System of decoding design value

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Research aims to decode the value of design by identifying aspects and methods that may help businesses and society apply design more consciously. Research contributes to the development of new theory and framework of design as well as clarification of the term “design adds value” by proposing an identification system for entrepreneurs. The widely known saying “design adds value” is followed by the assumption “good design always creates good value”, but no evidence-based tools or identification systems approve the assumption. Several online practice-based matrixes are developed as methods to explain the use of design to businesses and policy makers; at the same time, it is assumed that design pays off. European Commission has determined the need of measuring the economic impact of design and its role alongside other intangible assets in value creation as lack of reliable and comparable statistical evidence-based tools demonstrating design’s contribution to the economy and its impact on return on investment. In this paper design is presumed as an activity of people-centred innovation by which desirable and usable products and services are defined and delivered.
Developed theory is tested as qualitative research by interviewing start-up leaders and top managers. Attributes defining perceived value of design are tested and analysed as quantitative research among product-service end-users.
Design performance indicators’ or attributes’ check-list form a system to decode design value. System of attributes forming perceived value and intangible assets provide an information of applied design methods in product-service development.
Developed design identification systems and analysis of design socio-economic impact will serve entrepreneurs as the direct target audience and policy planners and will address the lack of indicative evidence-based tools of design to clarify the term “design adds value”.

• Author(s) Biography (200 words each):

I received my PhD by defending thesis “Design for sustainable social well-being. Paradigm shift in Design” in 2015. I practise and advise on diverse human-centred design research, design and creative thinking methods in process, strategy and new products, together with service development.
As Postdoctoral research fellow I am working on “Identification system of Design socio-economic impact towards transformation knowledge intensive economy in Latvia”. As Associate Professor of the Art Academy of Latvia, I lecture on several subjects within the arts and creative industries including design and project management. I also supervise design Bachelor, Master, and Doctoral theses and projects.