



# DESIGN FOR SME DEVELOPMENT

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# Design

is not just what it looks like and feels like.

# It is how it works

[https://quotesaga-img.s3.amazonaws.com/quote/QS\\_97ee73a056a840e09d101aab1f6152c4.jpg](https://quotesaga-img.s3.amazonaws.com/quote/QS_97ee73a056a840e09d101aab1f6152c4.jpg)

-Steve Jobs





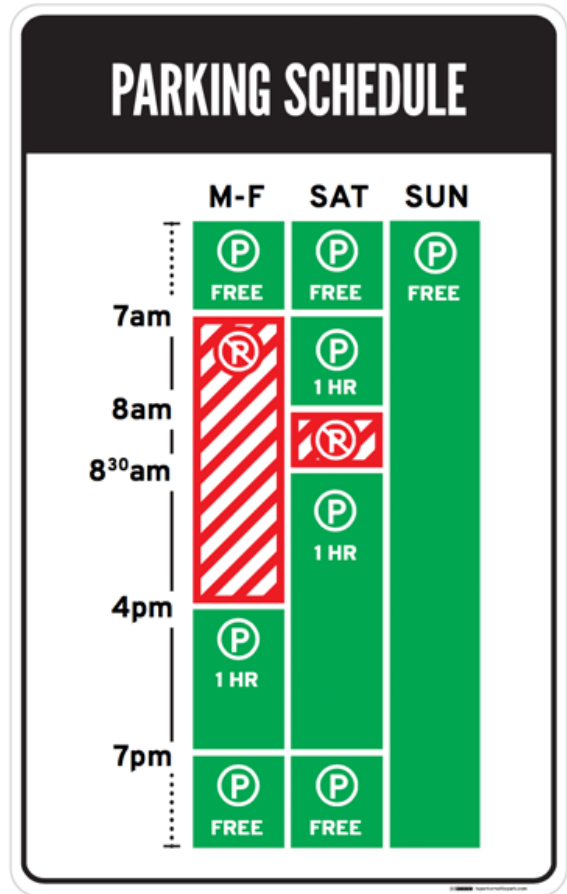
**“Good design is invisible.”**

**Dieter Rams**



<https://image.slidesharecdn.com/brandtalk1-120929071037-phpapp01/95/branddriven-design-5-728.jpg?cb=1349061174>





<https://www.interaction-design.org/literature/article/bad-design-vs-good-design-5-examples-we-can-learn-frombad-design-vs-good-design-5-examples-we-can-learn-from-130706>



**Good design can  
influence behaviour.**

<https://image.slidesharecdn.com/lightningtalk13anticipatorydesignbykieranweston-161008073211/95/lightning-talk-13-anticipatory-design-invisible-interfaces-and-predictive-products-by-kieran-weston-31-638.jpg?cb=1475917052>



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<https://www.youtube.com/watch?v=SByymar3bds>

