

METHODOLOGY

01 DESIGN RESEARCH

After more than two decades of working as a graphic designer and creative director, I have become increasingly interested in understanding design's cultural and psychological aspects, and I have performed extensive design research in this domain at Harvard University. Between 2016 and 2019, I also led the Cultural Communication Project—a research project that will help graphic designers understand design preferences of distinct objective and subjective cultural segments and

which will save billions for organizations worldwide.

Dealing with complex design challenges and problems, we often use the [Design Thinking](#) methodology to emphasize with audience's needs, wants, and problems. Design Thinking also helps us to challenge our hypotheses, developing ideas and testing our assumptions before going to market.

To the right, you find examples of my design research and a short intro to the Cultural Communication Project:

<https://blog.mike-andersson.com/can-audience-adapted-web-design-be-used-to-communicate-more-efficiently-to-cultural-diverse-website-visitor-segments/>

<https://blog.mike-andersson.com/design-to-win-voters-in-political-campaigns/>

<https://mike-andersson.com/portfolio/#cultural-communication-project>

05 CONTINUOUS TESTING

What can be considered “great design” is highly subjective and a result of the observer's previous life experiences, demographics, subjective and objective culture. That any design will be perceived through the lens of the viewer's model of perception; applied design, therefore, always needs to be continuously tested and validated on the target audience.

My team and I continuously test our work, often multiple times per day against clearly stated OKRs. Doing so enables us to create more efficient designs and helps us discover problems early, which saves time and money.

<https://blog.mike-andersson.com/test-driven-design-why-it-is-important-and-how-to-do-it/>

04 RETURN ON INVESTMENT FOCUS

When planning marketing campaigns and the production of design assets, it is imperative to implement measures to understand when a marketing activity goes from being a profitable investment to a loss. The measure I use to calculate the return on investment on design- and marketing assets is first to establish the Customer Lifetime Value and then implement measures of the Customer Acquisition Cost of each marketing activity and design asset. Knowing these two measures enables an organization to establish a CLV to CAC ratio, indicating how much can be invested in an activity before it becomes a loss.

<https://blog.mike-andersson.com/knowing-your-customer-life-time-value-and-customer-acquisition-cost-the-key-to-efficient-marketing-planning/>

<https://blog.mike-andersson.com/how-to-calculate-the-return-of-investment-on-marketing-efforts/>

02 SETTING GOALS

Every design process derives from market planning and the need to achieve one or more goals. Therefore, design processes should always start with establishing distinctive OKRs for each planned asset (print and digital), grounded in the organization's long- and short-term OKRs—as well as underlying marketing goals. Without quantifying what constitutes success, it is simply impossible to know whether a design asset is successful or not. Every OKR also should have quantifiable and explicitly stated KPIs working as early warning signals if an asset fails to perform according to the plan.

<https://blog.mike-andersson.com/goal-driven-marketing-planning-the-key-to-effective-marketing/>

<https://blog.mike-andersson.com/a-market-ers-cheat-sheet-to-build-great-market-strategies/>

03 PROJECT MANAGEMENT

A strong project management process brings leadership and direction, helps teams and stakeholders communicate and get the bigger picture, and reduces costs by visualizing bottlenecks and issues before they occur and assets are launched.

With two decades of project management experience in Agile, Scrum, Waterfall and most major project management platforms, the methodology and platform I choose to work in depends on the project, preferences of the team and the organization.

<https://blog.mike-andersson.com/how-to-use-the-kanban-for-efficient-project-management/>

