

O Impacto do Design nos Negócios

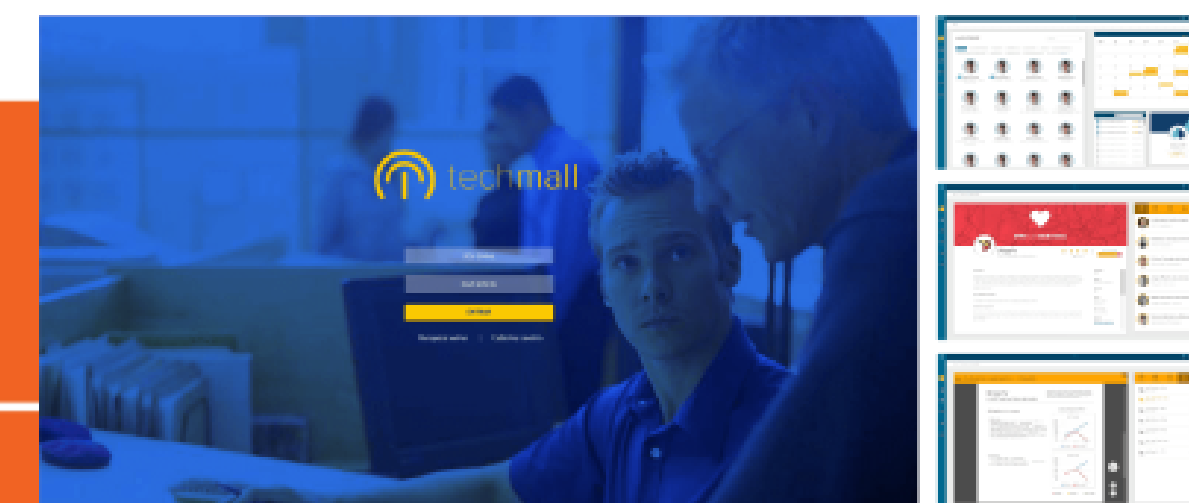
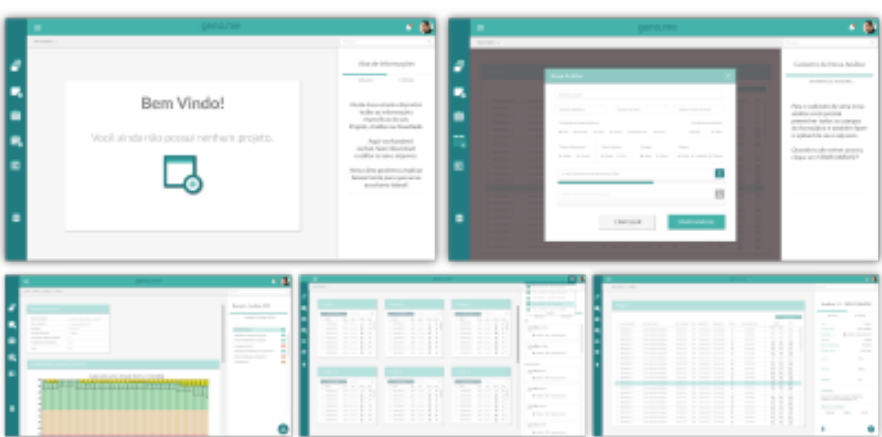
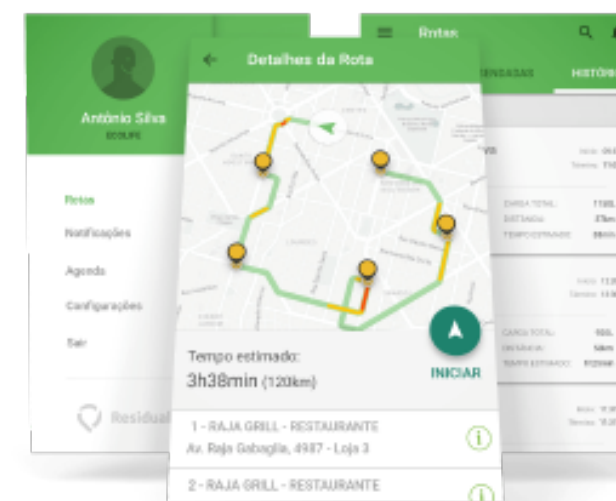
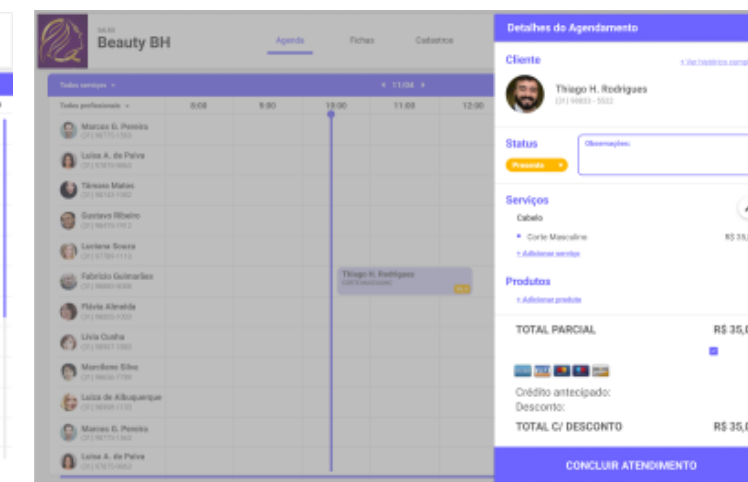
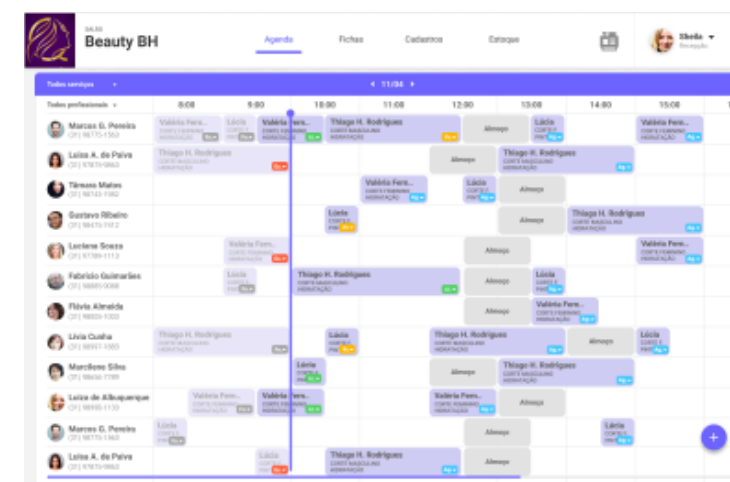
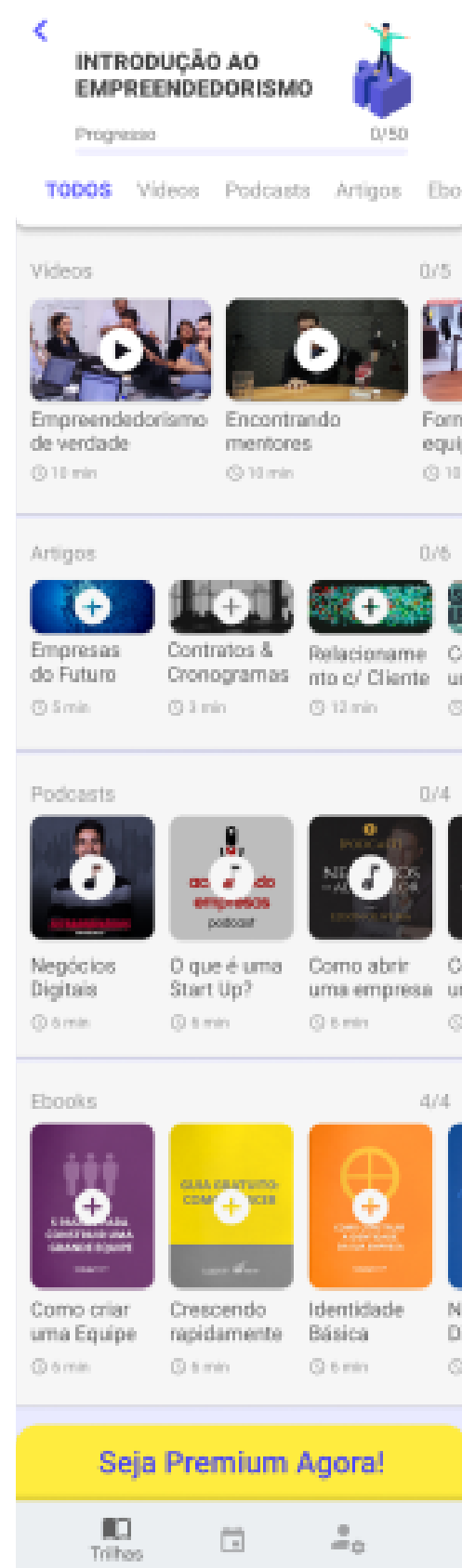
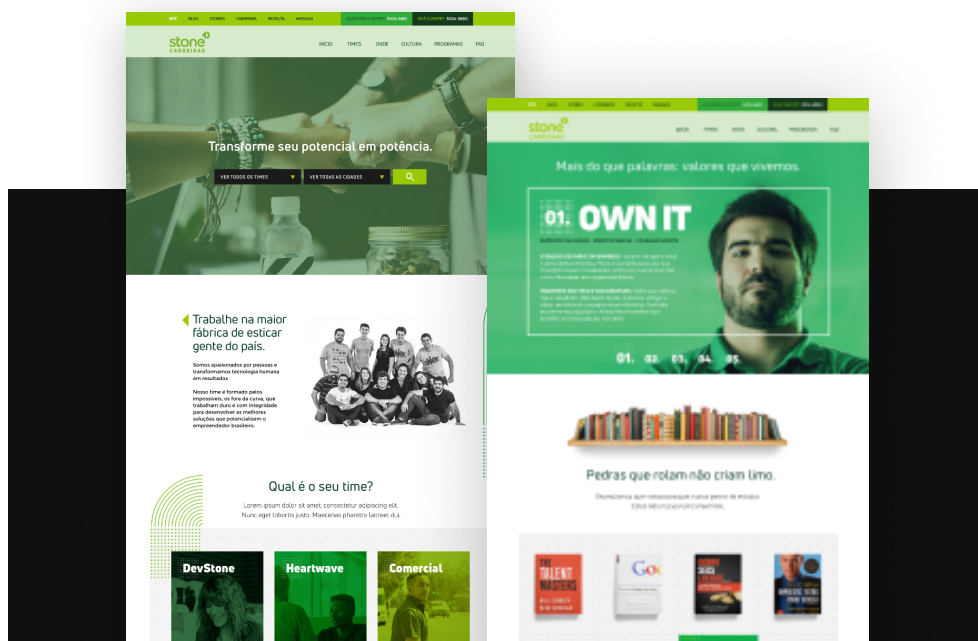
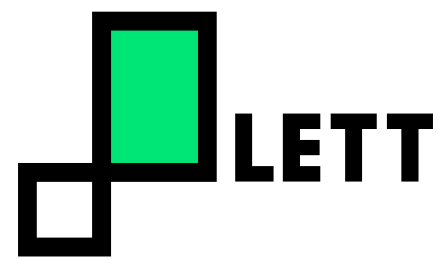
Overview:

