

Design Value

Module Overview

Design does bring value to people through great products, experiences and services, and with that economical value to companies organizations as well as value to society and our planet.

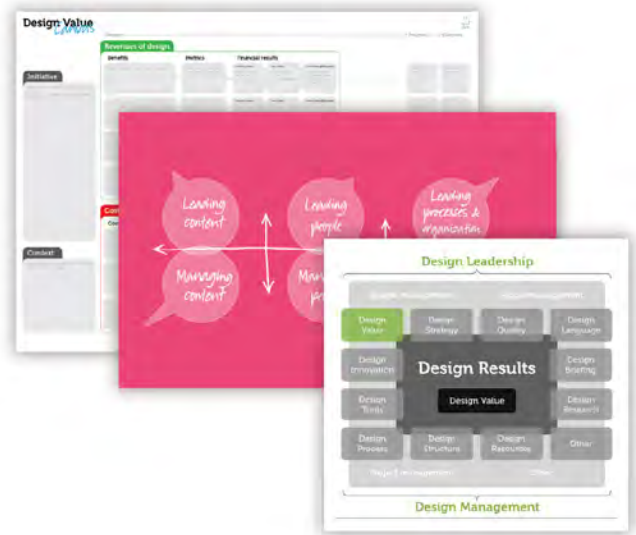
In order to deliver this value, continuous investments in or budgets for design are needed. The justification of these budgets investments and its efficient and effective implementation are the jobs of a design manager.

The design manager must therefore know the return of invest of design.

- How to link the value of design with the business objectives and business goals?
- Which kinds of design benefits that create value exist?
- How to predict the business value your next design initiative will deliver to the company or client?
- What are the different dimensions of measurable performance metrics?



Screenshots from the Livebook app



Design Value comes with the Design Value Canvas tool.

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.
- Demonstrate how investments in design needs to be justified.
- Know how to differentiate all basic economical performance terms.
- Experience how to guesstimate financial value – benefits and costs - by design.
- Present the Design Value Canvas ending with a clear justification of your initiative.
- Advocate the overall value of design in your organization while proving the value of design on a project level.



“ Design managers need to build specific design value forecasts, with measurable benefits and costs, and positive ROI. ”

