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CREATING VALUE BY DESIGN:

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Economic Value

Design as Art?

New York
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Magazine
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... or Art as Cosmetic Design?



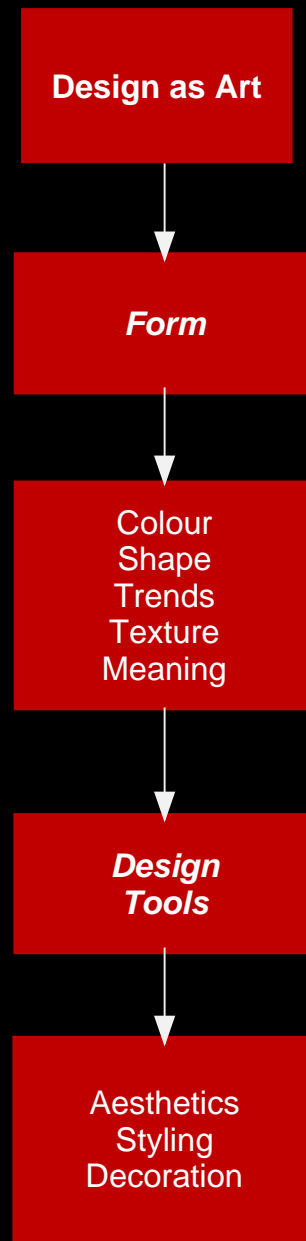
I chose to redesign a toilet, because even though everyone has one, they're always so dreary: I wanted to create a cheerful

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Design as Art?



Economic Value

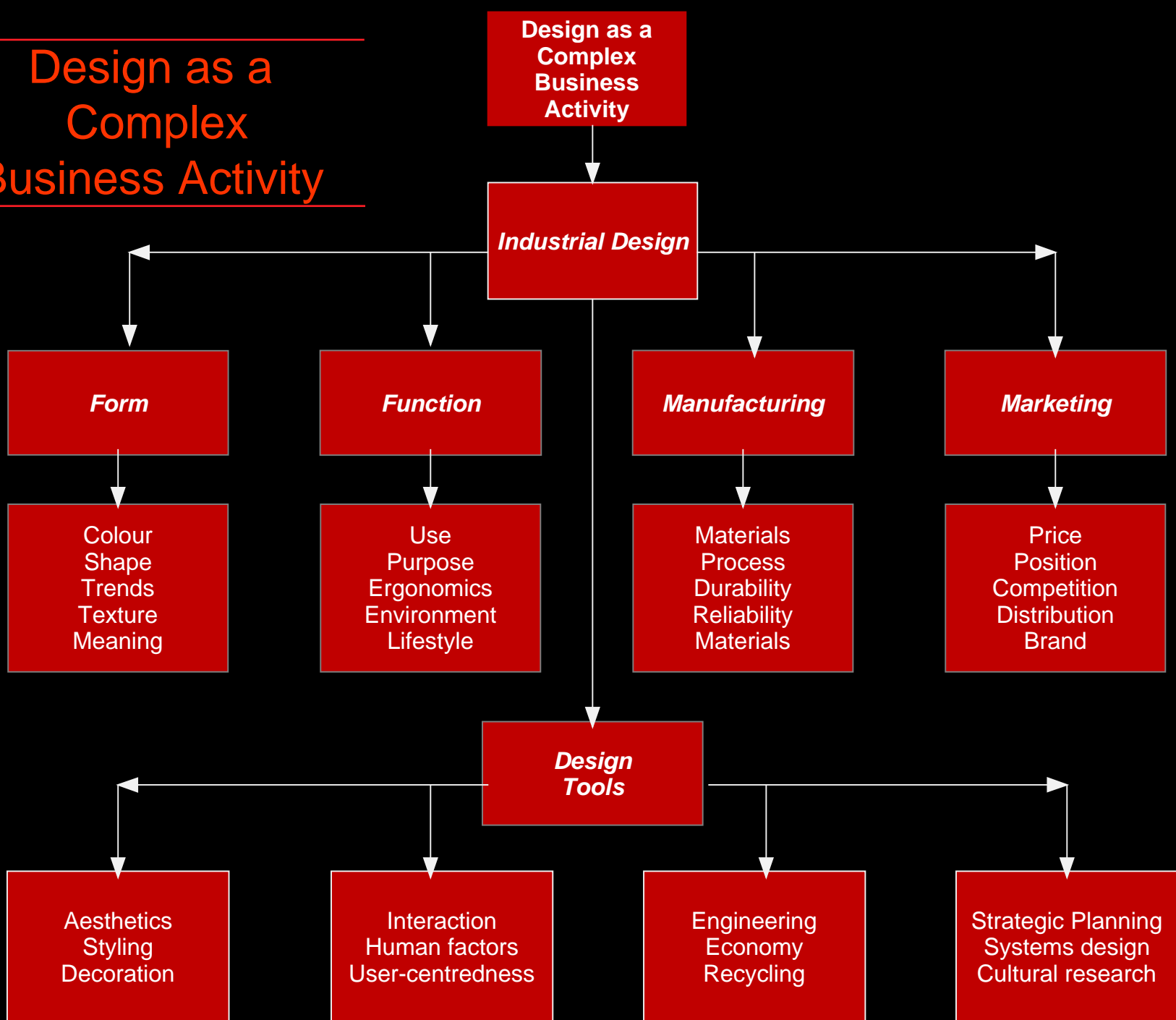
- The overwhelming majority of design work takes place in a business context.
- Therefore it must be judged in terms of its contribution to the factors that measure company success, such as profitability, innovation and competitiveness.