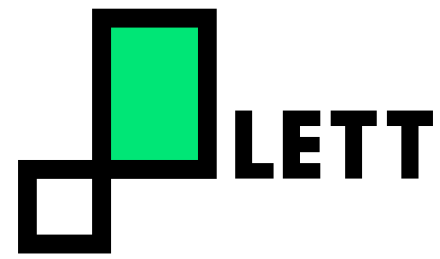
1. Intro
2. Relatório InVision
3. Níveis de Maturidade
4. Q&A

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CEO &

Designer de Produtos





@dinius.design



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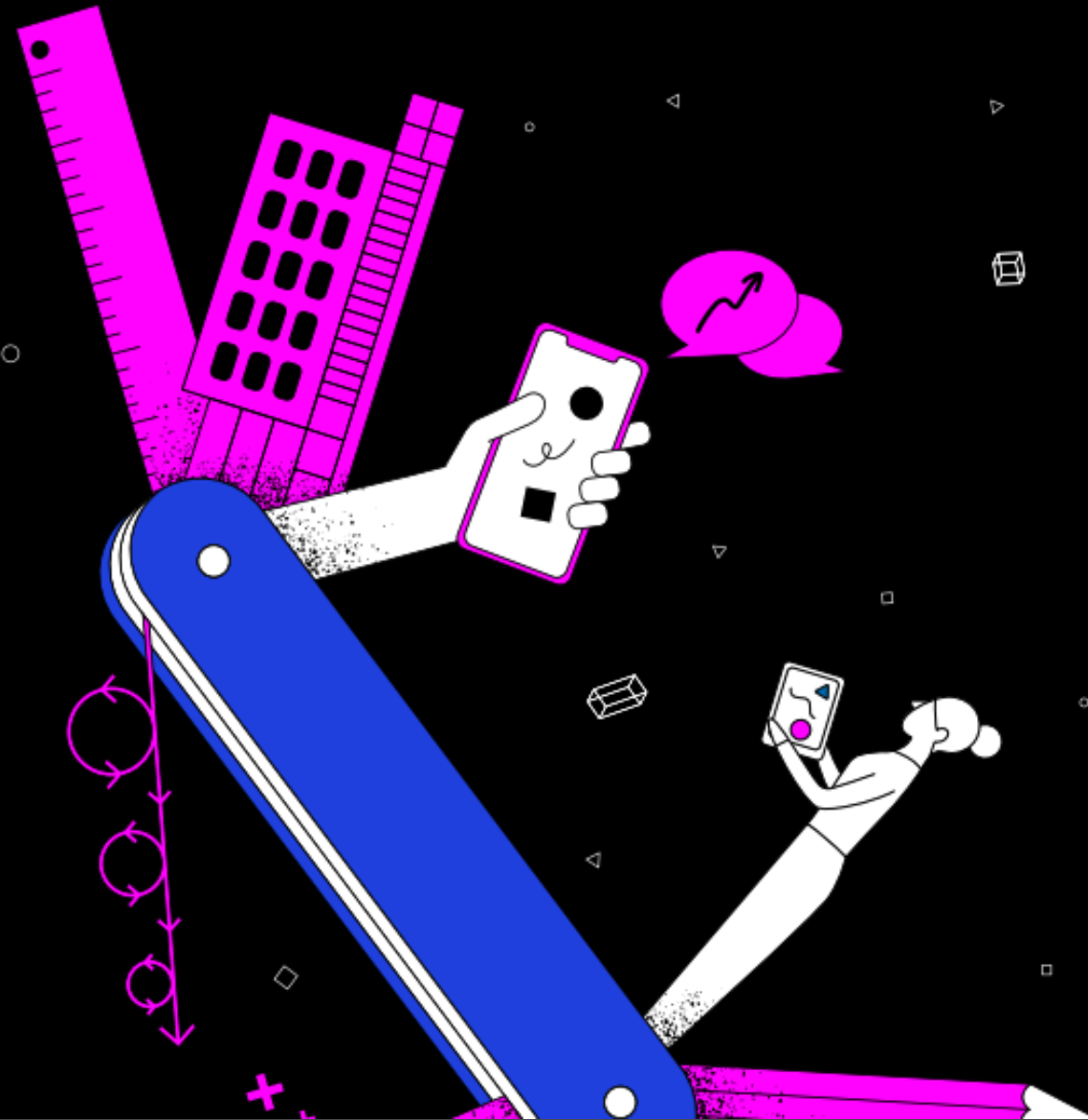
Overview:

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WTF is Design?

McKinsey (2018)

The Business Value of Design



How do the best design performers increase their revenues and shareholder returns at nearly twice the rate of their industry counterparts?

By Benedict Sheppard, Garen Kouyoumjian, Hugo Sarrazin and Fabricio Dore.

Exhibit 1 / 5

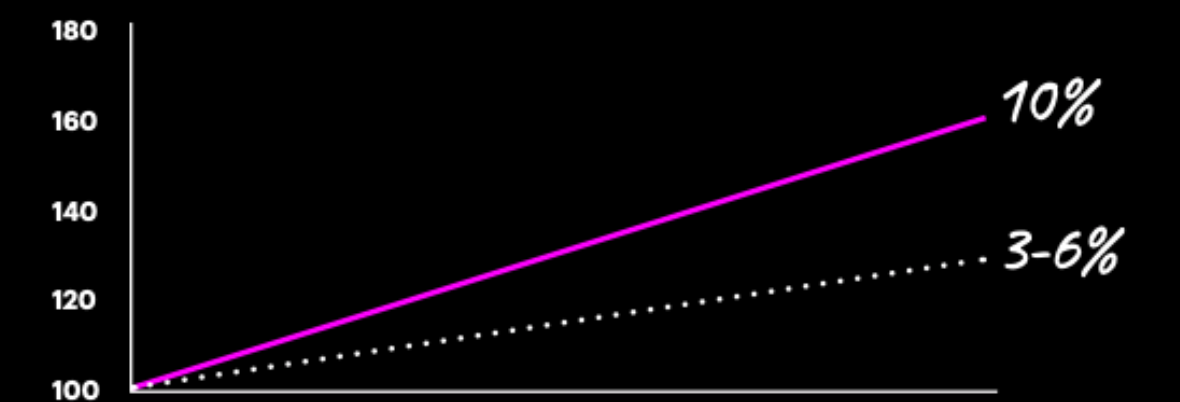
Companies with top-quartile McKinsey Design Index scores outperformed industry-benchmark growth by as much as two to one.

Annual growth (normalized) %

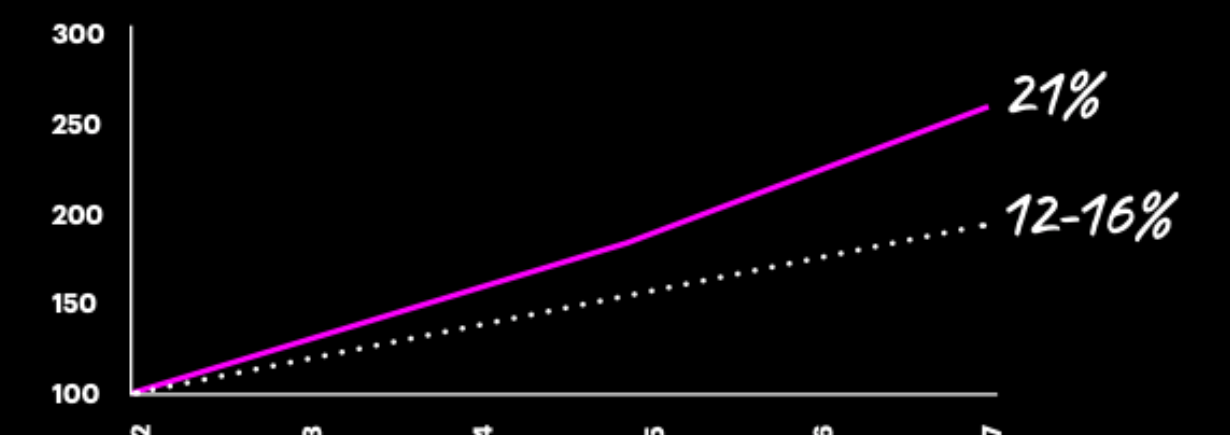
■ Top-quartile McKinsey Design Index performers

⋯ Industry benchmarks¹

Revenues



Total returns to shareholders



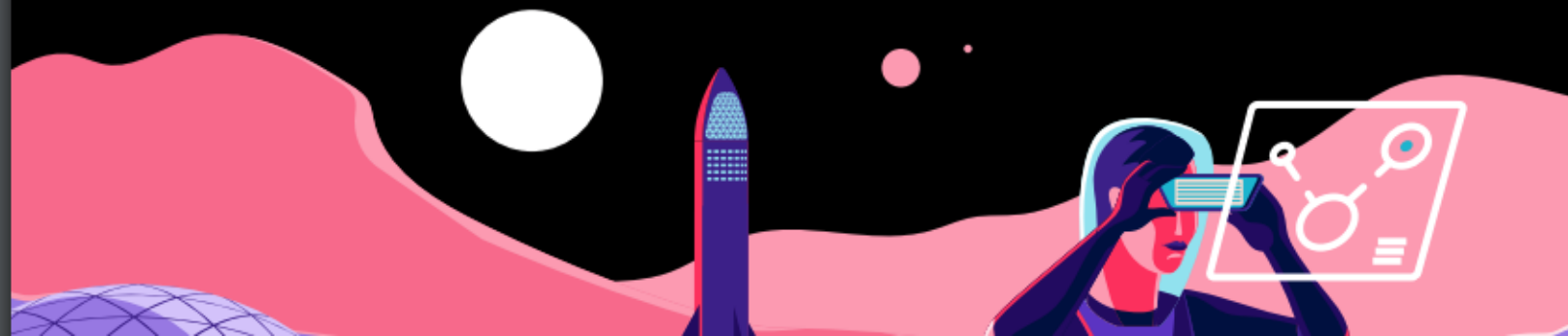
300 EMPRESAS

InVision (2019)



The New Design Frontier

The widest-ranging report to date examining design's impact on business



Explore the astronomical impact design has on business

InVision surveyed thousands of companies to explore the relationship between design practices and business performance. We found that those dominating their industries are the ones treating the screen like the most important place on Earth.

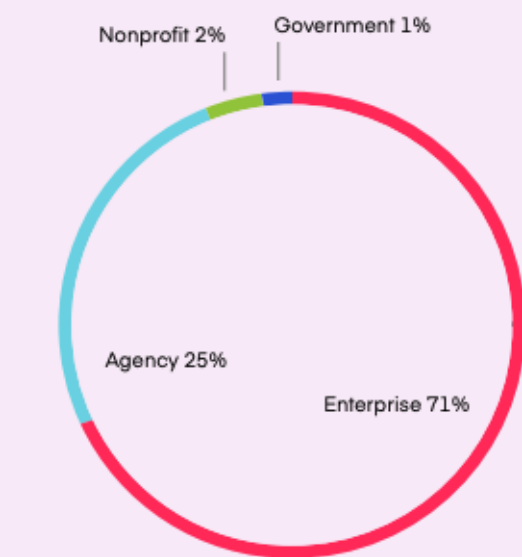
In fact, companies with high design maturity see cost savings, revenue gains, and brand and market position improvements as a result of their design efforts. What we uncovered about the practices of these enterprises offers a blueprint for business leaders to ensure their design dollars are invested for maximum returns.

