Maximising your value as a designer

Design Matters Lagos 2023

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McKinsey & Company

Partner

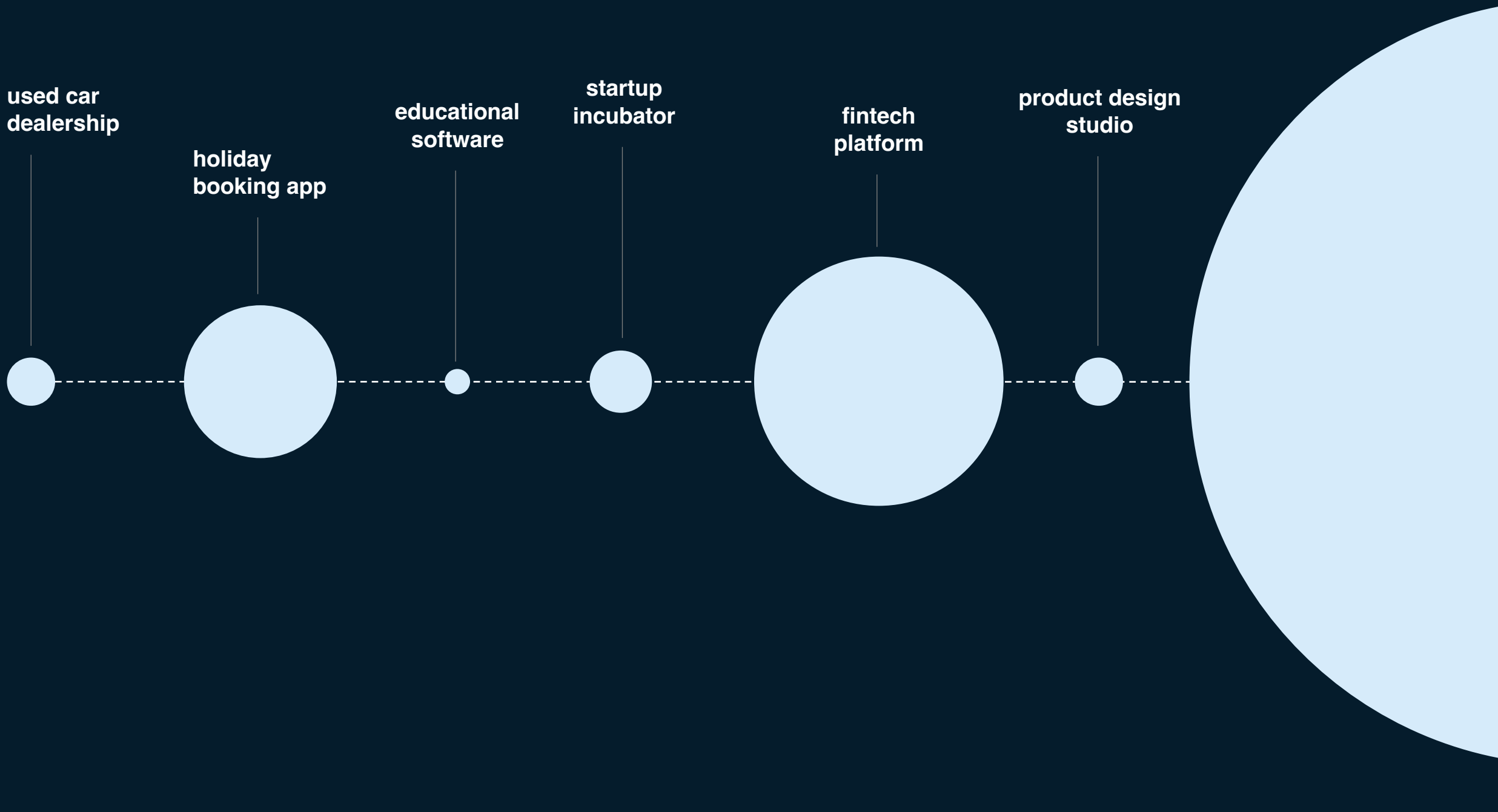
and Head of
McKinsey Design Europe

100+ offices

and clients in (almost) every country in the world

400+ designers

interaction designers
service designers
user experience designers
design researchers
physical product designers
graphic designers
motion designers
illustrators


used car dealership
holiday booking app
educational software
startup incubator
fintech platform
product design studio

McKinsey Design

The Business Value of Design

McKinsey Design

The Value of Design Leadership

The emergence of tech disruptions and the pace of change have accelerated over the last 10 years

