

**Examining Data Gathering, Corporate and Business Strategies, and Front-Back
Structure Challenges**

Name

Institution

Course

Professor

Date

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Gathering data useful in design assessment and their implications for the design process.

When it comes to useful datasets for design evaluation, both user research and usability testing are a good solution. User research intends to see and listen to the people who interact with the product first-hand in order to analyze their needs, preferences, habits, and pains they face that can be applied to the design process (Savolainen, 2021). The usability testing aims to explore the working prototype or product by users to find and fix any usability or functionality problems.

These methods have powerful implications in that they present a researcher with the possibility to understand not only the behavior patterns but also the desires and expectations of consumers towards a particular product or a service. One of the benefits of this research is that it helps designers develop designs that address user needs and minimize the risk of any challenges encountered during development.

Distinctions between a corporate strategy and a business strategy and an example of each.

The main distinction between corporate strategy and business strategy is their scope: Corporate strategy means all those strategies that an organization deals with at a higher level of management, like diversification strategies (Menz et al., 2021). On the other hand, business strategies are strategies pertaining to specific products or services an organization is offering, such as marketing strategies.

For example:

- Corporate Strategy: Coca-Cola's corporate strategy seeks for international presence through acquisition deals with multiple cooperation partners.

- **Business Strategy:** One component of Coca-Cola's business-level strategy could include launching innovative pack designs for existing products to meet customer demands and trends.

Forces By Which an Organization Would Choose to Adopt Front-Back Structure

The forces that would drive an organization to adopt a front vs - back structure are globalization - where teams across locations must be highly effective and at the same time cohesive, especially where key departments like R&D and technology are concerned (Jerab & Mabrouk, 2023). The other compressive factor is a higher market competition that forces companies to constantly innovate while keeping cost-effectiveness by integrating back-end functions into the front-end for better transparency and speed. Next, quickening the decision-making process owing to technological advancements requires an organizational shift towards a front-back structure that allows for shorter response time.

Challenges of Internal Competitive Forces

- **A lack of interdepartmental communication or collaboration:** The capacity for lateral capability within an organization can be negatively impacted if the departments lack communication and are not sharing information between them (Rodrigues et al., 2023).
- **Incentives/disincentives based on individual performance:** When employees' reward or recognition relies on their personal success without regard to how they interact with other colleagues in other units, it could counter the overall success of the team, discouraging them from working together and share information/resources.
- **Resistance to change/protecting existing power structures:** As the firm moves to build multi-disciplinary teams and unlock lateral capabilities, it is more likely that the existing power systems will be replaced. This transformation may face resistance from those who have been nice with their positions/ranks up to now and perceive this

as being threatening to their status quo.

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