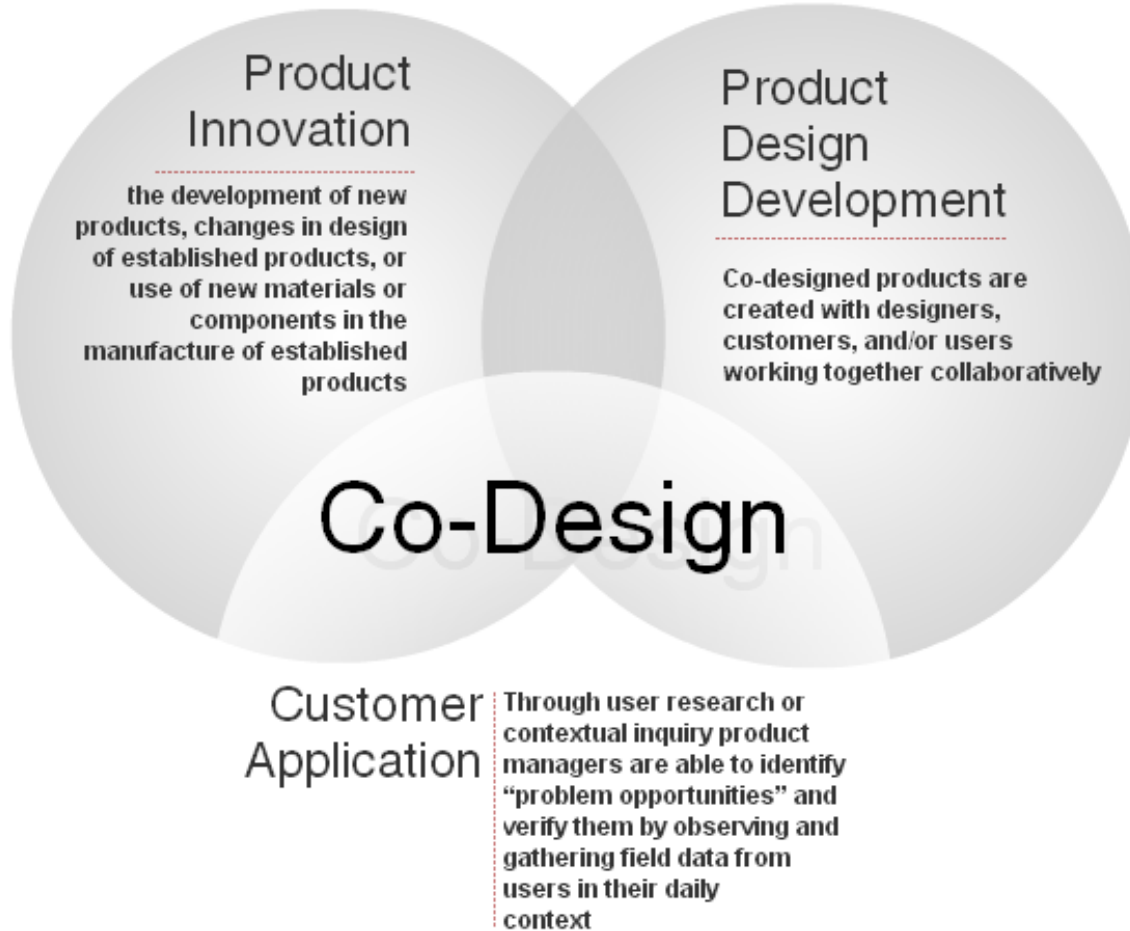


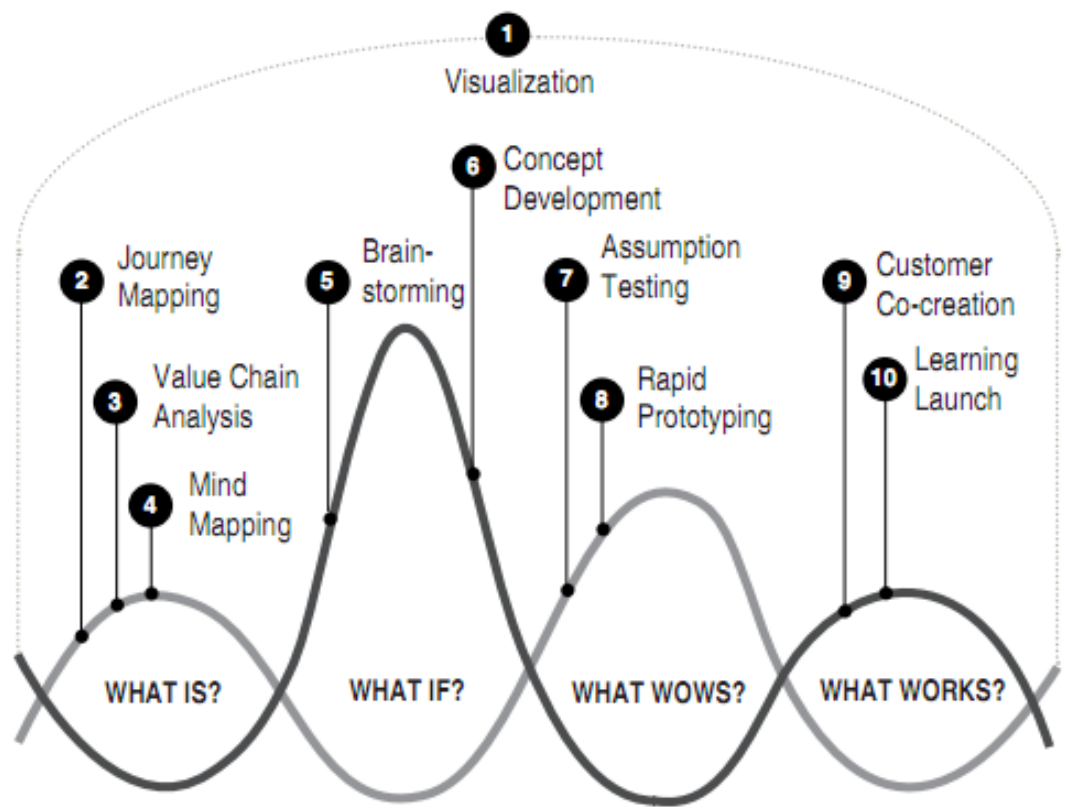
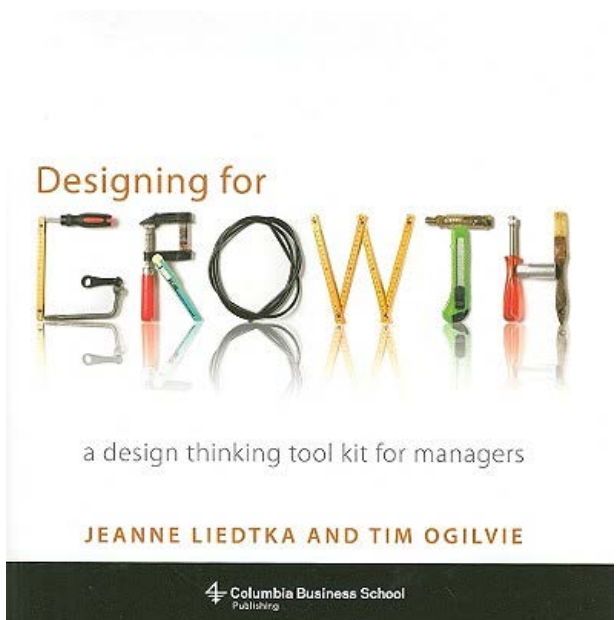
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# Good design is **co-designed**

