

Design Process

Overview

Create design processes that drive better efficiency and effectiveness.

Combining characteristics of artistic and production processes, a design process is a structured, repeatable approach to delivering design solutions in alignment to the objectives and constraints of your organisation. Due to the wide scope and organisation context of design it has many formats.

A design manager builds and adjusts design processes, aligns them to the rest of the internal and external organisation and runs them effectively and efficiently. Some of the topics covered in this module include:

- ◆ Why does the business need a design process and why is it so important to manage it professionally?
- ◆ What are the key dimensions of a design process?
- ◆ How can you build & adjust a design process within the context of an organisation?
- ◆ How do you align your design process with the rest of the organisation so that design has maximum impact?
- ◆ How can you keep your less structured designers on track?

Learning Goals

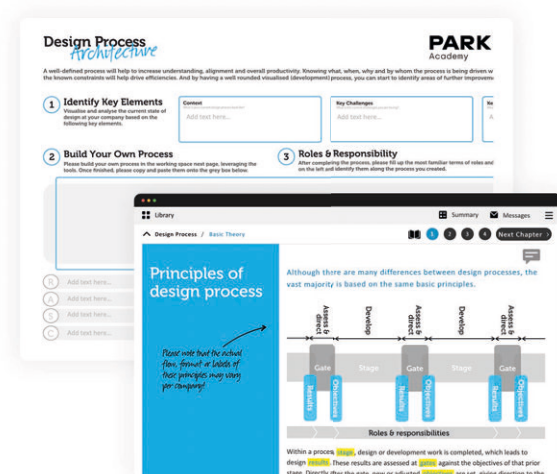
In this module we will achieve the following learning goals. You will be able to:

- ✓ Understand the different types of design processes and their components
- ✓ Show clarity in the stages and gates of the design process, related to its business context
- ✓ Show a logical process flow with strong deliverables, clearly developed for the target audience
- ✓ Demonstrate how the design process fits within the bigger picture of business processes
- ✓ Empathise with the target audience and the level of details needed
- ✓ Make a choice between ‘managing design process’ by optimising the efficiency, or ‘leading design process’ by improving the effectiveness

Resources

Design Process utilises our proprietary ‘Design Process Architecture’ tool.

PARK training materials can be found in the Livebook, our e-learning application.



“Effectively managing design process is one of the most rewarding aspects of design management.”