Design as a Complex Business Activity



Toilet bowl and toilet brush, two of more than one hundred and twenty products designed by Ross Lovegrove for Vitra, a Turkish sanitary ware manufacturer.

Design as a Complex Business Activity



Product Value

Product Value 1

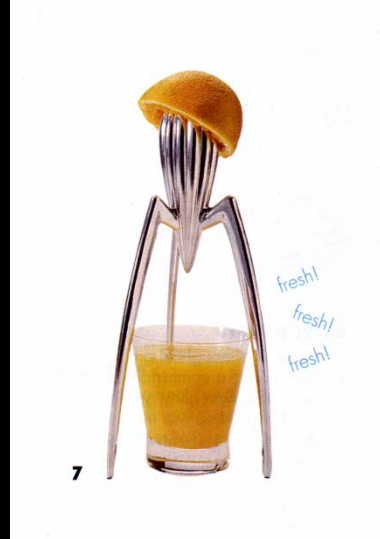
- The most basic and obvious role of design is in creating a differentiated visual image in what are often crowded markets filled with many competing products.
- This function, however, can be purely superficial and short-term, without any long-term competitive perspective.



Which works best?



Which would you buy?



Product Value 2

- Different approaches to design can be adapted to the needs of different kinds of companies with highly differentiated products, technologies, markets and customers.
- Design can be a major contributor in moving from basic commodities that are heavily price dependent to developing distinct or unique products that give a degree of control through quality and price setting.

Process Value

Strategic Value

Strategic Value

Adding value
or
creating value?

Strategic Value 2

Four broad strategies can illustrate some varied possibilities in managing design as an integrated corporate resource with the purpose of adding value in existing markets.