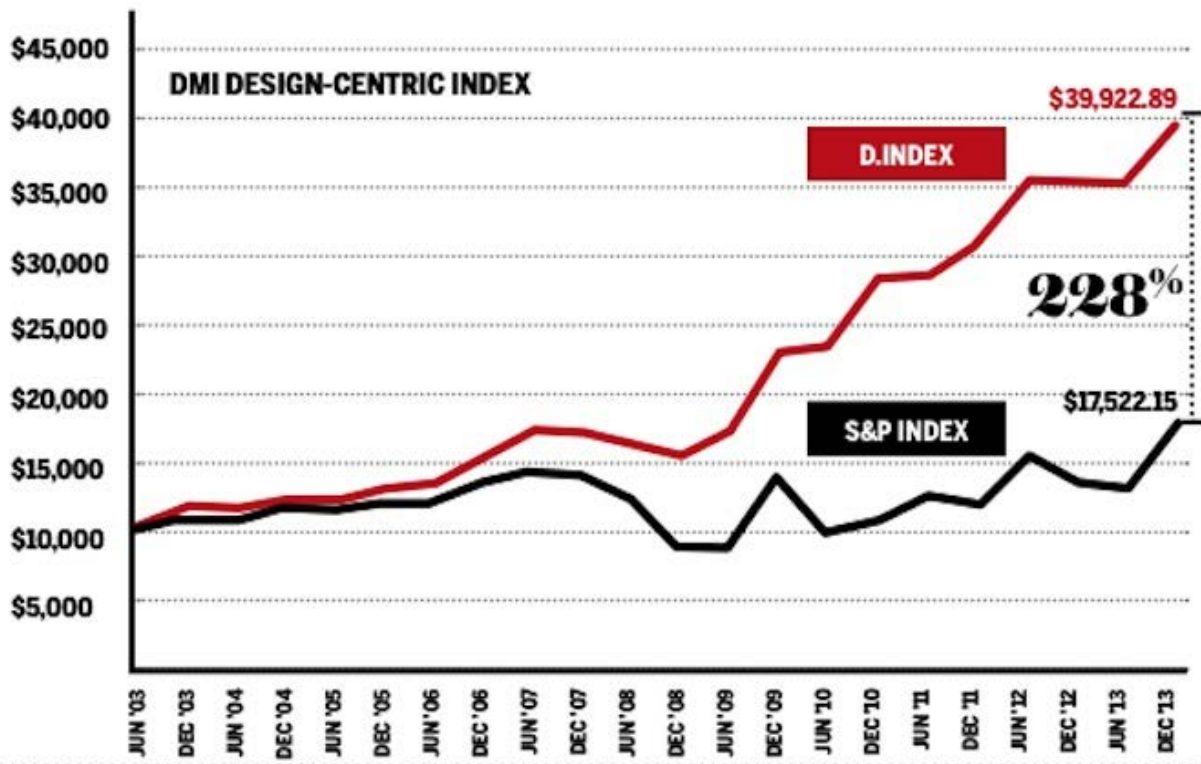








[http://www.nesta.org.uk/sites/default/files/stagesofinnovation\\_blog.jpg](http://www.nesta.org.uk/sites/default/files/stagesofinnovation_blog.jpg)

