



SKILL UP

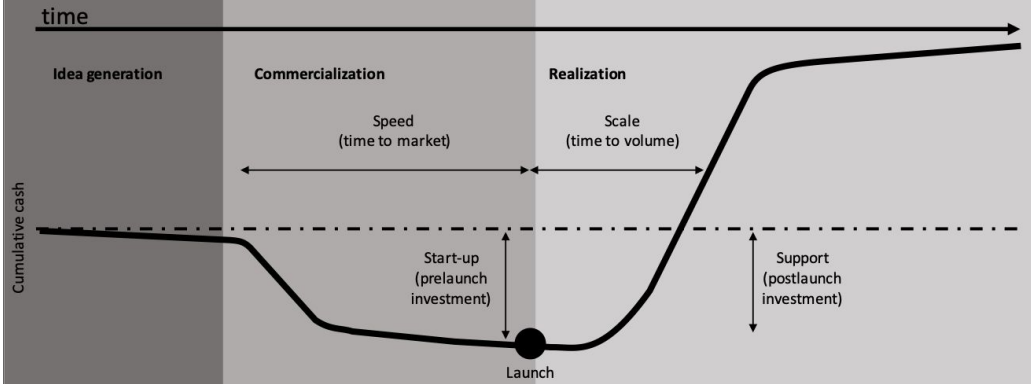
Demonstrating the value
of design in organizations

Grounding observations

Presented by Jose dos Santos

Revenue models:

A way to understand potential misalignment between design and business



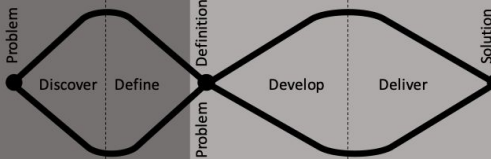
The Cash Curve (Andrew, Sirkin, 2006)

Empathize Define Ideate Prototype Test

Design Thinking 5 Stage Process (Hasso-Plattner Institute of Design at Stanford- d.school , 2005) – Scenario 1



Design Thinking 5 Stage Process (Hasso-Plattner Institute of Design at Stanford- d.school , 2005) – Scenario 2



Double Diamond design process model (British Design Council, 2005) – Scenario 3



Agile Manifesto (Beck et al, 2001)

What comes to mind to "measure / demonstrate value" of design?

Fill out across these three different categories - both things you might already do, as well as what you've read up on or are aware of

What things do you track

Eg:
metrics on
dashboards

Cycle time

Customer
satisfaction of
engagements
/ experience -
NPS score

Number of
Success
Stories
(Internal &
external)

Cost of
goods

"Unit of work"
developed
(eg: epic)

of ideas
generated, #
of
prototypes,

#of
launches

Value
delivered
(over time)

Number of
resources
(designers,
partners,
internal
teams)

How much
time have
we saved
a team

of
innovations
implemented

Time spent on
research,
applied
insights
outside of
design team

Lead time,
engagement
time,
implementation
time, time to
go live

What things do you observe

Eg:
processes
, culture
shifts

Decreased time
implementing
projects/programs
that aren't high
NPS

Who is / is not
winning awards
(and use as
nudge to
leadership)

% of
implementation of an
idea

Application of
certain design
principles
(portfolio
approach,
testing before
pilots)

Cultural
shift and
language to
deliver
value

Willingness
to bend
rules!

Does a
team
come
back to us
for work

Traditional
KPI's of
the PoC

What things do you communicate to leadership

Eg:
outcomes,
strategic
impact

Resources
efficiency,
body of
applied
research

Overall
impact to
deliver
product
(speed)

How
learnings
from one
design project
led to
improvements
across org

Potential
for new
sales
growth

Sold User
Research as a
quadruple
threat- 1- design
2- cross
company
application, 3-
add to market
research 4-
better
storytelling

