

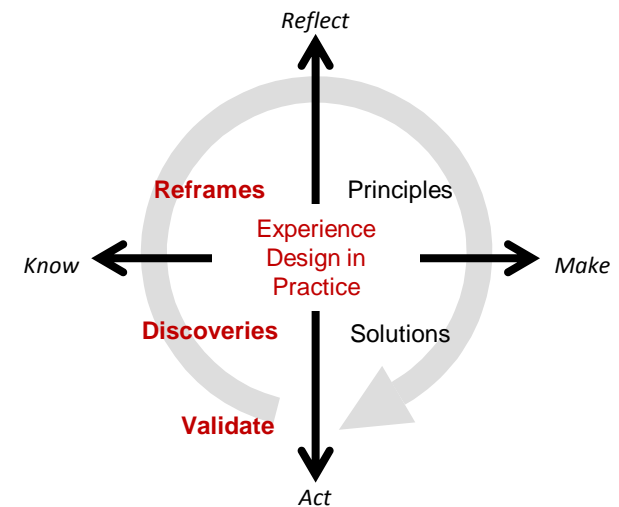
# Benchmark how strategically your group or company uses customer-centered design

We work with you, your managers and peers to perform an internal inventory of how strategically your organization (team, group, division, business unit, company) uses design along five dimensions.

Since the assessment is based on observed organization behaviors, the managers need not have an understanding of design. In fact, they will learn what the ideal roles and behaviors for design ought to be.

We also work with you to perform the benchmarking yourself in the future.

Results: You can track how the experience design practice is growing, and have a tool to show others where investments need to be made.



*We help you deliver business results while you build your capability*