

Ques. 2 Difference between product & Service. Explain the term product & service design.

Ans

Product

Service.

1. You can touch, see, feel and smell them.

1. Services are intangible, hence you cannot touch it. Only feel it.

2. Products are tend to fill a need or want for the customers

Services are more often about building relationships & trust.

3. Products come in many formulations.

Services typically do not offer multiple formulations.

4. It is easy to customer to check the quality of product

Services are harder for consumer to check the quality of it.

- Product design as a verb is to create a new product to be sold by a business to its consumer. A very broad, efficient and effective generation and development of ideas through a process of that leads to new products. Thus, it is a major aspect of new product development.

- Service design is concerned with the design of services and making them better suit the needs of the service's users and customers. It examines all the activities, infrastructure, communication, people, and material components involved in the service to improve both quality of service and interactions between the provider of the service and its customer.