Technological disruptions

Pace of change

Decades

Years

Months

Weeks

1970-2000

Early Mainframe computing

Mainframe computing

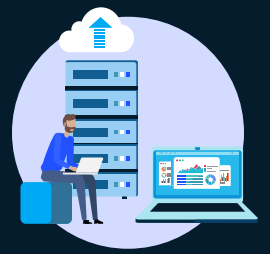
2000s

Global expansion and .com era

Web2.0

Smartphone

Open-source SW



2010s

Emergence and acceleration of Cloud

Cloud & edge computing

4G/5G

Advanced analytics

2020s

Every company is a software company

GenAI

Trust Architecture

Web3.0

VR and AR

5,200

Last year, the number of startups in Africa tripled

6x

faster than the global average

Sources: McKinsey, BCG

94,000+ designers

33,000 graphic designers

7,100 web designers

4,900 product designers

5,100 UX designers

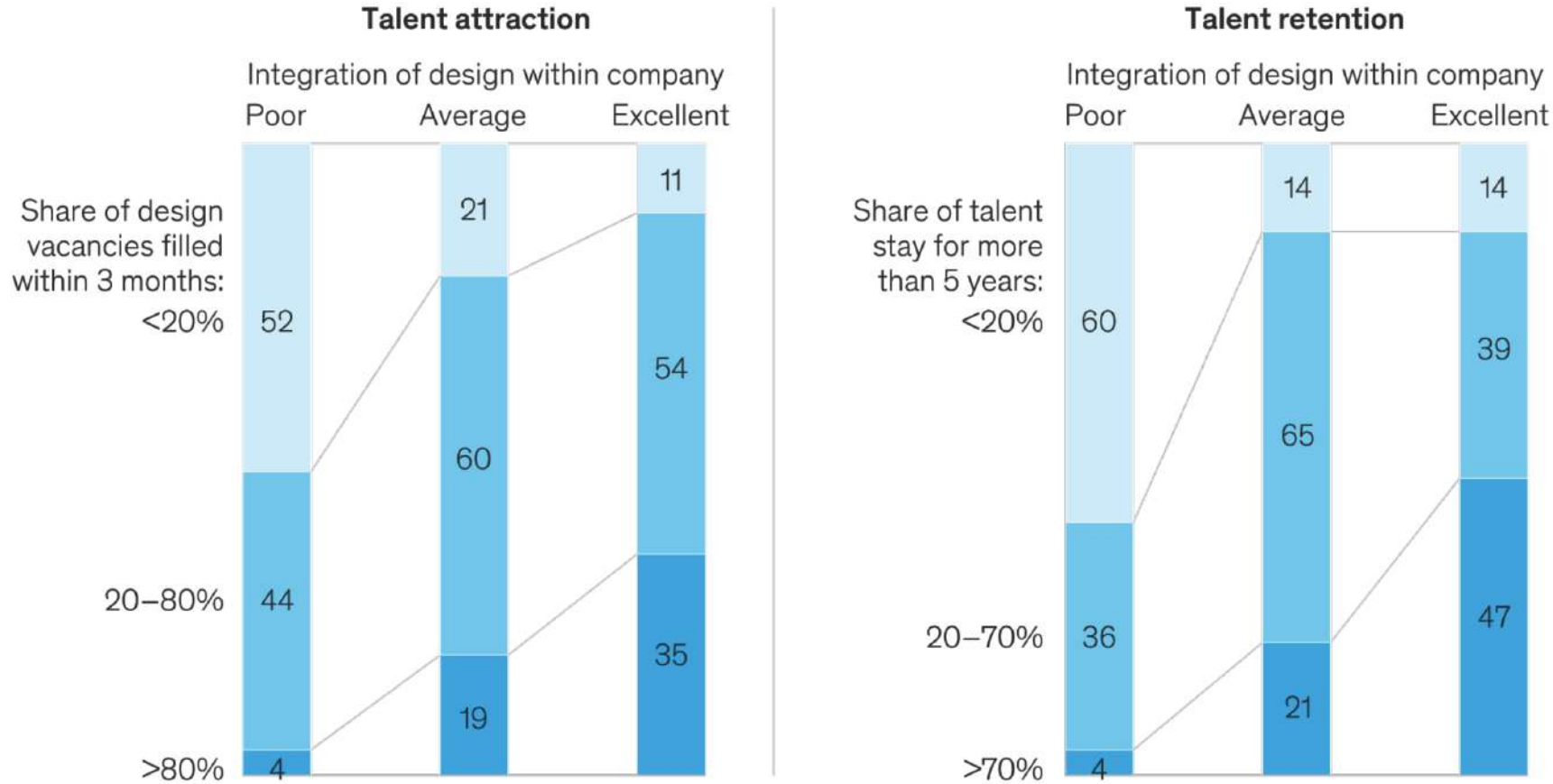
4,200 UI designers

746 motion designers

Source: LinkedIn Search, 15th November 2023

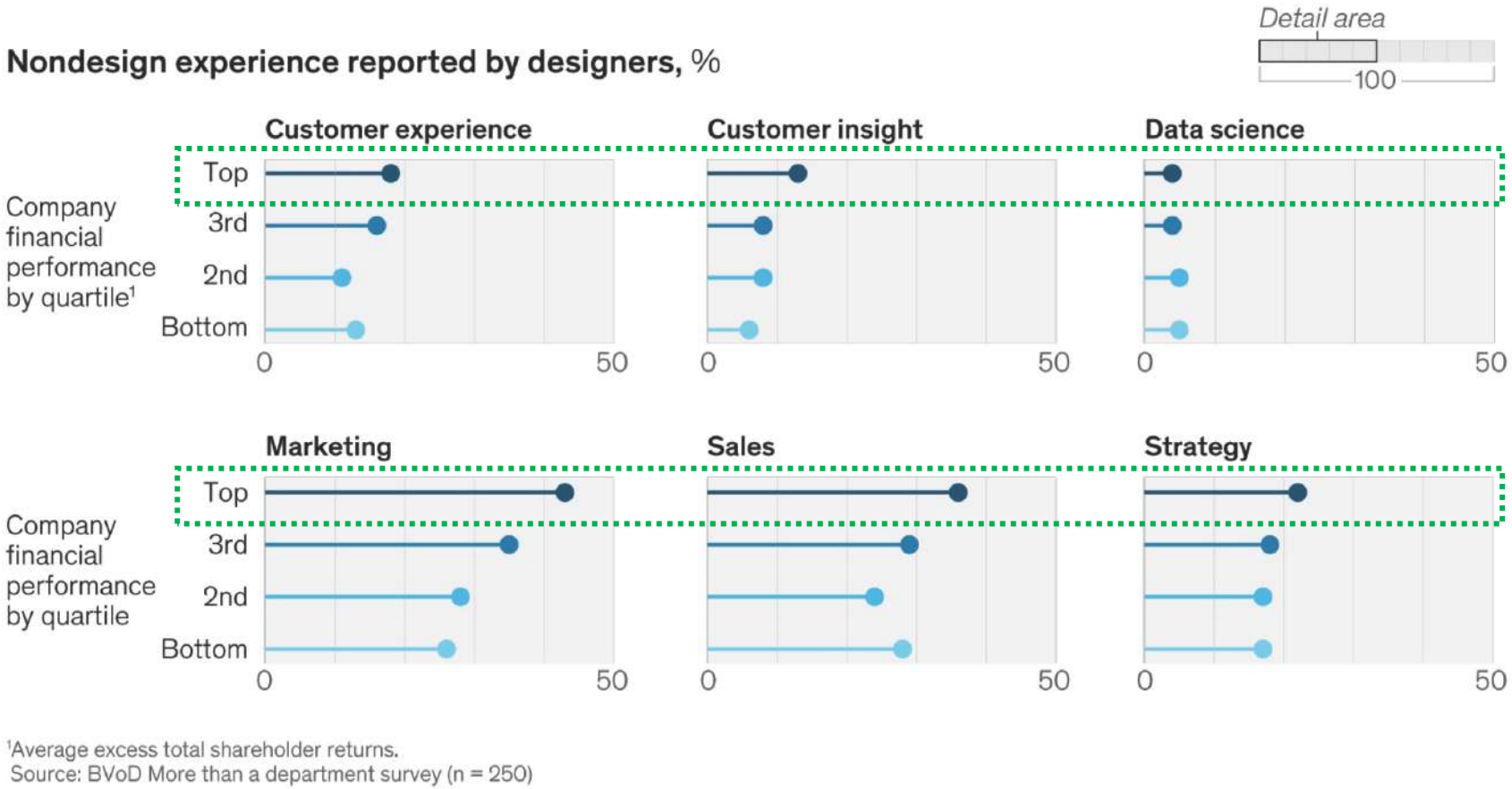
The more integrated designers are into the company, the longer they stick around