With more than 2,200 designers interviewed around the globe, this is the widest-ranging report of its kind, and its findings will transform the way you work.

The largest design maturity study

2,200 companies

Thousands of companies, including large enterprises, small businesses, agencies, and even government and non-profit organizations, shared how design makes an impact.



**Percentages have been rounded and may not equal 100%.*

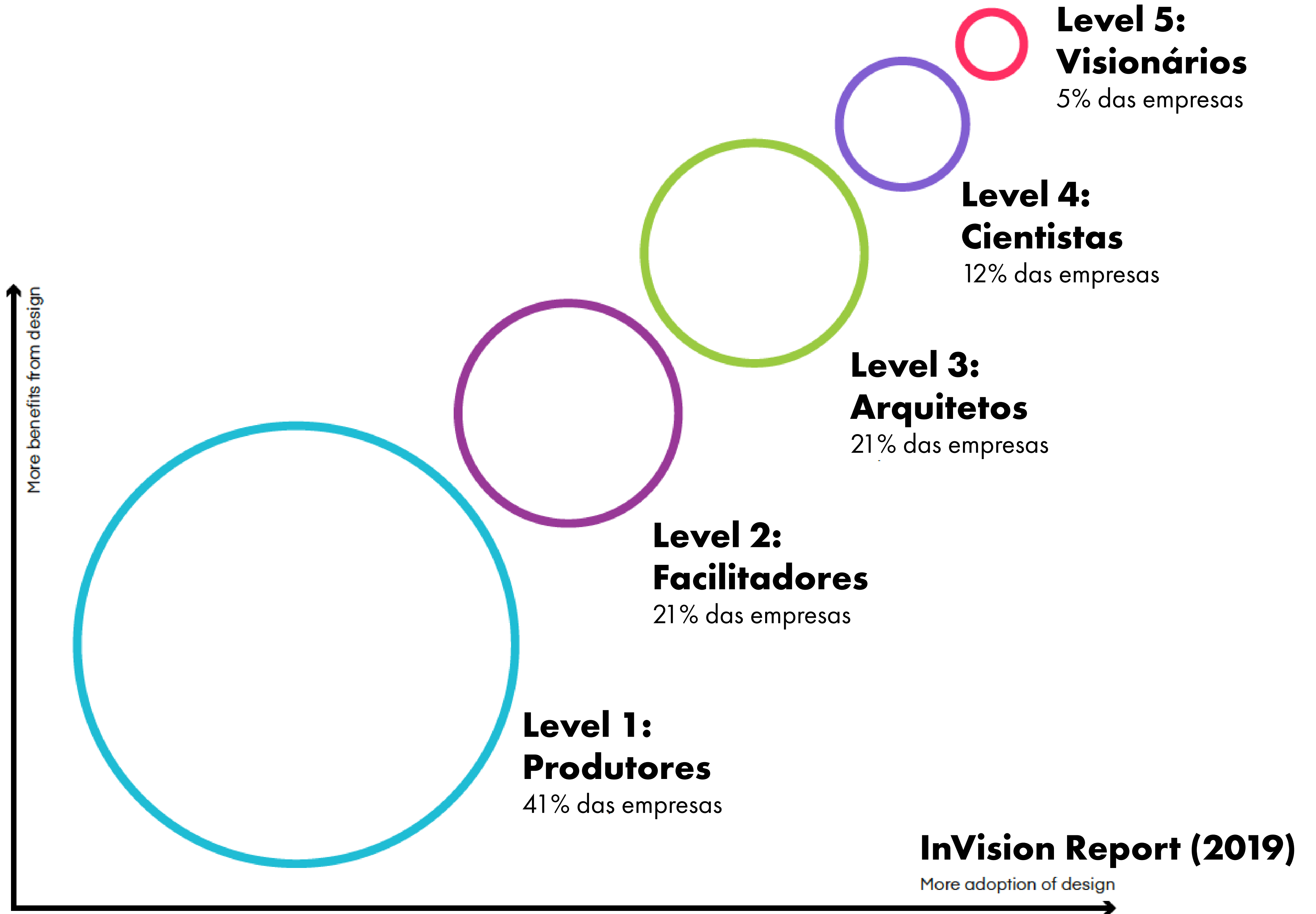
24 industries

Every industry under the sun reported on the impact of design to their organizations. There's a view for aerospace, advertising, insurance, education, and everything in between.

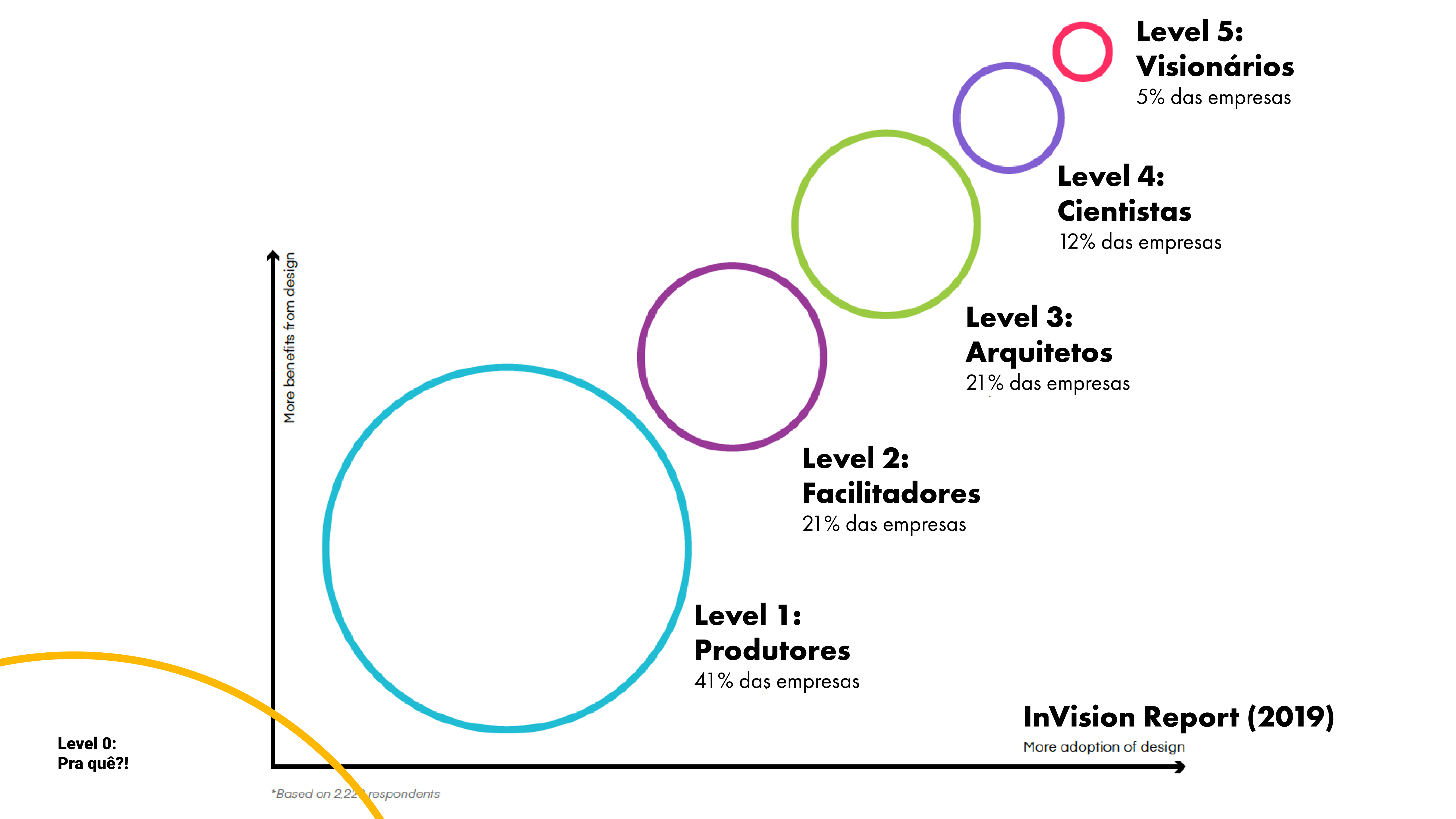
77 countries



2200 EMPRESAS



*Based on 2,229 respondents



Level 0:
Pra quê?!

