



A Design Strategy
Crash Course

design strategy

Defining Design Strategy isn't easy, and people have very different ideas of what it's about.

Here's my viewpoint

Design Strategy = Design + Strategy

Industrial Design / Product Design



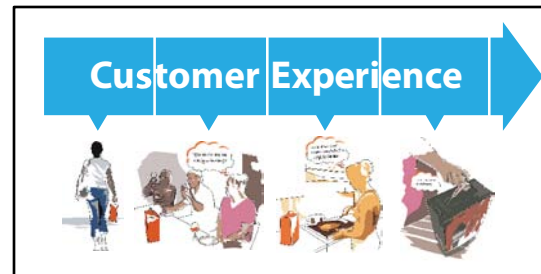
Graphic Design



Interaction Design



+ a plan of action designed to achieve a goal.



Service Design



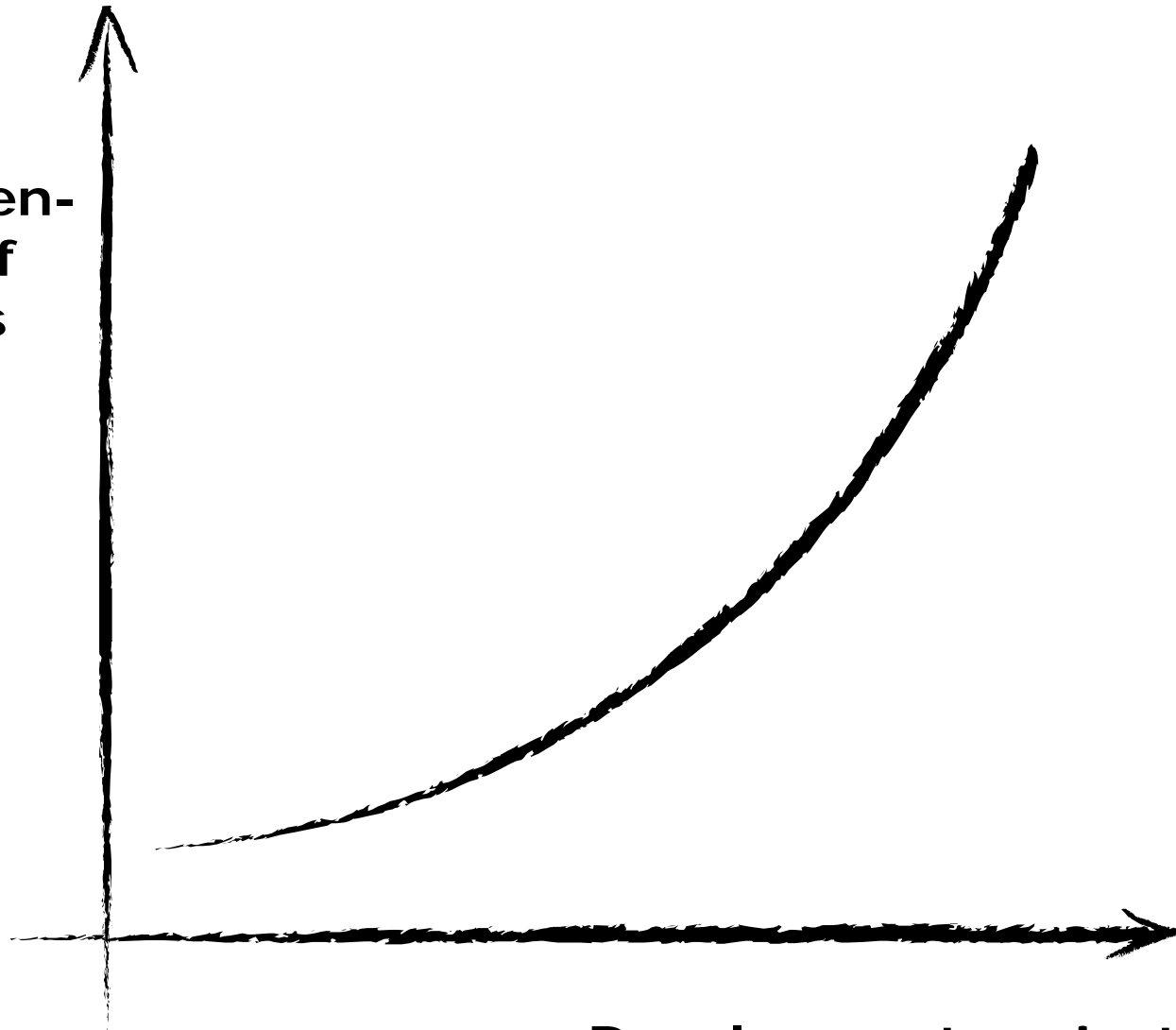
Design strategy

There are many design disciplines.

Design strategy is the planning needed to use them efficiently.

