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FROM THE EDITOR

PROJECT DESIGN CAPABILITIES AS STRATEGY

Design management capability as essential competence for project team. It enables designing adaptive project framework to cope with complexity and innovation issues as natural corporate process. Design led-innovation by developing product/services based on experiences and knowledge gathered from user-centric design; organizational-centric design and society-centric design. It means practices driver project changes; planning based on resource sensitive; digital impact analysis as central decision enactment of an outside-in perspective; and design collaborative coworking space.

A hyperloop between Design Strategy, Design Innovation and Design Project as business value model. A dynamic capability to keep competitiveness their products/services on future. Especially considering emerging technologies and user perspectives – user centered ideas – way to incorporate novelties, validate usability, test viability and scalability of the products/services.

It mainly impacts the project aim about saving, speed-up and agility that only comes out through problem-solving approach implementation and emergent technology alignment that should be provided by project evolving planning under design management analysis.

Design management is the pillar to help on dealing with difficulties of the traditional processes and innovation approaches to bridging the gap for circular economy needs. Specially to address the new business model “Design for PSS”, it means Product-as-a-Service. Circular economy trending new look for project planning, the transition from the traditional linear to ‘take-make-consume-dispose’ approach has demanding better design for end-of-life product/service development.

Designing as cooperative and collaborative learning for coping with complexity provenance from transdisciplinary context and market-environment adaptive are essential for success project development.

Digital as central-point analysis for project design concerning’s. Nobody can say that have no dependency from digital technologies and should understand that its impact the business company and related activities into someway. A digital boundless as strategic role-centric on project capability.



ZÓZIMO
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