More benefits from design

Level 1:
Produtores
41% das empresas

Level 2:
Facilitadores
21% das empresas

Level 3:
Arquitetos
21% das empresas

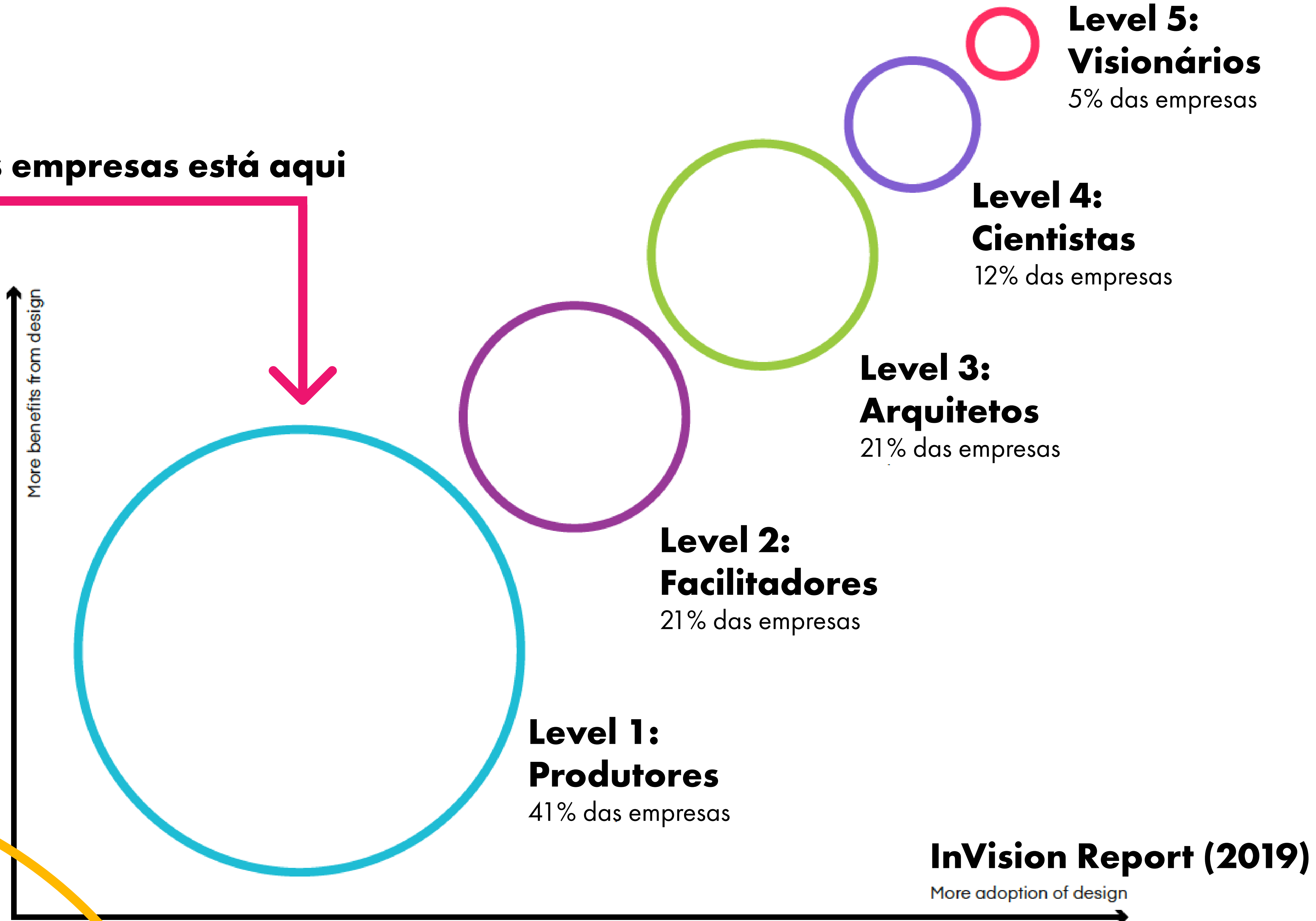
Level 4:
Cientistas
12% das empresas

Level 5:
Visionários
5% das empresas

InVision Report (2019)
More adoption of design

**Based on 2,220 respondents*

Maioria das empresas está aqui



**Level 5:
Visionários**
5% das empresas

**Level 4:
Cientistas**
12% das empresas

**Level 3:
Arquitetos**
21% das empresas

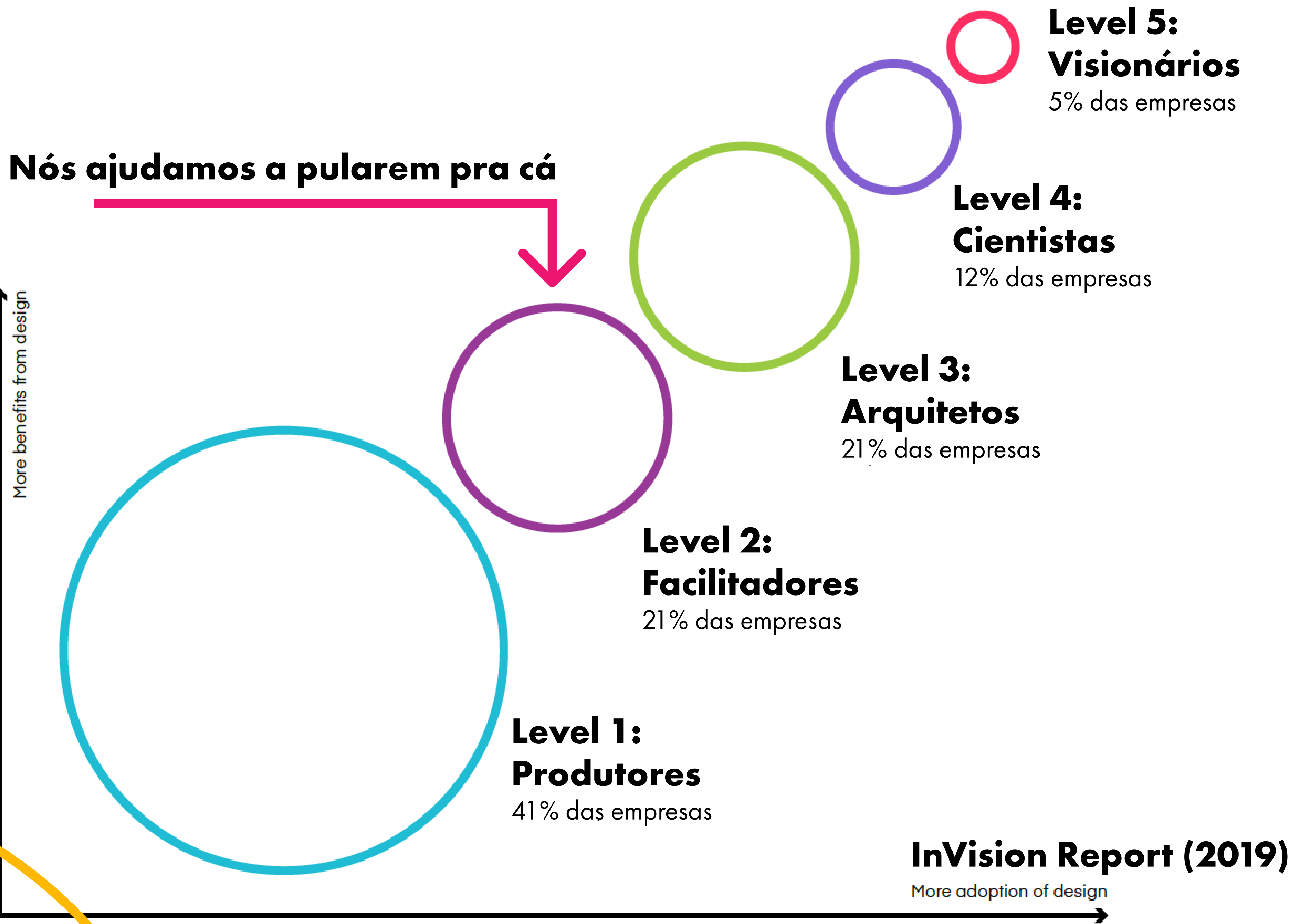
**Level 2:
Facilitadores**
21% das empresas

**Level 1:
Produtores**
41% das empresas

**Level 0:
Pra quê?!**

InVision Report (2019)
More adoption of design

**Based on 2,220 respondents*



*Based on 2,220 respondents

Nível de Maturidade



Level 1

Produtores



**“Fazem as coisas
ficarem mais bonitas.”**

Número médio
de designers: 30

41% das empresas



Atividades principais:

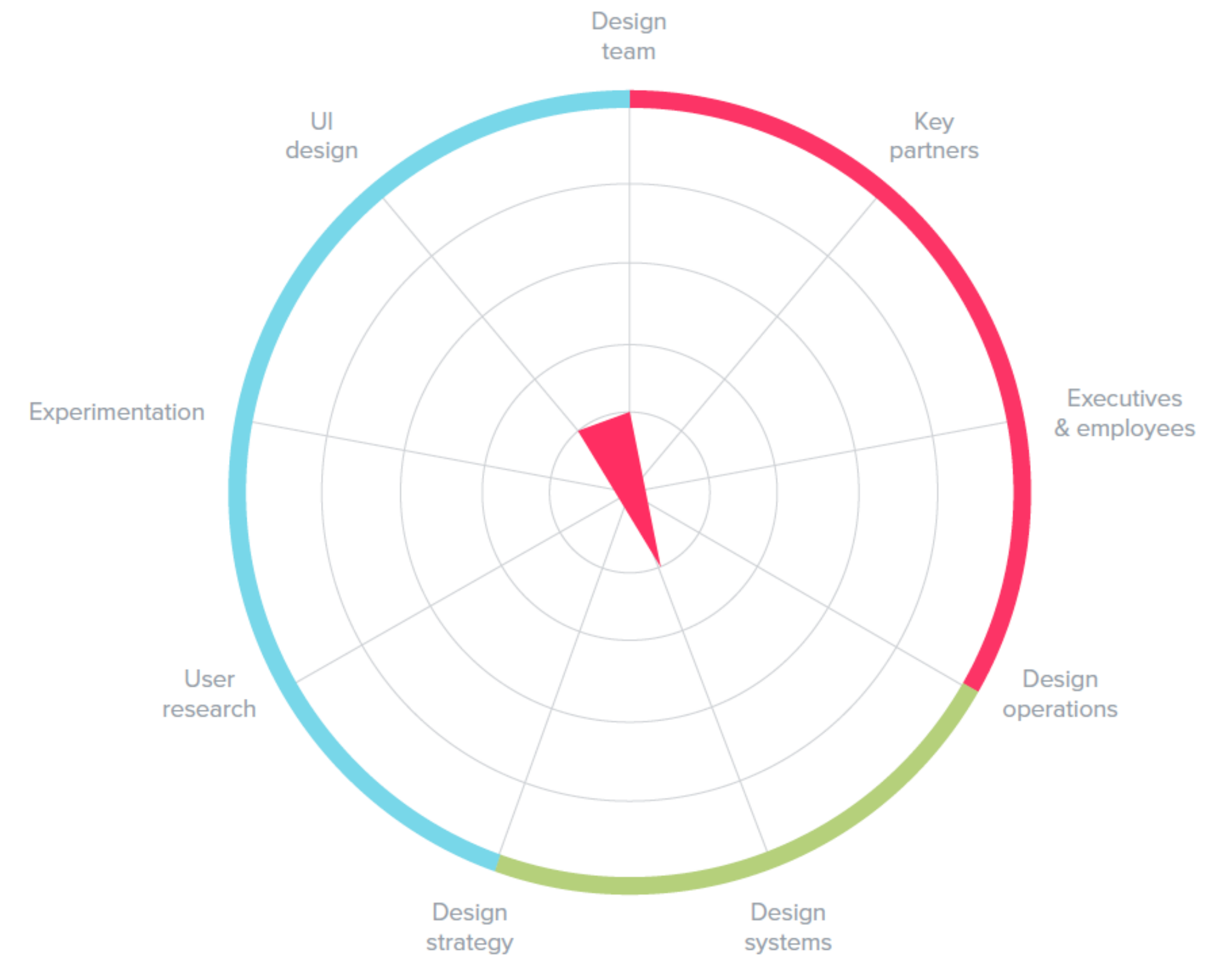
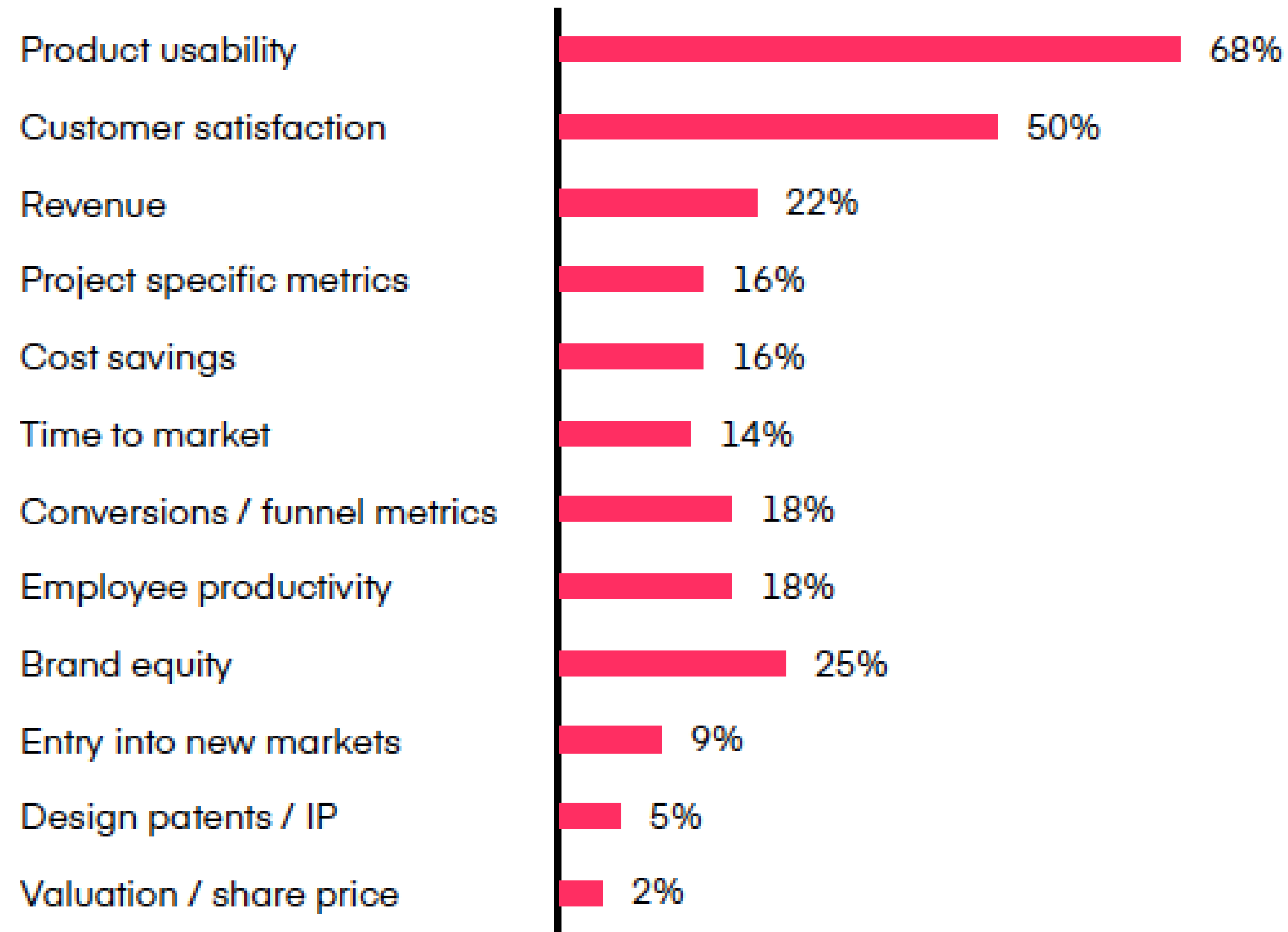
Wireframes