Strategic Value 3

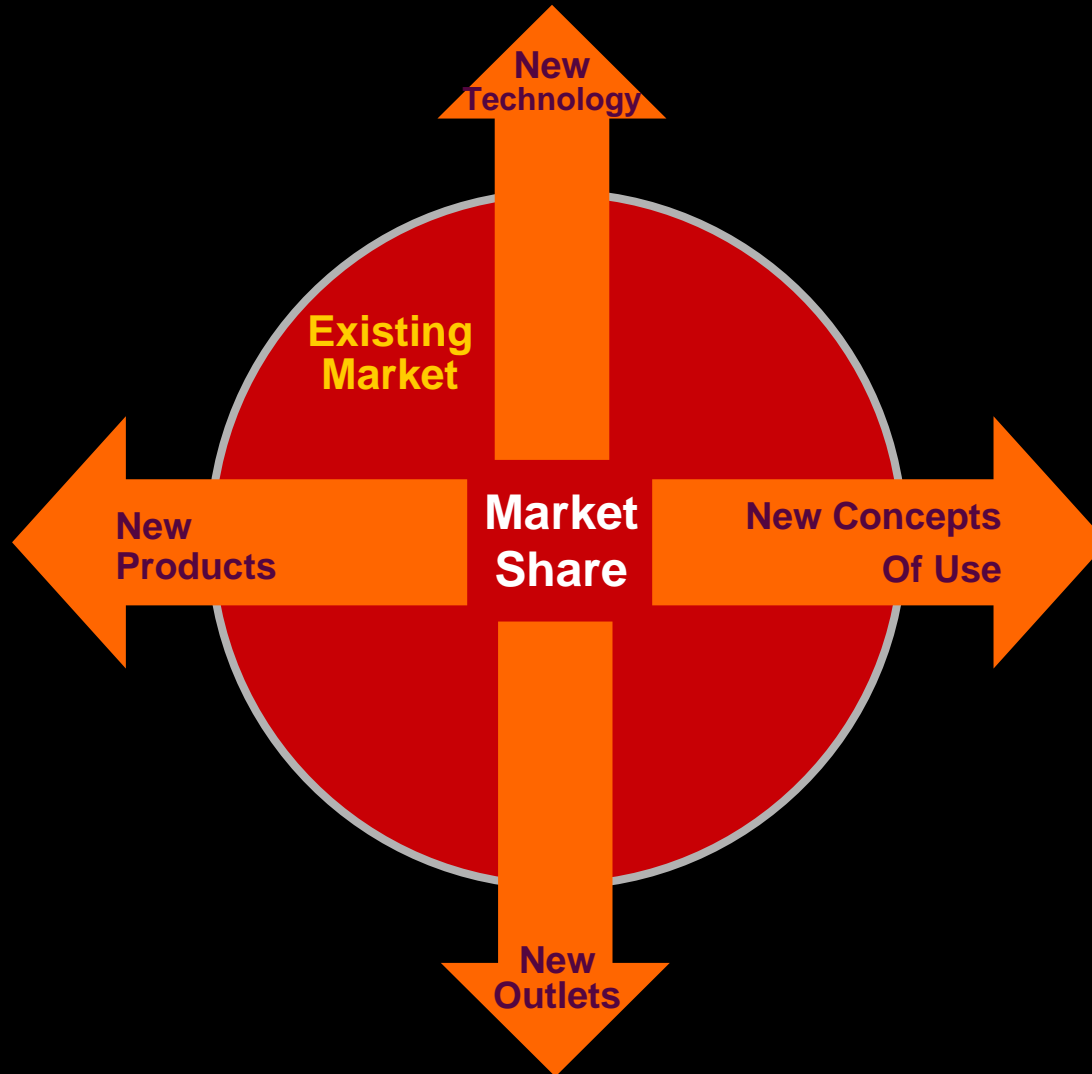


Strategic Value 5

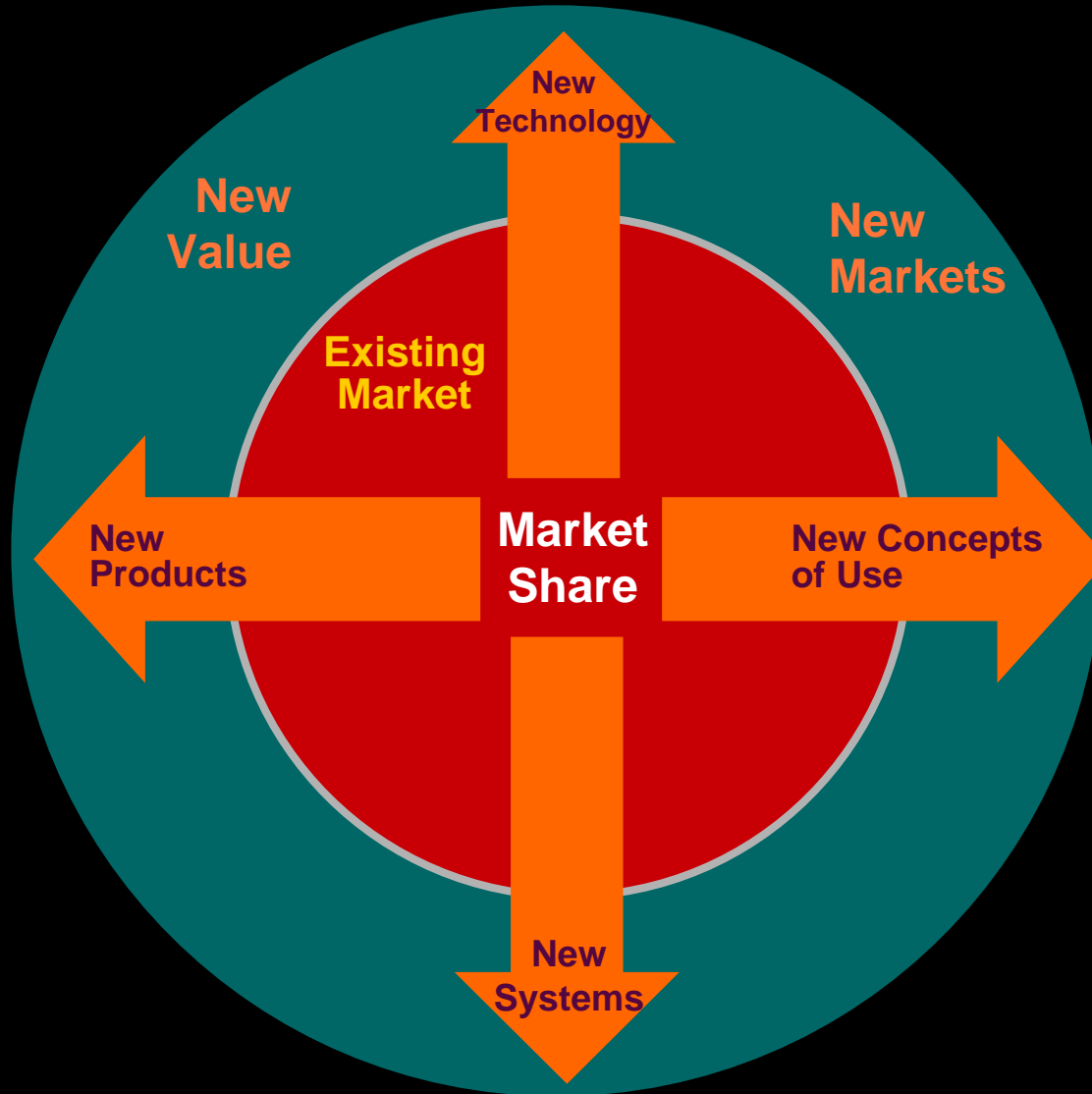
Creating value

Markets do not exist,
they are created.