Cross-functional design integration vs attracting and retaining talent



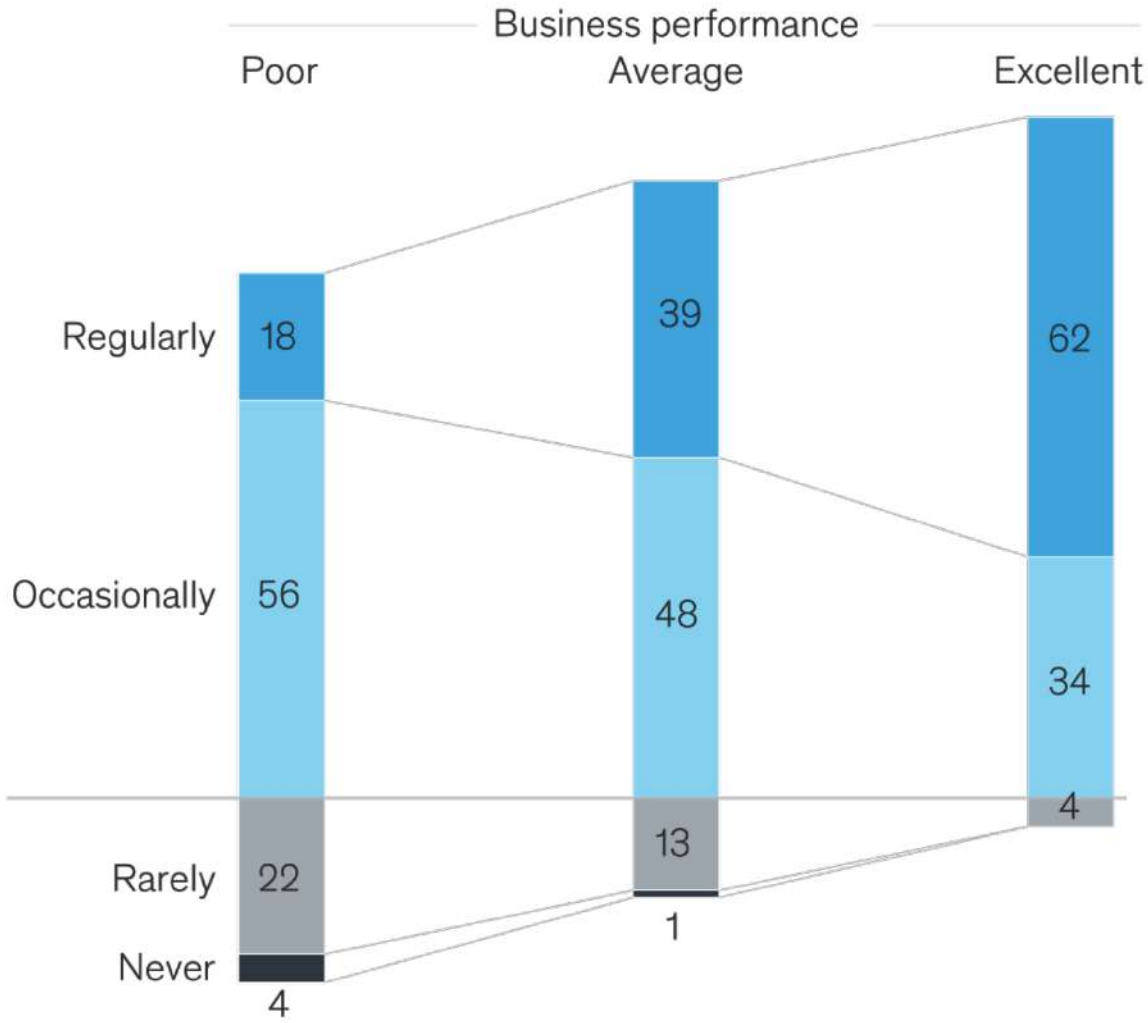
Source: BVoD More than a department survey (n = 250)

When designers learn things other than design, the whole company does better



When designers help design the business, the business does better

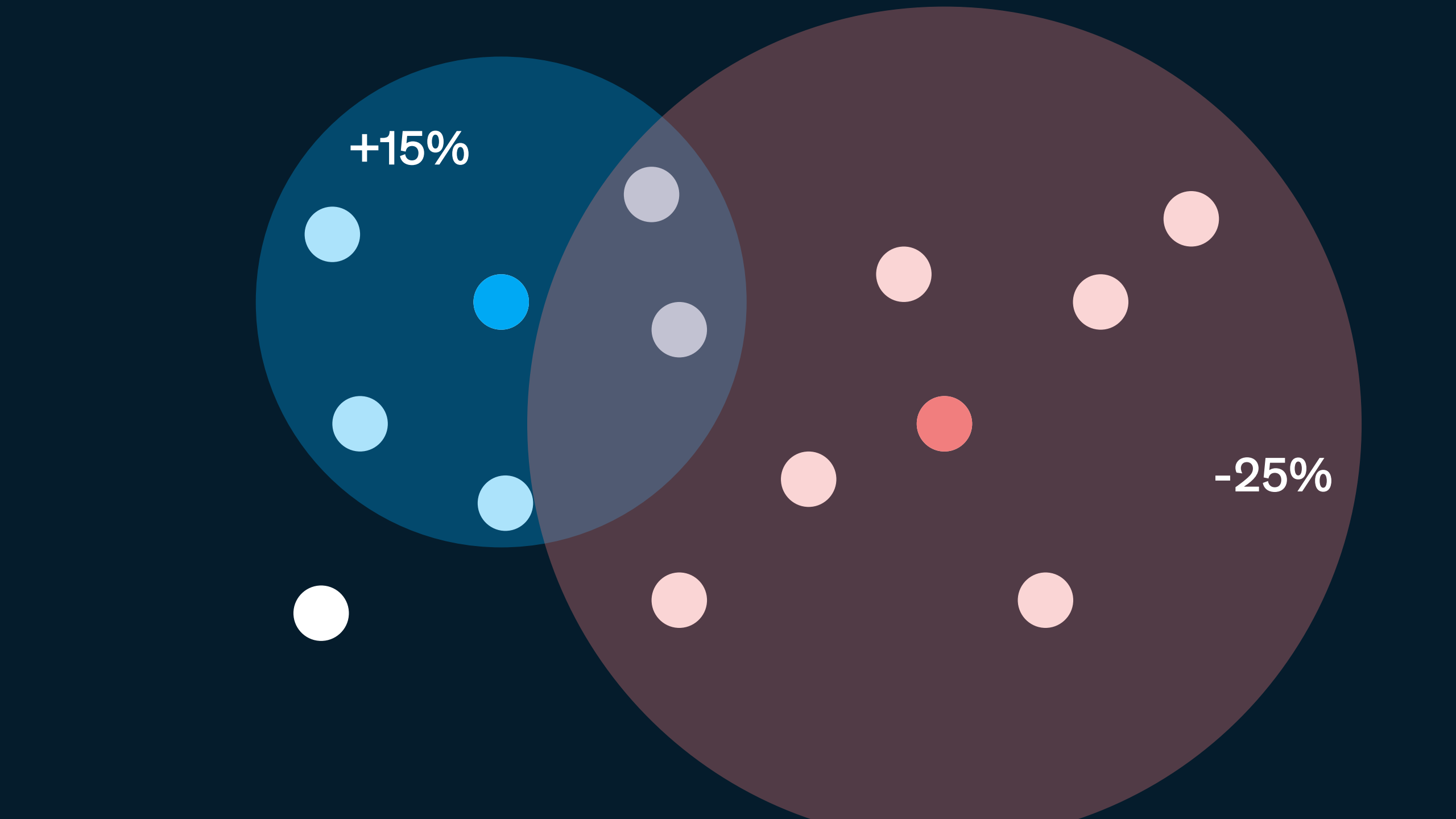
Frequency of designers contributing to internal processes, %



Note: Figures may not sum to 100%, because of rounding.
Source: BVoD More than a department survey (n = 250)