Design comps

Protótipos Interativos

LEVEL 1

Produtores



Nível de Maturidade





Level 2

Facilitadores

“Transformam o escritório em um workshop.”

Número médio de designers: 12

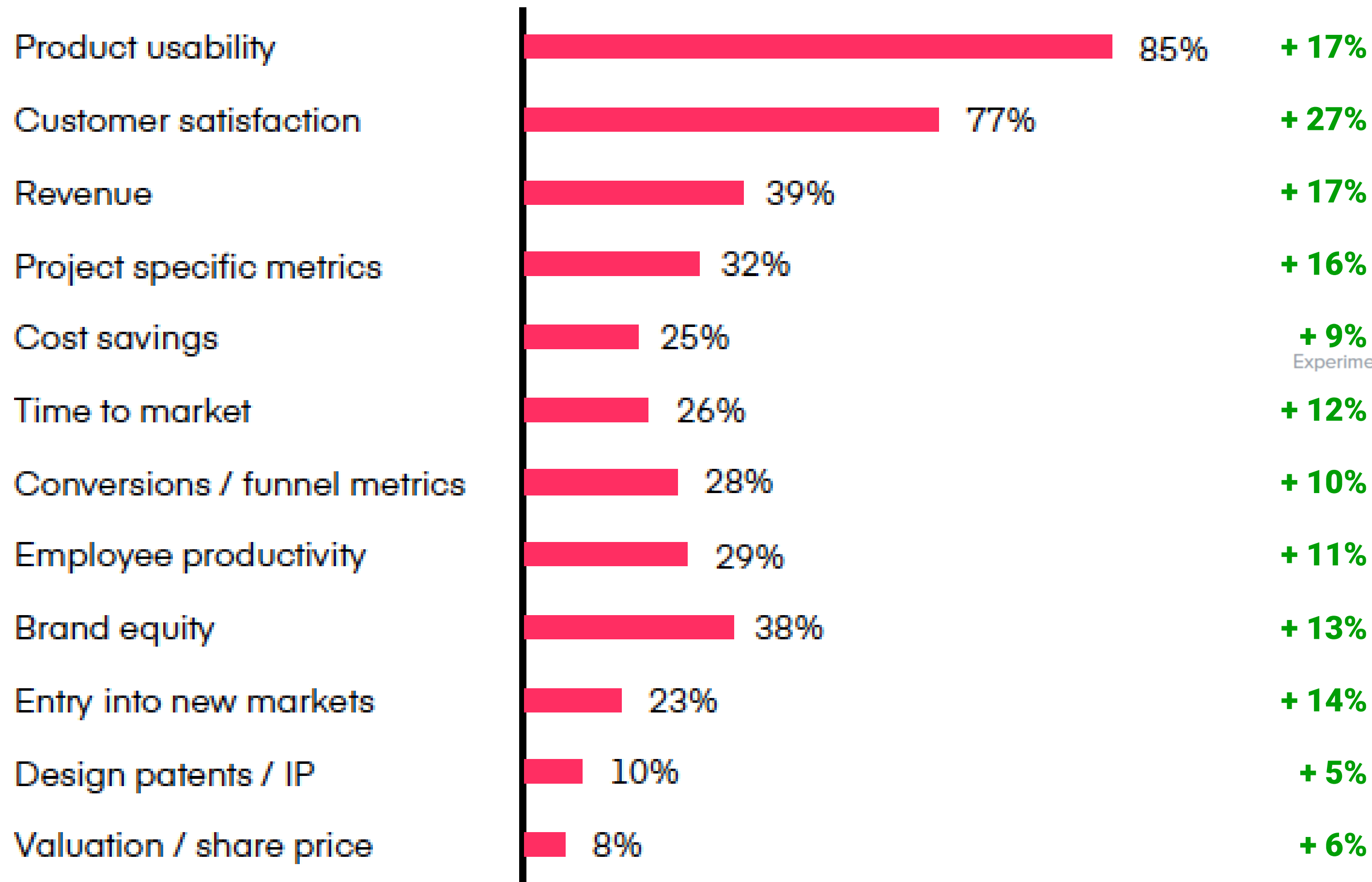
21% das empresas

Atividades principais:

Workshops
Sketches Rápidos
Input de Stakeholders
Integração Design-Dev

LEVEL 2

Facilitadores



**Nível de
Maturidade**





Level 3

Arquitetos



“Transformam o design em uma operação escalável.”

Número médio
de designers: 54

21% das empresas

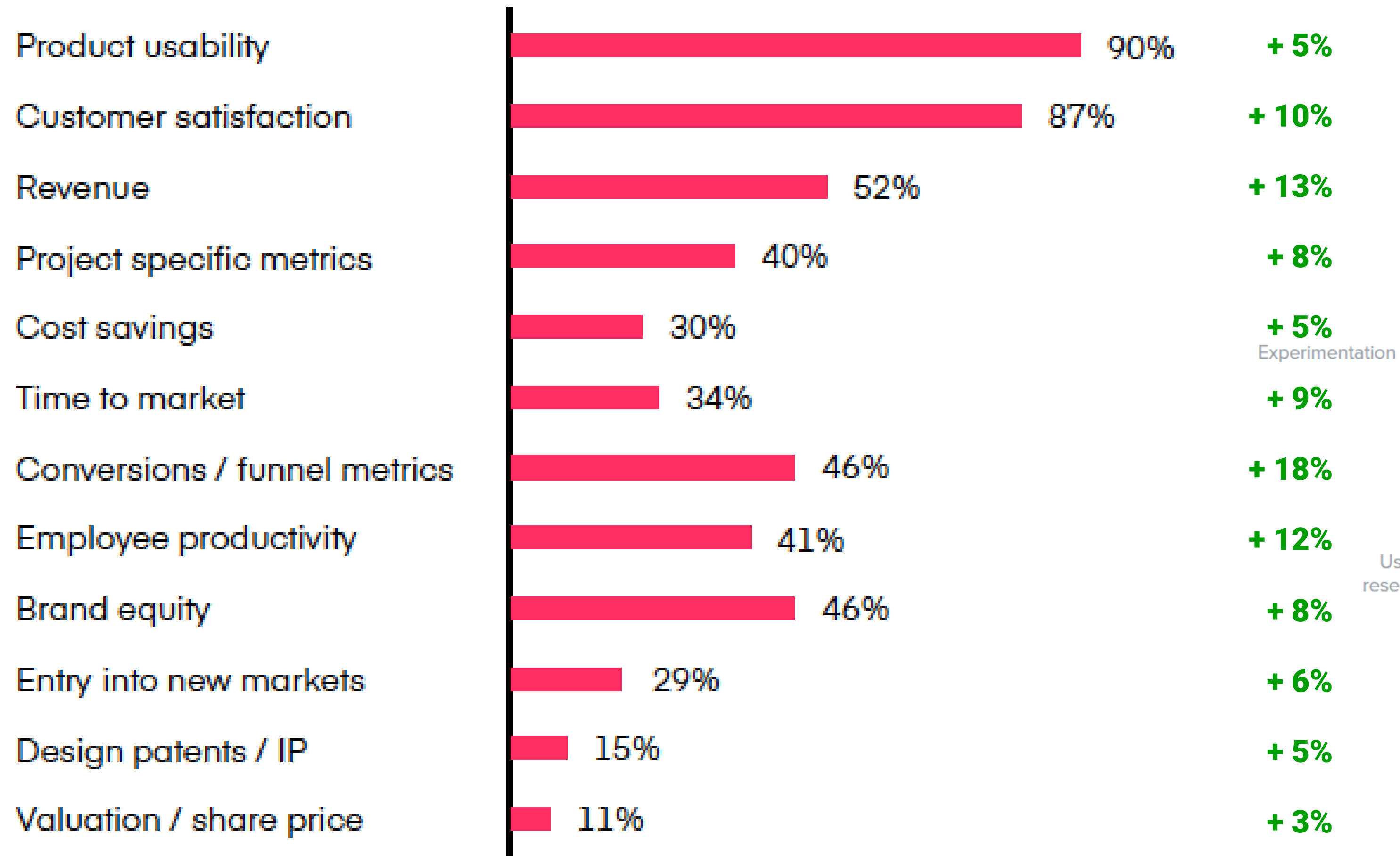


Atividades principais:

Daily Standups
Planejamento & Priorização
Briefings
Documentações

LEVEL 3

Arquitetos_



**Nível de
Maturidade**





Level 4

Cientistas



“Aceleram o design com hipóteses e experimentos.”