Creating Value - Extending the Market 1



Creating Value - Extending the Market 2



RISK

Brand Value

Brand Value

- Some company brands depend heavily on the contribution of designers not simply for distinctive visual images, but for a consistent, continuing emphasis on quality, reliability and integrity.

Design and Brand: Fiskars, Finland



- Cutting tools
- Design in all aspects of company activities

Personal Value

Personal Value 1

What do products contribute to our lives?

- On the most basic level is the factor of utility – how something works, whether it makes life a little easier or more efficient.
- A washing machine, for example, needs to function well not only in washing cleanly and efficiently, but on factors such as reliability, economy and an interface that creates understanding, giving access to and control over processes.

Personal Value 2

- A second level of function relates to whether products are capable of generating a sense of pleasure and appropriateness. These factors are heavily influenced by designers, but people also have the capacity to derive or interpret their own sense of meaning.

Personal Value 3

- Much depends in this regard on two very different design approaches. A widespread view of their role is as form-givers, controlling all aspects of a form, which users basically accept or reject.
- Another approach is of designers as enablers: constructing systems that allow users to make decisions according to their own preferences and needs. In complex situations, this allows for potentially high flexibility in meeting a spectrum of needs.

Social Value

Social Value 1

- Outside the arena of commercial profit-oriented design is another domain of activity, relating to social provision by governments and other not-for-profit organizations.
- Here the criteria rest on the contribution the design makes to that elusive factor termed quality-of-life. In commercial terms such considerations can be viewed as an unnecessary cost, but no society can function entirely without a substantial concern for the social dimension of design.

Social Value 2

- What is it worth in a society to have a government designing documents that are legible, easy-to-understand and complete?
- What is the value of road information systems that enable people to travel easily and reliably?
- What is the value of environments for children to play and learn in well-designed, safe environments and a creative vision of their benefits?

