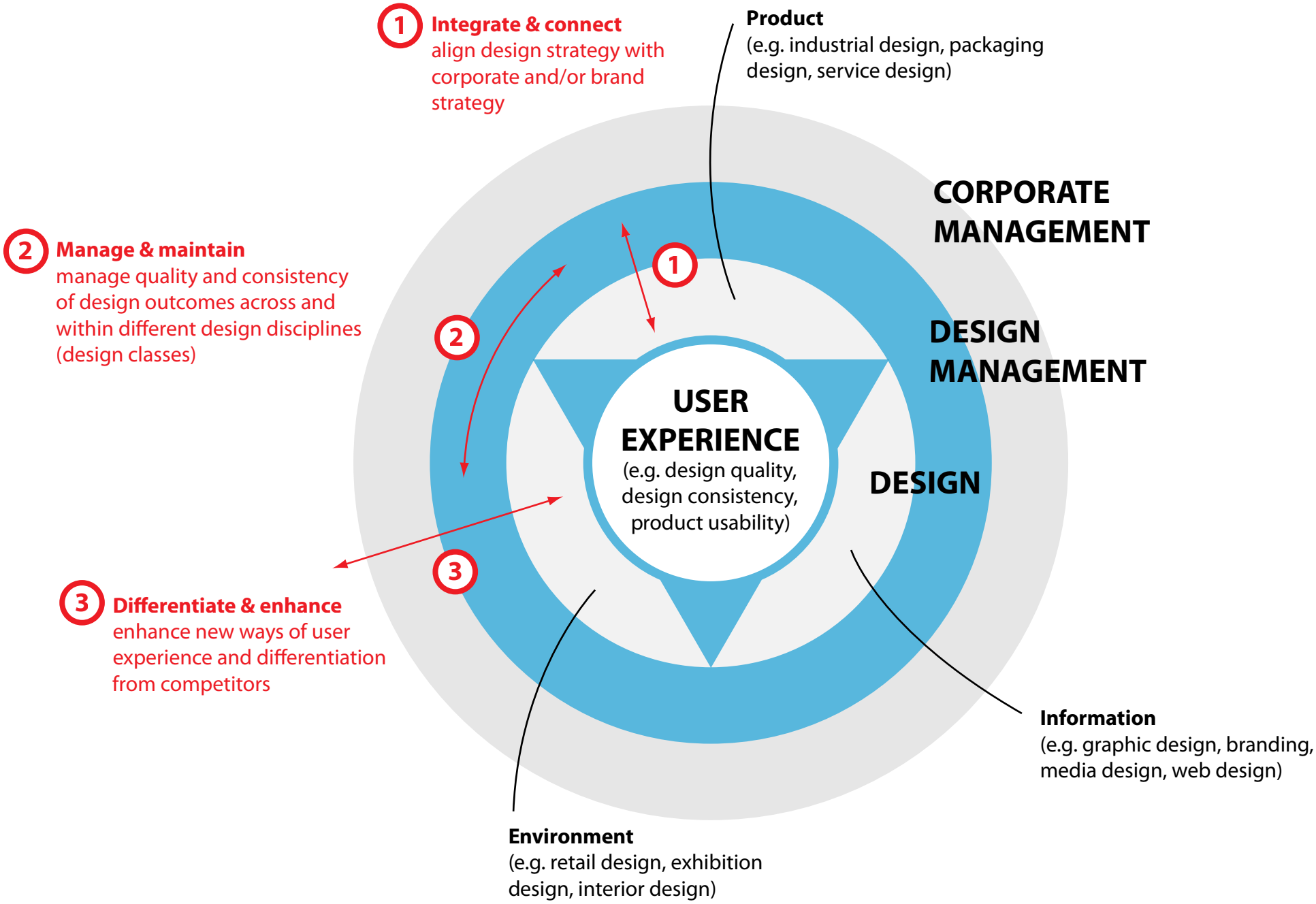
1 Integrate & connect
align design strategy with corporate and/or brand strategy
Product
(e.g. industrial design, packaging design, service design)
CORPORATE MANAGEMENT
2 Manage & maintain
manage quality and consistency of design outcomes across and within different design disciplines (design classes)
1
2
DESIGN MANAGEMENT
USER EXPERIENCE
(e.g. design quality, design consistency, product usability)
DESIGN
3
3 Differentiate & enhance
enhance new ways of user experience and differentiation from competitors
Information
(e.g. graphic design, branding, media design, web design)
Environment
(e.g. retail design, exhibition design, interior design)