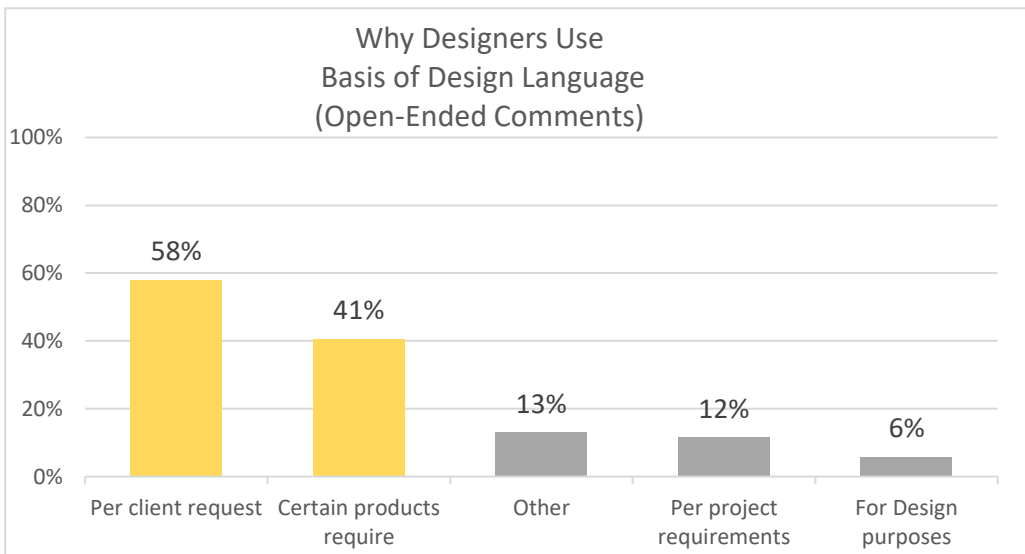
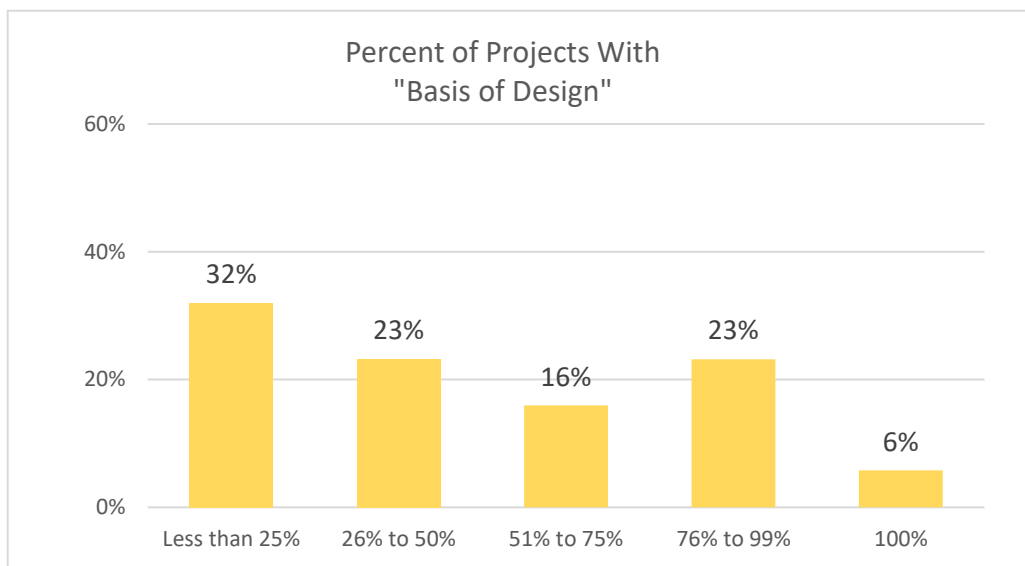


Approximately half of architects'/designers' specifications include "basis of design" language when specifying commercial products.

How often do you include the "basis of design" language when specifying a particular brand of product?



TAKE AWAY: Architects/designers most often use "basis of design" in their product specifications when the client *requests* it or a certain type of product selection *requires* it. Manufacturers should keep designers and owners updated on their unique product benefits.

Purpose:

To evaluate how often architects/designers use "basis of design" in their product specifications and to understand, why some specifications have "basis of design" and why others don't.

Methodology:

AIM surveyed architects, engineers, and interior designers. The survey was conducted on-line in July, 2019. Overall response was 75.

Conclusion:

Almost half (45%) of architects/designers specifications will include a "basis of design" (BOD) product selection with 29% using BOD language on over 75% of their projects. Most often, designers use the BOD language because their client requests a specific product or because the project requires a "special" product in order to meet the project goals. Manufacturers should start to find their product's key point of differentiation over other brands and make sure architects/designers are aware of how their brand can assist designers in meeting their project goals.