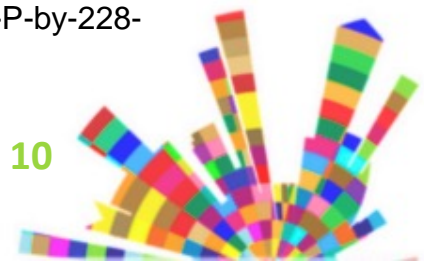


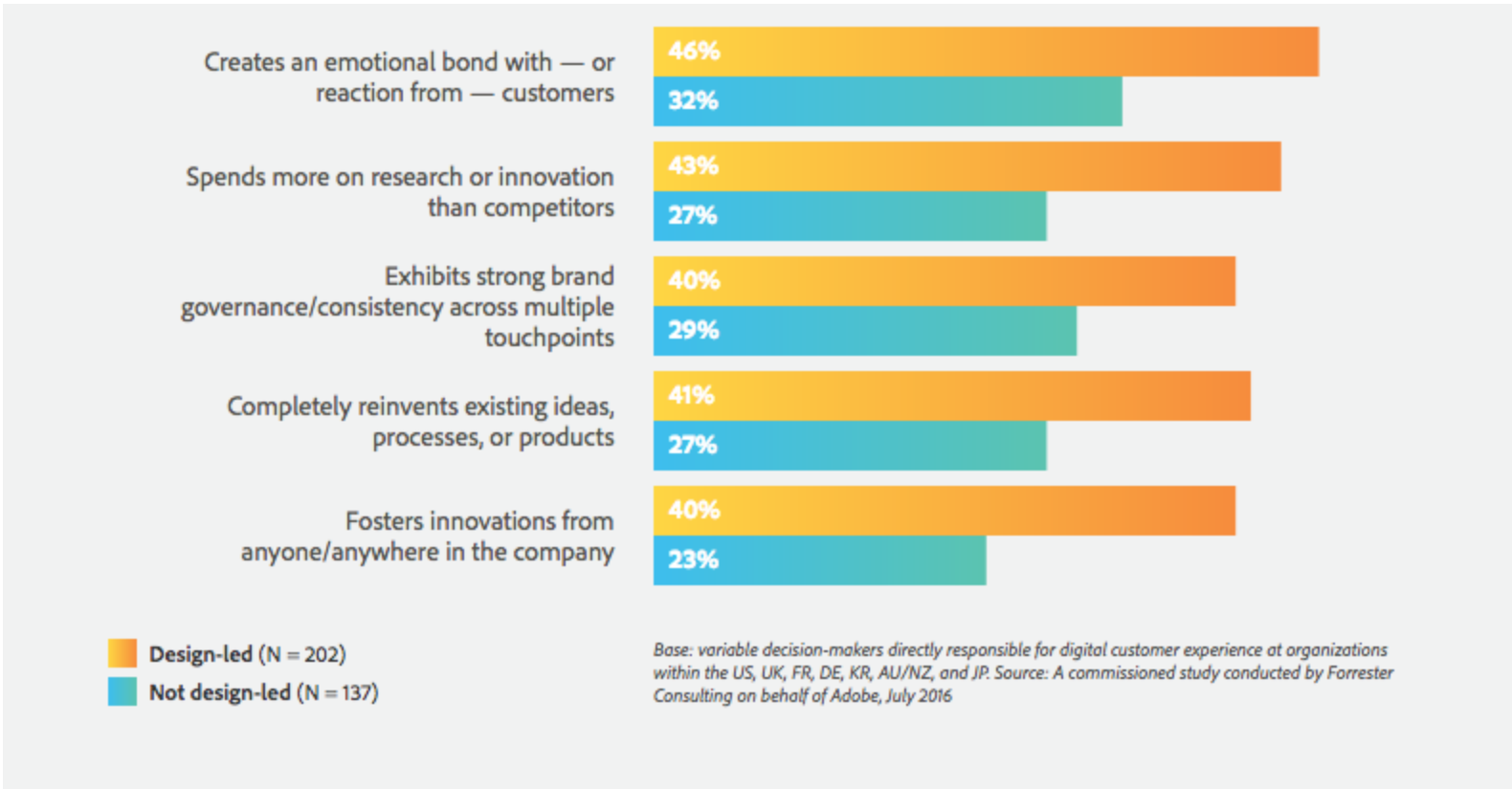
- DESIGN-CENTRIC ORGANIZATIONS:**
- APPLE
  - COCA-COLA
  - FORD
  - HERMAN-MILLER
  - IBM
  - INTUIT
  - NEWELL-RUBBERMAID
  - NIKE
  - PROCTER & GAMBLE
  - STARBUCKS
  - STARWOOD
  - STEELCASE
  - TARGET
  - WALT DISNEY
  - WHIRLPOOL

<http://www.dmi.org/blogpost/1093220/182956/Design-Driven-Companies-Outperform-S-P-by-228-Over-Ten-Years--The-DMI-Design-Value-Index>



