


MIAMI AD SCHOOL

# Translate:


Strategy ▼	↔	Design ▼
Enter text 		Translation

HI, MY NAME IS...

**Harjot.**

HI, MY NAME IS...

**Harjot.**



**Harjot Bal**

CX & UX | Product & Service  
Design | Research & Strategy |  
DesignOps & Design Systems

HI, MY NAME IS...

**Harjot.** *What's yours?*



**TRUE OR FALSE:**

**Research informs strategy, and strategy informs design.**

**TRUE OR FALSE:**

**Research informs strategy, and strategy informs design.**

**False.**

**TRUE OR FALSE:**

**Research informs strategy, and strategy informs design.**

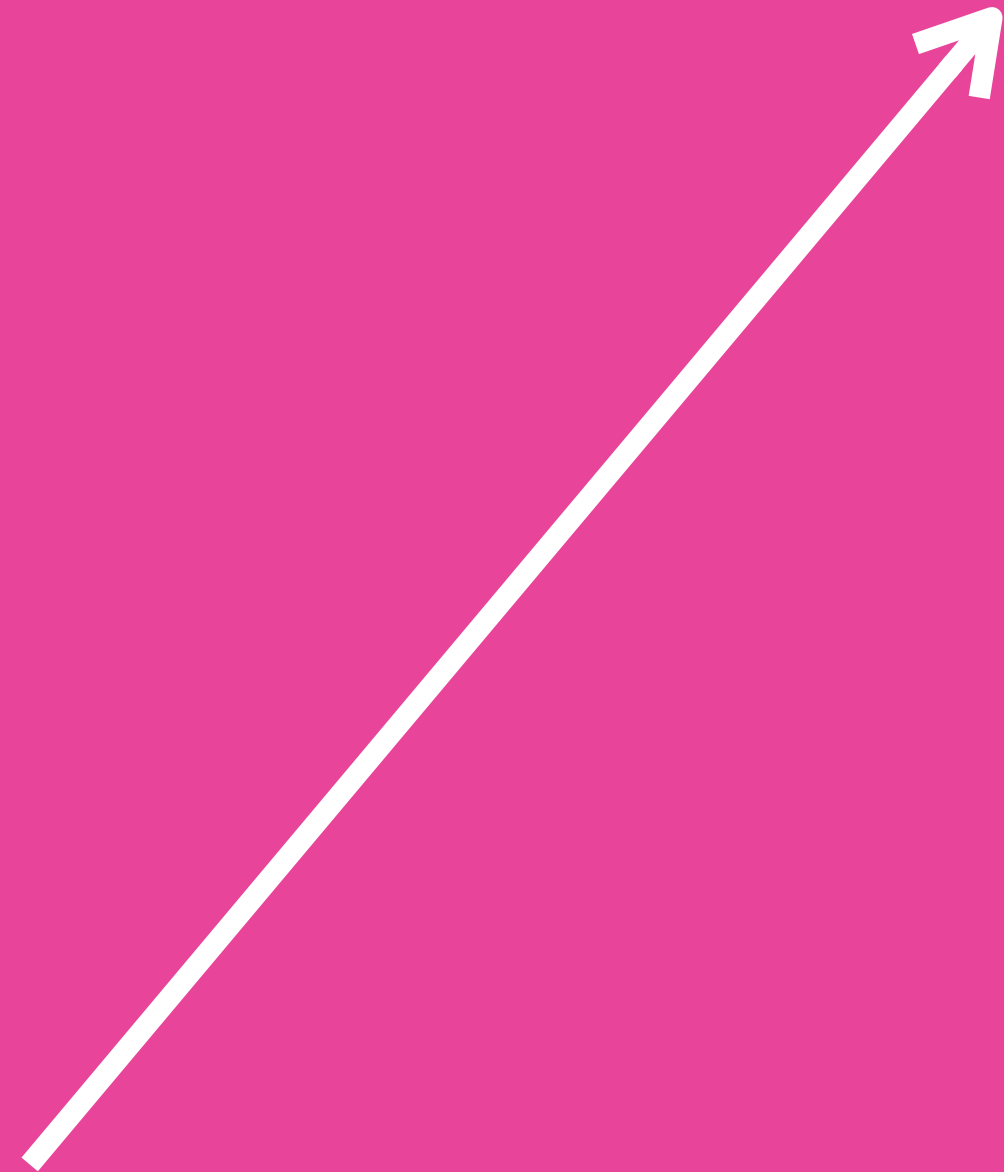
**False.**

**Research is a continuous, shared responsibility.**



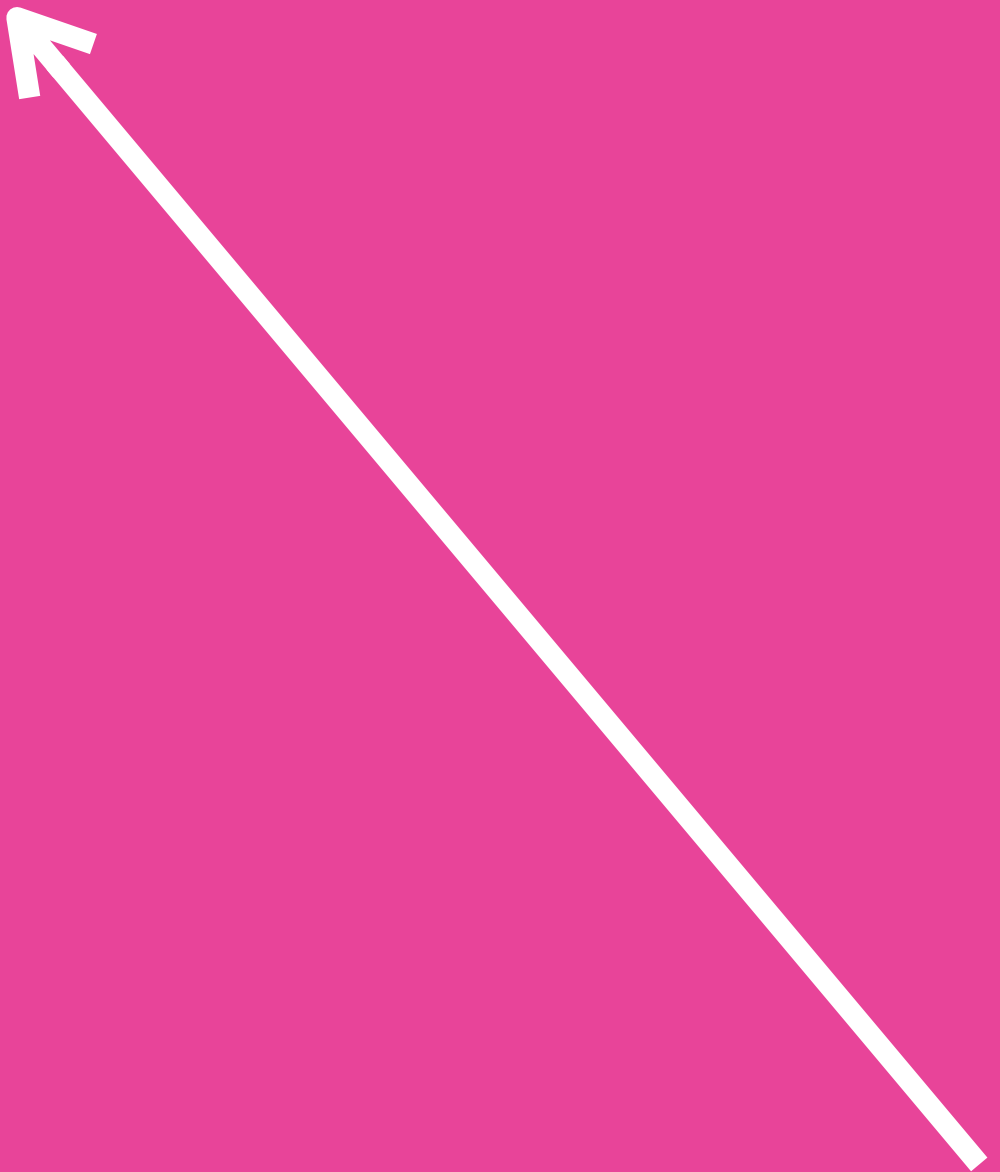
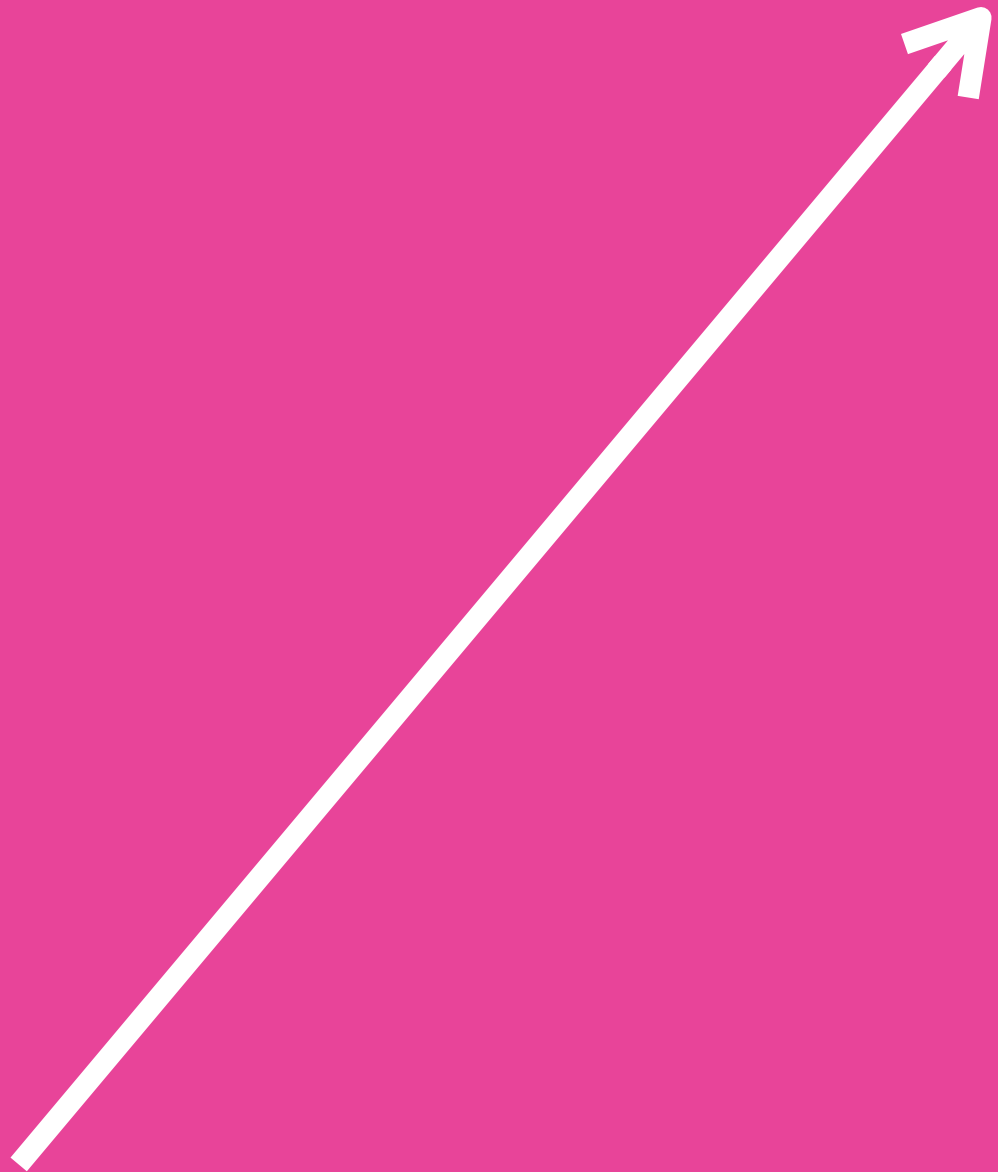
**The thing.**

