

DBA: DESIGN DIRECTORY

# THE BETTER WAY TO BUY DESIGN



The Institute of Directors,  
one of the UK's most prestigious  
business organisations,  
**has endorsed the  
DBA's Design Directory.**

"We were looking for a group with strong capabilities in user-centred online development and found our agency in Prospect. We were really impressed with their working processes and are very happy with the outcome."

Adam Fennelow, Director of Development Design Business Association

"Though still in beta, we have already been using the Design Directory to great effect. It has opened a big window on the best agencies in the UK's vibrant design scene."

Zohaib Khan, CEO A2Z Creators

"The intelligence and information that the Design Directory provides is invaluable to us as commissioners of design. We would even be willing to pay to have access to this simple and well-designed tool."

Unnamed Director of Design Global FMCG provider

See it live [www.dba.org.uk](http://www.dba.org.uk)

## Problem

The Design Business Association promotes professional excellence in design throughout the UK, by enabling productive partnerships between commerce and the design industry. As an organisation primarily reliant on membership fees for income, the DBA needs to find alternative income streams to broaden its income base. It identified a need for a Design Directory that would enable businesses to easily access and qualify design firms and realised there may be revenue opportunity through the provision of the Directory. The challenge was to design and develop the Directory in the most effective way to engage both business and agency audiences.

## Solution

Prospect was commissioned to develop the Design Directory from the ground up. The solution was not to create a rolodex of design firms, but deliver an online tool that would allow businesses to speed up the PQQ (pre-qualification questionnaire) process, as well as access critical information on best practices in design buying. This benefitted both sides, by giving businesses access to a listing of agencies that were already PQQ approved and design companies the ability to present their credentials (and confidential information) to prospective clients in a secure, online forum.

The Directory was divided into three levels, with all visitors able to view Level 1, displaying design agency capabilities, sectors and some visuals. Level 2, which is password protected, provides in-depth case studies and more sensitive financial information, while Level 3 is the deepest, and gives logged-in clients the opportunity to download agency business and policy documentation.

## Impact

The Prospect solution, which soft-launched in November of 2010, has received glowing reviews from the design industry and from commissioning agencies. It went live in March of 2011 and has been endorsed by the Institute of Directors and the Marketing Society. The Directory is already changing the UK design services procurement landscape for the better.



## THE BETTER WAY TO BUY DESIGN

Engage both design commissioners and providers

Ensure easy access to information

Maintain confidentiality and data security

Adapt design seamlessly to existing site

Provide a strong point of departure for site re-design