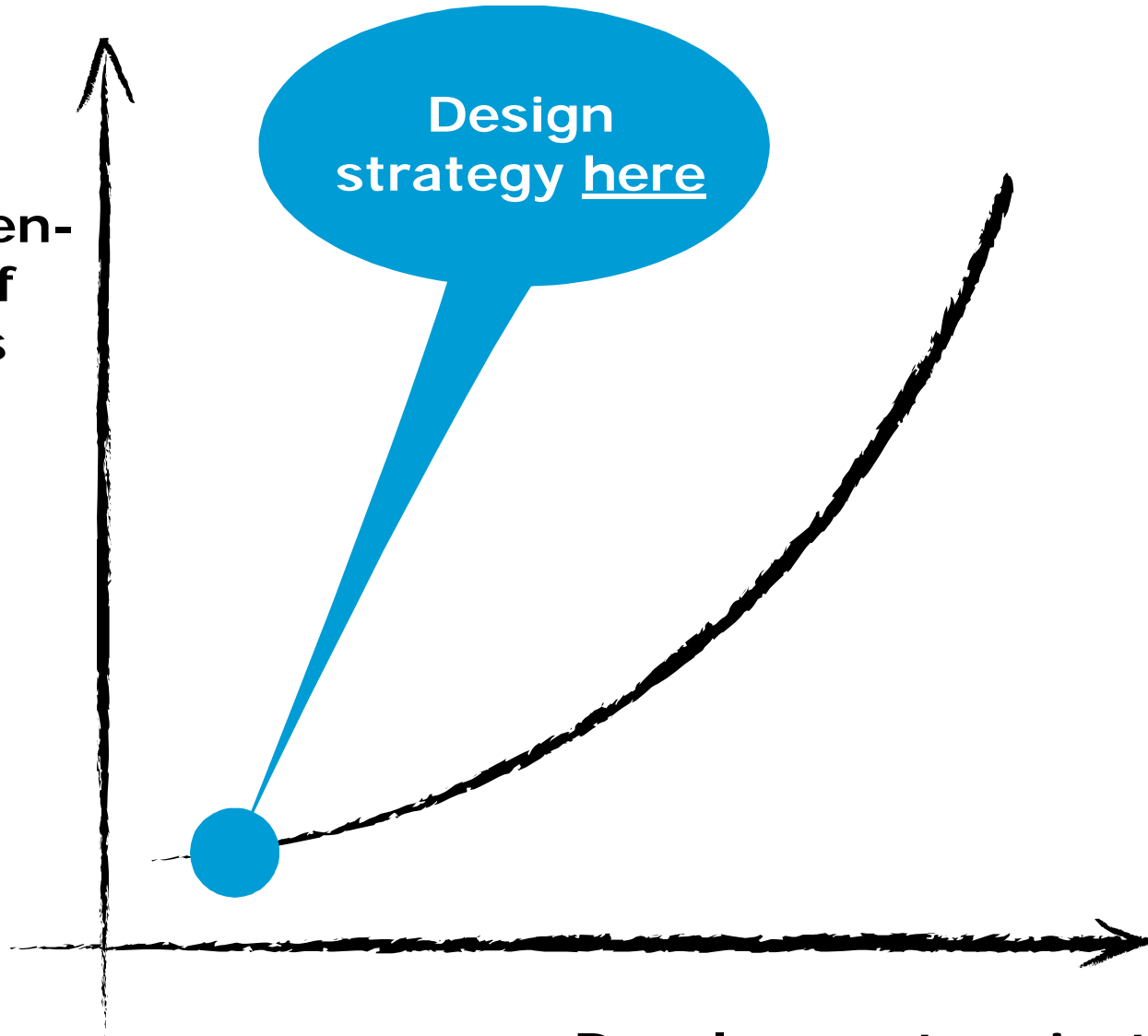


**Cost of
implemen-
tation of
changes**



Development project

Cost of
implemen-
tation of
changes



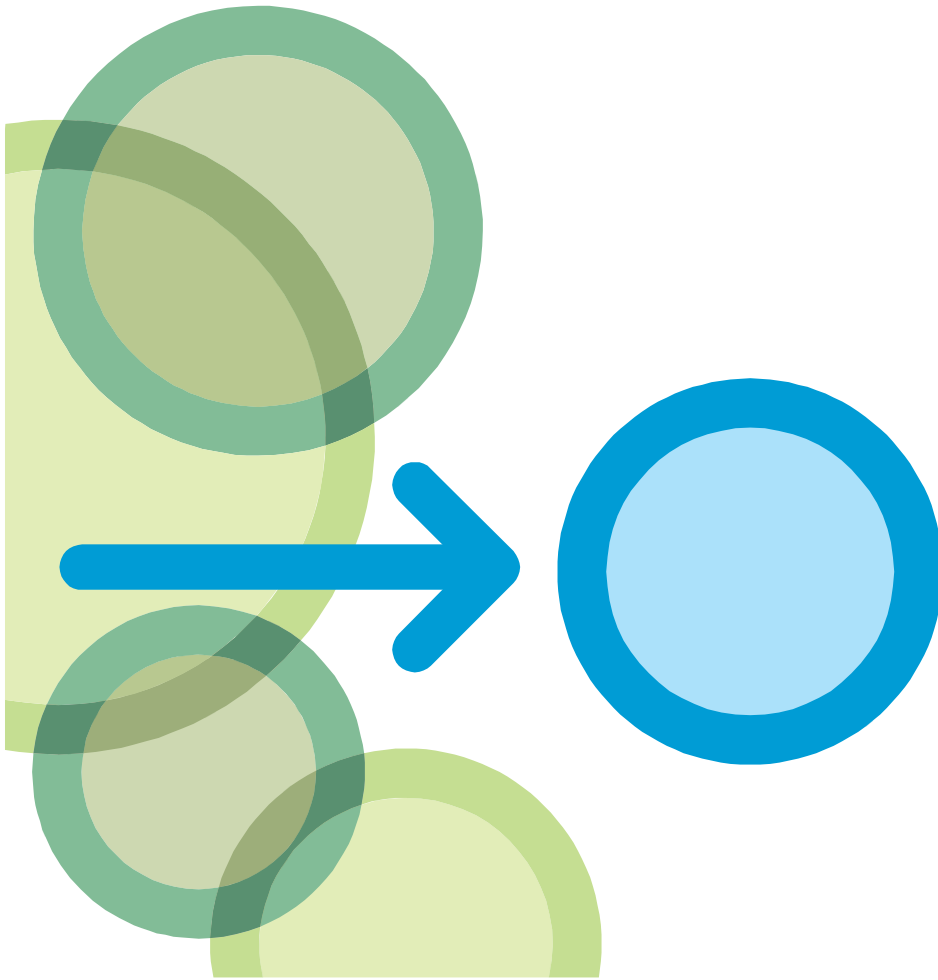
Design
strategy here

Development project

There is no such thing as "good design" really. Only right or wrong design, for any given sender and audience.

Design is an identity creation process, and you'll need a good understanding of who you are, and where you want to go before you start designing stuff.

Design can be used to
position or differentiate
your offer



Design can be carefully managed to make a company's offer appear clear and coherent



Design can be used to convey a message or to create the right associations in people's minds




Great design is firmly rooted in the heart and soul of your business.

Do your products, services, your software GUIs and on-line appearance communicate your vision?

If that's design strategy, then what is

Design Management?