1/Integrate

IKEA
IKEA TALENT FOCUS WEEK
Pensa fora da caixa


+15%
-25%

FORMULA E

ELECTRIC.
GENBETA
Record Breaking Race Car
ABB

AI BUILT WITH
Google Cloud
Ask me anything

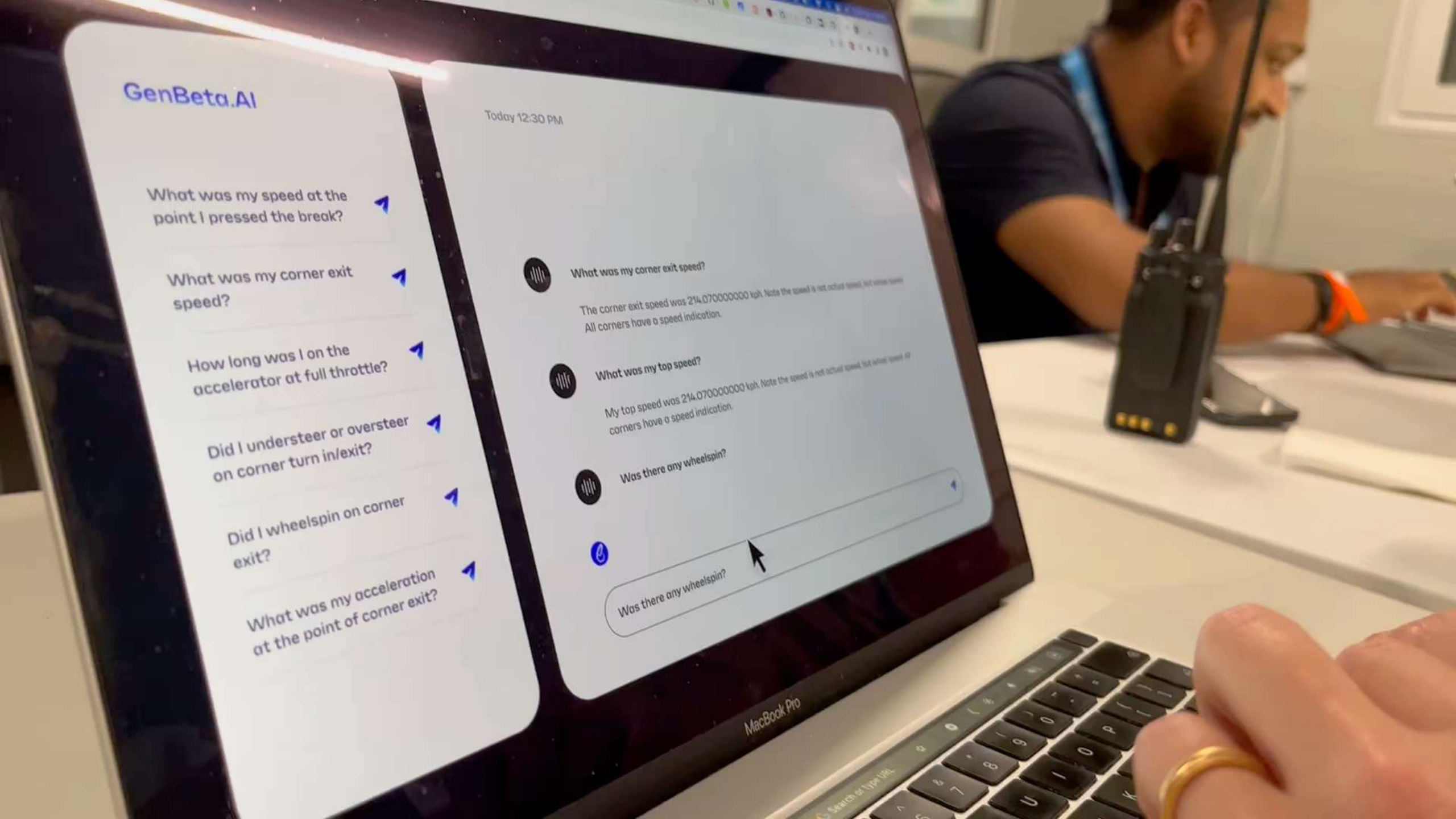

GenBeta.AI
What was my speed at the point I pressed the break?
What was my corner exit speed?
How long was I on the accelerator at full throttle?
Did I understeer or oversteer on corner turn in/exit?
Did I wheelspin on corner exit?
What was my acceleration at the point of corner exit?
Today 12:30 PM
What was my corner exit speed?
The corner exit speed was 214.070000000 kph. Note the speed is not actual speed, but entry speed. All corners have a speed indication.
What was my top speed?
My top speed was 214.070000000 kph. Note the speed is not actual speed, but entry speed. All corners have a speed indication.
Was there any wheelspin?
Was there any wheelspin?
MacBook Pro

ABB
hankook
driving emotion
NEOM
MoTeC

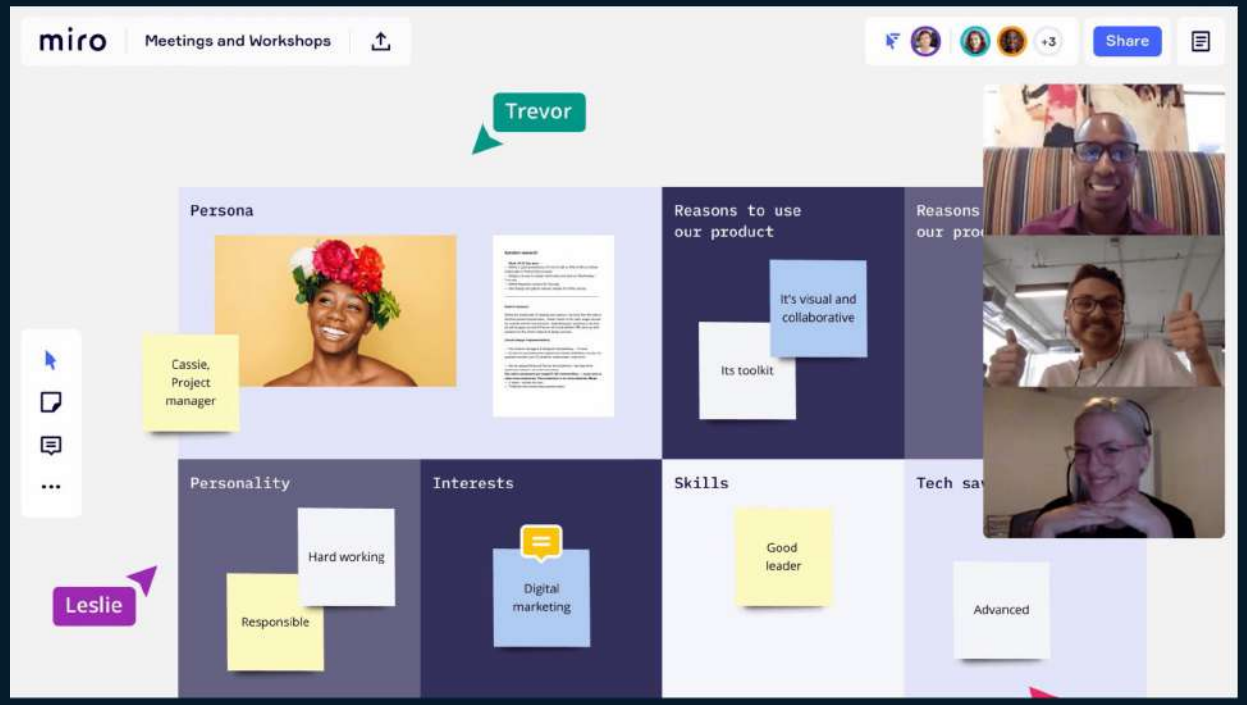
FORMULA E
GENBETA
PROJECT 01 25·07·23
JAKE HUGHES
218.71KPH
INDOOR LANDSPEED WORLD
CERTIFICATE
ion
HANKOOK
Google Cloud
FIA