Social Value 3

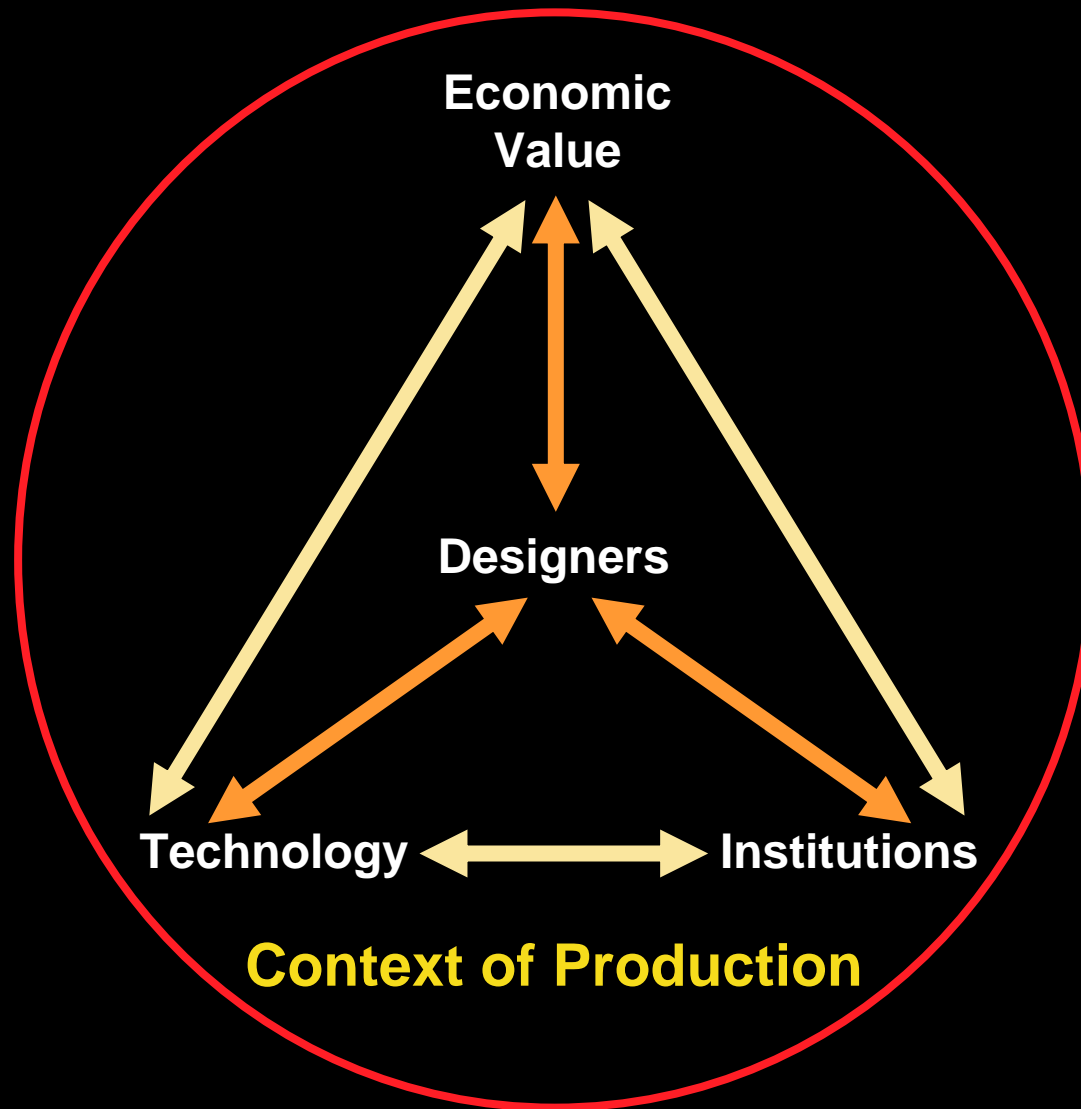


Vienna Strassenbahn
by Porsche Design

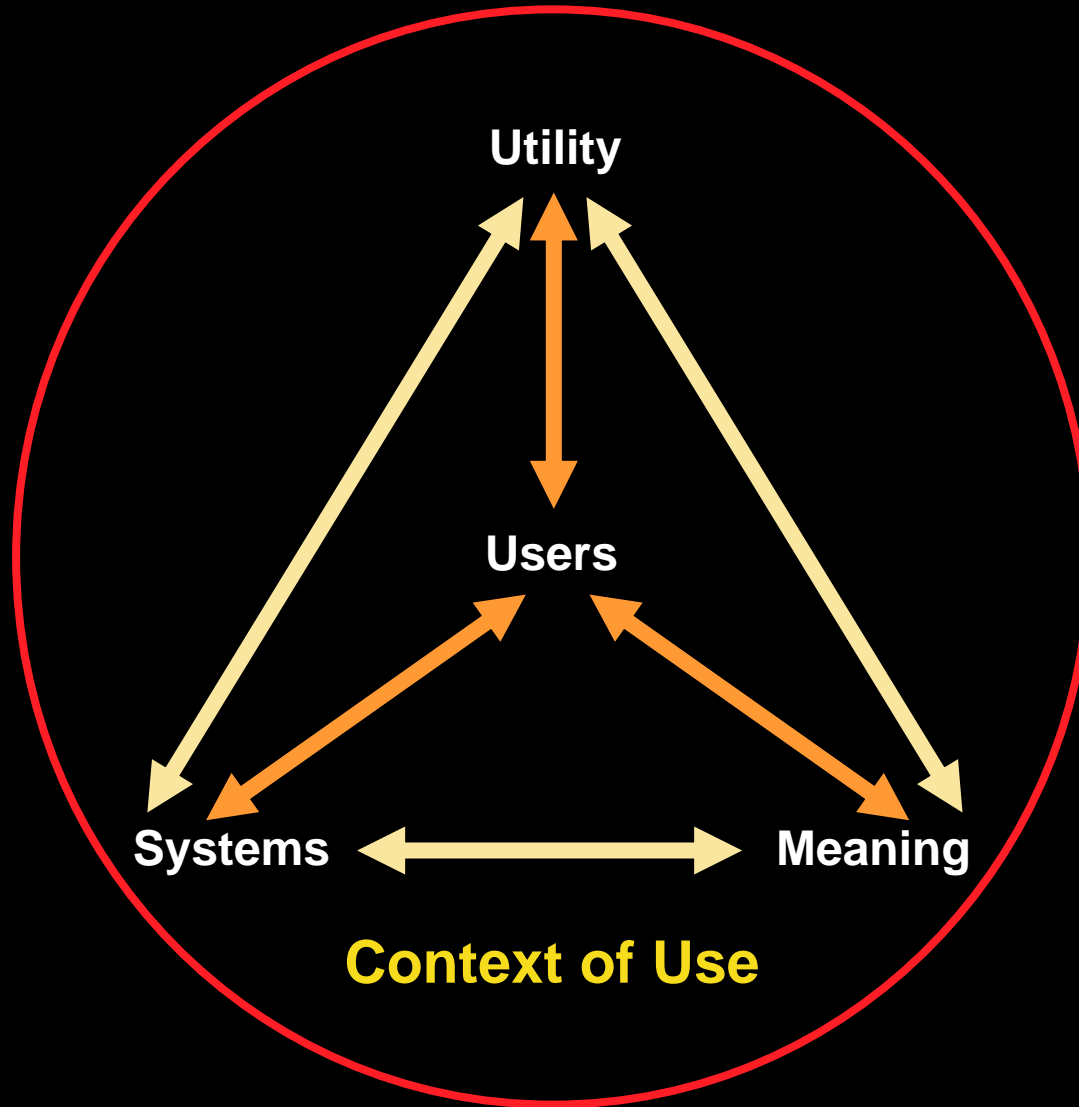
Cultural Value

How can the viewpoints of
business and user be
reconciled?

