

DBA Design Effectiveness Awards

Interiors – Office & Commercial: tips for evaluating effectiveness

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

- 1) Staff attitudes
- 2) Staff behaviour
- 3) Staff productivity improvements
- 4) Cost effectiveness such as, more durable materials, in-built flexibility
- 5) Sales/profitability figures

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.

Influencing factors

Entrants are asked to identify factors other than the design which could have influenced the design's success. Here are some examples specific to this category:

- 1) Improvements in staff conditions
- 2) Staff training
- 3) Product /service changes
- 4) Market changes
- 5) Ownership/ management changes
- 6) Strategic/ "mission" changes