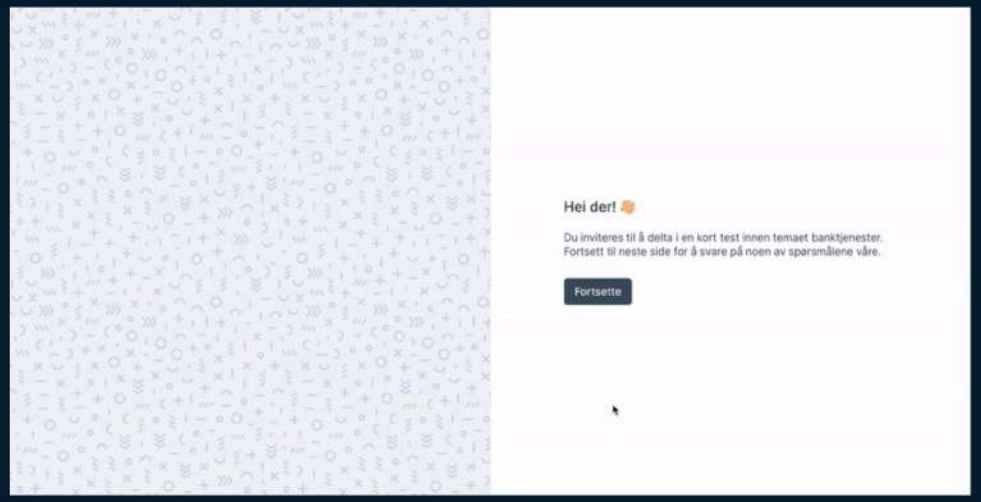
GEN
BETA
AI BUILT WITH Google Cloud

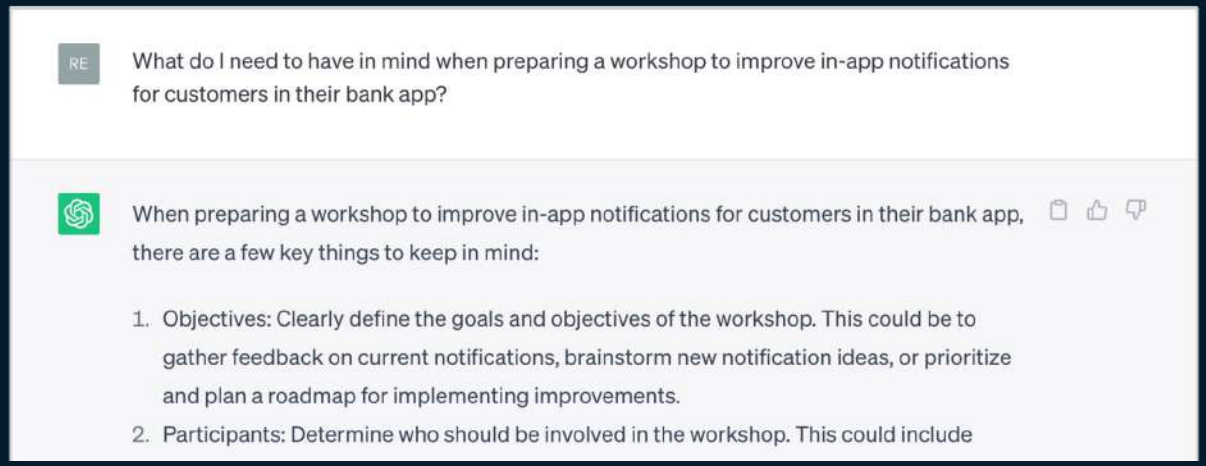
1/Integrate

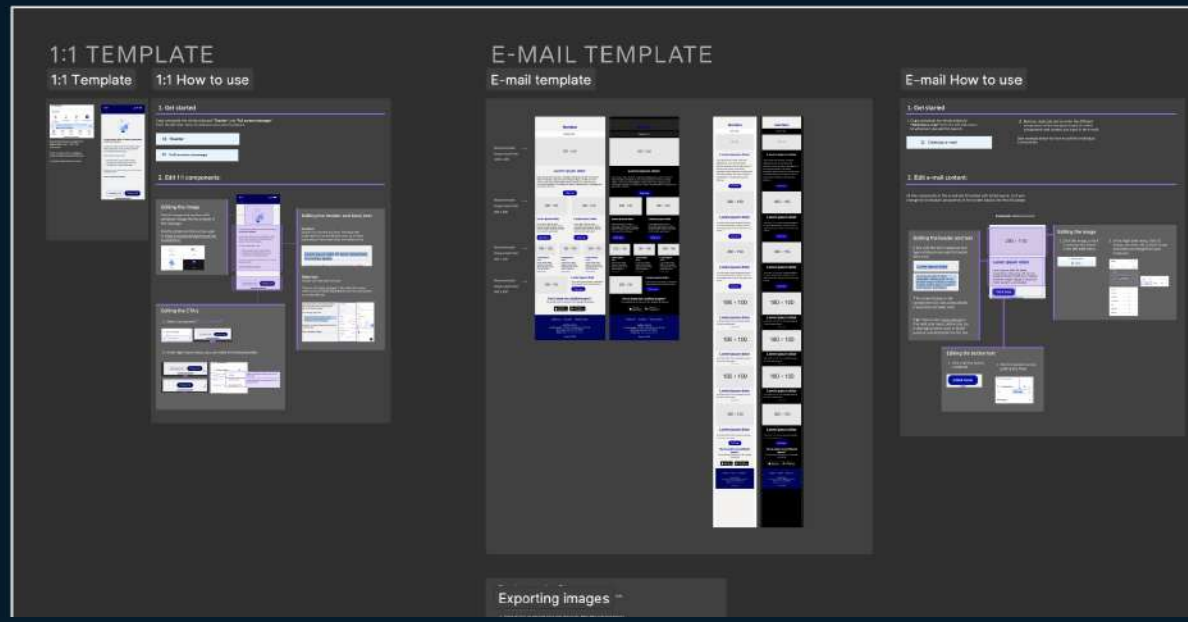
2/Learn new things

Tool vitality

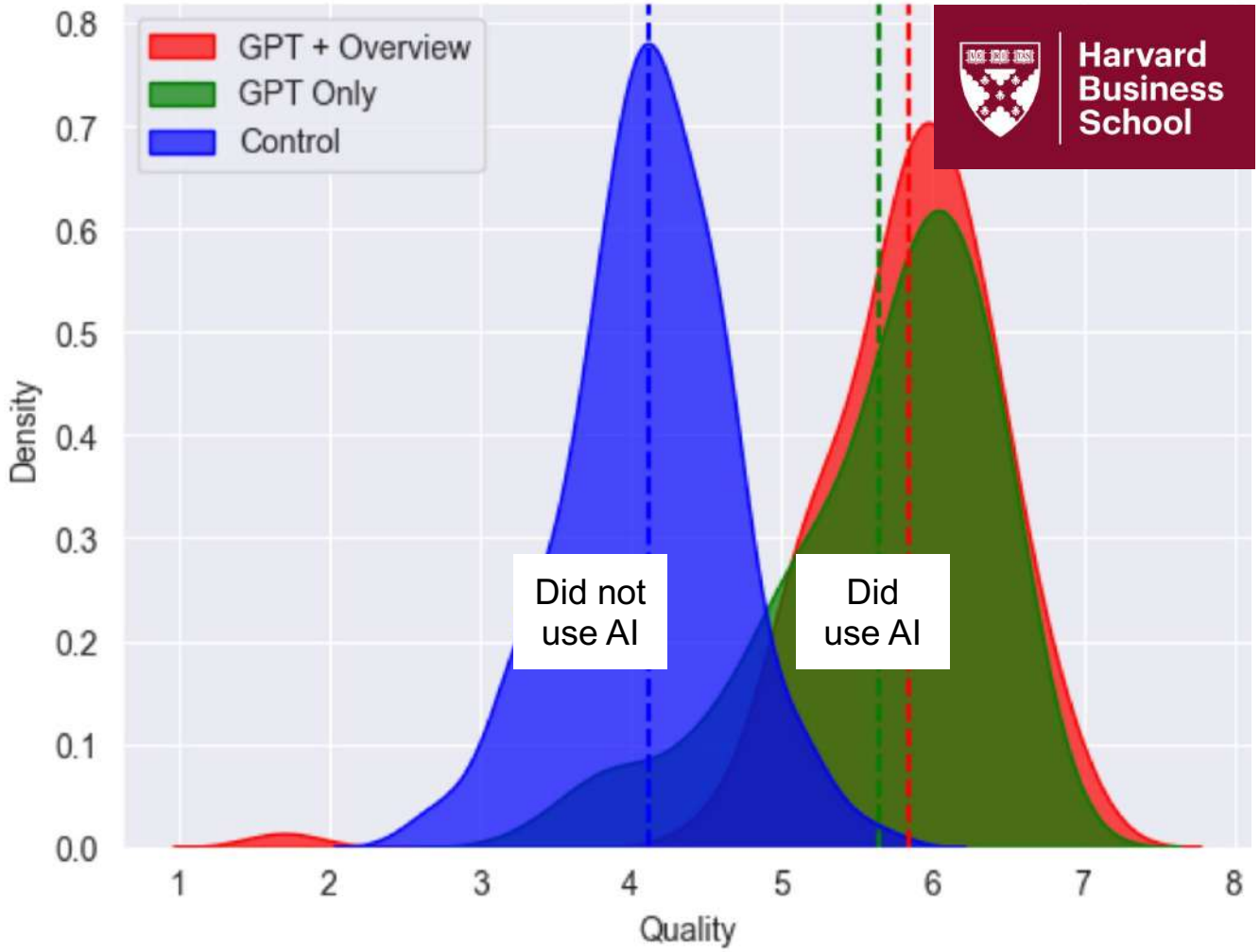








Supercharge designers in an environment where everyone can move with confidence