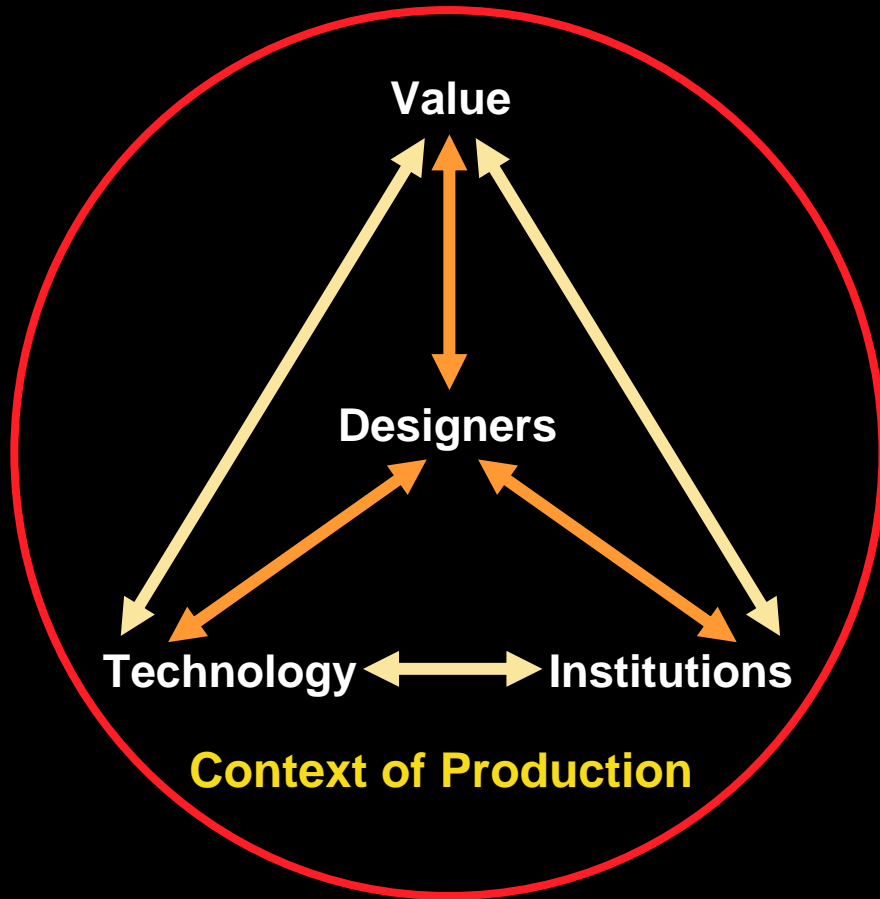
The Role of Design in Business: Production