Número médio
de designers: 13

12% das empresas



Atividades principais:

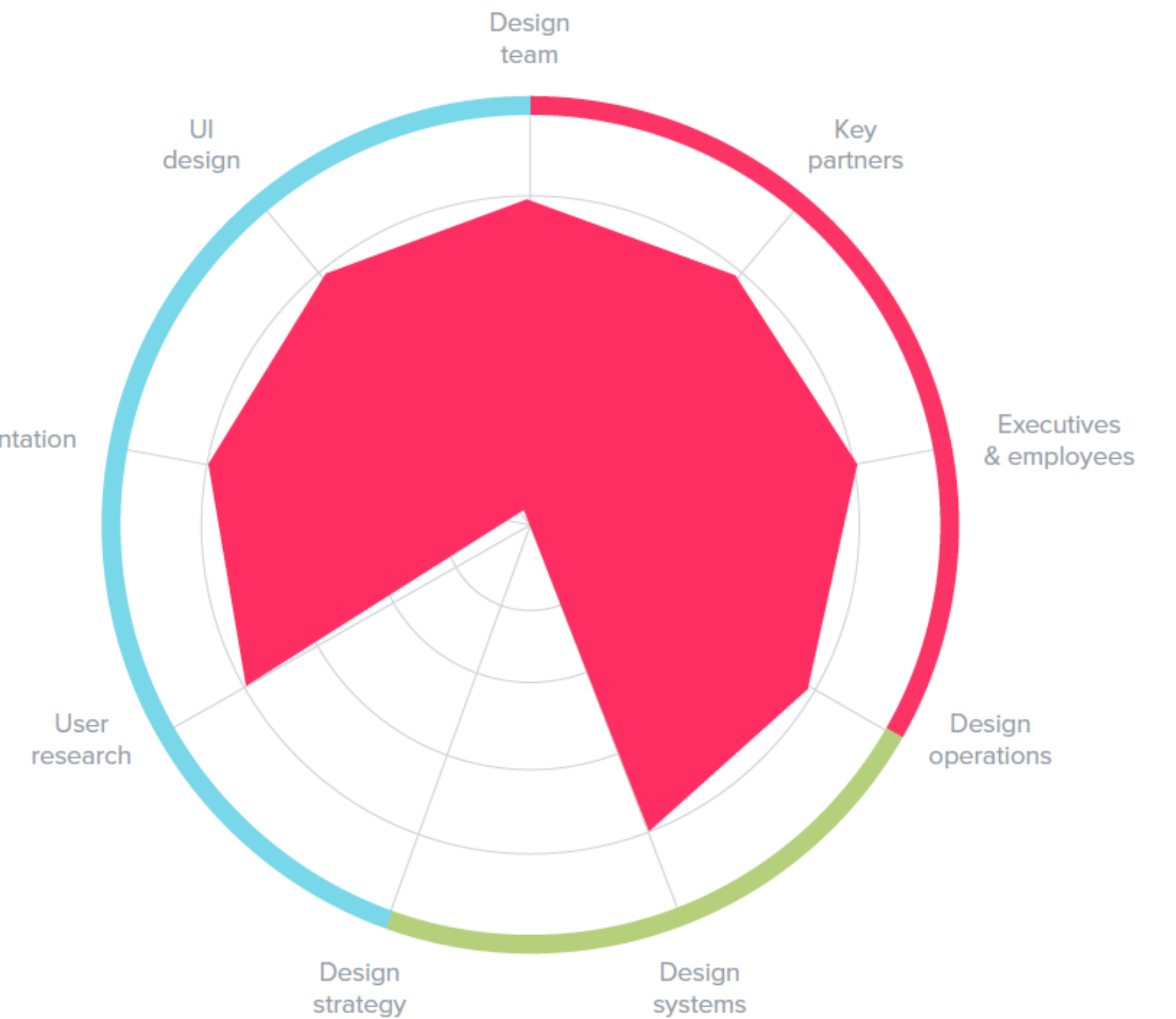
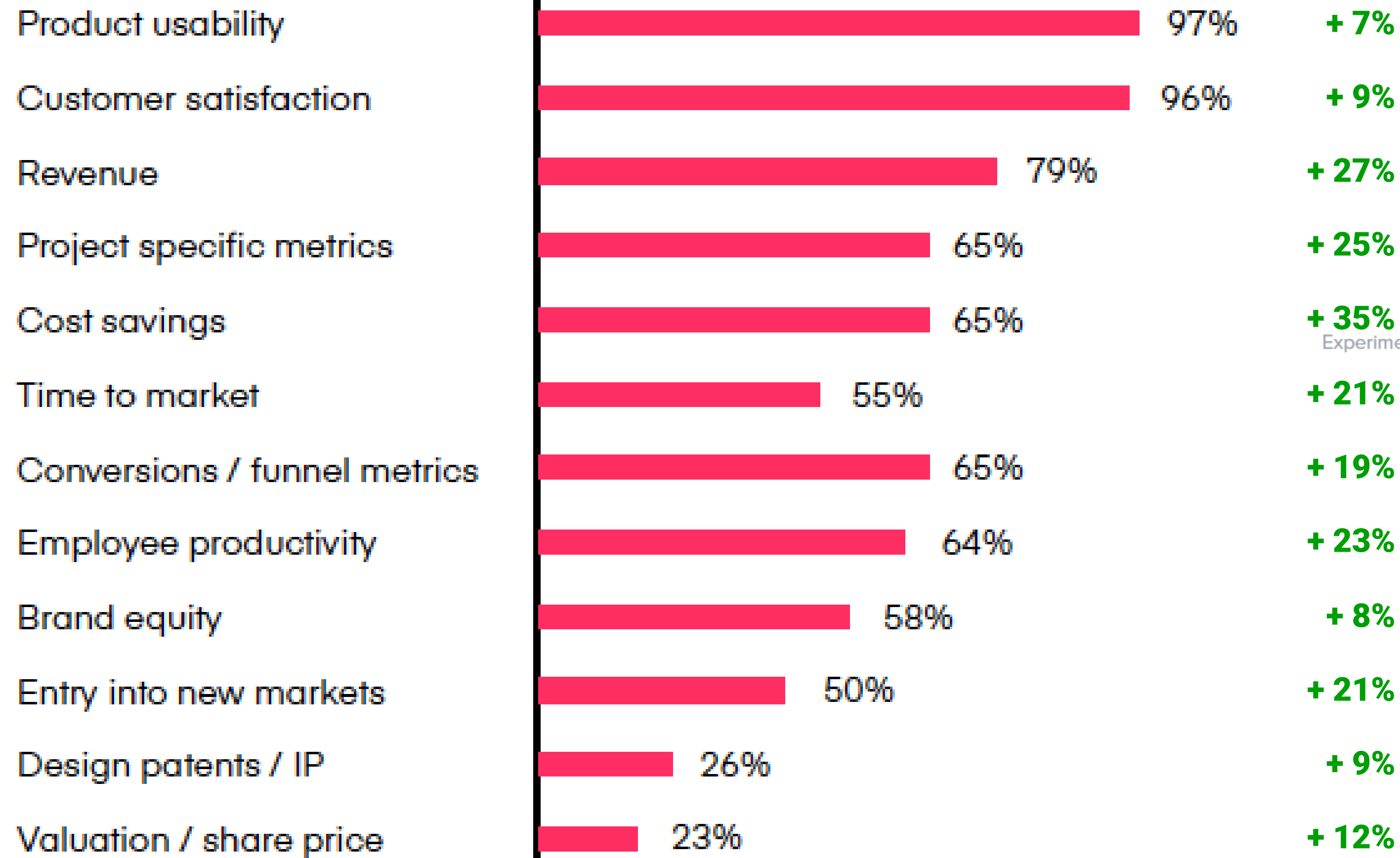
Teste de Conceitos

