

BRITISH STANDARD

**Design management systems –
Part 10: Vocabulary of
terms used in design
management**

ICS 01.040.03; 03.100.01



Publishing and copyright information

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Summary of pages

This document comprises a front cover, an inside front cover, pages i and ii, pages 1 to 43 and a back cover.

Foreword

Publishing information

This British Standard is published by BSI and came into effect on 31 March 2008. It was prepared by Technical Committee MS/4, *Design management systems*. A list of organizations represented on this committee can be obtained on request to its secretary.

Supersession

This British Standard supersedes BS 7000-10:1995, which is withdrawn.

Relationship with other publications

BS 7000 *Design management systems*, consists of the following parts:

- *Part 1: Guide to managing innovation;*
- *Part 2: Guide to managing the design of manufactured products;*
- *Part 3: Guide to managing the design of services;*
- *Part 4: Guide to managing design in construction;*
- *Part 6: Managing inclusive design – Guide;*
- *Part 10: Vocabulary of terms used in design management.*

Other parts may be added.

Information about this document

This 2008 edition of BS 7000-10 has a greatly expanded scope, covering the design management terminology in use across all sectors of industry, commerce, services and the public sector. It applies to all technical, services, software, production and design areas, and also recognizes the importance of intellectual and other rights.

Presentational conventions

Details of the structure, layout and presentational conventions used in this part of BS 7000 are given in Clause 2.

Contractual and legal considerations

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard cannot confer immunity from legal obligations.

Introduction

This standard seeks to increase understanding of terms used when managing design and working with design professionals. Design activities normally involve individuals from different disciplines, as well as designers who specialize in different categories of design. Adopting a common terminology, while being aware of different usages of common terms, is important to ensure effective communication and smooth progress of work.

This part collates all the terms and definitions incorporated in the other parts of the BS 7000 series, plus many others in common use in design practice and management. As such, it is a useful reference in all discussions in these fields.

1 Scope

This part of BS 7000 defines vocabulary used in design and its management, and includes those that may have particular meanings when used in different areas of industry and commerce. It has been prepared to assist those who have a responsibility for, or an interest in, design and its management. It will also assist those who are considering working with designers but are unfamiliar with the terminology that they are likely to use.

It is recommended that organizations seeking to adopt this standard consider adopting the other standards in the BS 7000 series.

In accordance with terminology used in BS EN ISO 9001, the term “product” is used throughout this standard to refer to products, services, facilities, processes, environments, interfaces and business models.

2 Vocabulary structure

2.1 Most words in this vocabulary are accompanied by a letter which demonstrates the stage at which the term or word is most likely to be used in the design process:

M	market research
S	specification
C	concept design
DD	detail design
Mn	manufacture
Sl	selling
I	implementation
D	disposal or termination
G	general terms used in design management
O	other useful terms associated with new products and services

2.2 Bold words within a definition indicate terms that are defined elsewhere in this part of BS 7000. The exception to this are the terms “product” and “design” which have not been emboldened due to their frequency within the document.

3 Vocabulary

3.1 3-Gen product: G

long-term product or **service** that becomes available, typically two generations after the generation currently being developed

3.2 acceptance criteria: S

factors used to determine whether a design meets the specified and agreed **requirements**

3.3 accessibility: G

physical and sensory access to buildings, products, **services** and information

NOTE 1 May be via speaking browsers, sign language animations and Braille, for example.

NOTE 2 Improved accessibility is required under the Disability Discrimination Act 2005 [1] in the UK.

3.4 accessible design: G

design focused on principles of extending standard design to people with some type of performance limitation

NOTE 1 Can be achieved by:

- a) designing products, **services** and environments that are readily usable by most users without any modification;
- b) making products or **services** adaptable to different users (adapting user **interfaces**);
- c) having standardized **interfaces** to be compatible with special products for people with disabilities.

NOTE 2 Terms such as “design for all”, “barrier-free design”, “inclusive design” and “trans-generational design” are used similarly but in different contexts.

