Unraveling the parameters of the value created by design: toward a 'Value Added by Design' framework

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Abstract
This paper studies the parameters that capture the value added by design. Starting from an extensive review of the existing literature, we carried out multi-case research, in order to develop an overall model for unraveling the added value of design in an organizational context. Current literature mainly focuses on financial value and is thereby unclear about other quantitative as well as qualitative aspects of value to which design contributes. We find that added value of design is mainly visible in Brand value, Financial value, Product and User value. The influence of design in other qualitative parameters such as Human capital, Social responsibility, Service, Intellectual property, Process and Vision is dependent on the type, size or owner of the company.