Sep 2023: AI powers higher quality knowledge work that is easier to do and faster.

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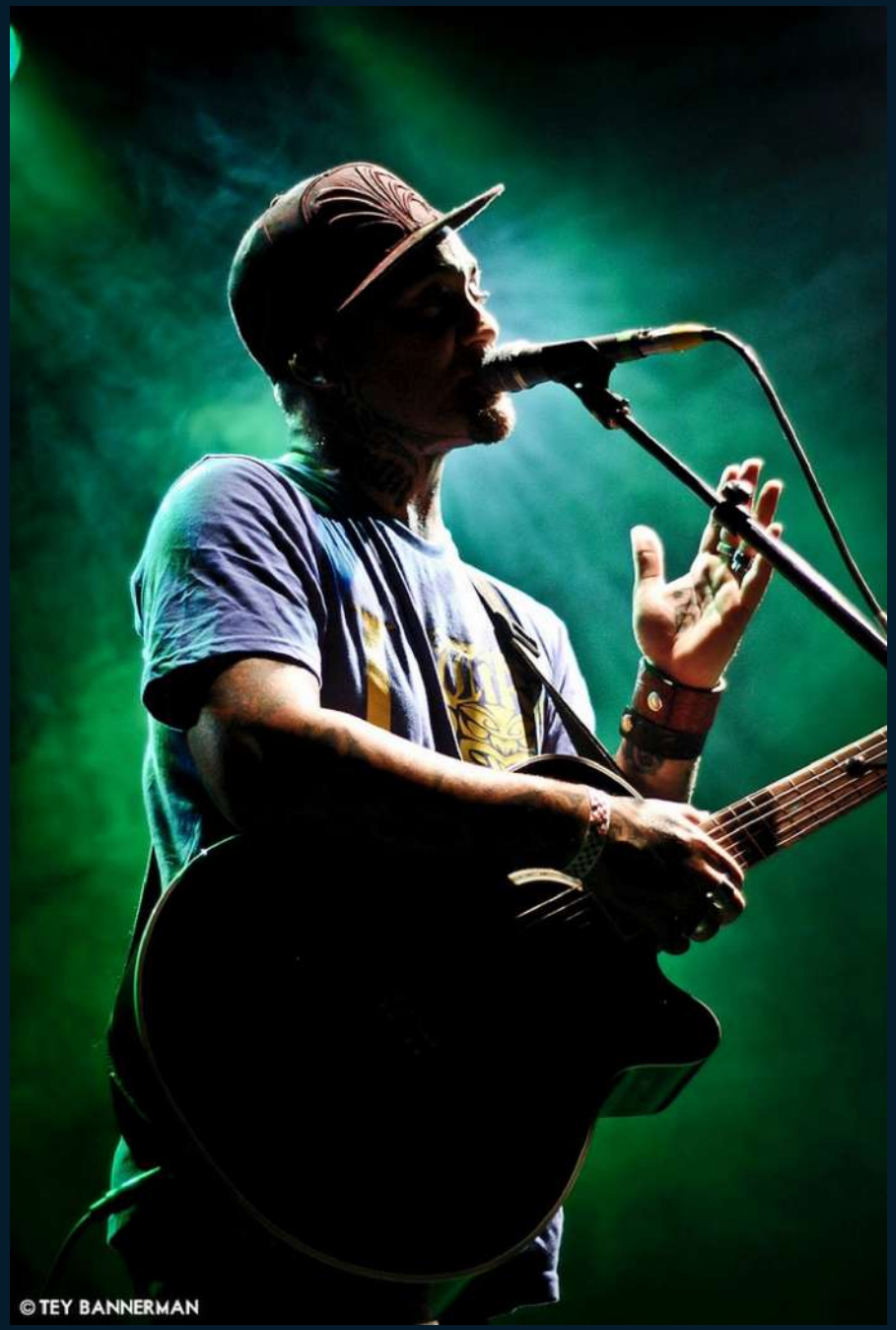
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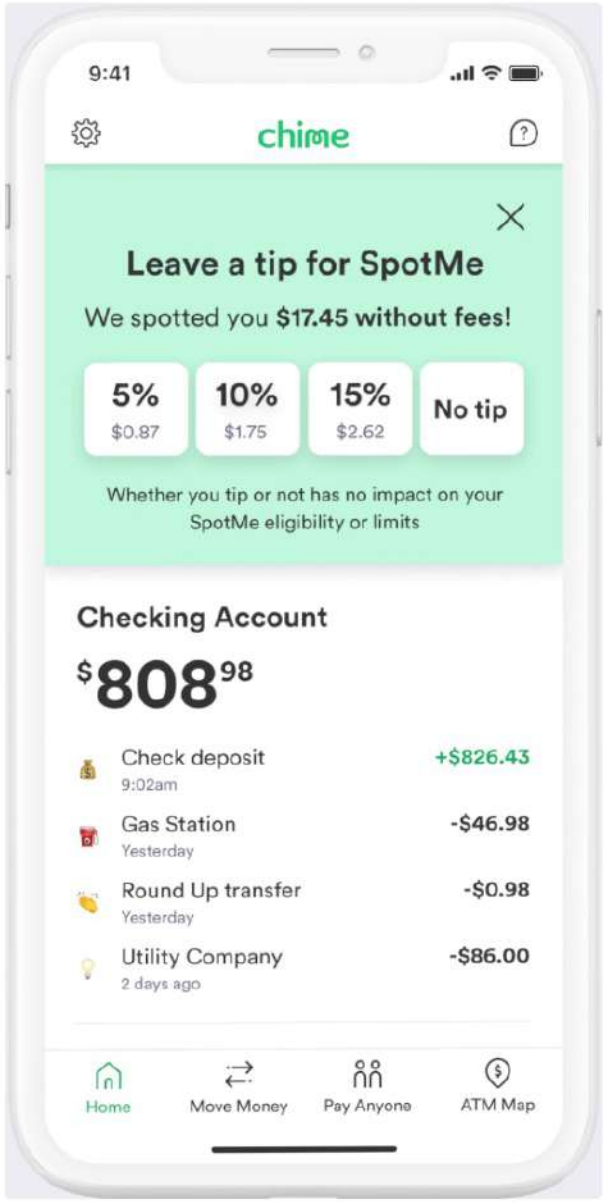
Leonardo.Ai

