

Design Value

Overview

Justify your design investments through a holistic business lens.

Design brings value to people through great products, experiences and services, and with that economical value to organisations, society and the planet.

To deliver this value, continuous investments in design is needed. The justification of these investments through efficient and effective implementation is a critical aspect of the Design Managers role. Some of the topics covered in this module include:

- ◆ How can you link the value of design with organisation objectives and goals?
- ◆ What types of value can design deliver?
- ◆ How can you predict the business value of your next design initiative?
- ◆ What are the different dimensions of measurable performance metrics?

Learning Goals

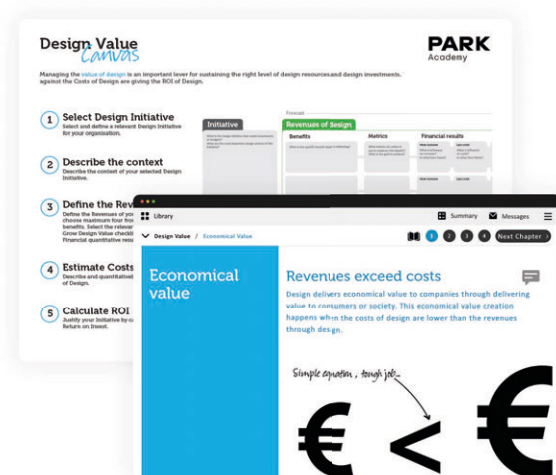
In this module we will achieve the following learning goals. You will be able to:

- ✓ Show understanding of the vocabulary around managing design value
- ✓ Know how to differentiate between basic economical performance terms
- ✓ Experience how to estimate financial design value, benefits and costs
- ✓ Demonstrate how to justify investment in design
- ✓ Advocate the overall value of design in your organisation while proving the value of design at a project level

Resources

Design Value utilises our proprietary 'Design Value Canvas' tool.

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



“Building design value forecasts, with measurable benefits and costs and positive ROI is a key responsibility of every Design Manager.”