

Design Capacity Model

2014 © D2i

Date

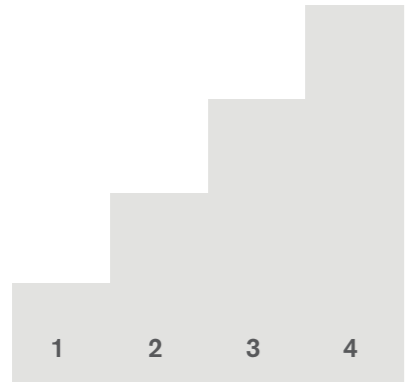
Company

Name participant

D2i Design Consultant

DESIGN LADDER

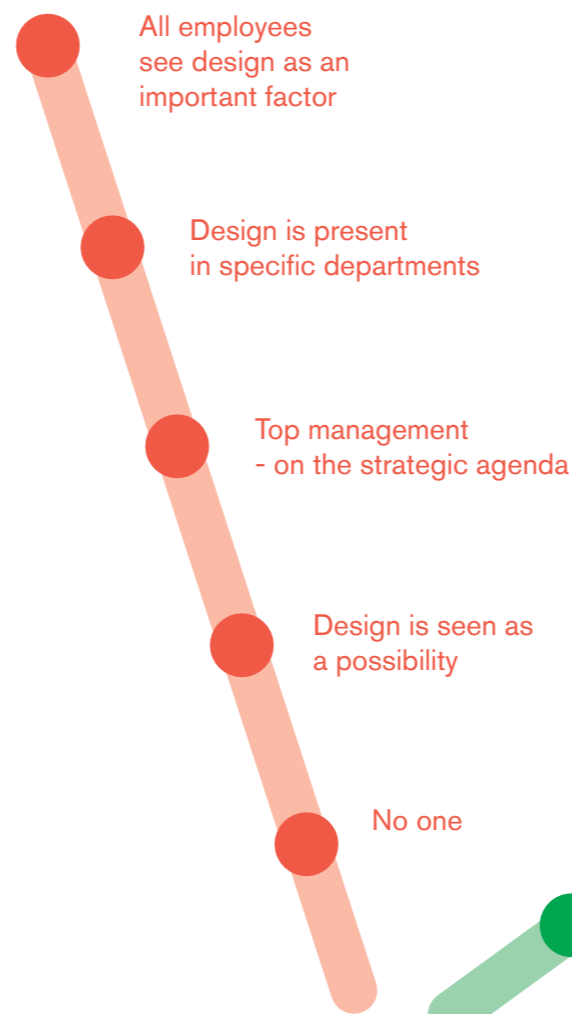
1. Design is not used neither consciously nor systematic. 2. Product/service design - design as finish and styling. 3. Design as an integrated part of the innovation proces. 4. Design as a central and guiding strategic element for the company.



