

INDUSTRIAL

STRATEGY. DESIGN. EXPERIENCE.



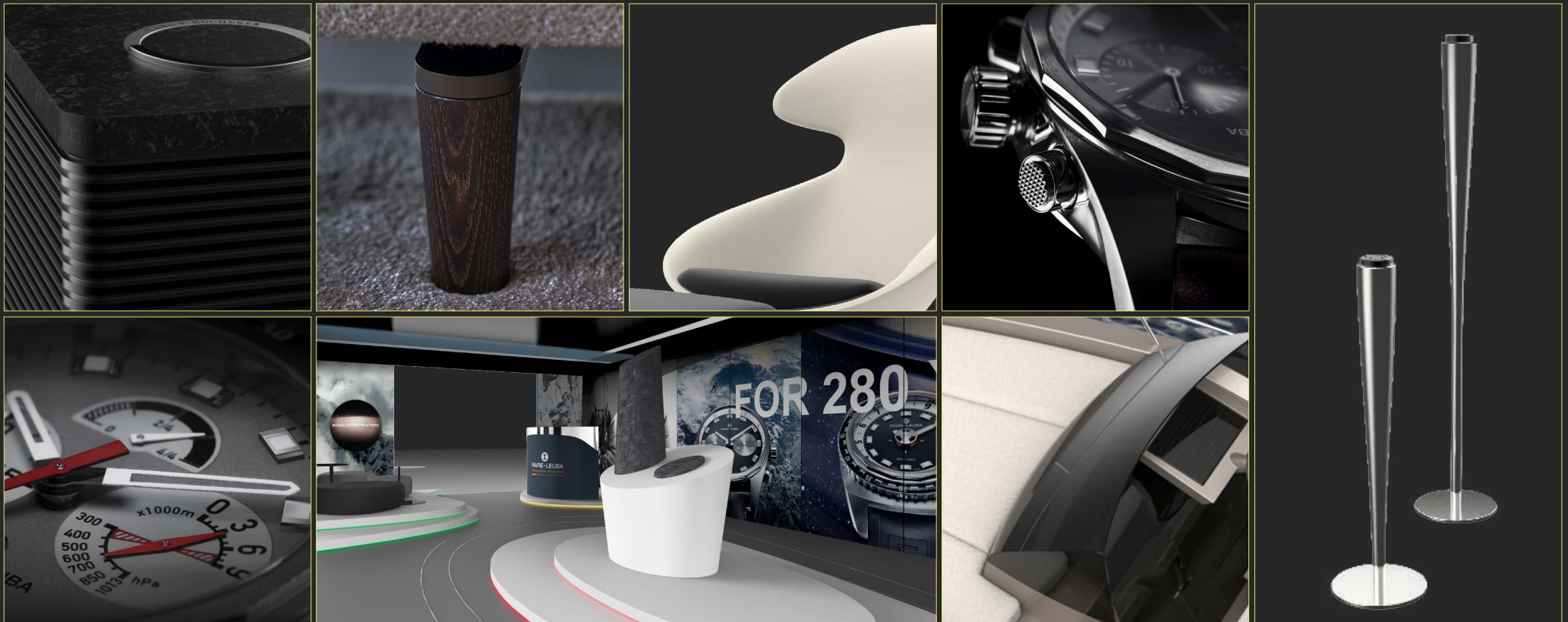
Industrial design determines brand identity, user experience and the success of products. It combines form and function and characterises the entire brand experience. Good design is not only intuitive, intelligent and meaningful, but also solves problems, creates value and shapes the future. It not only makes products more beautiful, but also more relevant and brand-defining.

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WE CAN DO IT.

DESIGN

PRODUCT

ANALYSIS

Target definition & positioning
Competitors and environment
Determination of needs (user + human)
Technical framework conditions

CONCEPT DEVELOPMENT

Product strategy & idea development
User & human centred design
Functional and aesthetic concept
technology integration
clarify feasibility
collection concept

DESIGN DEVELOPMENT

Development of design theme
Development of 2D and 3D design
Detail development in 3D
UX & UI design, product graphics
Definition of shapes, colours, materials, surfaces

CONSTRUCTION

Technical implementation in 3D with regard to
production, cost optimisation,
creating production plans in 2D

VISUALISATION

Definition of variants / collection
Photorealistic renderings, animations

SUPPORT PROTOTYPING

Organisation of prototypes

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,...)