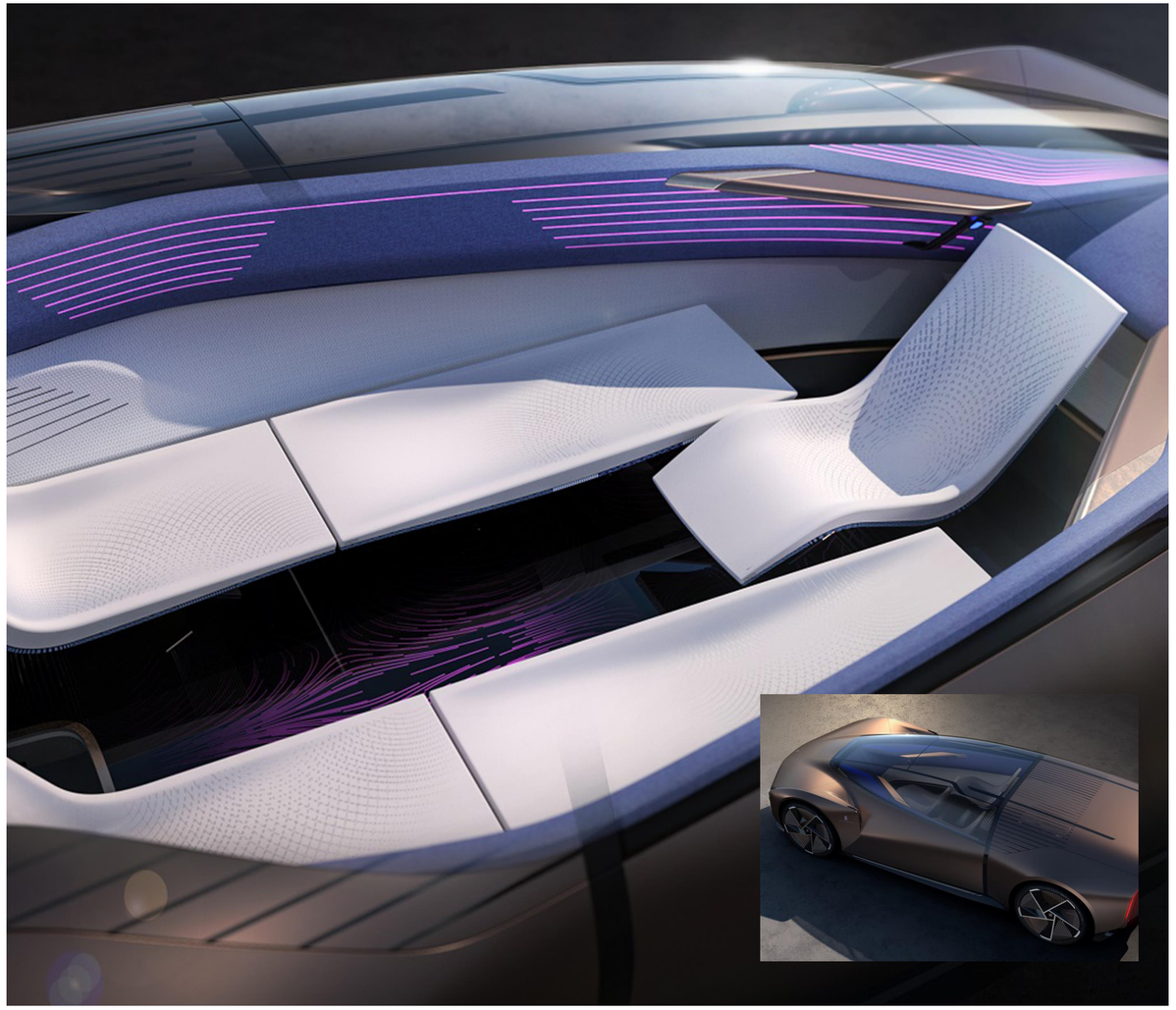
We design & deliver
amazing product experiences,
tangible and intangible

# How we do it

# cross-pollination & collaboration

pininfarina

# technology as enabler



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# holistic sustainability

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# PRODUCT DESIGN.

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