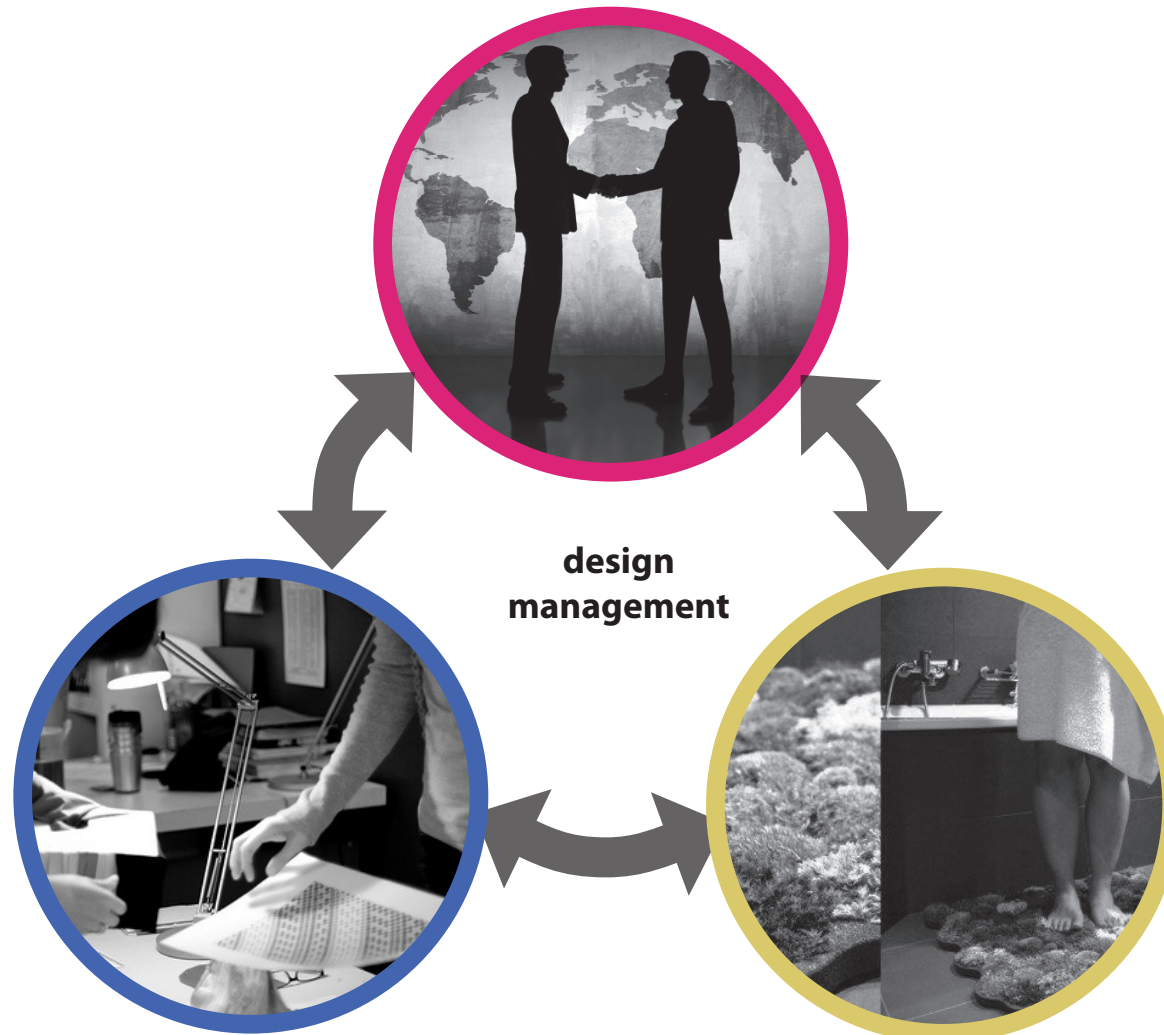


Clients:
People who commission, fund or otherwise support design projects are referred to as clients. Clients are responsible for communicating the strategic vision or direction of their organisation both internally and externally.

Clients approaching the management of design and creativity in a strategic way tend to take a more long term view of how value is created, realised and sustained. Design becomes a tool to enable potential business opportunities to be realised, in terms of how products, services and processes are developed.

[Images: various sources- Google Images, Text: Best, K. (2010)]

Today design is being used as a strategic business tool. For eg. through 'design thinking' approach that can provide a way of dealing with the complexity of a particular situation because the process of design is suited to engaging a range of different stakeholders, handling problems that are not clearly defined and supporting fledgling ideas before they are fully formed. Effective design then becomes a way to secure further support as it mediates between organisations, products and people.



Collaborative design is a way of developing products and services in partnership with multiple stakeholders by capturing user generated needs and through the process of design turning those needs into business propositions and design solutions. design then not only enables the process of collaboration and engages customer participation it also acts to give form and viability to new ideas.

Consultancies

A consultant has expertise in a specific area and knows how to relate this expertise for wider client context. Clients hire consultants for their expertise and to help address organisational challenges or add value to specific projects.

Customers:

People who buy or use a product or services to fulfil a particular need, goal or objective can be internal to a client organisation (eg. another department) or external (eg. the public, other businesses, and suppliers). Customers view design as an experience that will fulfil their needs and expectations.