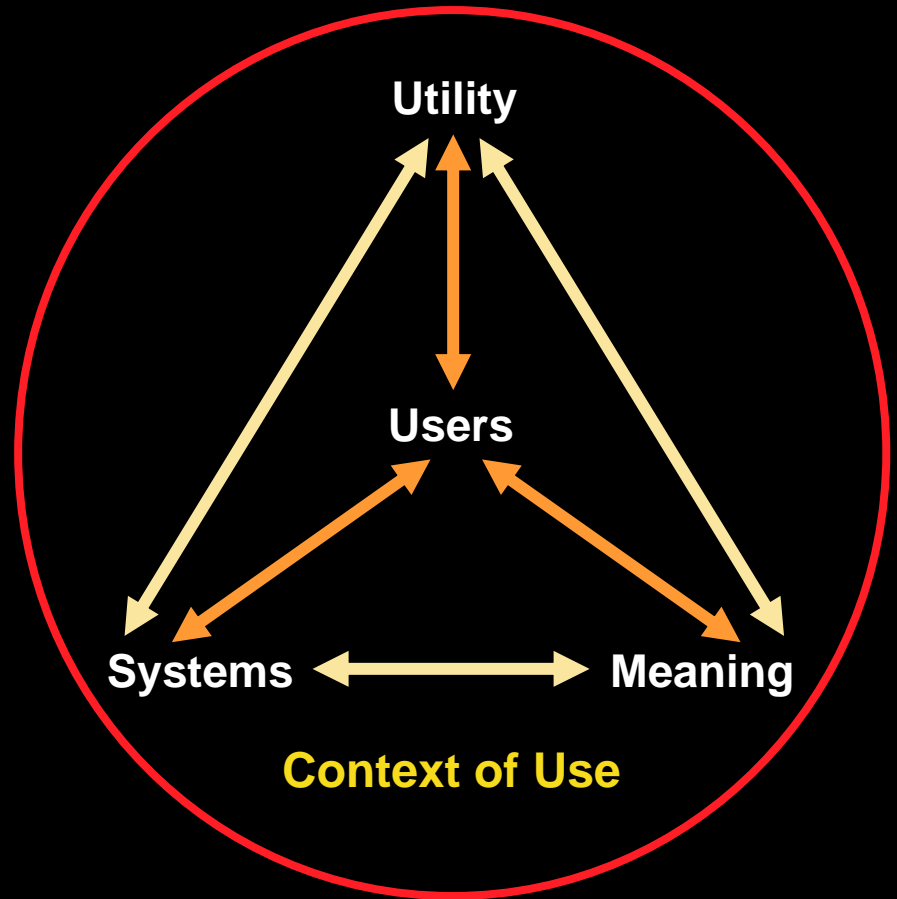
The Role of Design in Business: Use



The Role of Design in Business: Production and Use

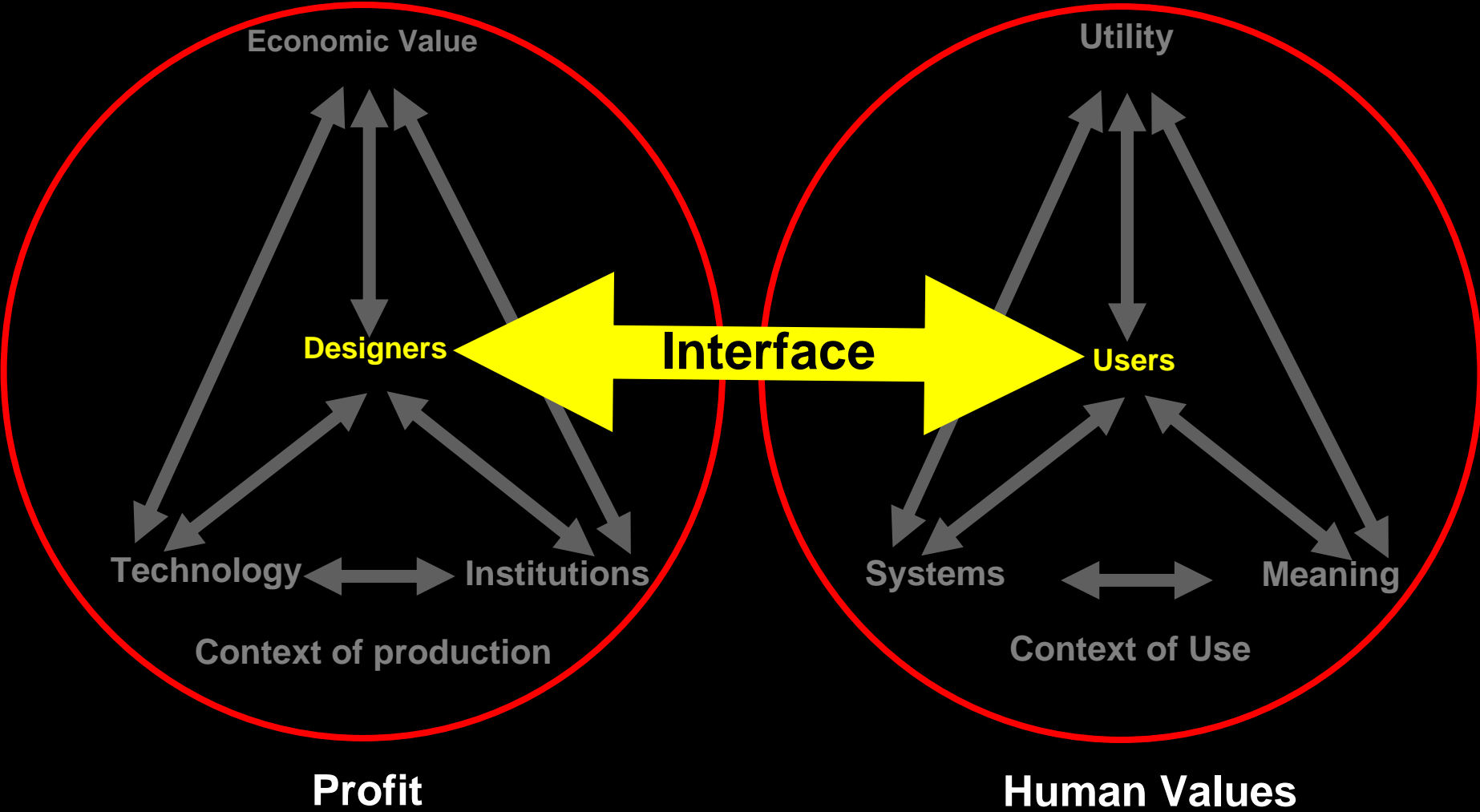


Profit

