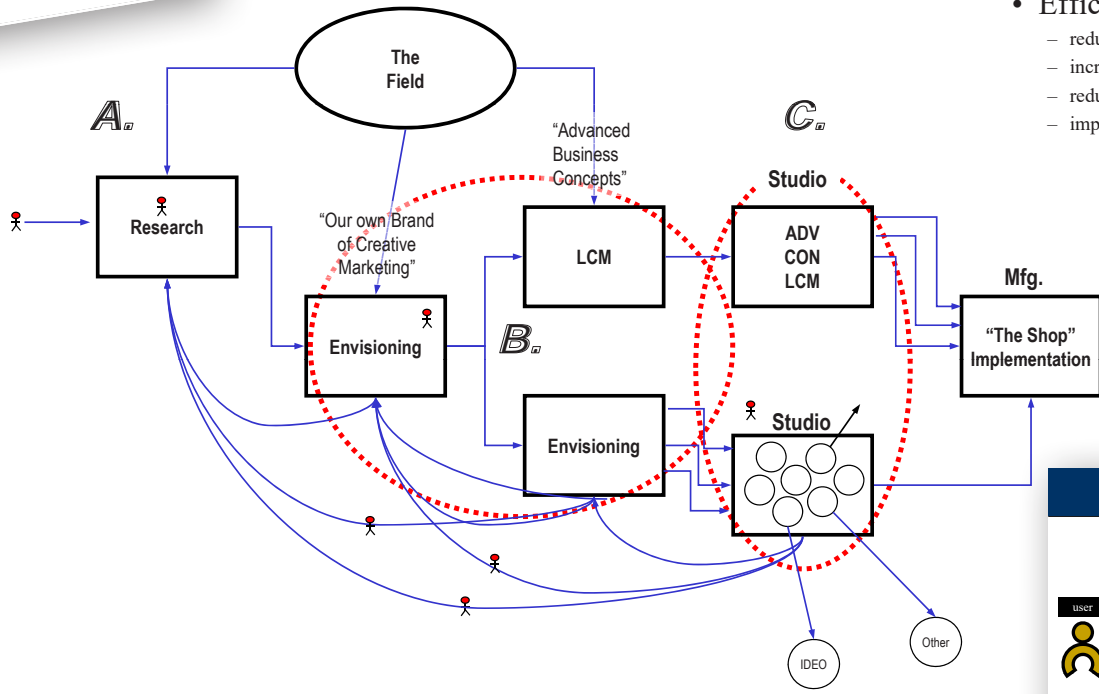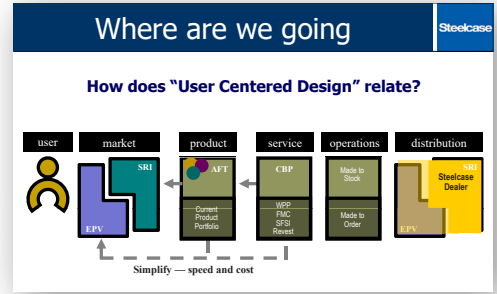**IDEO/ Gresham POV**

Steelcase

User Centered Design

- **Effectiveness**
  - improve trust & social network
  - improve ability to resource strategy
  - act on our desire meet ALL user needs (explicit, latent, & emerging)
  - better manage holistic Inc. marketing plan

- **Efficiency**
  - reduction in user centered design costs
  - increase in number of projects through discovery/ phase 1
  - reduction in time to market from phase 2 to 3
  - improve EVA position on new & existing products and services

A.

The Field

"Advanced Business Concepts"

C.

Studio

"Our own Brand of Creative Marketing"

Research

LCM

ADV CON LCM

Mfg.

Envisioning

B.

"The Shop" Implementation

Envisioning

Studio

IDEO

Other

Where are we going

Steelcase

How does "User Centered Design" relate?

developed with:

Steelcase

User Centered Design

A global product and service development process was designed, including role/responsibility clarifications, process documentation to ensure repeatability and training to enable understanding and sustainability.