



**Design**  
is a process  
that aims to  
establish  
**functionality**  
and **appeal** for  
products

The process of design brings together the tangible and intangible factors associated with a product and a business. It encompasses not only the product, its technological possibilities and manufacturing processes but considers the needs and desires of the users, the socio-cultural environment and the economic scenario with the objective of enhancing human life.

**SUPPORTED BY:**

