

Enhancing the performance of industrial designers using Balanced Scorecard

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Abstract

The main objective of this study has been to improve the effectiveness, efficiency of industrial designer to achieve the strategic goals of the product set by industrial companies. One of these goals is providing excellent value that attracts customers, This should enable industrial companies to apply Balanced Scorecard BSC as a system to evaluate the performance of the designer, and to design its own system to measure the performance of the designer, determine the relative weights of the different objectives and indicators in line with the priorities and concerns the product design. The paper ends with giving a value for the efficient performance for each strategic objective, which helps to evaluate each goal alone and find out where the strengths and weaknesses lie, providing the company with a feedback necessary for corrective actions to improve the performance of the designer. The main question this study raises is **to what extent it is possible to use balanced Scorecard as an approach to measure and improve the performance of the designer in the Egyptian industrial companies?** The study came to the conclusion that the application of BSC in the department of design and the development of an appropriate assessment system based on the perspectives of the Balanced Scorecard, improves the performance of the designer and thus improves the product of each stage of the design process. It was also recommended that the administrative system be restructured based on a Balanced Scorecard approach. Plans to improve the performance of the designer should include a training scheme and an improved system for hiring designers.

Keywords:

Designer performance, Balanced Scorecard BSC, Key Performance Indicators KPI, strategic map.