

A ROUGH DESIGN MATURITY CONTINUUM

DESIGN AS

<h3>FRAMING</h3>		<p>Design redefines the challenges facing the organization.</p> <p>Framing sets the agenda, outlines the boundaries and axes of interest, and moves design from executing strategy to shaping strategy. Disruptive innovation lives here.</p>
<h3>PROBLEM SOLVING</h3>		<p>Design finds new opportunities by solving existing problems.</p> <p>Design process generates alternatives within a problem space. Design also narrows down those options to a specific solution.</p>
<h3>FUNCTION AND FORM</h3>		<p>Design makes things work better.</p> <p>This is the classic practice of design - but it's still commonly limited to incremental improvements through iteration over existing solutions.</p>
<h3>STYLE</h3>		<p>Design is the gateway to be hip and cool.</p> <p>Design is stylish, but too often is perceived and practiced as a cosmetic afterthought.</p>
<h3>NO CONSCIOUS DESIGN</h3>		<p>Design value isn't recognized.</p> <p>This attitude fosters design by default - however things come out is fine, because there are more important issues to deal with.</p>