If good design is good business, as former IBM chairman and CEO Thomas John Watson Jr. famously said, then robust design review is critical to business success.

With the constant competition to get new and better products to market, design teams are always under pressure to deliver more. Design reviews are a key part of the product development process: Done right, they can make sure that a product gets to market on time and within budget. And once your well-designed product is in the market, it has a better chance of meeting revenue targets and delighting your customers.

The outcomes of poor design reviews range from increased development costs to potential loss of market leadership. The good news? Many of these pitfalls can be avoided by improving your design review process.

Our work with some of the world’s leading product design companies has given us a first-hand understanding of the habits that lead to successful design reviews. While the specifics of the review process will be unique to each organization, we’ve observed some common traits in industry leaders.

**STEP 1: NURTURE A DESIGN CULTURE.**

It is worth noting that the leading enterprises we work with have a design culture. With these firms, design reviews are celebrated as value-added efforts, not drudgery. Firms getting sub-optimal results display an impatience during their process. The result of this impatience is designers misinterpreting feedback as criticism. They may have designers, but they lack design culture. Taking the time to build an environment that invites creativity and collaboration will yield dividends in engaged employees and more profitable products down the road.

**STEP 2: INCLUDE NON-DESIGNERS ON YOUR TEAM.**

Diverse perspectives will help ensure you’ve covered the bases when it comes to your end users. Expand your review participants beyond the design teams to include a broad group of stakeholders from Product Management, Finance, Operations, Marketing, Sales and more. And if involving more people leaves you feeling overwhelmed about managing all that feedback, don’t worry (more on that later).
STEP 3: ENSURE EVERYONE UNDERSTANDS THE PROBLEM YOU'RE TRYING TO SOLVE.

Once you’ve built the right team to review the design, you’ll want to make sure everyone is on the same page. That’s where AMD Radeon™ Pro enterprise software can help. Using AMD Radeon™ Pro ReLive, our high-resolution screen recording and collaboration tool, you can create a quick summary of what will be covered in the design review. Here, you can simply hit record and present some slides you have prepared that define the problem the design aims to solve. It’s easy—you can be done in minutes and send the video straight to your colleagues’ desktops.

STEP 4: SHARE THE DESIGN BEFORE THE MEETING.

Why use a picture to say a thousand words when you can use video instead? Save time and encourage thoughtful feedback by sending the design to your reviewers before you meet. Here again you can record using Radeon™ Pro ReLive to step through the design.

This allows you to increase your focus on reviewer feedback and discussion about the design, instead of explaining it in the actual review. When dealing with different skills sets on your team, it’s a good idea to start at a high level and then drill down into specifics.

STEP 5: USE THE RIGHT TOOLS TO ENGAGE YOUR PARTICIPANTS.

During your design review meeting, you’ll want to capture input from each person on your carefully chosen team. And the more immersive you can make the design review the better. Whether you are in a large firm with caves and advanced display walls, or are on a more modest budget, the right technologies can help ensure that your design takes center stage.

Radeon™ Pro offers a host of advanced technologies to drive modern caves and display walls. This includes AMD Eyefinity Pro, which enables one graphics card to output high-quality visuals on three, four, and even six displays utilizing software technologies such as Edge Blending, Overlap, and Display Output Post Processing (DOPP). Most design reviews are more modest, working with large displays, projectors and head-mounted virtual reality displays. Here, the same advanced tools can be applied in tandem with collaboration and rendering tools.

You can also use AMD Radeon™ ProRender to create physically accurate and photorealistic renders of the design. It will give everyone an idea of how the solution will work and makes it clearer for participants who are less familiar with CAD tools.

When you need to get inside your design, Radeon™ Pro Virtual Reality solutions, when using an AMD Radeon™ VR Ready Creator graphics card, can provide an immersive experience. Let’s say, for example, that you’re building a new manufacturing facility. You can import your equipment, realistically rendered, set your layout according to plan, and then do a host of verifications, all in virtual reality.

AMD RADEON™ PRO IMAGE BOOST provides optimal clarity for your design visuals as you zoom in on details. Using this feature, there is a significant reduction in pixilation of curves, especially in 3D modeling applications.
And whether you’re meeting at a customer site or collaborating with people in different locations, you can use AMD Remote Workstation to deliver the power of your Workstation as though you were at your desk in the office.

**STEP 6: RECORD ALL FEEDBACK IN DETAIL.**

During the review meeting, there’s no need to take notes because you can record the discussion with Radeon™ Pro ReLive. You may choose to edit during the meeting, making sure the important changes are documented. Post-meeting review leaves the designer or design team in a position to decide which feedback adds value and which feedback can be saved for later, either because it is less valuable or not feasible based on current capabilities. The collaboration tools in the Radeon™ Pro enterprise software suite leave you with feedback that can be stored in the design file and called upon later.

Based on our experience with industry leaders, the design review is one of the most critical steps in creating great products. Establishing a design culture and a robust design review process are investments well worth making. Our goal is to make your product development process as productive as possible, with tools that allow you to better communicate your ideas and create the best products on the market.

THE AMD RADEON™ PRO ADVANTAGE–

People familiar with Radeon™ Pro know that our products are created with designers in mind. They deliver leading quality and performance in professional applications, so that designers can be more productive. They also include a host of features that allow designers to better communicate their designs. This ranges from display features, collaboration tools, virtual reality, streaming and remoting tools so that teams can better share ideas and create better products. These tools can be used during design creation and are ideal for the review process.

To learn more, please visit [amd.com/en/technologies/radeon-pro-software](http://amd.com/en/technologies/radeon-pro-software). To arrange a no-obligation Radeon™ Pro trial, you can reach us at [BuyRadeonPro@amd.com](mailto:BuyRadeonPro@amd.com).

**HELPING PROTECT YOUR INTELLECTUAL PROPERTY**

Radeon Pro offers a series of security features designed to keep your information safe and protect your intellectual property, from when you boot up in the morning until you shut down in the evening.

---

2. A VR-capable GPU is required for VR: AMD Radeon™ VR Ready Creator Products are select AMD Radeon™ Pro and AMD FirePro™ GPUs that meet or exceed the Oculus Rift or HTC Vive recommended specifications for video cards/CPUs. Other hardware (including CPU) and system requirements recommended by Oculus Rift or HTC Vive should also be met in order to operate the applicable HMDs as intended. As VR technology, HMDs and other VR hardware and software evolve and/or become available, these criteria may change without notice. PC/System manufacturers may vary configurations, yielding different VR results/performance. Check with your PC or system manufacturer to confirm VR capabilities. GD-101
3. AMD Remote Workstation enabled by Citrix® Virtual Apps and Desktops and Microsoft® Remote Desktop

DISCLAIMER

The information contained herein is for informational purposes only and is subject to change without notice. While every precaution has been taken in the preparation of this document, it may contain technical inaccuracies, omissions and typographical errors, and AMD is under no obligation to update or otherwise correct this information. Advanced Micro Devices, Inc. makes no representations or warranties with respect to the accuracy or completeness of the contents of this document, and assumes no liability of any kind, including the implied warranties of noninfringement, merchantability or fitness for particular purposes, with respect to the operation or use of AMD hardware, software or other products described herein. No license, including implied or arising by estoppel, to any intellectual property rights is granted by this document. Terms and limitations, applicable to the purchase or use of AMD’s products, are set forth in a signed agreement between the parties or in AMD’s Standard Terms and Conditions of Sale. GD-18

Palatov D2 design is property of Palatov Motorsport LLC, used with permission.

© 2019 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, Radeon, and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies. April 2019. PCI® 10229081-A.