- Creating the right organizational conditions for efficient design work
- Managing design work to achieve the business objectives (process, policy, design brief, purchase and evaluation)

A blue speech bubble with a white question inside. The bubble has a thick blue border and a white fill. The text is centered within the bubble.

What are designers
good at?

Understanding the user's experience of products and services

Understanding the user's experience of products and services

Understanding  user's
customer's
people's

experience of products and services

Understanding user's
customer's
people's

full experience of products and services

Understanding ^{user's} customer's
people's

full experience of products and services,
companies and brands

A designer's competence lies in the ability to see things from the customer's or user's perspective.

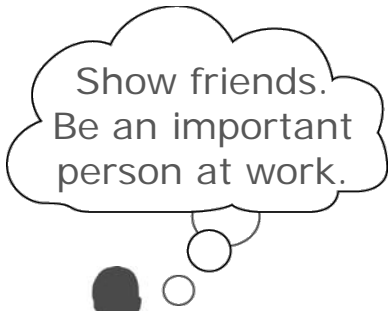
Functionality aside, designers are trained to understand and create experiences.



Need



Value



Need

Implicit wishes
and desires



Value

Added value:
meaning, status,
emotions, etc.



Need

Implicit wishes
and desires

Non-quantifiable
needs



Value

Added value:
meaning, status,
emotions, etc.

Non-quantifiable
customer value

160W
vacuuming
effect



Value

Perceived as
powerful



Added Value

Need



(Listen to music
on the go)

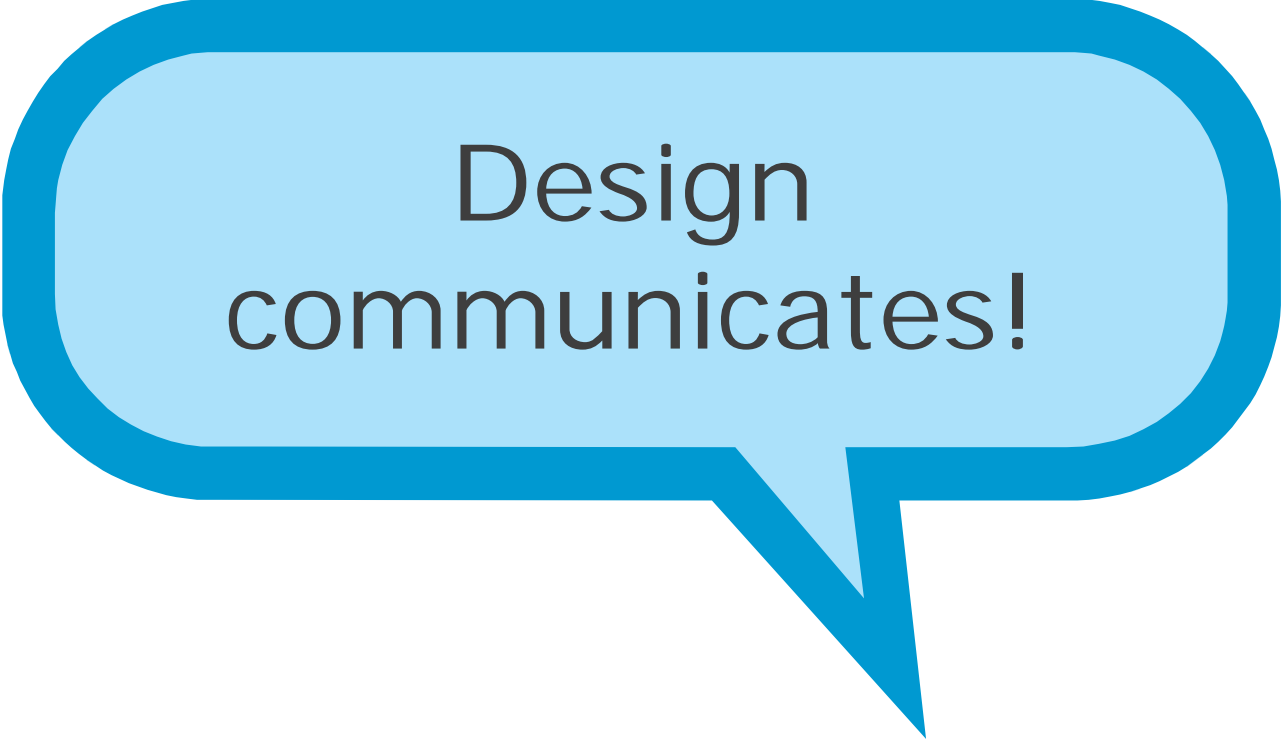
Need



Added value



(A smooth, intelligent,
and very human
experience)



Design
communicates!



