

DESIGN MODELLING AND PERFORMANCE EVALUATION

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Abstract: *The competitive environment push the enterprises to improve their activities at all levels. But, here is most important to take action, which methods to chose and how to evaluate the impact on the results? These questions are still open and involve each department/division/process/activity. Therefore, the performance is evaluated, measured, analyzed and managed considering every activity. Along with the enterprise, the performance measures evolve and, some authors, transfer end adapt those measures from one department to another (as for example, the ABC/ABM method, dev eloped for the management field and used nowadays also in design). The paper proposes a representation of the enterprise performance among several departments and open new research horizons for the design performance.*

Keywords: *modelling, performance, design.*