managing **design** at SONY

Electronics, games and entertainment giant Sony has used design since the 1960s to differentiate its products and maximise the usefulness of its advanced technologies. Sony Design Group across the world employs around 250 designers and has developed a set of core design values against which the company judges the success of all its products

Sony uses design to successfully unite different aspects of its business, focusing on the main pillars of electronics, games and entertainment. The company continues to evolve its processes to meet emerging needs.

Key elements in Sony's design strategy today include:

• The establishment of centres of design excellence in key markets around the world

• A focus on cross-fertilisation of ideas through regular design review meetings and the rotation of design staff between functions

• An increased use of multi-functional design teams to deliver a consistent user experience in even complex, multi-functional products.

Sony Design Group has a set of core design values against which it judges the success of all its products. These are detailed below:

Originality - Sony Design continuously strives to create something original. To their mind, products are intended for people to use, so it only stands to reason that these products be designed with a human touch. For Sony, human-focused design is the foundation for creating something original.

Lifestyles - People often note that the Sony Walkman changed their lives. In actuality, the Walkman's success can be credited to the public's demand for a 'music on the go' lifestyle. The Walkman touched the hearts of consumers by making it possible for listeners to take their music with them and access it on demand. The Walkman story is a perfect example of what it takes to create consumer lifestyle changes - a product must strike a universal, heart-touching chord with people everywhere.

Functionality - When Sony Design was established in 1961, its black and silver design language elevated the Sony image. The idea was to do away with excessive ornamentation and accentuate a powerful, high performance, professional feel through the use of simple, cool colours and materials.

Usability - It all starts with the principle of carefully listening to the user's needs. Every aspect of Sony design considers the needs of people who use their products. This includes everything from the shape of each button and dial, the position of every switch, to the interface design. Sony carefully observe the conditions under which the product is operated and pursue continuous improvement. their products are not only functional but also give full expression to the beauty of functionality.