

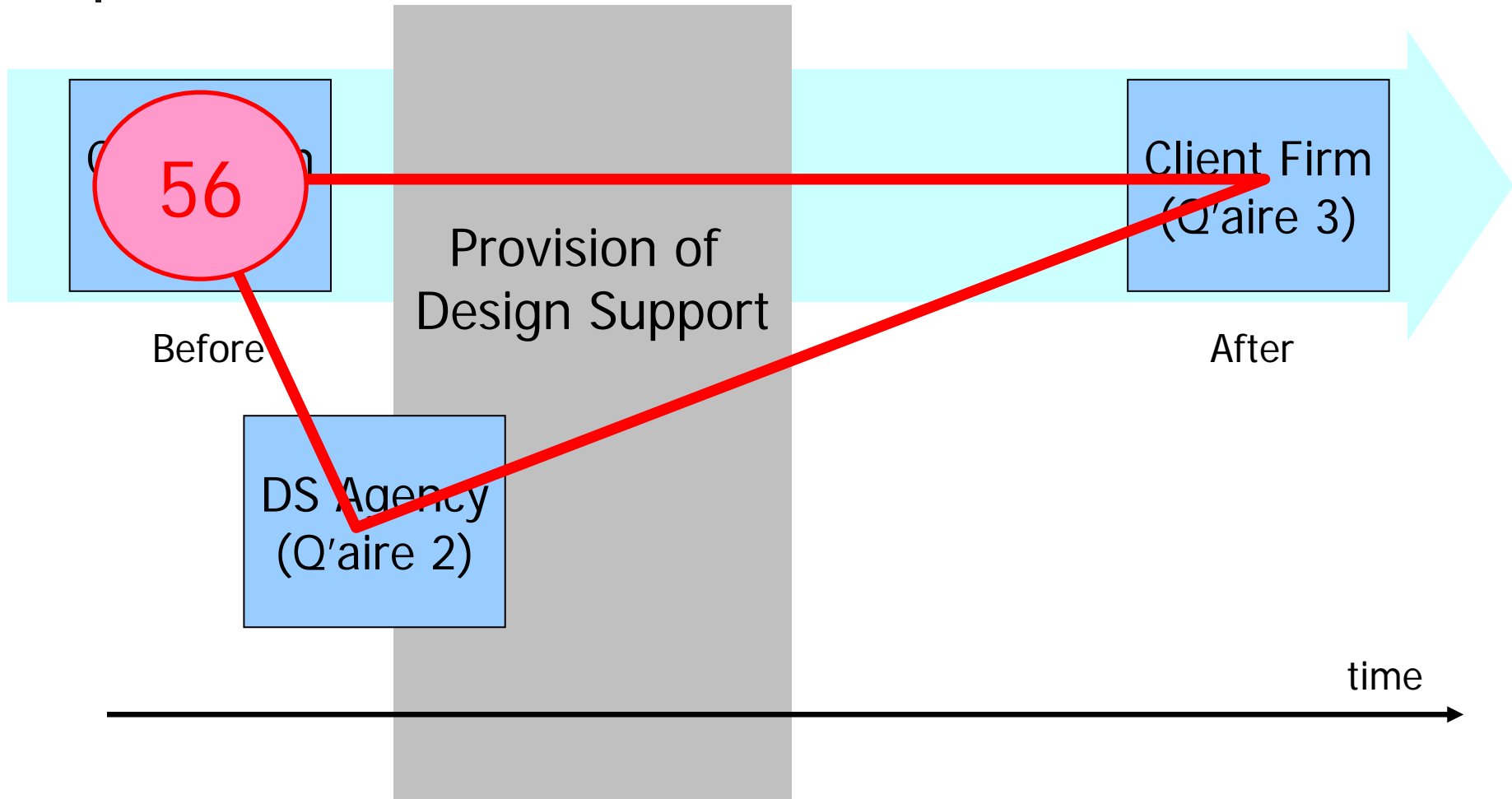


SEE Design: Evaluation Work

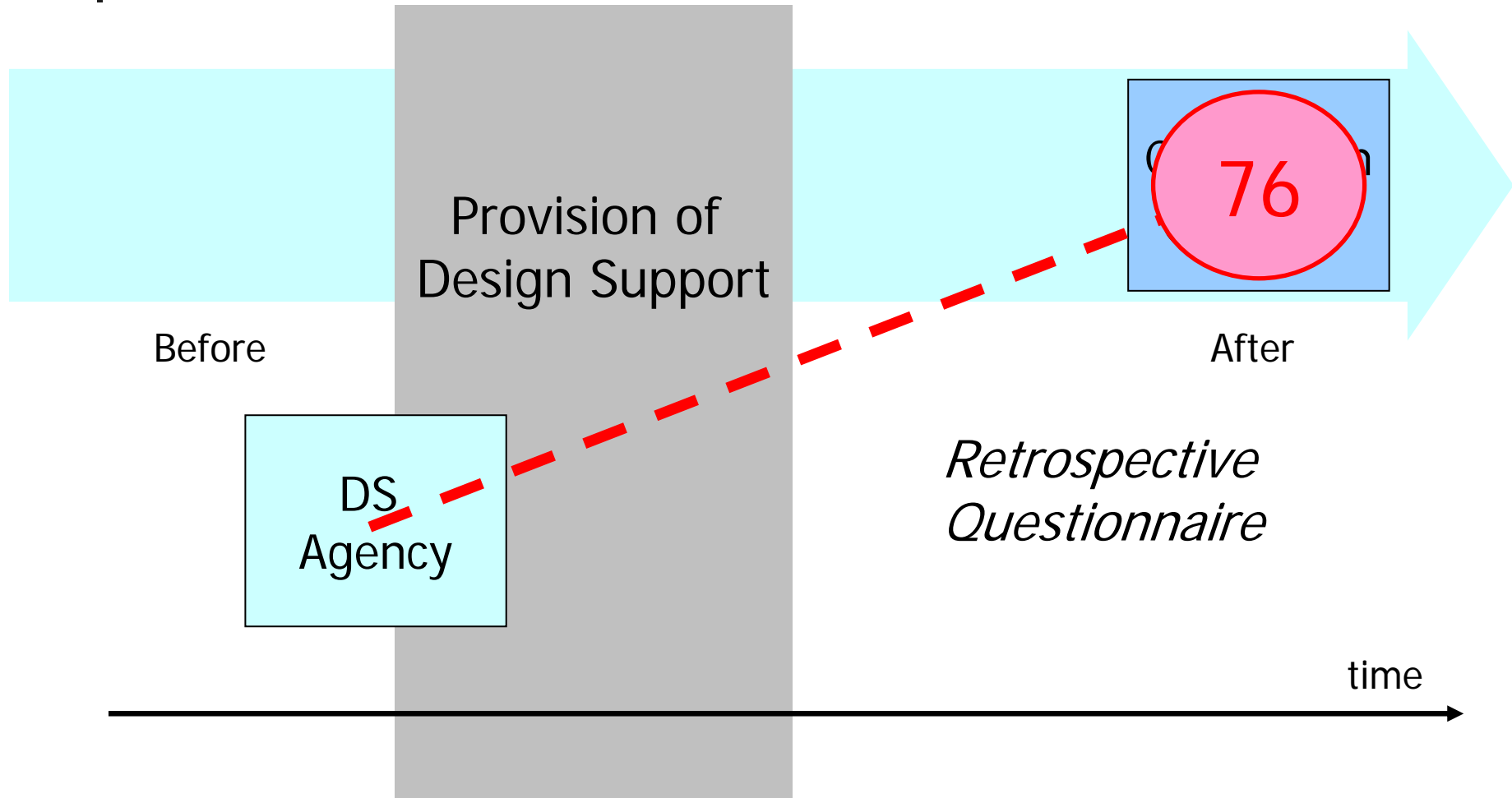
Bruce Tether

Prague, 3rd October, 2007

Methodological Approach



Methodological Approach (2)





Q'aire 1: New Client Firms

- 56 Responses from three countries
 - Wales (27)
 - Flanders (26)
 - Denmark (3)
- Enough data for descriptive analysis
- And for simple comparisons



Q'aire 1: New Client Firms

Extent to Which Design is Used in the Firm		<u>"A"</u>	<u>"B"</u>	
1 - Design not used systematically	8%	4%	5%	
2 - Just starting to think about using design	65%	27%	44%	
3 - Use design as a last finish / for styling	0%	8%	4%	
4 - Design is integrated but not controlling element	8%	15%	15%	
5 - Design is a natural management tool for client	19%	46%	33%	



Q'aire 1: New Client Firms

Design Disciplines	<u>"A"</u>	<u>"B"</u>	<u>"A"</u>	<u>"B"</u>
None	70%	23%	33%	4%
One	19%	27%	44%	27%
Two or Three	7%	35%	11%	50%
Four or more	4%	15%	11%	19%