What is this car communicating?

Message to
express:
I'm fast!



Design cue:
*Over-dimensioned
back spoiler*

"The thinnest laptop ever!"

(1,94 cm, the second thinnest is 1,99 cm)

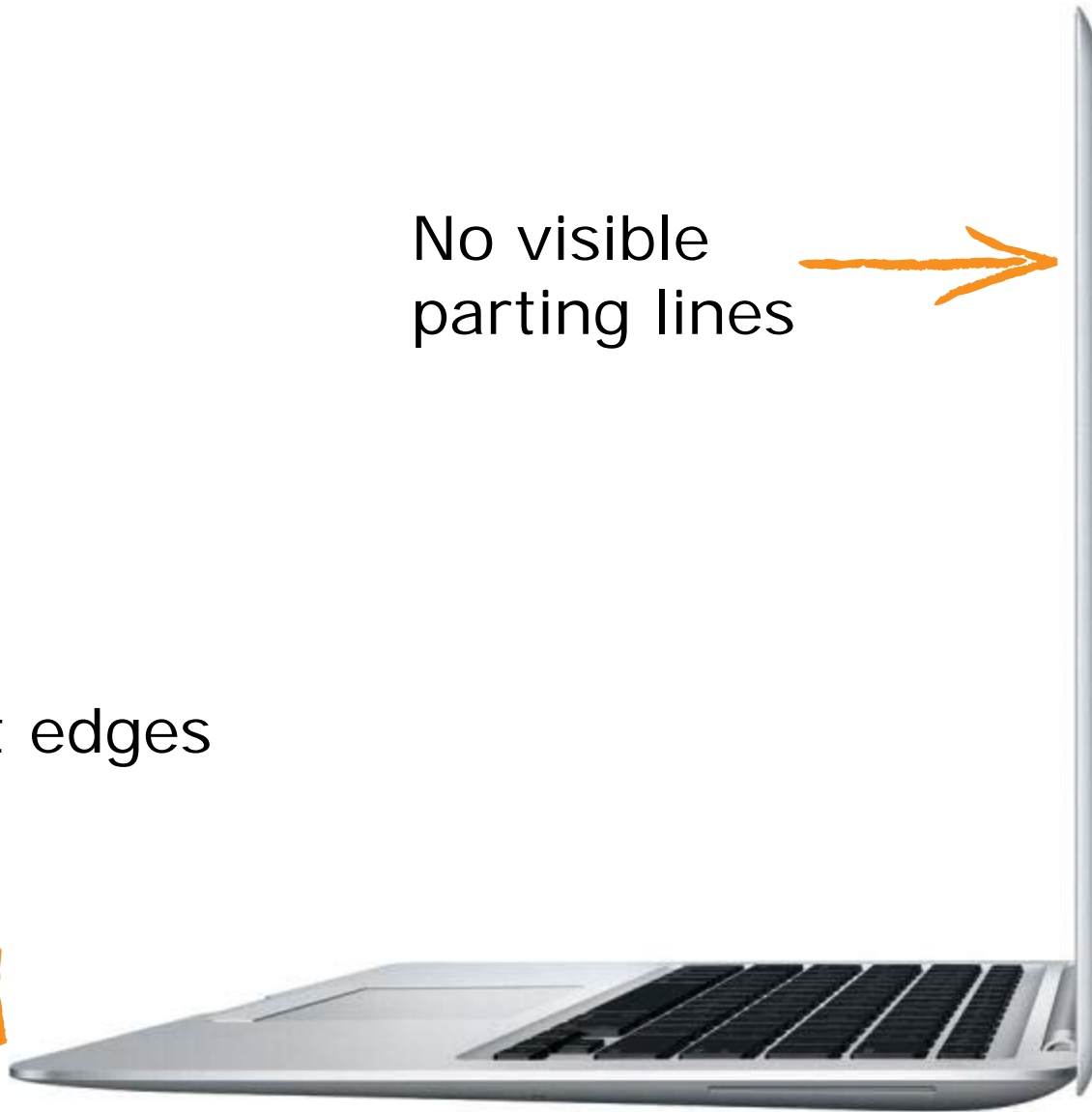


Why do so many people say "wow!" ?