NOTE 3 Accessible design is a subset of universal design where products and environments are usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

3.5 added value: O

increased or additional benefit with regard to real and perceived worth, market value, desirability, merit or use

3.6 aesthetics

perception through the senses such as look and feel of a product that contribute to the attractiveness of a design

3.7 analogy

aid to creativity that compares a **concept** with something that exists elsewhere

3.8 artefact: G

tangible result from a **design process**

*NOTE Covers any product, **process**, communication or technique that has been designed.*

3.9 audience: SI

group of people or organizations to be reached or taken into account

3.10 audit: G

systematic examination to measure conformity with predetermined **requirements**

*NOTE See **design audit**.*

3.11 audit criteria

set of policies, procedures or requirements used as a reference against which audit evidence is compared

3.12 audit evidence

records, statements of fact or other information which is relevant to the audit criteria and verifiable

*NOTE Audit evidence may be **qualitative** or **quantitative***

3.13 backcasting: G

process by which attainment of a desired vision in the long-term future is plotted progressively back to the present through a series of milestone achievements which effectively map out the way forward

*NOTE Could apply to markets, products, **services**, **processes** and organizations.*

3.14 bar chart: I

histogram on which activities and their durations are represented by lines drawn to a common scale showing a sequence of operations

*NOTE 1 A **Gantt chart** is a specific type of bar chart and should not be used as a synonym for bar chart.*

NOTE 2 See also cascade chart.

3.15 baseline: SI

state of a product, formally established at a specific point in time, which serves as reference for further activities

3.16 benchmarking: M

systematic comparison of methods, performance and **processes**, usually with those in other organizations, in order to learn from them and improve ones own **processes**

3.17 block model: C

basic three-dimensional representation of a proposed design to provide a clearer impression of size, shape and volume without incorporating other details

NOTE Also known as a soft model, foam model or space model.

3.18 blueprinting: D

customer journey and parallel **processes** mapped out in sufficient detail to identify possible fail points and evaluate performance variables

3.19 blue-sky thinking: C

unbounded exploration of ideas without concern as to their practicality, applicability or marketability

NOTE Thinking that seems impractical and without application can trigger insights that lead to successful innovations.

3.20 bottom-up approach: G

design method that starts from consideration of details and proceeds towards consideration of the whole

*NOTE Opposite to a **top-down approach**.*

3.21 brainstorming: C

controlled use of free expression in which people interact to produce new ideas

NOTE See also lateral thinking, think tank.

3.22 brand: G

distinguishing visual or verbal representation of an **organization** or product

3.23 brand architecture: G

mutually-reinforcing components that form the structure of a **brand**

NOTE Also encompasses how different brands of a single organization relate to each other.

3.24 brand attribute: S (D)

functional or emotional association assigned to a **brand** by current and prospective **customers**

NOTE Can be either negative or positive.

3.25 brand DNA: G (D)

collective and fundamental components of a **brand**

NOTE Including attributes, character, benefits, differentiation and credibility.

3.26 brand identity: G

expression of attributes that describe the essence of a brand

NOTE 1 An organization's brand identity seeks to encapsulate its vision, values, philosophy and ways of doing business; a product's encompasses the vision and values that provide its core characteristics.

NOTE 2 A brand's visual identity is the visual expression of its identity, normally conveyed by means of a symbol and/or the name rendered in a distinctive typographic form.

3.27 brand logotype: D

distinctive way in which a **brand** name is rendered, principally in typographic form

3.28 brand values: SI (D)

core qualities associated with a **brand**

3.29 breadboard model: C

item constructed to investigate or evaluate the feasibility and practicality of a **concept**, device, circuit or system in rough experimental form, without regard to the **configuration**

NOTE See also design aid model.

3.30 breakthrough innovation

change that breaches a previously perceived limit in **configuration**, performance or technology

NOTE Typically opens up important new options to deliver significant advances in outcomes.

3.31 bubble chart: C

approximate diagram with entities, ideas or activities inside circles and with lines linking the circles to show their interactions

NOTE Can be used as an aid to thinking or explanation, or as an overall display of a situation.

