# Measuring Strategic Design Performance;
## a KPI for the fuzzy front end

## Fuzzy Front End Commitment Score

The Fuzzy Front End Commitment Score summarises overall Strategic Design performance in the **fuzzy front end**.

## Content Quality Score

The Content Quality Score; indicates the quality of content development, based on 2 sub-scores:
- **Information Comprehensiveness Score;**
  indicating the quality of diverging activities.
- **Logical Coherence Ratio;**
  indicating the quality of converging activities.

## Total Support Level

Total Support Level; indicates the quality of stakeholder management, based on 2 sub-scores:
- **Managerial Support Level;**
  indicating the level of support from managerial stakeholders, and the strategic fit of the result.
- **Internal Support Level;**
  indicating the level of support from internal stakeholders, and the continuity of the result.

## Level of Discrepancy

If there is a large difference between the Content Quality Score and the Total Support Level, it is recommendable to evaluate the following:
- **Understandability;**
  the extent to which the Strategic Designer is able to sufficiently convey the content.
- **Innovation culture;**
  the organisation's ability to change/innovate.
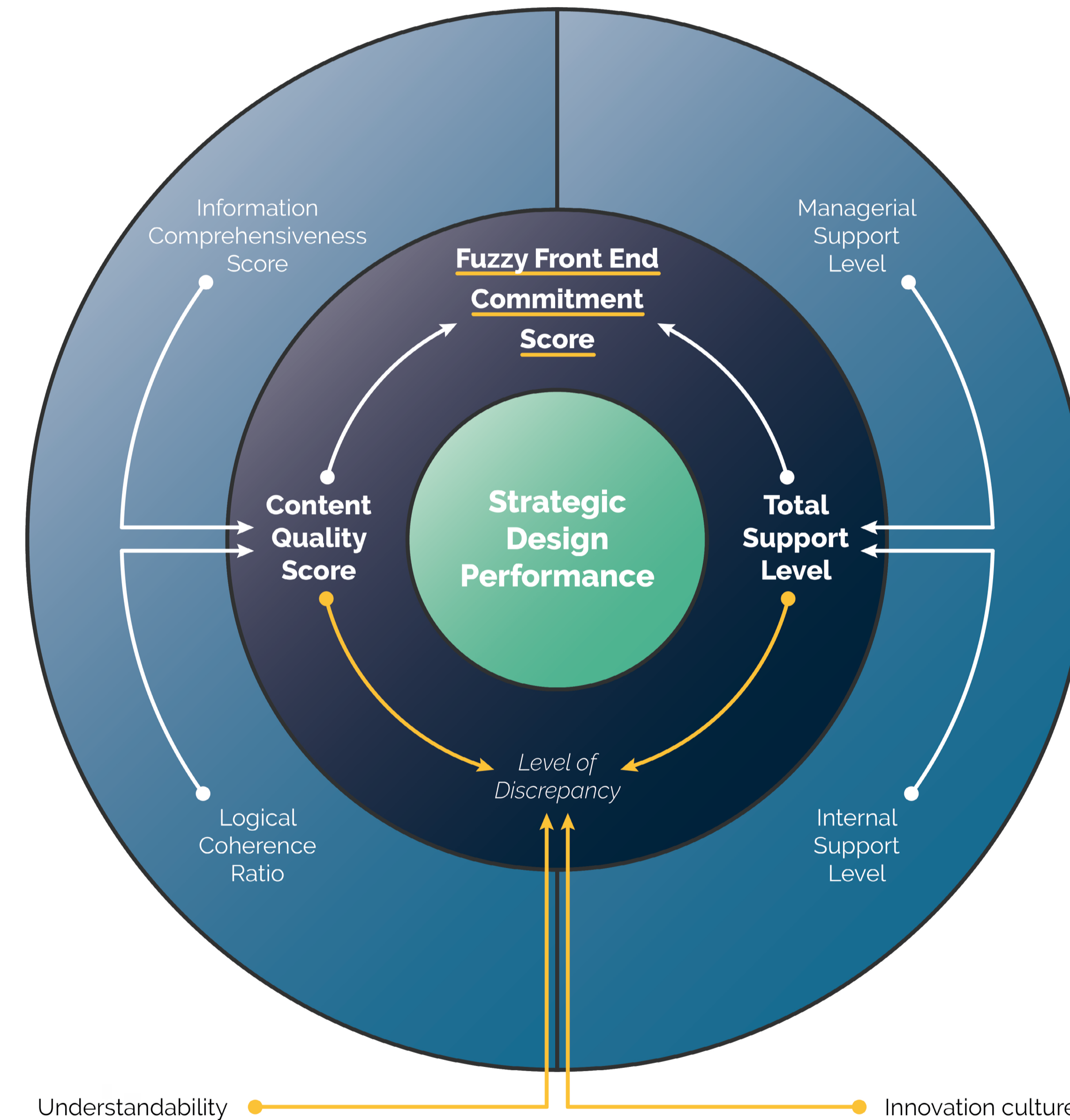
## Why a KPI for Strategic Design?

