

How does a business justify the cost of good design?

Businesses facing challenging decisions to cut budgets are also tasked with making smarter choices in their marketing budget. Good marketing involves the ability to identify and understand what a customer wants and communicate in a way that will increase their desire for a product and lead to sales.

Good design in your marketing and branding message will get you there faster and more efficiently.

Almost any purchase involves weighing the cost of the product against its perceived value. At times the value is just practical. Other times it may be a combination of social, emotional or other factors. The value of good design simply may be just to bridge the brand message with the consumers need and their willingness to start using it - if the product looks questionable, you do not even want to try. However, if it looks good, you want to give it a chance. Good design that reliably embeds the value of a product is greatly appreciated by consumers. In addition to better business results, good design is a good value.