

A Strategy of Product and Process-Oriented design of Urban Environment Qualities

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Abstract

Urban design has experienced several evolutions in its short life in which transformation from a product-oriented approach to a process-oriented approach is one of them. The present research applies the product and process oriented views of urban design to examine various outputs that can improve the quality of urban environment.

In this regard the points of view of five relevant scholars have been reviewed. Introducing a new approach in achieving the various quality of urban environment by applying the product-oriented approach and the process-oriented approach is another aim of this research. Throughout the literature review, the urban qualities have been classified in ten categories. These qualities are assigned to two main classes of product-oriented approach and process-oriented approach by applying an intermediate set of tool. The outcome of the research helps designers to have a creative and methodological approach in facing each one of the highlighted qualities.

Keywords

Urban Design, Urban Environment Quality, Process, Product.