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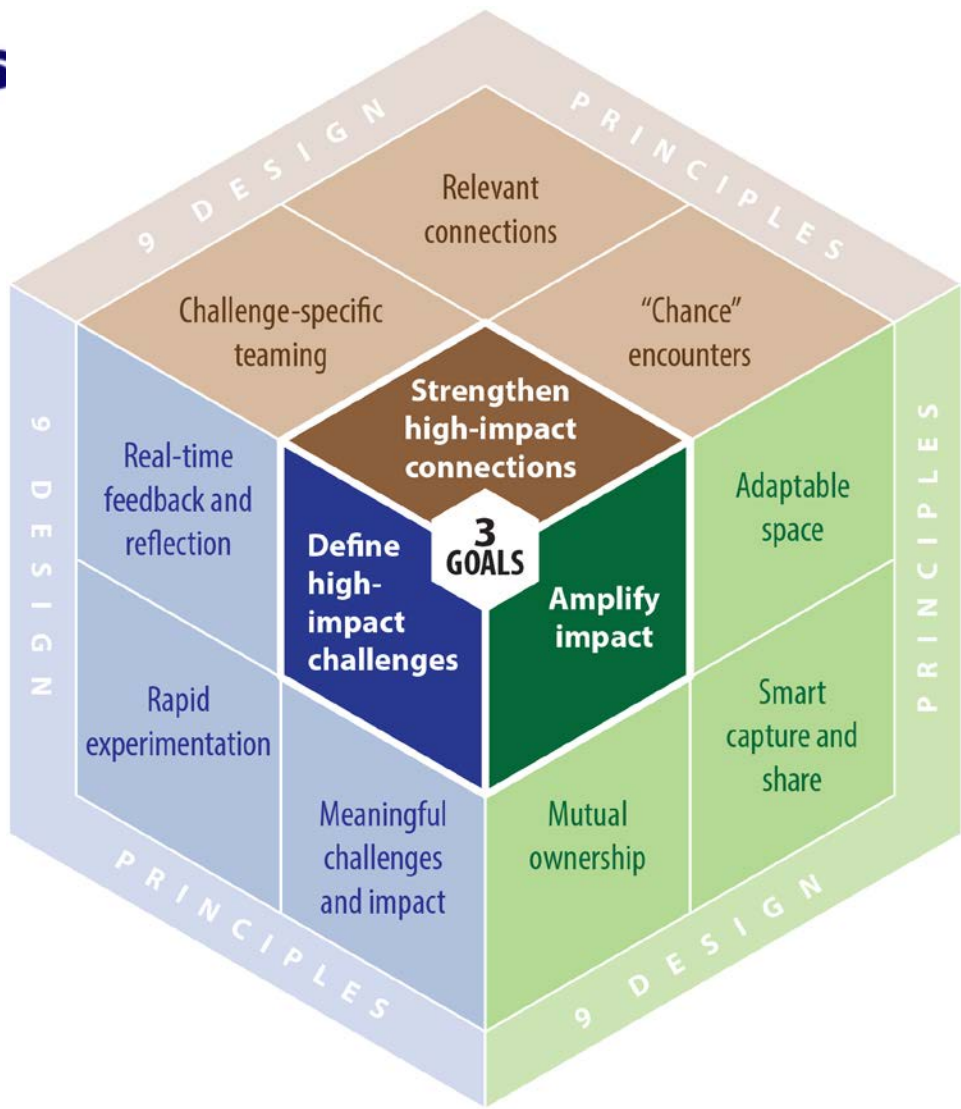


<https://www.elfproductions.com/news/2017/4/23/design-driven-companies-outperform-the-sp-by-219-over-10-years#>



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Dimension	Criteria	Description
<b>People</b>	Designers	A variety of roles fall under the rubric of design, including design researchers, prototypers, and content strategists.
	Leaders	Design leadership includes mentors and dedicated owners of design at the senior level.
	Employees	Staff across the organization understand the role design plays.
<b>Processes</b>	Strategy	Design is integral to shaping product and service strategy.
	Research	Research is used to shape strategy and inform implementation.
	Design	A formal design process is established for marketing, product, and customer experience initiatives.
<b>Priorities</b>	Scope	Design is applied to all components (digital and nondigital) of the customer experience.
	Measures	Quality of customer experience design is reflected in KPIs.
	Values	Design is seen as a strategic differentiator for the organization.

<https://landing.adobe.com/dam/downloads/whitepapers/305222.en.forrester.design-led-firms-advantage.pdf>