Testes A/B

Analytics

LEVEL 4

Cientistas



**Nível de
Maturidade**

5



Level 5

Visionários



**“Enxergam design
como negócios.”**

Número médio
de designers: 15

5% das empresas

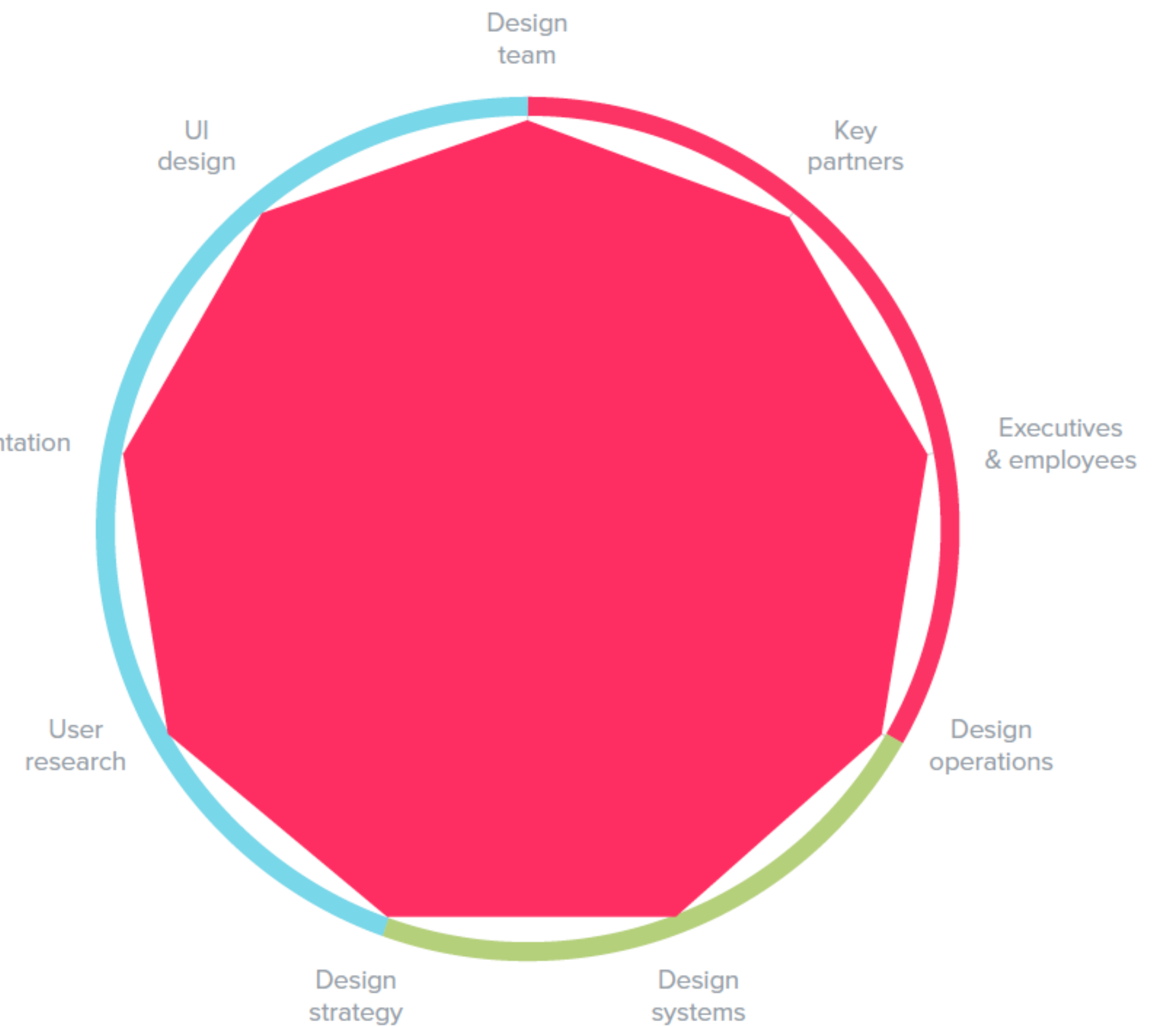
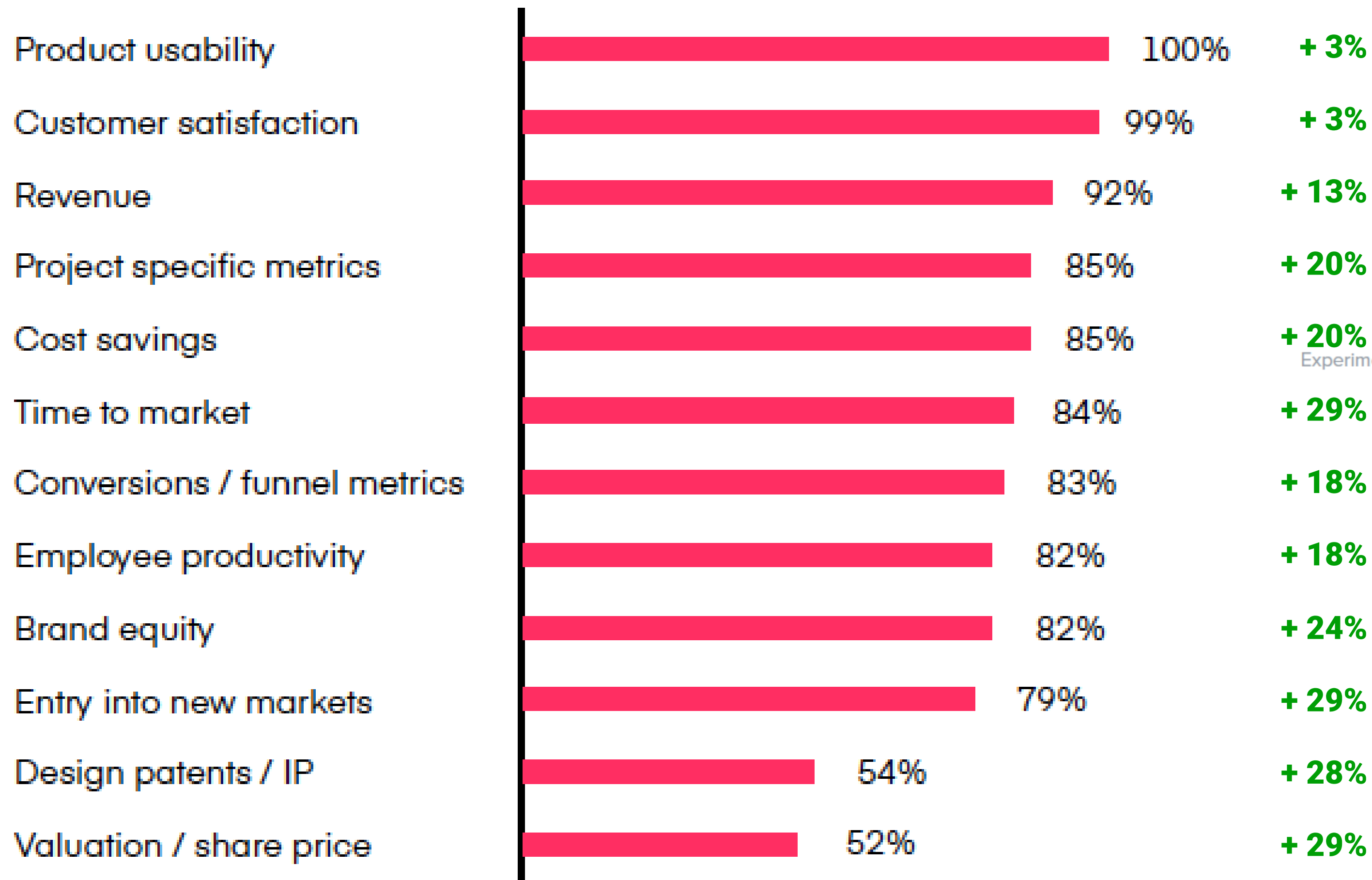


Atividades principais:

Identificação de Tendências
Testes de Product-Market-Fit
Estratégia de Plataforma

LEVEL 5

Visionários



WTF is Design?

1 Produtores	2 Facilitadores	3 Arquitetos	4 Cientistas	5 Visionários	
Product usability	68%	+ 17%	+ 5%	+ 7%	+ 3%
Customer satisfaction	50%	+ 27%	+ 10%	+ 9%	+ 3%
Revenue	22%	+ 17%	+ 13%	+ 27%	+ 13%
Project specific metrics	16%	+ 16%	+ 8%	+ 25%	+ 20%
Cost savings	16%	+ 9%	+ 5%	+ 35%	+ 20%
Time to market	14%	+ 12%	+ 9%	+ 21%	+ 29%
Conversions / funnel metrics	18%	+ 10%	+ 18%	+ 19%	+ 18%
Employee productivity	18%	+ 11%	+ 12%	+ 23%	+ 18%
Brand equity	25%	+ 13%	+ 8%	+ 8%	+ 24%
Entry into new markets	9%	+ 14%	+ 6%	+ 21%	+ 29%
Design patents / IP	5%	+ 5%	+ 5%	+ 9%	+ 28%
Valuation / share price	2%	+ 6%	+ 3%	+ 12%	+ 29%

