
Benchmarking for Design

1st deliverable, warming up for your projects

This afternoon

Brief introduction to *benchmarking*

Trying it out together

Instructions for the assignment

Individual work on the assignment

What is benchmarking?

Robert Camp defined it in 1989 as follows:

"Benchmarking is the search for industry best practices that lead to superior performance."

Benchmarking in different disciplines

Used in many fields of study with a bit different meaning

Technology: How does our solution compare to others in terms of performance, ease of use, cost and so on?

Business: What products are already out there in the market?
Who are we competing against?

Design: Supports ideation, inspiration, learning from others

Robert Camp's model from Xerox (1)

PLANNING

1. Identify what is to be benchmarked.
2. Identify comparative companies.
3. Determine data collection method and collect data.

ANALYSIS

4. Determine current performance levels.
 5. Project future performance levels.
 6. Communicate benchmark findings and gain acceptance.
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Robert Camp's model from Xerox (2)

INTEGRATION

7. Establish functional goals.
8. Develop action plans.

ACTION

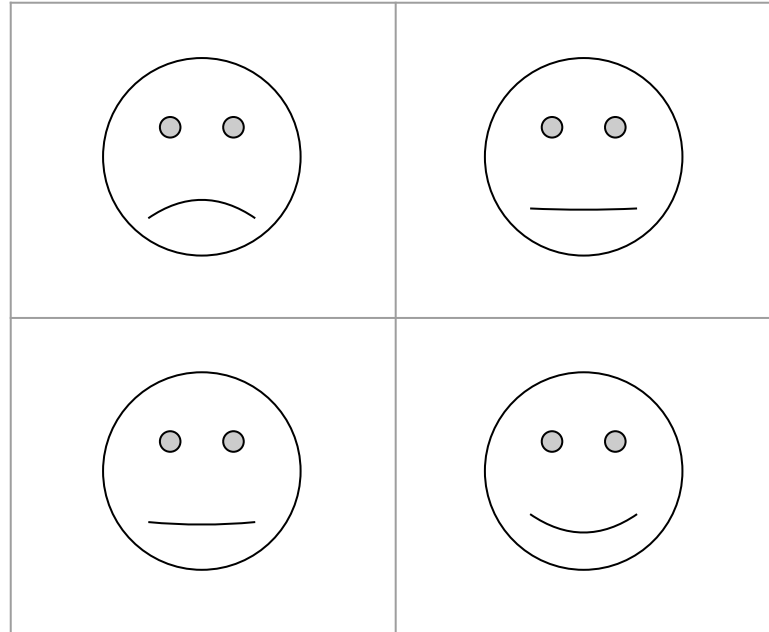
9. Implement specific actions and monitor progress.
10. Recalibrate benchmarks.

Robert Camp (1993): *A bible for benchmarking, by Xerox*

What to benchmark?

Similarity of topic ->

Similarity of approach ->



In practice

Find relevant products, services, solutions, practices

Who did it? Why? Who is the target audience?

Try them out

Take notes on what works or doesn't (not just text but screenshots, video footage, photos etc.)

Try to figure out *why*

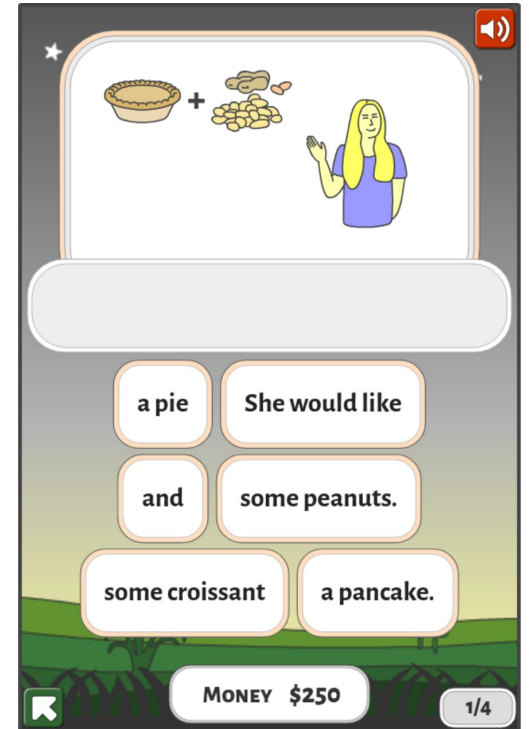
Compile a list of insights: what to take home and avoid?

Let's try it out!

Let's benchmark together

Owen Dwyer's *Food Game*:

<https://www.gamestolearnenglish.com/food/>



Benchmarking report

- A report documenting the 3–4 cases you analyzed
 - Start with a one-paragraph "CEO summary", you can simply call it *Summary*
 - Use screenshots and photos to illustrate the discussion
 - Maximum length: three A4 pages
 - Graded 0–5 based on the quality of writing, analysis, structure and argumentation
 - Deadline: Feb 5
 - Submitted as a PDF through MyCourses
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What's next?

Start with the assignment already: decide what to benchmark, find examples, try them out, document and analyze

When done with the research part, start writing your report

Tutoring is available, as usual!
