

24 Design Factors[®]

A | PRODUCT

1. Assigned purpose
Problem, target, scope

2. Product value
USP, positioning, price

3. Interaction
Use cases, usability,
interfaces, user groups

4. Product surrounding
Space, systems, service,
life cycle, sustainability

5. Design language
DNA, guidelines

6. Functions
and features

7. Components
Product architecture,
technology pack,
structure

8. Technical requirements

9. Standards and norms

10. Target groups
Segments, voice of the
customer, user profiles

11. Brand value
Image, Corporate
Identity, name

12. Market
Countries, cultures,
character

13. Brandscape
Competition, marketing

14. Portfolio
Business fields,
assortment

15. Point of Sale
Sales channels, logistics

16. Communication
Customer experience

17. Megatrends
Technology-, industry-,
color-, design-,
business-trends

18. Vision
Brand roadmap, the big
picture

19. Project management
Leader, stakeholder,
team, schedule, process

20. Development
Targets, constraints,
risks and costs

21. Company
Resources, experiences-
profile, partnerships

C | REALIZATION

22. Manufacturing
Costs, environment,
materials, technology

23. Security
Intellectual property,
legal rights, quality
management

24. Defining Success
Quick wins, business
model, return on invest,
hard/soft goals