No visible
parting lines



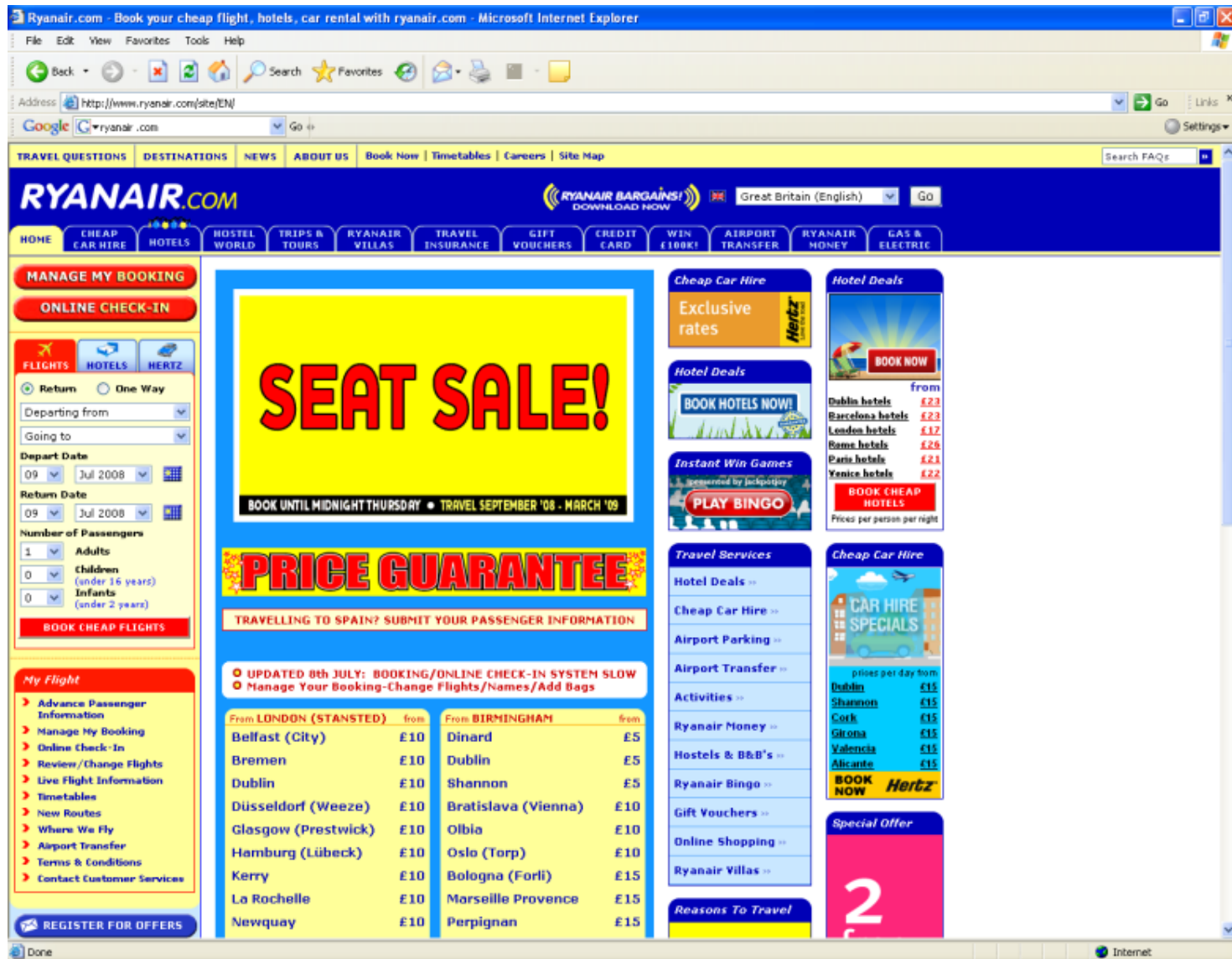
Distinct edges



Large, non-circular radiuses



Because it feels really thin and light



Why does Ryanair's homepage look like this?

