

WATCH

STRATEGY. DESIGN. EXPERIENCE.



Watches are far more than just instruments for measuring time - they are an expression of precision, personality and cultural self-image. Good watch design is thought through down to the smallest detail. It combines technical sophistication, craftsmanship and decades of expertise to create an aesthetic statement on the wrist. An object that can be seen, felt - and experienced.

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WE CAN DO IT.

Watch industry service portfolio

DESIGN

PRODUCT

DESIGN ANALYSIS

Target definition and positioning
Technical general conditions

DESIGN DEVELOPMENT

Development of design theme/Functional and aesthetic concept, clarification of feasibility, development of 2D and 3D design, definition of shapes, colours, materials, surfaces, pre-selection of suppliers

CONSTRUCTION OF WATCH CASE / SWISS ENGINEERING

Technical implementation of the design concept, define design with regard to feasibility, manufacturing process and cost optimisation, technical development in 3D, create manufacturing plans in 2D

DEVELOPMENT MOVEMENT / SWISS ENGINEERING

Analyse requirements, clarify feasibility/Develop and implement innovative functions, technical development in 3D, create production plans in 2D, demonstration models and prototypes

VISUALISATION

Definition variants / collection
Photorealistic renderings, animations

SUPPORT SERIES TRANSITION

Supplier selection for purchasing, creation of technical documents for purchasing, prototype assembly, corrections after prototyping phase, adaptation of technical documentation, 2D/3D data synchronisation, series release

BRANDING

MARKET

MARKET POSITIONING

Competitor analyses
Best in class / worst in class assessments
Market expectation matrix (offer & customer expectation)
Positioning idea, concept
Definition of customer types, personas, needs
Derivation of the unique market positioning
Market development strategy (sales, communication)

BRAND VALUES

Development of corporate vision
Ethics (marketing & operational behaviour)
Brand pyramid
Definition of core brand values

CUSTOMER JOURNEYS

Analysis of customer interactions
Definition of all touchpoints
Development of a consistent message (experience)
Development of customer journey (1st contact - invoice)
Harmonisation of off-site / on-site / digital experience

DIGITISATION

Analysis of degree of digitalisation
Scrutinising ALL business processes
Identification of digitalisation potential (customer benefit)
Development of new (digital) services
Utilisation of digital competitive advantages

VISUALS

APPEARANCE

CI/CD DEVELOPMENT

Brand value/brand visualisation concept
Logo / design elements (new or redesign)
Development of claims, product logics / names
Corporate Colours & Signature
Corporate Wording
Strategy

BUSINESS EQUIPMENT

Stationery, envelopes
Business cards, MFGs
Quotation and invoice templates

COMMUNICATION

Magazine / Catalogue / Price lists / Folders
Daily information & daily items
Advertising campaigns, adverts / advertisements
Direct mailings, newsletters
Pictograms & signatures
Presentation templates

DIGITAL

Website Design (Graphical, Functional & Technical)
Social Media Post Templates & Campaign Ideas
Google Ad Design (Idea & Creative)

CI/CD/ DESIGN SPARINGPARTNER

Clearing centre for CI/CD/design issues
(materials, communication, on-site, interior,...)