

The Design Ladder

The Design Ladder was developed by the Danish Design Centre in 2001 as a communicative model for illustrating the variation in companies' use of design.

The Design Ladder is based on the hypothesis that there is a positive link between higher earnings, placing a greater emphasis on design methods in the early stages of development and giving design a more strategic position in the company's overall business strategy.

The Design Ladder consists of four steps:



STEP 1

NON-DESIGN

Design is not applied systematically

STEP 2

DESIGN AS FORM-GIVING

Design is used as finish, form-giving or styling in new products/services

STEP 3

DESIGN AS PROCESS

Design is an integrated element in development processes

STEP 4

DESIGN AS STRATEGY

Design is a key strategic element in our business model

Use of design in Danish companies in 2016

The figure shows Danish companies' use of design - from the non-systematic use to the advanced use of design as a central and controlling element in the business and its strategy.

58 pct. of Danish companies indicate that they use design.

When you look at the companies that use design as an element in their processes and strategy, that group consists of **43 pct.** in Denmark.

13 pct. are using design strategically, as design methods and design thinking contributes to the company's business development and strategy.

30 pct. are using design as a tool in the company's work processes, as an integrated element, for example when developing and optimizing workflows, production processes and other types of flows.

40 pct. do not use design systematically.

Which of the following describes the use of design in your business the best?

(N=805)