3.32 building blocks: I

components that constitute a product from the user's perspective

*NOTE For example, insights, **segmentation**, touch-points, channels, environments and journeys.*

3.33 build standard: S

listing of the drawings, schedules and other documents that constitute the technical description of a manufactured item, together with their issue number or modification status

3.34 buy-in: G

acceptance of a proposal

3.35 capacity: Mn

maximum level of value-added activity that an operation is capable of producing over a specified time period

3.36 cascade chart: D

bar chart on which the vertical order of activities is such that each activity is dependent on activities higher in the list

3.37 catalogue design: G

<design> form of design that involves selection and assembly of proprietary items or deciding which of a particular set of existing design solutions would fit a given situation

<reference material> structure, layout and presentation of reference material that sets out details of items offered for sale

NOTE These are normally printed though they are increasingly presented in other archival formats such as microfiche and computer software.

3.38 cause-effect diagram: O

technique to identify root cause of a problem, requiring systematic questioning

NOTE Also known as ishikawa or fishbone analysis.

3.39 chain of custody

process whereby an **organization** monitors its products through every stage of the supply chain, including all stages of manufacturing, transportation and distribution

3.40 change control procedure: Mn

organized procedure by which proposed **design changes** are described/evaluated, approved/rejected, and implemented

3.41 change record: Mn

formal reference documenting authorized changes, reasons why these were made, and their effect on other aspects of work and their outcomes

3.42 change team: C

<formal> group of individuals brought together, from within and possibly outside an organization, and given responsibility to effect a specific change

<informal> individuals who work together to get a new idea adopted or act as catalysts within an organization

- 3.43 channels: I**
ways in which people can find or use products and different ways by which organizations can deliver products
- 3.44 collaborators: G**
parties that agree to work together on a **project**
- 3.45 combination**
utilization of two or more existing **design methods** to reach a design solution
- 3.46 company culture: O (D)**
company's shared values and behaviours that determine what is valued and what is acceptable
- 3.47 commission: G**
instruction from a client requesting a design organization to provide a **service** within agreed **constraints**
- 3.48 communication plan: S**
plan that establishes the communication procedures and authority for a specific **project**
- 3.49 communities of practice**
people with shared **expertise** or experience that cross conventional organizational boundaries to build the **capacity** of all the organizations involved in order to innovate
- 3.50 competitive advantage: SI**
position or condition adopted in order to differentiate beneficially from other offers and gain favour with **customers**
- 3.51 competitor analysis: M**
investigation into the merits of rival organizations and their offerings
NOTE Comparisons are made relative to, for example, price and quality.
- 3.52 concept: C**
outline idea for a design
NOTE 1 Might be a possible design solution in outline or first order terms.
NOTE 2 Generally one of a number.
- 3.53 concept assessment matrix: C**
method for identifying the most viable **concept** of those that meet the **specification**
- 3.54 concept design phase: C**
preliminary research and studies to establish design alternatives that merit further development
- 3.55 concept scenario: C**
idea for a new product communicated through a story
- 3.56 conceptualization: D**
generation of drawings, **models** and **prototypes** of a new product idea prior to committing to a final design

3.57 concurrent processing: G

management approach that addresses certain activities in parallel by harnessing necessary skills and **processes** in an integrated manner from the earliest stages of the **project**

NOTE 1 Can encourage improved communication and teamworking between multi-disciplinary functions, leading to project stages being achieved sooner with less abortive effort and shorter time-to-market.

*NOTE 2 See also **simultaneous engineering**.*

3.58 configuration: S

interrelated functional and physical characteristics of a product defined in **product configuration information**

[BS ISO 10007:2003, definition 3.3]

3.59 configuration control: S

<implementation> activities of **evaluation**, coordination, approval or disapproval, and changes to **configuration** items, after formal establishment of **configuration** documentation

<management> systematic control of changes to drawings and other **configuration** data to ensure that proposed changes are incorporated only when authorized by the controlling authority

*NOTE See **configuration control board**.*

3.60 configuration control board: S

group of technical and administrative experts with the assigned authority and responsibility to make decisions on **configuration** and its management.

3.61 configuration identification: S

determination of a product's structure, selection of **configuration items** and documentation of their physical and functional characteristics

NOTE Can include the following:

- a) **interfaces** and subsequent changes; and
- b) allocation of identification characters or numbers to the **configuration items** and their documents.