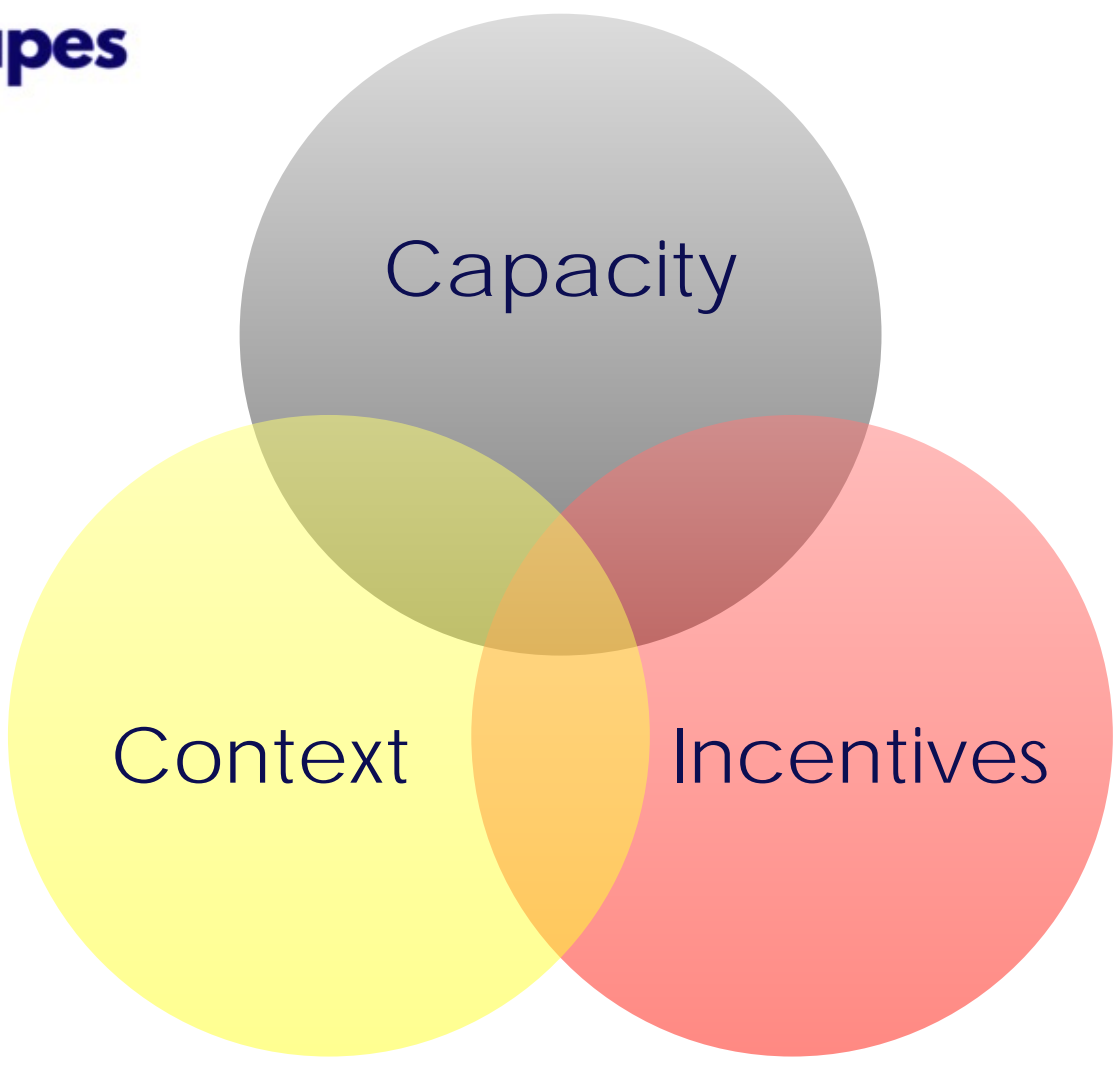


**TOPIC: User-driven innovation:  
value creation through design-  
enabled innovation**

**[CO-CREATION-02-2016]**

“Design-enabled innovation can be considered as a **prominent example of "user-driven" innovation**, where user involvement in the process is central, as in many cases **innovation can better succeed through co-creation**. [...] The specific challenge to be addressed by this topic is that **many public sector organisations and businesses, especially SMEs, miss out on the potential to utilise design as a source for improving efficiency and stimulating growth.**”





# THANKS FOR YOUR KIND ATTENTION

The logo for 'designscapes' features the word in a bold, dark blue sans-serif font. To the left of the text is a stylized graphic of numerous colorful, multi-colored sticks or pencils radiating outwards from a central point, creating a fan-like or sunburst effect.

- Project title: **Building Capacity for Design enabled Innovation in Urban Environments**
- Partnership: **12 Organisations from 10 EU Countries**
- Duration: **1<sup>st</sup> June 2017 - 31<sup>st</sup> May 2021**
- Lead partner: **ANCI Toscana, Italy**
- Budget: ca. 4M Euro, of which **1,5M Euro** will be allocated to **50+ new Design enabled innovation initiatives across Europe.**

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 [info@designscapes.eu](mailto:info@designscapes.eu)