# A Business Design Process

**By its most simple definition**, human-centered designers apply design and design thinking to business problems with the objective of bringing innovation to life.

Framing this as a design process, we can say that anyone leading a design challenge has three main functions:

**1.** Frame, direct, and/or inform the design process through a business lens to effectively ensure design solves business problems;

**2.** Translate design insights into value and impact through a language that business stakeholders are familiar with to demonstrate that design provides solutions to business problems;

**3.** Apply human-centered methodologies to strengthen business and financial elements of design work to create services and products that are viable.

TIME: OPEN

**To ensure design solves business problems effectively, business designers frame, direct and/or inform the design process through a business point of view.**

**To prove design provides solutions to business problems, business designers translate design work into its ingerent value and impact through a language stakeholders are familiar with.**

**To create services and products that are sustainably viable, business designers apply human-centered methodologies to strengthen business and financial components of the design work.**

**Examples of Business Design activities used at each stage**

| Discover | Define | Ideate | Transform |
|---|---|---|---|

Defining and framing the problem — Identifying opportunity areas

Defining and proving the value of design — Analyzing the users' behavior

Business Modeling and Prototyping

**Discover**
- Trend Analysis
- Competitive Analysis
- Ecosystem Mapping
- Process Flow Mapping
- Business Model Canvas
- Product Audit
- Project Success Metrics

**Define**
- Prioritization Framework
- Cust. & Business Value Tree
- Benefits Cases
- Ideation on Business Model

**Ideate**
- Roadmapping
- Proof of Value
- Opportunity Sizing
- Business Case
- KPI Framework
- Business Modeling

**Transform**
- KPI Tracking & Analysis

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