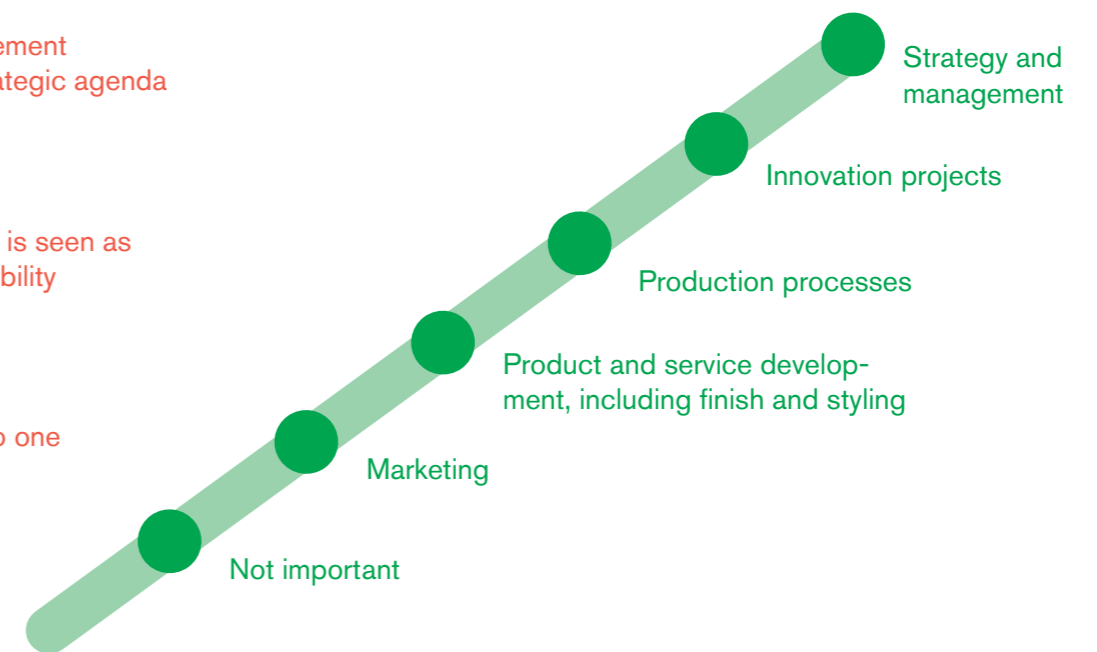
Legend

- Present position
- Desired position before consultation
- + D2i consultant's opinion
- ▲ Desired position after consultation

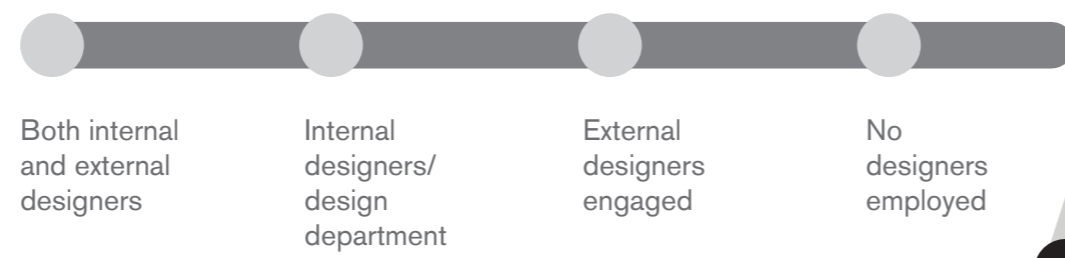
1. Design awareness Who are the design thinkers?



2. The importance of design in internal processes Design is used in?

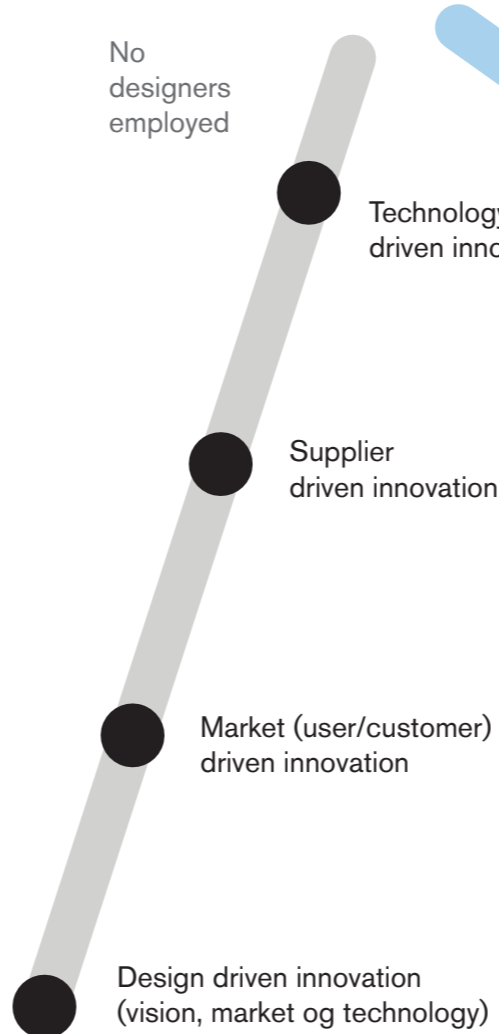


5. Design capabilities Design capabilities originate from?



Both internal and external designers Internal designers/design department External designers engaged No designers employed

4. Innovation drivers What drives the innovation processes?



3. Users' involvement How are users engaged?