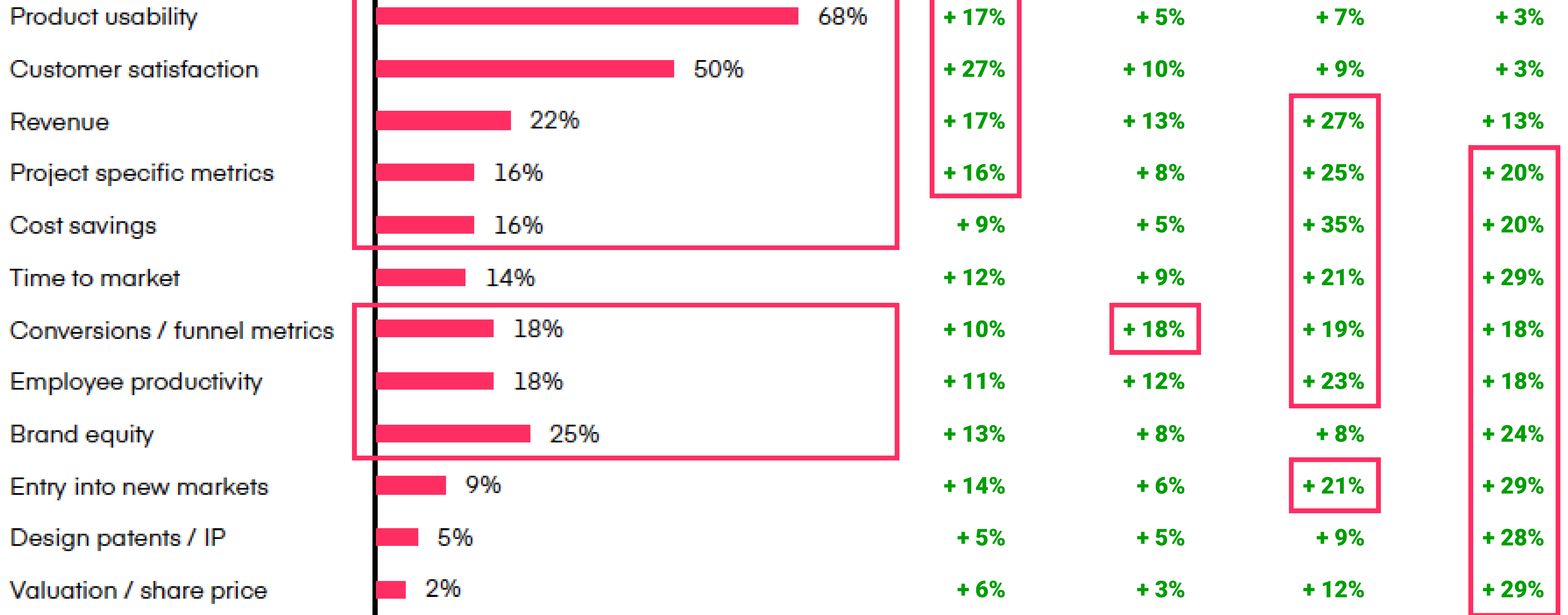
1
Produtores

2
Facilitadores

3
Arquitetos

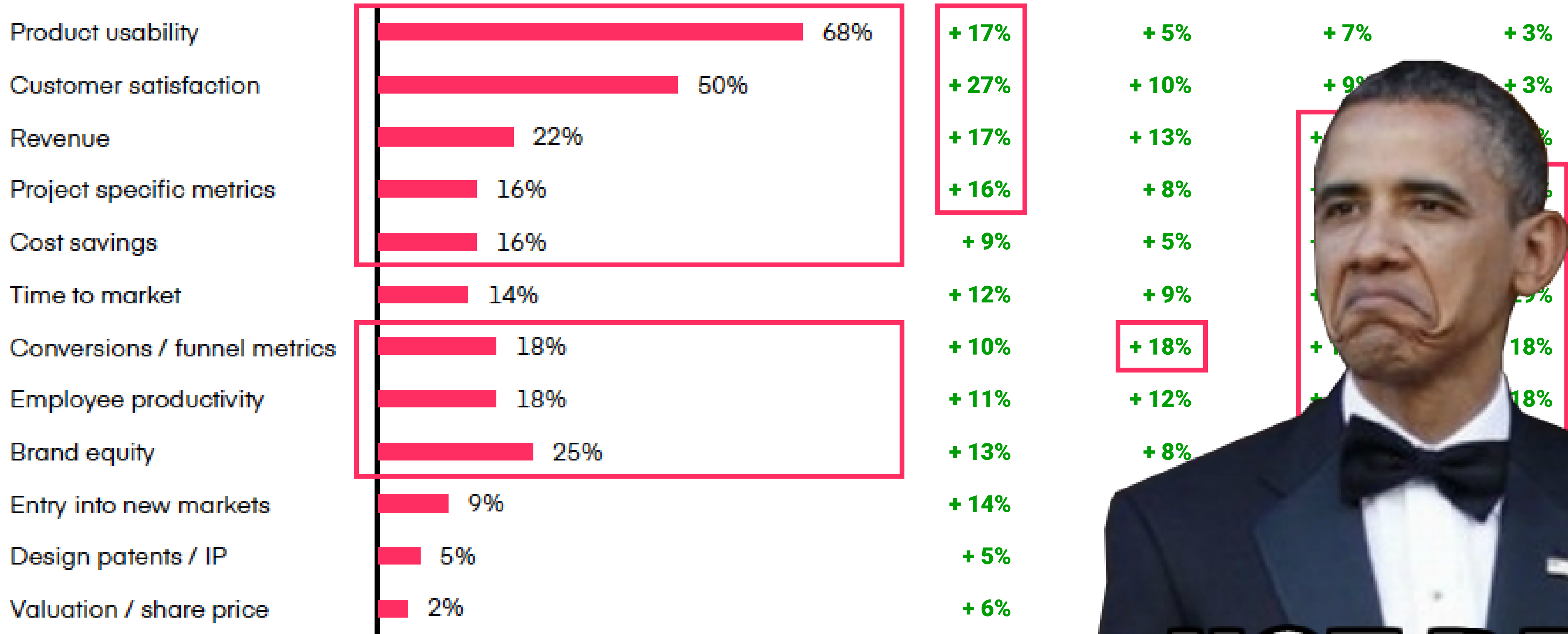
4
Cientistas

5
Visionários



1
Produtores

2 **3** **4** **5**
Facilitadores **Arquitetos** **Cientistas** **Visionários**



NOT BAD

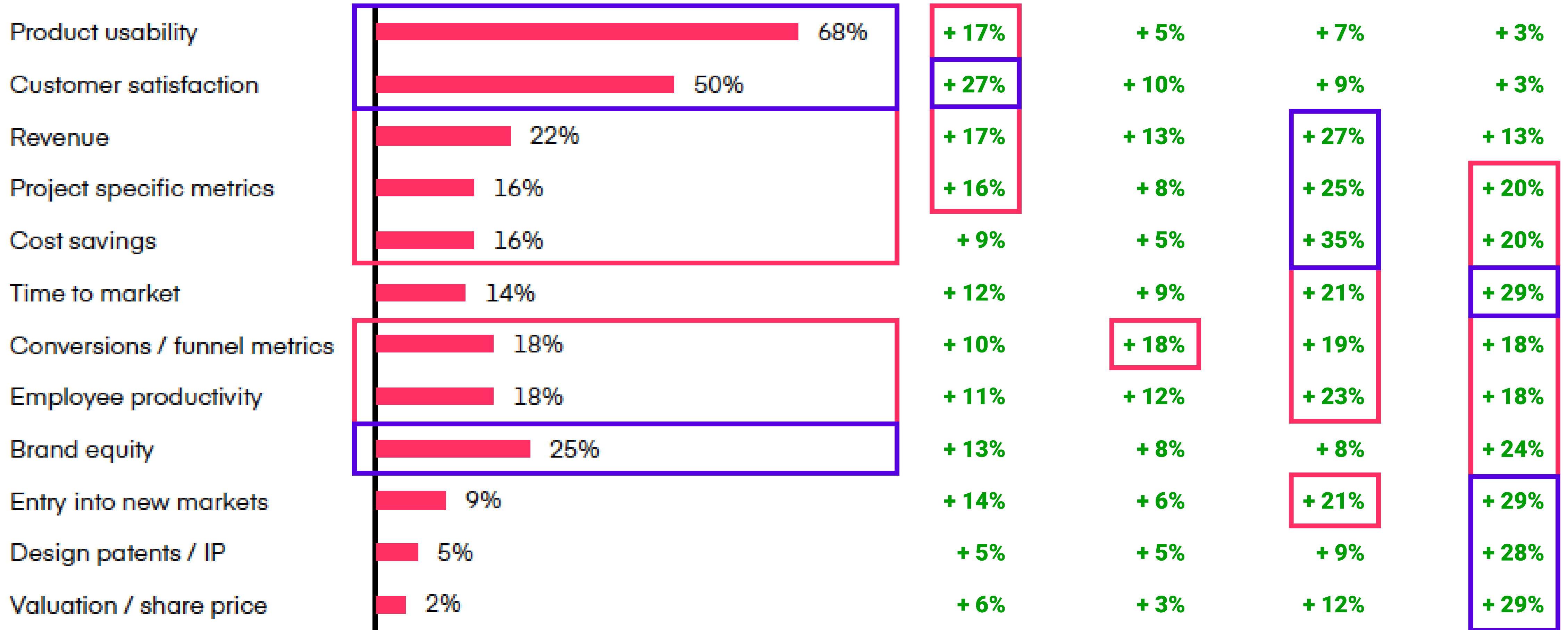
1
Produtores

2
Facilitadores

3
Arquitetos

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Cientistas

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Visionários



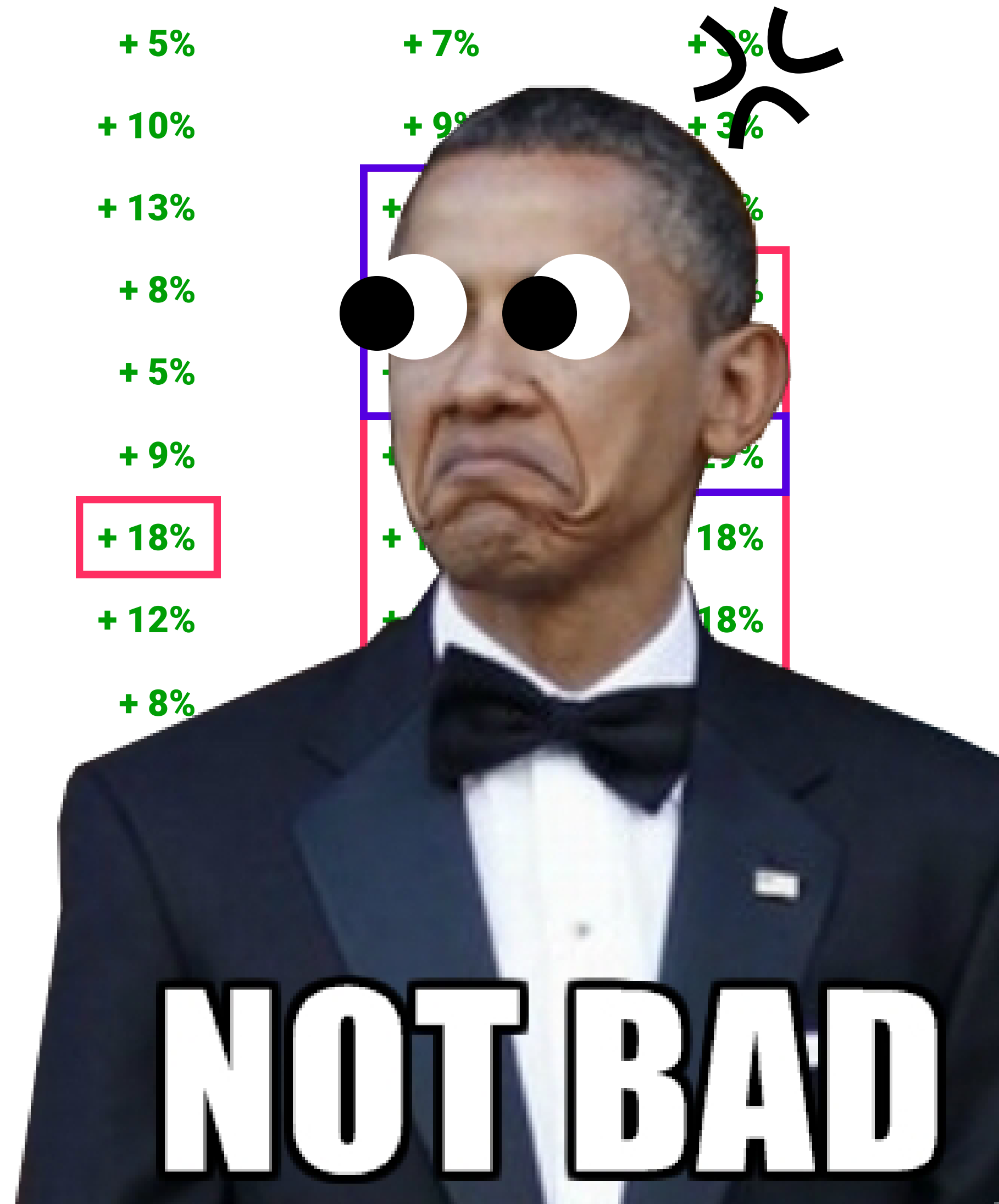
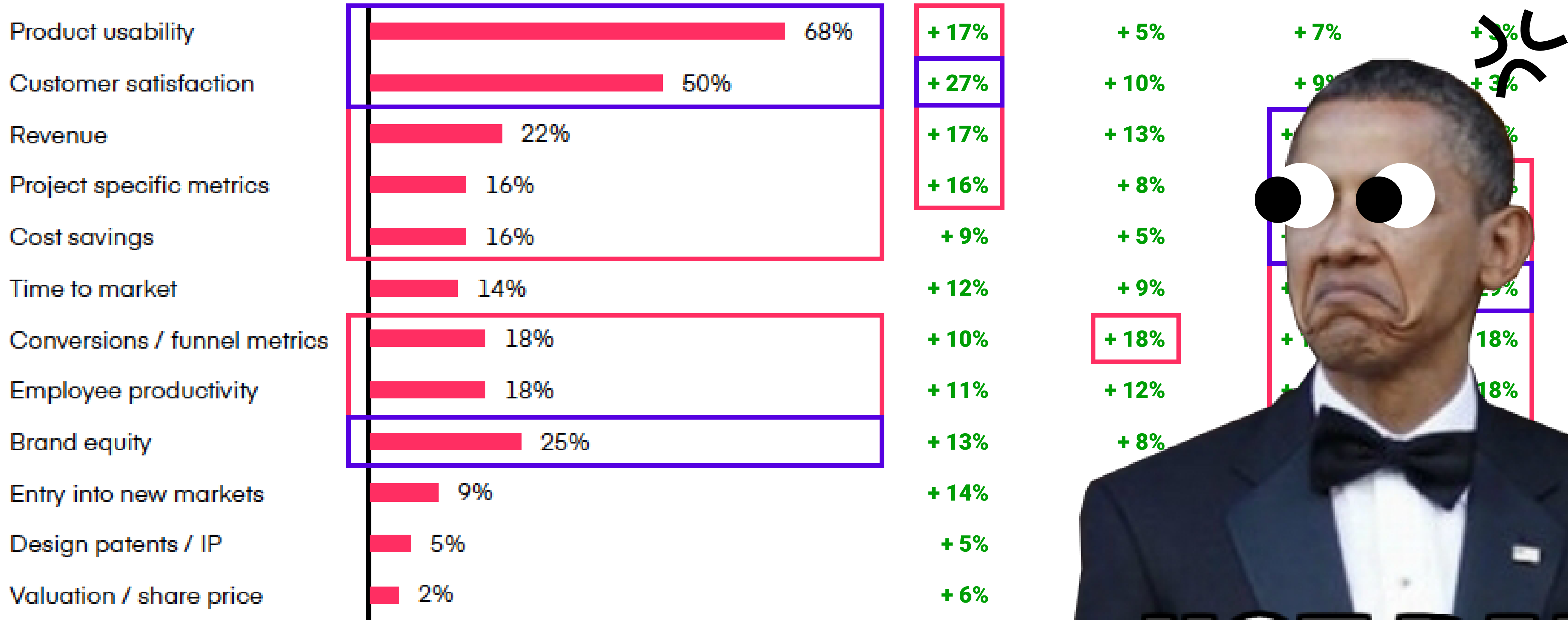
1
Produtores

2
Facilitadores

3
Arquitetos

4
Cientistas

5
Visionários





DINIUSDESIGN

Q&A

**Ask me
Anything!**



Thanks :)

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