GPT-4

AD



GPT-4

Imagine you are a UI expert focused on usability and design direction. Please use the 12 Visual Design principles to assess the following screen. For each principle, please detail issues and opportunities. Place into a table format

Certainly! Here's an assessment of the provided screen based on the 12 Visual Design Principles:

Visual Design Principle	Issues	Opportunities
1. **Size and Scale**	- All elements appear well-scaled for mobile. "Leave a tip for SpotMe" might overshadow primary account details.	- Reduce the prominence of the tip prompt or make it collapsible to give primary focus to account details.
2. **Color Contrast**	- Green and white have good contrast, but t gray	- Use a darker shade for light gray text to ensure readability.
	ally. n be	- Refine vertical alignment between icons and text for better clarity.
4. **Emphasis**	- The "Leave a tip for SpotMe" prompt has a lot of emphasis, potentially drawing attention away from main account details.	- Use color or size variation to ensure primary account details remain the main focus.
5. **Balanced Typography**	- Typography is clear and legible. However, some elements might be too bold compared to others.	- Ensure a consistent typography hierarchy to guide user attention effectively.
6. **Repetition**	- Icon styles and button designs are consistent, providing a sense of cohesion.	- Maintain this consistency throughout the app for a unified user experience.
7. **White/Negative Spacing**	- Overall good use, but the space between transaction details could be increased for	- Adjust spacing between transactions for better

In partnership with a beverage client, we designed a portfolio of innovative sake products and experiences aimed at capturing greater share of the UK market and fueling exponential growth in sake exports

Generated using Midjourney

Customer research was augmented by GenAI, helping distil insights and identify themes

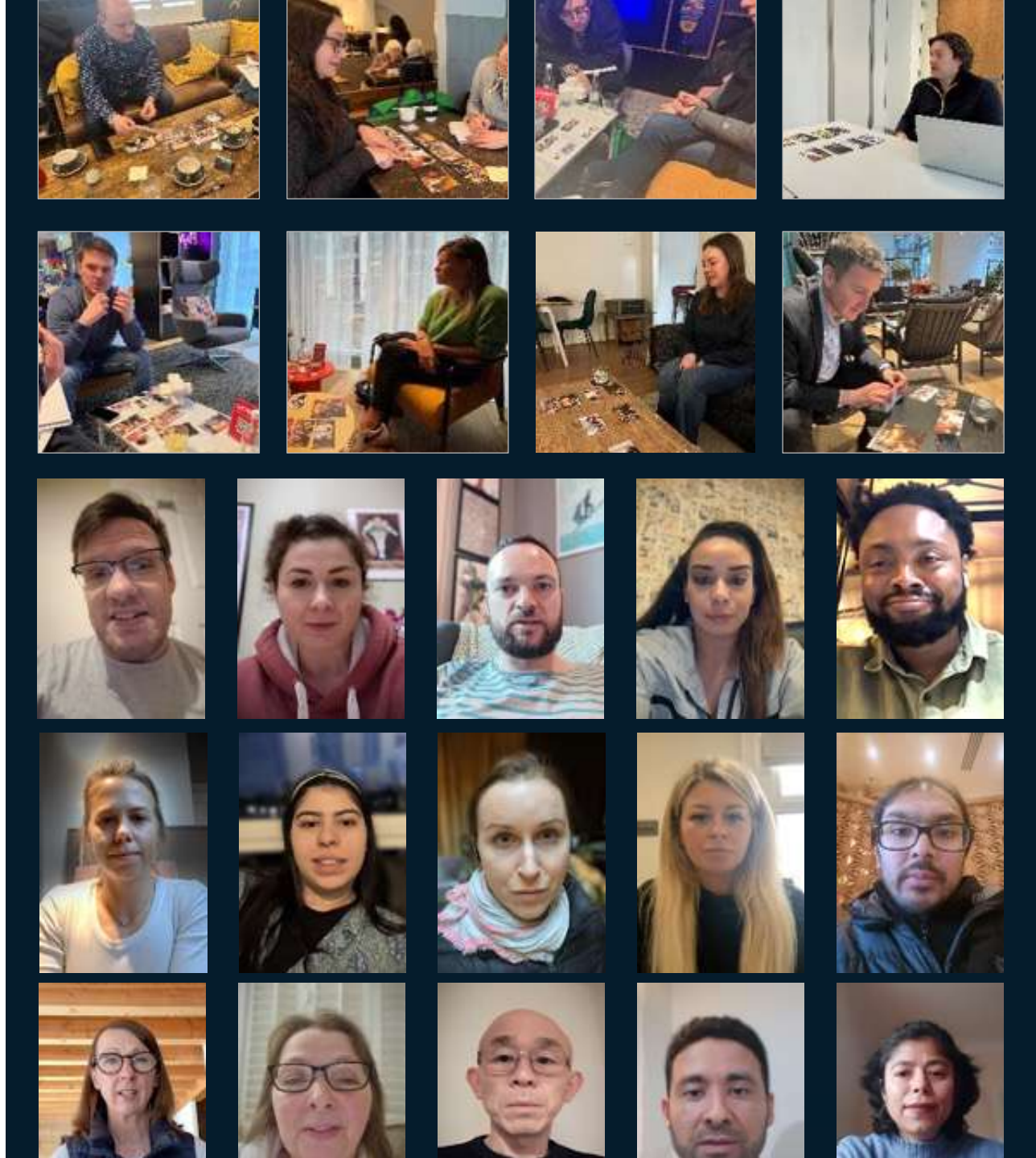
> The Japanese writing on the bottle is still important… it's iconic, it tells me it's sake. I'd like a visual cue of the taste I should be expecting – cherry blossoms for a floral taste

