

# Design for Business

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**BUILDING INNOVATION  
FOR A STRONGER ECONOMY**

Invest  
**Northern  
Ireland**



# Design for Business



Invest NI has opportunities for design-led businesses who want to innovate and grow.

There's a magic that happens when a company's customer service delights instead of frustrates, when the technology you've bought works brilliantly or when a website gives you exactly the right information you need, exactly when you need it. In reality, these seemingly small moments are actually the result of careful design planning that result in valuable customer loyalty.

Design touches us all the time. As a process, its purpose is to bring together the needs of your customers and the capabilities within your business. But it's the focus on the customer that makes design such a powerful tool to stand out, develop market share, make connections and open up new markets.

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# Design Advice

- > Analyse your business
- > Understand design needs
- > Discover possibilities
- > Find direction
- > Plan your next steps

Through **DesignAdvice**, companies have the opportunity to receive expert advice and gain knowledge on specific design issues.

Get up to a half day **DesignAdvice** from a design expert on a one-to-one basis including advice, guidance and signposting to further assistance regarding your specific design needs.

The advice will benefit your company by helping you identify possible areas of improvement in your products and services.

**DesignAdvice** is the first step in your design journey and provides the ideal platform to discuss your design needs prior to applying for the **DesignActive** programme.

Please contact your Client Executive for more details or call 0800 181 4422 and ask for **DesignAdvice**.

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# Design Active

- > Understand design
- > Explore new ideas
- > Gain insights
- > Develop a brief
- > Generate concepts

**DesignActive** helps companies access design support up to the value of £10k to explore potential for new business ideas.

**DesignActive** provides space for key decision makers within your business to understand where and how design can deliver tangible benefits to your business. Our workshops inspire participants to think of new ways to improve customer experiences, develop new products and audit your communications while design experts provide one-to-one mentoring. Working towards delivery of a coherent design brief, companies are allocated an experienced design consultant to work on your specific project.

## How it Works

It provides 7 non-consecutive days design consultancy support based around your design need. In addition, support includes interactive sessions, 2.5 days of one-to-one mentoring from design experts and a final exhibition of work with a follow-up evaluation review.

**Cost £1,250 plus VAT**

**Applicants are required to go through a competitive application process. See application information and programme details on next page.**

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# Design Active

Call for applications is  
now open until **5pm**  
**Friday 19 March 2021.**

Please contact your  
Client Executive or call  
0800 181 4422 and ask  
for **DesignActive.**

## DesignActive 22 (DA22) Programme

Session	Session Type	Date	Time
1	Online Group Workshop	Thursday 15 April 2021	10:30am – 12 Noon
2	Online Group Workshop	Monday 19 April 2021	10:30am – 12 Noon
3	Online Group Workshop	Thursday 22 April 2021	10:30am – 12 Noon
4	Online Group Workshop	Thursday 29 April 2021	10:30am – 12 Noon
5	Online Group Workshop	Wednesday 5 May 2021	10:30am – 12 Noon
6	Online Group Workshop	Thursday 13 May 2021	10:30am – 12 Noon
	Meeting with Allocated Consultants	Week beginning Monday 7 June 2021	TBC
7	Online Presentation Session	Thursday 8 July 2021	TBC
8	Programme Close	Friday 30 July 2021	TBC