

NAME

The Design Delivery

AUTHOR/OWNER

Design Business Association

SOURCE

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INTRODUCTION

The design process may differ from project to project, but typically the design delivery includes the following: research, design concepts, design development and implementation. For more information, go to the "Plan" stage of the Shape resource.

NOTES

Research

This research is carried out by the designers, either to better understand the issues faced by the project or to experience the product, service or website first-hand. This research may include a look at what else is happening in the market as part of the context for the project.

This type of research should not be confused with more formal qualitative or quantitative research that can be commissioned separately from a research specialist. If you require substantial research of this kind it is recommendable to procure these services separately. Additionally, if you decide to procure your research from another supplier it is recommendable that you indicate this to the designer.

Costs can be saved by providing the designers with as much information as possible or asking the designers what else is required and suggesting that it may be more cost efficient for a member of your organisation to collect the necessary information.

The expected output of this stage will be a confirmed brief and a project plan. (It is sometimes difficult to finalise the brief and a project plan before the formal start of the project). If added research is being carried out by the designer, then a report of the activity and findings should also be provided to you.

Design concepts

During this stage the designers will explore possible solutions to the brief. You can expect that they will present a series of ideas from which one (maybe two depending on available budget) will be selected to concentrate on in the next stage.

Typically, designers are expected to present up to three ideas or routes to choose from. Asking for more may increase the price for this stage. However, there is no reason why the client cannot ask to see the working drawings, sketches or development models to see how the solutions were developed. The output from this stage is to agree on one idea to take to the next stage. To avoid any unnecessary extra costs, you should make sure that all the decision makers involved in the project are at the meeting because any change in direction may result in extra fees.

Design Development

This stage will take the selected idea and develop it further into a final solution. What this means will have been agreed as part of the proposal document. This will allow you to agree a final assessment of the design before it is implemented.

Any final issues or uncertainty about the design needs to be dealt with at this point. Any changes after this will be expensive. If in doubt, and if possible, pilot (see stage 6) the design for a period of time and consult others. Do not rely on the design solution 'growing on you' over time, if it does not feel right now then it is not likely to be right after implementation.

Implementation

This is where the final design is delivered, either going live (online solution), to print, to production or communicated to target audiences.

Depending on the requirements of the brief, a designer will have some sort of involvement at this stage. It may be called 'supervision of production' or something similar. In the proposal it should indicate where a designer stops designing and starts to oversee the implementation process. On larger projects a project manager may have been involved and they might be seeing the project through to delivery, however, always ask for a justification about how much time is really needed to oversee the implementation.

If you are unclear about any part of a proposal document (either in the language used, a concept that is not familiar or it is just unclear), ask the designer to clarify. You need to understand exactly what is meant to avoid any confusion or disappointment later on.

USEFUL LINKS

[www.dbadirectory.org.uk/dba/uploads/pages/1 section-8-asking-for-a-proposal-document.pdf](http://www.dbadirectory.org.uk/dba/uploads/pages/1%20section-8-asking-for-a-proposal-document.pdf)