Message to
express:

I'm cheap!



Design cue:

*Use selected
style-elements
from budget
shops and flash-
prices*



Then, why don't they make the planes look the same?

Message to
express:

*New and very
secure planes
run by a
serious flight
operator*




Design cue:

*Use the style of
trusted business
airlines, only
slightly bolder*

"It's not what you say, it's what you do"

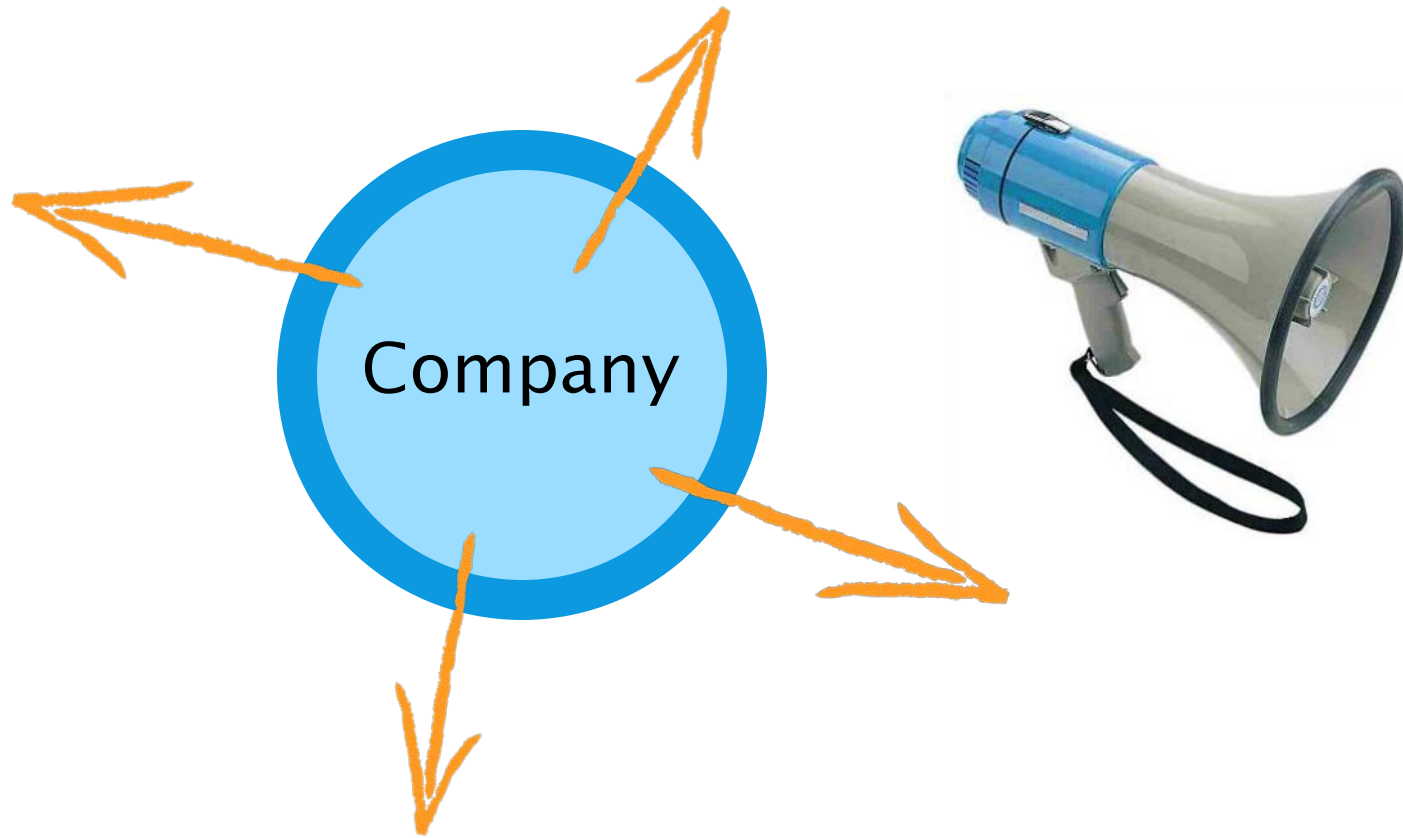
What you offer your customers is "what you do",
and in effect, that's who you are, in their eyes.