Strategic Design has proven to be valuable and relevant for innovation, but Strategic Designers often struggle to explain their added value quantitatively.
Research suggests that more emphasis on applying KPIs or metrics is a way to address this issue, but no suitable metrics for Strategic Design existed.



## In a Strategic Design process
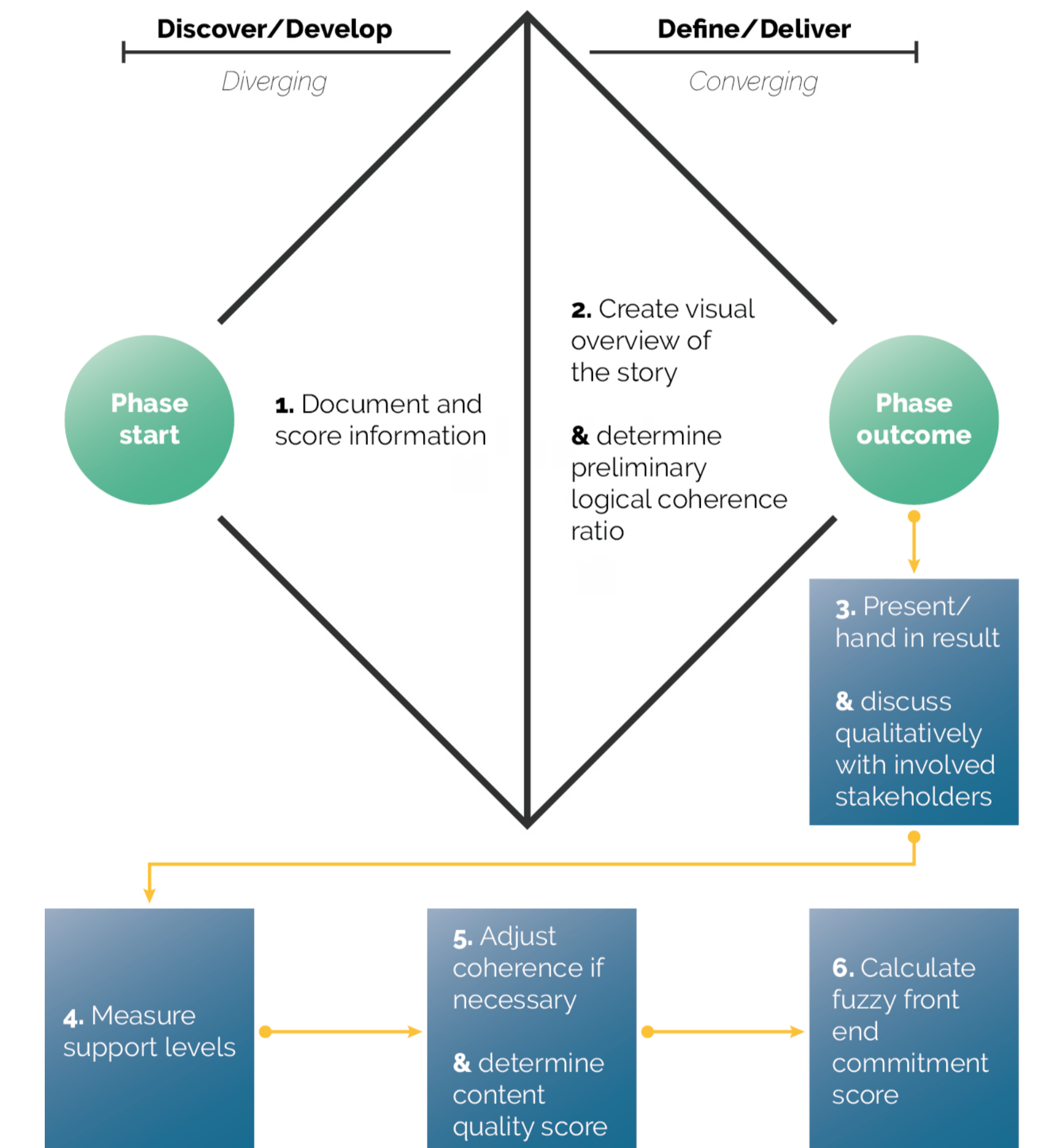


The KPI can be integrated into a process with a double diamond structure to evaluate every phase individually, or to evaluate the process as a whole, by going through the workflow twice.

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