

# Module summaries



Tomorrow's design leaders

Grow content comes straight from practice to you - to make your work a little better step by step. We have taken the fuzzy reality of managing design and distilled the essential topics (modules), so that you can study them one by one. At the end of the program, everything will click together again, and you can go back to work with a super solid structure and ideas that are grounded in this structure.

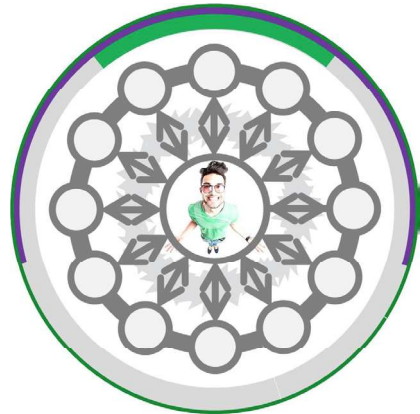
## Design in Customer Experience



Companies can no longer stand out through manufacturing strength, distribution power or information mastery. Offering a great customer experience is a new way to give companies a competitive edge over others. Design is only one part of this greater 'CX Arena'.

In order to build a great experience, all functions that contribute to it need to be carefully aligned. Design will need to take on different roles at different moments in the process, and continuously align with other functions. This is the job of a design manager. He/she needs to leverage the unique capabilities of design and accordingly take a leading or supporting role with other functions.

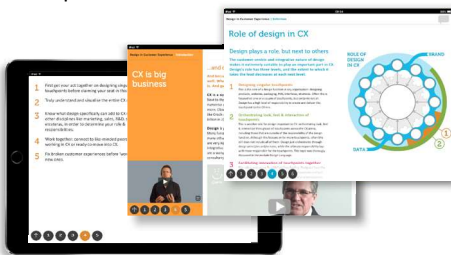
- How to organise a great customer experience?
- How to use Design's capabilities to their full extent in building customer experiences?



### Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the CX arena.
- Show understanding of the role of design in the business-wide field of Customer Experience.
- Show understanding of the different types of design contributing to CX.
- Show understanding of what design should do and what not in the field of CX.



**“ Ensuring an end-to-end great customer experiences always and everywhere, requires great management and leadership. ”**

# Design Value

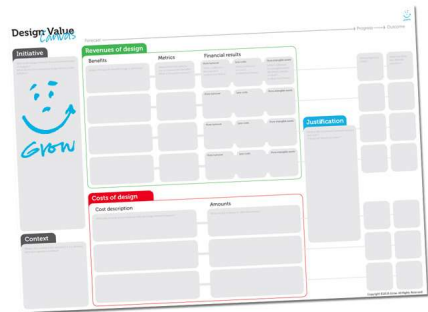


Design does bring value to people through great products, experiences and services, and with that economical value to companies.

In order to deliver this value, investments in or budgets for design are needed. The justification of these budgets is the job of a design manager.

Although there is lots of generic and retrospective proof of the value of design available, design managers still need to justify in their specific situations. The Design Value Canvas is a tool to compare the forecasted revenues through design with the costs of designing.

- Which kinds of value exist and in which terms to discuss these with stakeholders?
- How to predict the business value your next design initiative will deliver to the company or client?



## Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the vocabulary around managing design value.
- Show understanding of how investments in design needs to be justified.
- Show understanding how to differentiate all terms.
- Show understanding how to guesstimate financial value by design.
- Show a logical flow ending with a clear justification.



**“ Design managers need to build specific design value forecasts, with measurable benefits & costs and a positive ROI. ”**

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