



**"AS A CHILD I LOVED
MAKING THINGS,
OUT OF WHATEVER
I COULD GET MY
HANDS ON.
NOW, I GET TO
DESIGN AND DEVELOP
PRODUCTS THAT
SOLVE PROBLEMS
AND MAKE PEOPLE'S
LIVES BETTER."**

Jo
Dyson design engineer

FIRST, IDENTIFY THE PROBLEM.



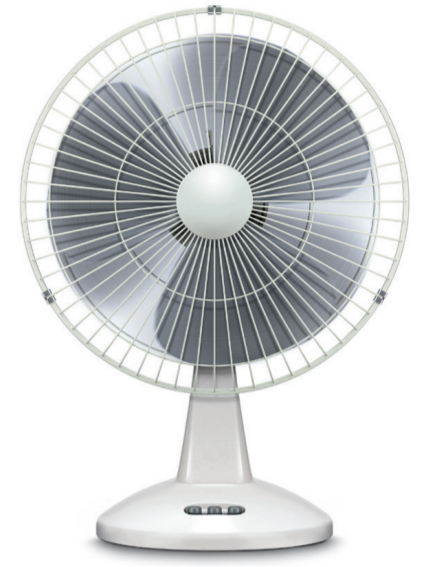
The boombox was large, and not very portable.



The conventional bike isn't easy to use in a busy city.



The lead in a pencil breaks easily, and needs frequent sharpening.



Fast-spinning blades can be dangerous.

THEN, FIND A WAY TO SOLVE IT.



Small and easy to transport, the Sony Walkman gave users 'music in their pocket'.



The Brompton Bicycle is foldable – so it can be carried on public transport and in busy places.



The lead in the Rotring pencil is the same diameter as the sharp end of a pencil, so it never needs sharpening.



The Dyson Air Multiplier™ fan uses patented technology to provide a cool breeze – without dangerous blades.



DESIGN

THE DESIGN PROCESS IS ITERATIVE: REPETITION LEADS

BUILD

TO REFINEMENT AND IMPROVEMENT, TO CREATE

TEST

THE BEST PRODUCT POSSIBLE.

It took a team of 65 engineers four years and hundreds of prototypes and simulations to develop the Dyson Air Multiplier™ fan.

The technology is still being improved – the most recent fans are up to 75% quieter and have a new remote control and sleep timer function. Continuous improvement is at the heart of the design process.

**"BE PERSISTENT.
YOU'LL LEARN
MORE FROM
FAILURE THAN
SUCCESS."**

James Dyson