Q'aire 1: New Client Firms

Design Disciplines	Last year	Next year	Taking Up	Stopping
Communications & Branding	39%	63%	36%	13%
Product & Industrial Design	20%	36%	20%	4%
Interior & Exhibition Design	14%	25%	14%	4%
Fashion & Textiles	16%	14%	0%	2%
Digital & Multimedia	30%	30%	14%	14%
Service Design	9%	16%	9%	2%



Q'aire 1: New Client Firms

Factors Important to Company's Competitiveness	<u>"A"</u>	<u>"B"</u>	Average
Customer service	4.7	4.8	4.7
Sales & Marketing	4.3	4.7	4.5
Financial management	4.1	4.1	4.1
Operational management	4.1	3.9	4.0
Design	3.6	4.2	3.9
Research & Development	3.1	4.4	3.7
Internal communications	3.8	3.8	3.7
Human resource management	3.3	3.8	3.5

Expected Impacts of Design	<u>"A"</u>	<u>"B"</u>	Ave (All)
It will improve our company's image	3.7	3.9	3.8
It will increase turnover	3.7	3.6	3.7
It will enhance our competitiveness	3.5	3.6	3.6
It will help our client communications	3.6	3.3	3.5
It will increase profits	3.5	3.4	3.5
It will increase market share	3.3	3.5	3.4
It will improve customer satisfaction	3.2	3.6	3.3
It will aid the development of new mkts	3.0	3.4	3.3
It will help develop new products	3.0	3.3	3.2
It will help exports / gain foreign markets	2.3	3.2	2.8
It will enhance efficiency / productivity	2.6	2.8	2.7
It will increase employment	2.6	2.7	2.6
It will help to improve our environmental performance	2.3	2.6	2.4



Q'aire 4: Past Client Firms

- 76 Responses from five countries
 - Wales (37)
 - Other Countries (39)
- Enough data for descriptive analysis
- And for simple comparisons



Q'aire 4: Past Client Firms

Compared with before Design Support ...	Decreased considerably	Decreased slightly	Remained the same	Increased slightly	Increased considerably
Awareness of design:	0%	0%	16%	23%	61%
Investment in design:	2%	0%	16%	36%	46%
Sales turnover:	2%	0%	30%	42%	27%
Exports:	3%	0%	50%	23%	25%
Profitability:	4%	2%	39%	39%	18%
Employment:	2%	2%	58%	24%	15%



Q'aire: Past Client Firms

Count of Design Disciplines engaged in	BEFORE receiving design support	SINCE receiving design support
None	43%	15%
One	32%	35%
Two or Three	18%	42%
Four or more	7%	8%

Q'aire 4: Past Client Firms

Considerable
Churn in
Design
Disciplines

	BEFORE receiving design support	SINCE receiving design support	HAVE TAKEN UP THE DISCIPLINE	HAVE SET DOWN THE DISCIPLINE
Communications & Branding	41%	51%	34%	23%
Product & Industrial Design	20%	46%	28%	3%
Digital & Multimedia	22%	34%	26%	14%
Interior & Exhibition Design	14%	11%	8%	11%
Service Design	12%	23%	20%	9%
Fashion & Textiles	3%	7%	7%	3%
Other:	3%	9%	n.a.	n.a.



Q'aire 4: Past Client Firms

Designers and the Firm:	BEFORE receiving design support	SINCE receiving design support
A dedicated design function, department or team	9%	9%
Internal designers	14%	5%
External design consultants used on regular basis	8%	46%
External design consultants used on or ad hoc basis	18%	36%
No formal design activity	19%	8%
Other	0%	3%



Q'aire 4: Past Client Firms

	Not at all	To a limited extent	To some extent	To a great extent
It improved our company's image	3%	7%	31%	60%
It helped develop new or improved products	11%	6%	32%	51%
It improved client/customer satisfaction	5%	12%	39%	44%
It enhanced our competitiveness	7%	15%	37%	41%
It helped our communication with clients	5%	13%	43%	40%
It helped us develop new markets	9%	33%	26%	32%
It helped with exports and foreign markets	31%	20%	20%	29%
It increased turnover	13%	18%	42%	27%
It increased market share	18%	16%	42%	24%
It increased profits	21%	23%	42%	15%
It enhanced efficiency / productivity	29%	29%	32%	11%
It increased our employment	40%	28%	21%	11%
It helped us to improve our environmental performance	30%	36%	28%	6%



Conclusions

- Good quality of information
- Q'aires 1 & 4 seem to work effectively
- Interesting patterns emerging
- Provides Internal insight
- ... and External 'Ammunition'
- Differences amongst support agencies
- Different types of firms using D Support