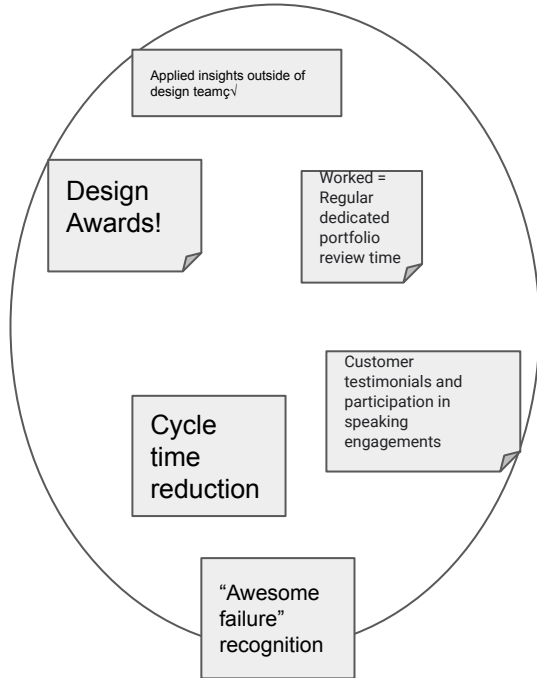
We
accelerate
your work,
whatever
it is

The value of
generative
research

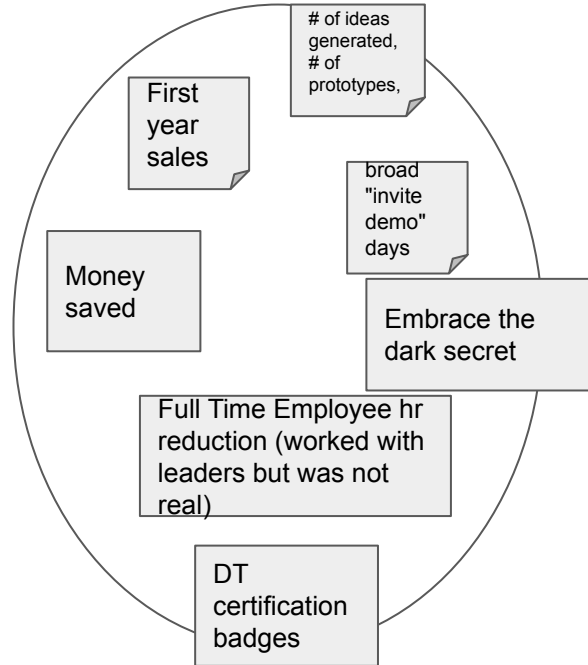
What has your experience been?

Fill out these circles with post its of your experience - you can copy paste from the categories above or click to add your own post its

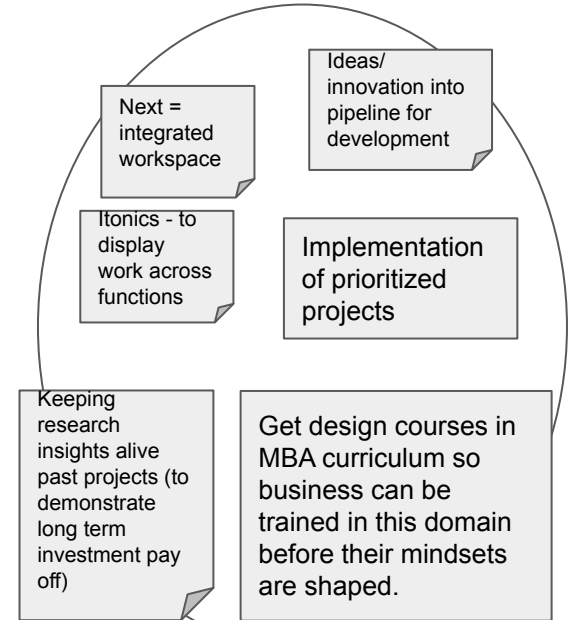
What have you tried that's worked?



What have you tried that hasn't?



What are you excited about trying or adding next?



Discussion questions

- Is there context you are willing to share about your submission? What made it work / made it more challenging ?
- What design lever were you focusing on in order to deliver the "design value" you focused on?

Rough est. timing

- 10 min introduction - Jose's observations and trends, research
- 5 min fill out examples of "value of design"
- 5 min share out: what stands out, observations
- 5 min fill out circles
- 10 min share out
- 5 min dot vote on which one(s) to dive into
- 10 min discussion questions to elements that have gotten vote