Why brand building
can't be left to
marketers alone:

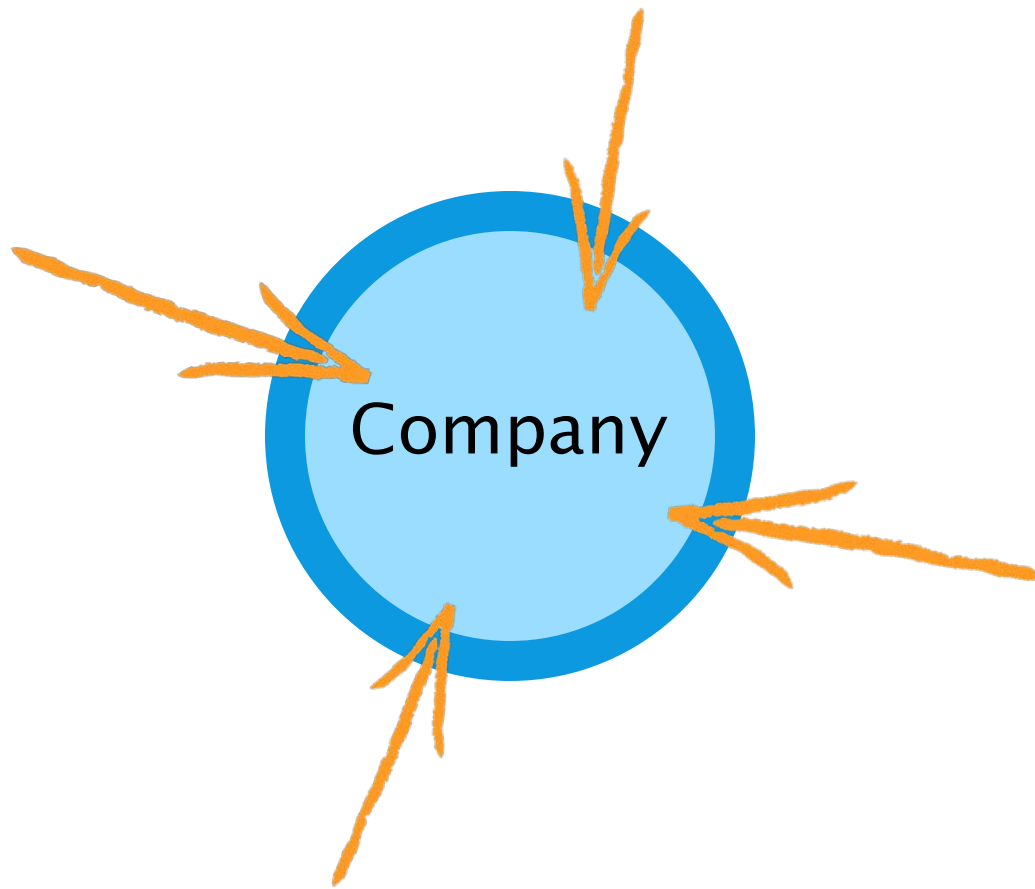
Brand image = People's associations and experiences connected to a brand

Marketing's view on brand building:




"We must tell people who we are"

Design's view on brand building:



"How people experience our products will tell them who we are"

Design Strategy's view on brand building:



"let's plan design carefully to manage how people experience us"

Marketing's view on brand values:

Inside-out perspective

- "code-of-conduct"
- organizational principles

Example: "We put safety first!"

Design's view on brand values:

Outside-in perspective

- experience based
- differentiating

Example: "This product feels safe!"



let design speak
your heart!

Review
DESIGN

www.reviewdesign.se