

# Managing design in business

Profession



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All organizations in the various sectors of the economy set up strategies that are meant to improve on the performance of the companies so as to maximize its profits. The use of good design strategies can therefore be used to increase the sales volume of a company's product hence that lead to its profits. A design refers to those activities that renew the things that organization has to offer in the market. It is a tool that makes our lives more efficient and comfortable and it plays a role in problem solving. It is also viewed as a strategic marketing tool that seeks to optimize on the customers satisfaction, quality, durability, appearance and cost. A good design therefore incorporates the brands design language to take advantage of the trust and acceptance the company has earned in the market. A good design will also answer the specific needs existing in the real world which is determined through interactions.

Design practitioner is frequently asked to choose or to investigate the suitability of an outcome as it relates to the target audience. In complex economies one should be asked to employ heavily branded range of designers and marketing specialists that ensure that their projects are effectively implemented (Maynard, W. 2005).

Perceived values of a good design

The perceived value of a design states the sensational feeling that a person has towards a product or a service so as to be in a position to solve problems that may occur within an organization. It may not have long-lasting impression or effect to the users of the information. They can easily be forgotten in case they are applied in a social gathering.

### Qualities of a good design under perceived values

The designers can use very powerful elements such as the shape and color so that a product can be easily identified by the customers. The texture of a product can also alter the impression of a customer's towards a good or a service. In the automobile industry customers can create the impression of a good quality product by touching its products as it can be used to determine whether it's of good or bad quality or no hence the customer may choose to buy it or not.

### Actual or Real values of a good design

The real values are the values that contain ideas and tips that people or designers can use to change the way they should do things and also learn important information or lessons that they can apply to solve problems in the future. They may have a long lasting impression to the users of the information

### Qualities of a good design under real values

#### Quality

This quality includes the design of the product and the customer service. The best quality of a design is one that meets the needs of the customer, can be produced without defects and earns good profit for the company. Quality forms an integral part of the product by creating benefits and positioning the product into the market. The quality of a product therefore begins with quality design, through to production, distribution and service and ends in customer satisfaction.

#### Durability

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The consumers will perceive a good quality design that is durable. A good or service is considered to be durable if it's last for a longtime without losing its value (Maynard, W. 2005).

#### Cost/Price

The design produced for a product must be available within the target markets cost ranges. The price of a product is determined by the perceived value and its appropriateness for its intended purpose. A company may be able to charge more for a product because of the appearance and functional qualities. Company may also be able to compete at a strategically low price because of enhancements or efficiencies that are gained through good design (Maynard, W. 2005).

#### Performance

A good design is made to meet the utilitarian needs of the customer by serving the intended purpose and to provide satisfaction to the consumer. The performance of a product must also arouse the interests of the customer because in judging the performance of a product the customer compares outcomes of the performance and what is expected of the product. The purpose of design therefore is to ascertain the level of performance in a product and communicate the appropriate levels of expectations to the consumer.

The approach that is perceived to be more important is that of the perceptual values of a good design this because there is too much cost that is incurred due to investing in the marketing department that requires the marketers to move around from one place to another to persuade their

customers to purchase their products as compared to other products. The use of perceptual only requires improvement of the products texture or color so as to impress the customers to buy those products.

It is important for the management of the organization to carry out extensive research as to what approach or method should be applied within their organization so as to increase the sales revenue and be in a position to continue its operations in the future.

## References

Maynard, W (2005). Good Design Makes Good Sense. Retrieved September 26, 2008, from [http://ezinearticles.com/? Good-Design-Makes-Good-Sense&id= 26636](http://ezinearticles.com/?Good-Design-Makes-Good-Sense&id=26636)

## System Design Overview

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