3.62 configuration item: S

entity within a **configuration** that satisfies an end use function

[BS ISO 10007:2003, definition 3.5]

3.63 configuration management: S

co-ordinated activities to direct and control **configuration**

*NOTE Configuration management generally concentrates on technical and organizational activities that establish and maintain control of a product and its **product configuration information** throughout the lifecycle of the product.*

[BS ISO 10007:2003, definition 3.6]

3.64 configuration status accounting: S

formalized recording and reporting of **product configuration information**, the status of proposed changes and the status of the implementation of approved changes

[BS ISO 10007:2003, definition 3.7]

- 3.65 constraint: S**
limiting factor that might inhibit the full realization of objectives
- 3.66 contingency: O**
allowance of time or resources made in a **project** to cover unforeseen circumstances or emergencies
- 3.67 contingency plan: O**
alternative course of action devised to cope with **project risks**
NOTE Also known as a mitigation plan.
- 3.68 continual improvement: G**
enhancing systems to achieve improvements in overall performance
NOTE Need not take place in all areas of activity simultaneously.
- 3.69 cool-hunters: M**
individuals who identify **trends** among young people and report back to an organization so appropriate action might be taken
- 3.70 copyright: O**
exclusive property right conferred by statute giving legal protection to the use of a particular design, creative work or other publications
NOTE 1 Attention is drawn to the Copyright, Designs and Patents Act 1988 [2].
*NOTE 2 Applies to original literary, musical, dramatic, artistic and cinematographic works including computer programmes, architecture, graphic designs, photographs and videos. Generally, it does not cover three-dimensional **artefacts**, apart from works of artistic craftsmanship and surface decoration.*
- 3.71 corporate design management system: G**
formal corporate infrastructure that encompasses design objectives, strategies and **processes**, organizational structures and standards for administering design
- 3.72 corporate design manual: S**
reference that sets out the core values, key standards and procedures that dictate or influence the aesthetic and technical treatment of the output of an organization, together with guidelines on how they apply and should be implemented
- 3.73 corporate design philosophy: G**
articulation of an organization's stance towards design and its contribution to corporate performance
NOTE Design equivalent of a business mission which expresses basic beliefs, values, perspective and encapsulates an organization's accumulated wisdom with respect to design.
- 3.74 corporate design programme: G**
comprehensive programme of design-related investments extending over the majority of activities and output of an organization over a specified period
- 3.75 corporate design team: O**
wider group of individuals, within or outside an organization, who contribute to its design work, both in a formal or informal capacity

- 3.76 corporate identity: G**
articulation of what an organization is, what it stands for, what it does and the way it goes about its business
- 3.77 corporate image: S**
sum of impressions and expectations of an organization built up in the minds of its **stakeholders** and the public
- 3.78 corporate logo: D**
distinctive way in which an organization's name is rendered, principally in typographic form
- 3.79 corporate software: O**
knowledge, skills, experience, **intellectual property** and other intangible attributes within an organization
- NOTE Incorporates corporate memory and the folklore of an organization.*
- 3.80 corporate symbol: S**
distinctive representative or abstract emblem used by an organization to identify itself
- 3.81 cost benefit analysis: D**
means to determine the relationship between the costs of undertaking an activity and the benefits likely to arise, both initial and recurring
- NOTE The hard, tangible, readily measurable benefits might sometimes be accompanied by soft benefits, which might be difficult to isolate, measure and value.*
- 3.82 cost breakdown structure: D**
detailing of identified elements of expenditure under different categories
- 3.83 cost effectiveness: G**
ratio of the value received to the cost of resources expended
- NOTE Relative term that defines various options such as the most cost effective choice is either the lowest cost option for a given benefit (or to meet a given objective) or the greatest benefit option for a given expenditure.*
- 3.84 critical driver: S**
principal determinant of progression of a **project**
- 3.85 critical path: G**
sequence of activities through a **project** network that determines the minimum duration of a **project**
- NOTE Any delay on the **critical path** delays the whole **project**.*
- 3.86 critical path analysis (CPA): G**
technique used to determine the minimum time to complete a **project**, by mapping the shortest continuous path through the set of sequential activities within the **project**
- 3.87 customer: S**
organization or person that receives a product or **service**
- NOTE 1 Sometimes referred to as a client, end-user, retainer, beneficiary, purchaser or business second party.*
- NOTE 2 May be a unit within the organization.*

