

Creating a Toolkit for an Internal Design Studio to Impact Organizational Design Maturity

Creating a toolkit based on an operational-focused design maturity framework, that enables the operational level designers within an internal design studio to generate a shared vision towards design maturity, and create actionable steps towards it.

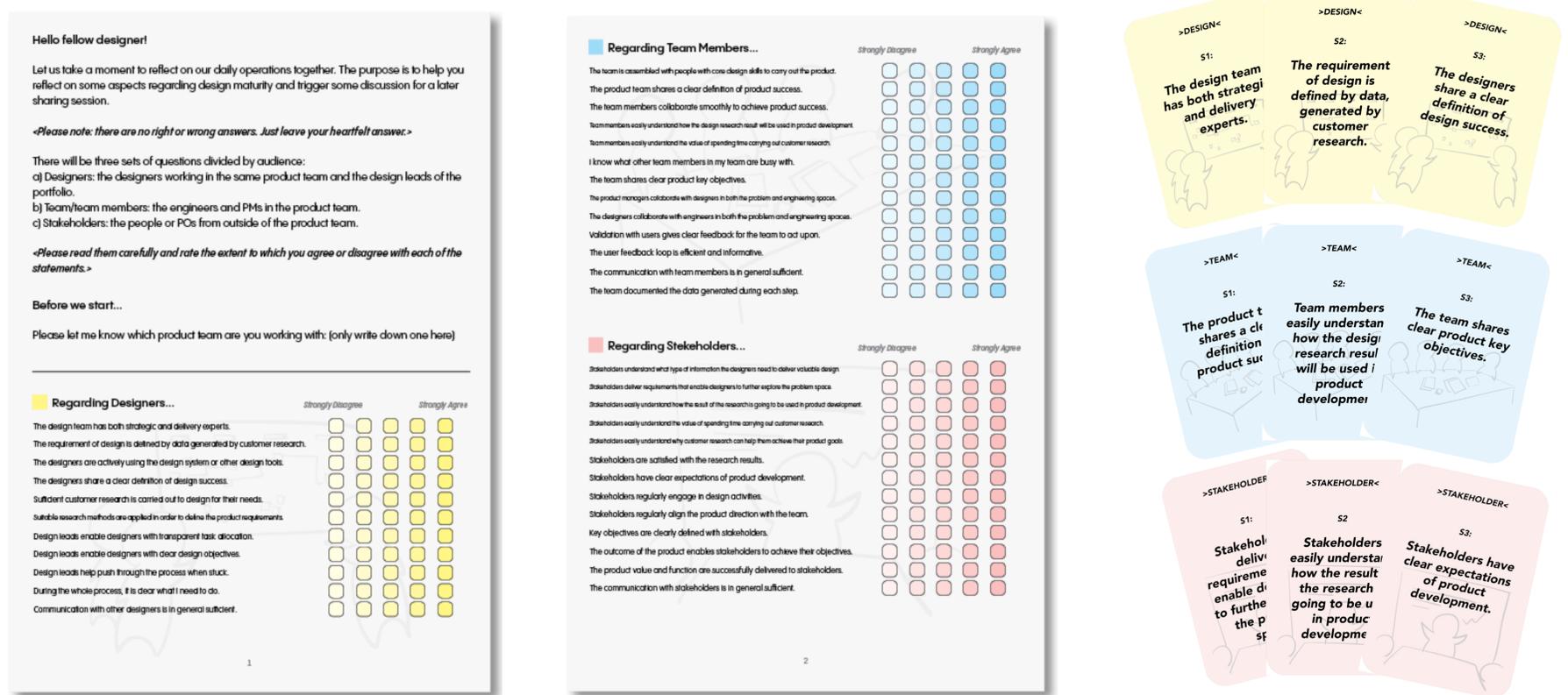


Figure 1 A two-part toolkit to empower designers

Defining the Problem

After exploring the context of an internal design studio and literature around design maturity, the researcher tended to connect the two dots.

Regarding the context of the internal design studio, its leadership is pursuing a higher level of design maturity. At the same time, the designers face challenges in their daily operations with different product situations while interacting with similar groups of audiences and stakeholders.

On the literature side, existing maturity models share five indicators, three of which strongly focus on the operational level. Moreover, understanding and communicating visions with the designers at the operational level is a crucial step for mid-level managers to orchestrate transformation.

Framing Assignment

Assignment 1: To create an assessment framework of design maturity for individual designers from different product teams that generate shared visions.

The first direction envisioned a framework that connects maturity assessment among different teams and allows designers from an internal consultancy to align their visions. Moreover, this framework enables design leaders to understand the mature process from individual design assessments.

Assignment 2: To enable different product teams to apply specific strategies in their daily operation towards a shared vision.

The second direction means translating the assessment framework's result into actionable steps, enabling designers to apply different operational strategies to each situation. Moreover, to gain ownership of actionable steps towards a visionary future.

Concluding Solutions

A two-part toolkit to empower designers (Figure 1):

After reframing the assignment, the researcher developed and tested a toolkit with designers in Agile Hub to provide them an opportunity to reflect on their operations with minimal effort and empower them to create initiatives toward a shared disciplinary success.

The first part of the toolkit is a self-assessment questionnaire. This part enables the designers to understand design maturity through an operational lens while triggering some discussions for actions.

The second part of the toolkit is an action-enabling workshop. This part enables designers to understand design maturity further and to create shared visions and actions.

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