

Design Value

(Module #12 in Design Leadership Program)

Module Overview

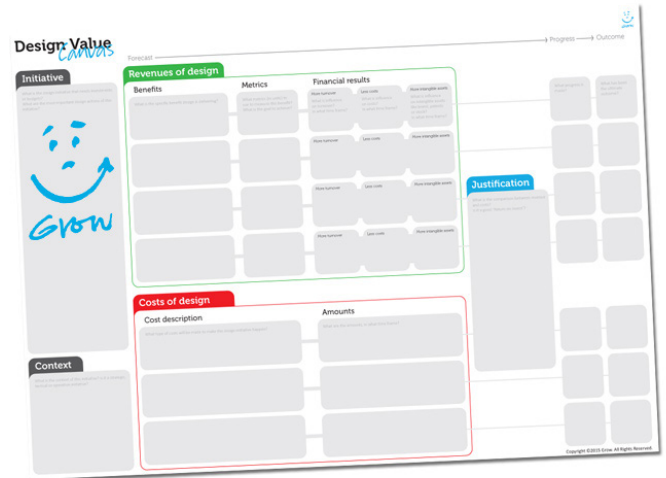
Design does bring value to people through great products, experiences and services, and with that economical value to companies.

In order to deliver this value, invests in or budgets for design are needed. The justification of these budgets is the job of a design manager.

Although there is lots of generic and retrospective proof of the value of design available, design managers still need to justify in their specific situations.

The Design Value Canvas is a tool to compare the forecasted revenues through design with the costs of designing.

- Which kinds of value exist and in which terms to discuss these with stakeholders?
- How to predict the business value your next design initiative will deliver to the company or client?



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.
- Show understanding of how investments in design needs to be justified.
- Show understanding how to differentiate all terms.
- Show understanding how to guesstimate financial value by design.
- Show a logical flow ending with a clear justification.



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