3.88 customer buying systems: S

sequence of hearing about or seeing a product for the first time, deciding whether to purchase, researching and comparing the product, and buying the product

3.89 customer experience marketing: S

strategically managing a **customer's** entire experience with a product or a company

3.90 customer journey: D

sequence of events that a **customer** or user experiences when interacting with a product

NOTE Usually includes events before and after direct interaction with the product, and is often visualised as a storyboard.

3.91 customer relationship marketing: S

best practice of identifying, acquiring and retaining the best **customers** to produce profitable growth

NOTE Also known as "customer relationship management".

3.92 customer satisfaction: S

customer's perception of the degree to which their **requirements** have been fulfilled

NOTE Customer complaints are a common indicator of low customer satisfaction but their absence does not necessarily imply high customer satisfaction.

3.93 customer service blueprint: M

method for exploring the mainly **qualitative** components during different **customer** or user experiences with a **service**

3.94 data mining: C

selecting, exploring and modelling large amounts of data to uncover previously unknown patterns and insights

3.95 date of acceptance: Mn

time when all **interested parties** agree that the **technical product specification** is finalized and manufacturing can commence

NOTE May be identified by other terms such as "date of issue" or "sealing of drawings".

3.96 delphi panel: M

group of experts who are asked questions, individually and iteratively, about the future, and about the levels of confidence that they attach to their forecasts

3.97 demanufacture: D

disassembly of the product and the reuse, reprocessing or disposal of piece parts

3.98 demographics: M

study of populations of target audiences to gain insights particularly into the characteristics of different segments of consumers

NOTE 1 Classification will be influenced by factors such as number, distribution, location, age, disabilities, etc.

NOTE 2 Consumer types are assumed to share attitudes, beliefs, aspirations and purchasing habits.

3.99 descriptive specification: S

statement of the attributes of a product which enables prospective users to establish its fitness for use

3.100 design: O

<noun> <instructions> set of instructions (**specifications**, drawings, schedules, etc.) necessary to construct a product

3.101 design: O

<noun> <end result> product itself

<verb> generate information by which a product can become a reality

3.102 design aid model: C

model of a new design or part of a new design that is used to give experience of some of the features of the intended design e.g. visual, environmental or performance

*NOTE See also **breadboard model**.*

3.103 design analysis: D

detailed investigation of the possible outcomes of a certain line of action

3.104 design appraisal: I

examination of the output from a **design process** at a particular, probably predetermined, stage to ensure that it meets the stated and agreed **requirements**

3.105 design attributes: S

features and characteristics of a design

3.106 design audit: G

systematic **evaluation** of the result of an activity to establish the extent to which the original objectives have been fulfilled

*NOTE 1 Usually linked to a specific activity, e.g. system evaluation or **project** evaluation. Results are usually measured in terms of time, cost and achievement.*

NOTE 2 Generally takes place at the end of an activity, though progress can be maintained by carrying out intermediate or stage evaluations, particularly where intermediate stage achievements have been planned.

NOTE 3 Internal audits, sometimes called first-party audits, are conducted by, or on behalf of, the organization itself for management review and other internal purposes, and may form the basis for an organization's self-declaration of conformity. In many cases, particularly in smaller organizations, independence can be demonstrated by the freedom from responsibility for the activity being audited.

*NOTE 4 External audits include those generally termed second- and third-party audits. Second-party audits are conducted by parties having an interest in the organization, such as **customers**, or by other persons on their behalf. Third-party audits are conducted by external, independent auditing organizations, such as those providing registration or certification of conformity to BS EN ISO 9001 or BS EN ISO 14001.*

*NOTE 5 Findings of a **design audit** may form one of the inputs for consideration at a subsequent **design review**. See also **design management audit** and **design technology audit**.*

3.107 design awareness: G (D)

degree to which people within an organization realize the value of the contribution design can make