

Concepts...



"Concepts" is published by Parvidya Design Partners to raise as many questions as it answers. It is driven by the belief that the industry, its products and its services are ever evolving. The ideas reflect the challenges faced in the continuous journey of innovation and improvement.

Design Process:

"Form follows function -that has been misunderstood. Form and function should be one, joined in a spiritual union."

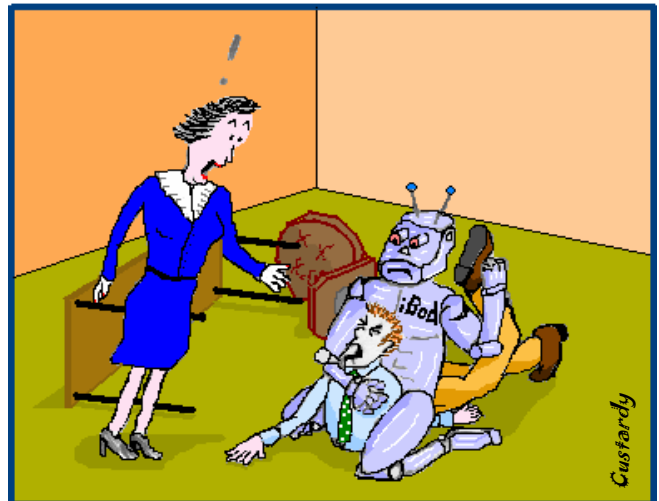
- Frank Lloyd Wright.

In the rush to launch a new product, companies can shorten the design phase and proceed with the most appealing idea with insufficient back-up or justification. Good design is the catalyst for better results. Most problems can be avoided by design; preferred outcomes can be driven by design and a business can differentiate itself by design.

There are several facets to the design process that should be considered. **Definition:** At the beginning of any undertaking, the progress will be more easily guided and measured with a clear specification of requirements. It is often useful to specify what the design is *not* as much as it is to say what it is.

Background: This may include: knowledge, the team's collective practical experience, any research (available or needed) and any previously published analysis. **Reference:**

This represents more external sources to complement the background information and may include: competitive intelligence, historical precedent and compatible analogies. It is important to set up a library of all these reference materials so any future projects can benefit from the knowledge and perspective. **Creativity:** This is the most illusive and least objective facet. It often seems people are born more creative than others. Yet like any skill, although a team may have varying degrees of natural ability, creativity can be improved with practice and application. Brainstorming or out-of-the-box thinking exercises may garner the more innovative and appealing ideas. Creativity can be the greatest differentiator and reason for success in the final result. **Style:** The degree to which style is important is a factor of complying with many influences such as: culture, heritage, product evolution and commonality with other products. This really becomes a driving force for emphasis and can affect the definition phase considerably. **Elegance:** Considering simplicity, flexibility and beauty in the design process, rather than the acceptance of any solution that just meets the needs of the requirements, should create an optimal and more efficient result. **Forethought:** This is a natural expansion of the definition phase. The design ought to consider what it may be required to achieve in the future as well as what are the immediate specification needs. This is not a mandatory item to be included but the consequences of not including future development needs should be measured for the impact to the undertaking. **Intuitiveness:** All designs should be obvious in



"We're still working on the minor bug that happens when you reject the suggestions made by your automated assistant!"

their execution as well as suiting all environments where they will exist. This facet will cover such considerations as design to manufacture, usability and ergonomics where relevant. **Content:** This is a function list of what is being designed and the technology, documents, operations and controls that the design incorporates. **Limits:** All designs should be considered for the limits they need or those that are imposed on them including: human, environmental, physical and for the financial services - regulatory or location. **Prototypes:** An effective means to model and test the concepts prior to committing to a major investment. **Universality:** Design is not just limited to a business's product line. Design can apply to all aspects of your work.

All these facets need to be accomplished to a degree suitable to the design task at hand. A manager's skill is in applying them in such a way to obtain an optimal result. However, an important observation is that none of this document is describing the "implementation" or "build" phases. A focus on the "design" phase of any undertaking should reap a better return as, consistent with the investment analogy; it represents the initial equity at the beginning of the venture.

Parvidya Design Partners would be pleased to discuss the realization of these concepts with you further. We thank you for your consideration.

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