> It would be great to get something fast, easy, bubbly…fun, interesting flavors…just something I can relax with after a busy day with the children

> I feel like I know something my clients don't. To be able to introduce them to sake, tell a cool story about it…something like a digestif after a business dinner…

> If I see another table with a beautiful embossed bottle on the table, little ceramic sake cups…it'll make me want to try it

> I love how they present cocktails these days. Super cool presentation, something that marries old and new… that's what I think of with a sake cocktail



Prompts of products in customer language generated previously unimagined product concepts

Generated using Midjourney

Prompts of experiences in customer language generated bespoke experiences and occasions

Sake tasting at a fusion restaurant

Collectible, limited edition flasks

Sake pairing at fine-dining restaurants

Flavored sake shots at a bar

Generated using Midjourney

Speed

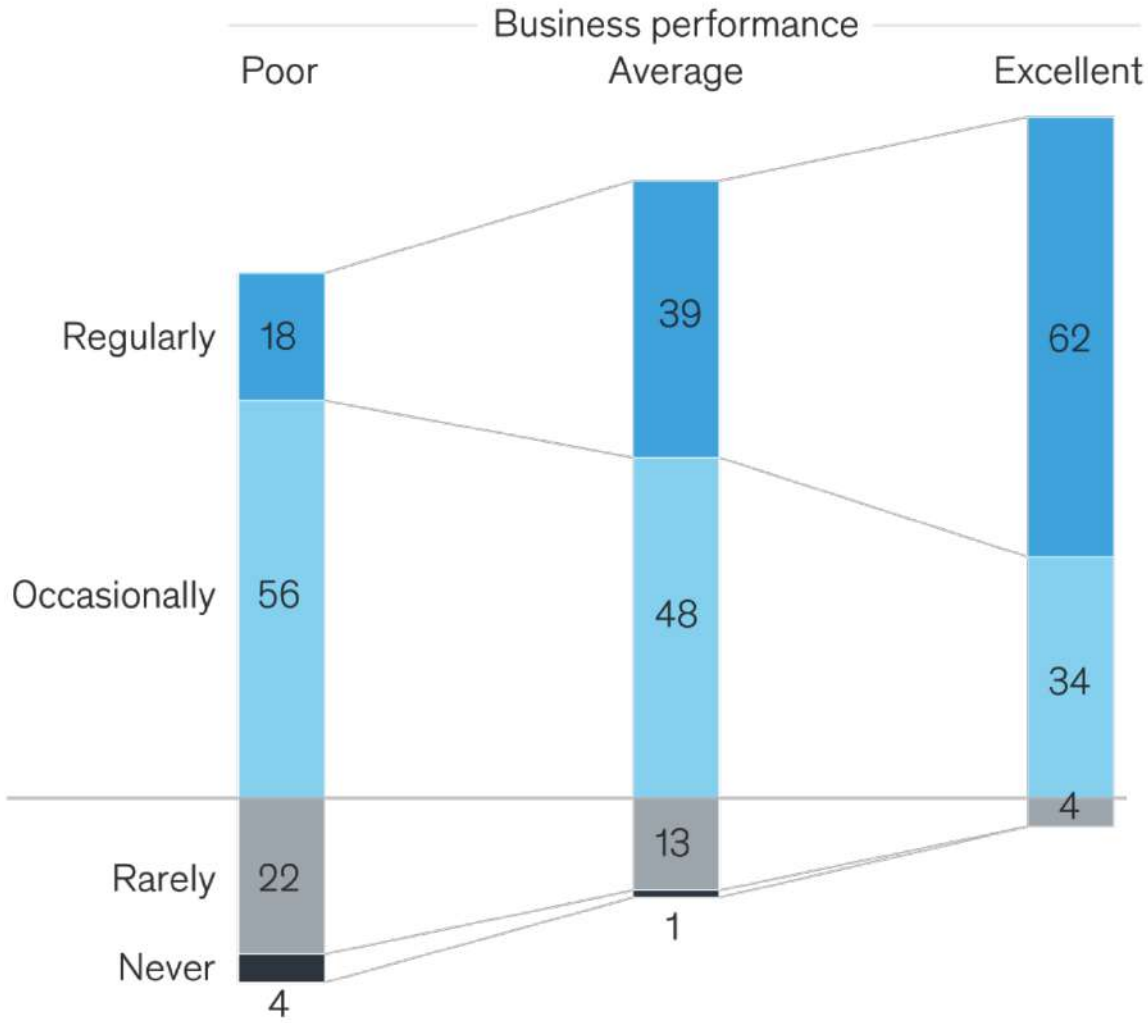
Scale

2/Learn new things

3/Build the business

When designers help design the business, the business does better

Frequency of designers contributing to internal processes, %



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Source: BVoD More than a department survey (n = 250)

Glow

How the role of design is typically perceived...

UX and UI: Getting user interfaces, visuals, and the underlying user research right

How designers can actually contribute…

UX and UI: Getting user interfaces, visuals, and the underlying user research right

Adoption and growth: How are we positioning ourselves to our target market, and continuously iterating and improving?

Legal, HR, and finance: What problems do our internal functions face? How can we help them be more effective?

Technology and data: Do we have suitable tech and data to solve the evolving needs of our business

Strategy: Is there alignment between our objectives and the needs of our customers and employees? Which real human problem are we trying to solve?

3/Build the business

What should you demand from yourself and those around you?

Psychological safety

Fail-fast mindset and openness to learn from errors

Risk-taking in the pursuit of innovative problem-solving is permitted and protected

Continuous improvement culture

Desire to experiment continuously to find new solutions

Continuous value delivery based on quick feedback

Culture of individual and team achievements recognition

Collaboration and Knowledge sharing

Building strong communities of practice through regular meetups on specific topics, mentorship, sponsorship, etc.

Close engagement with the customer through demos and research