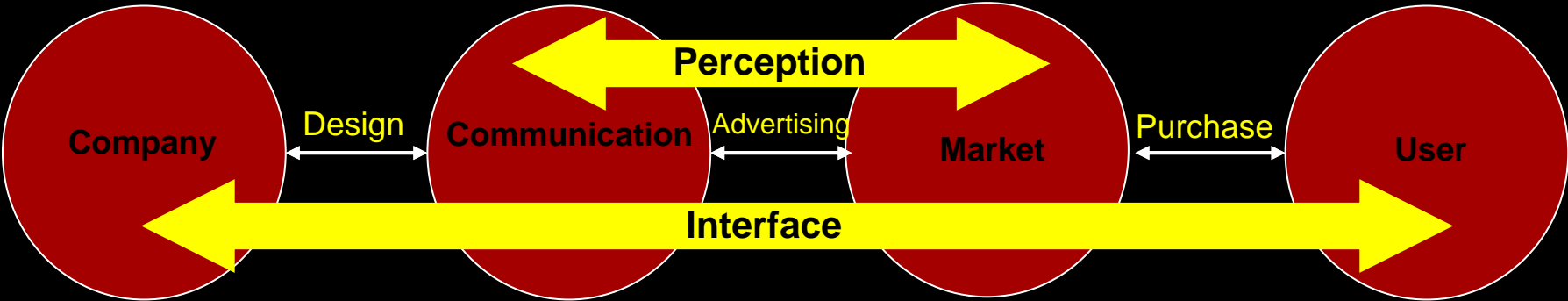


Human Values

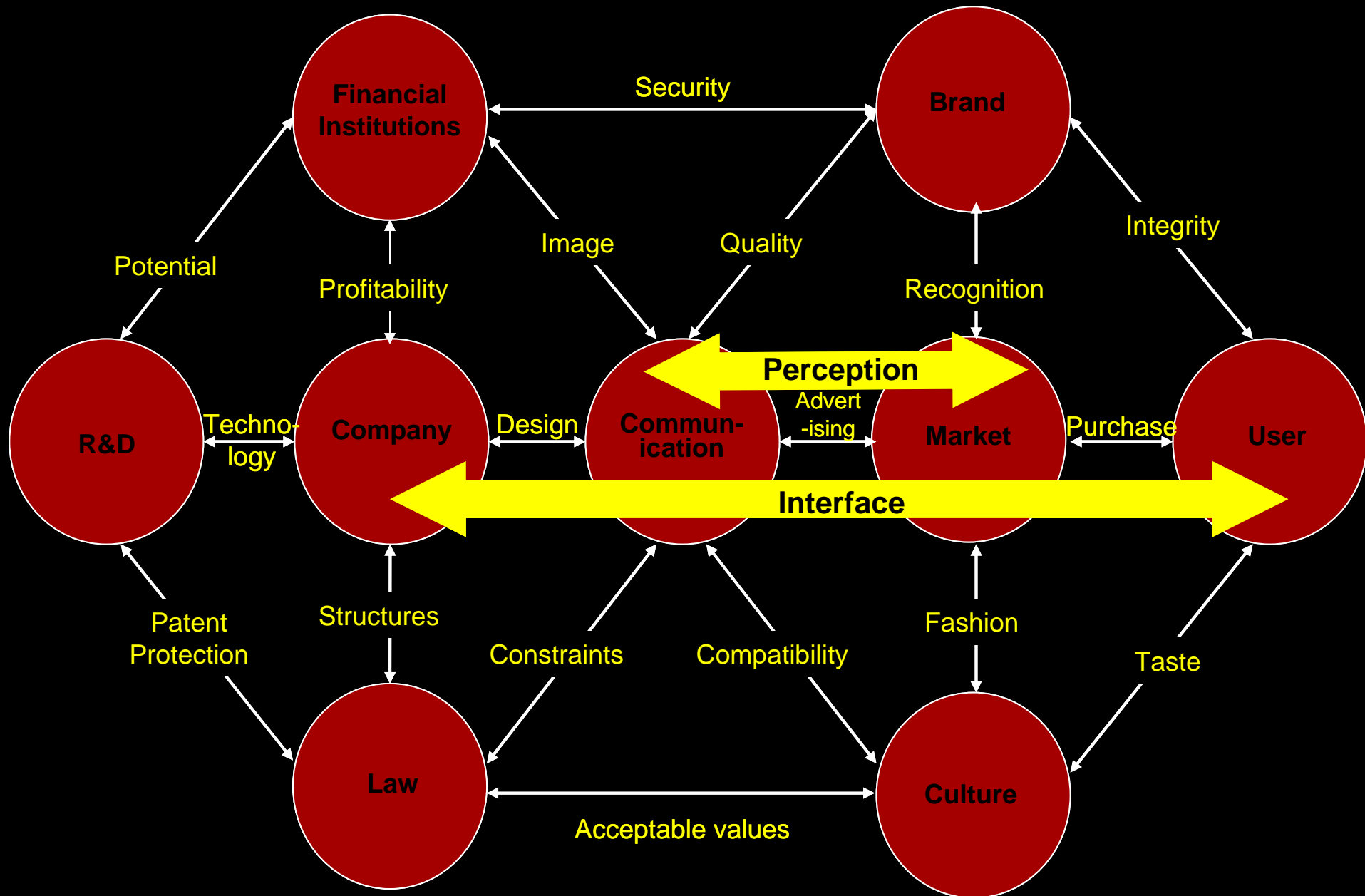
Context of Design Practice: Interface



Linking Design Strategy



The Context of Design 2



The End