**The thing.**



**Strategy**

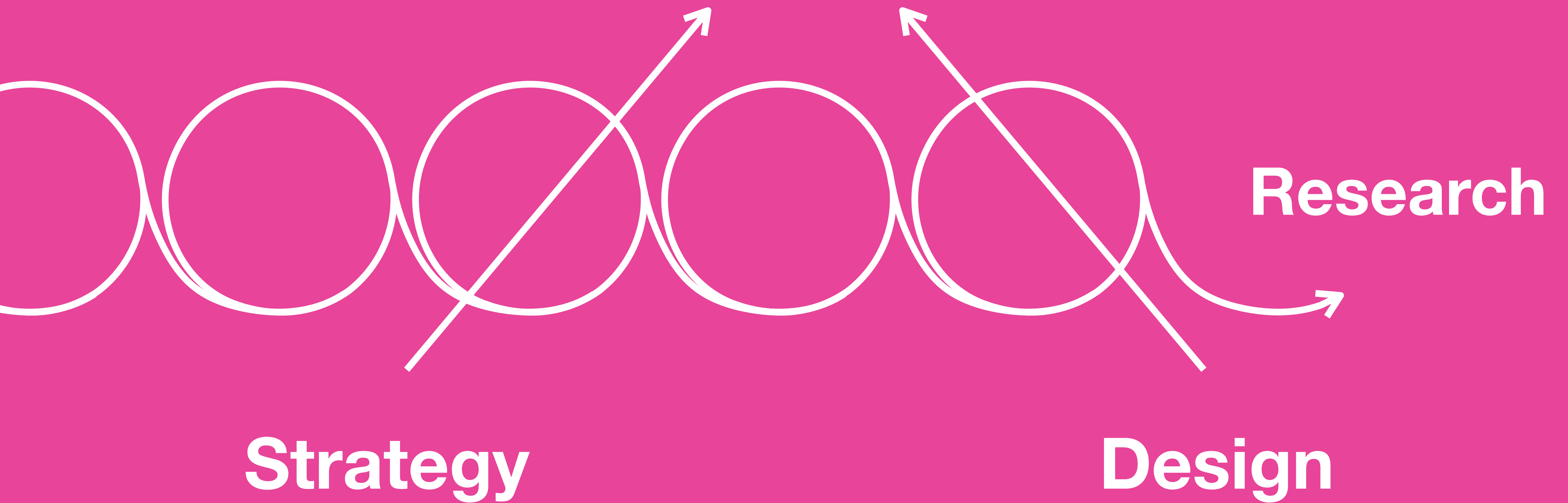
**The thing.**



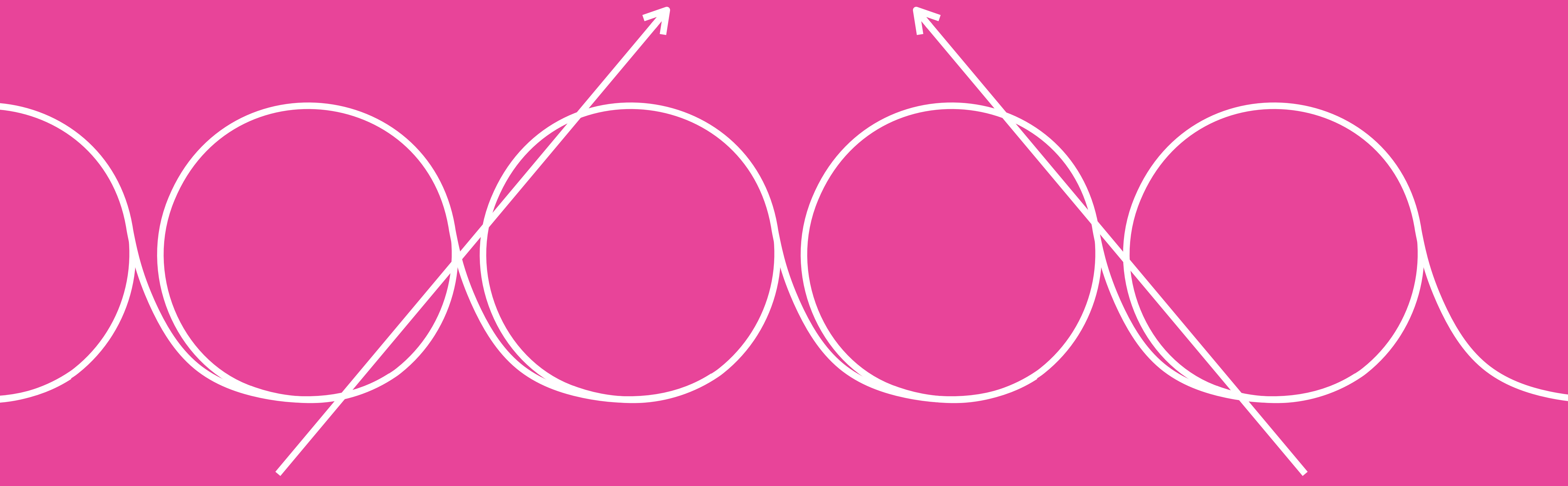
**Strategy**

**Design**

**The thing.**

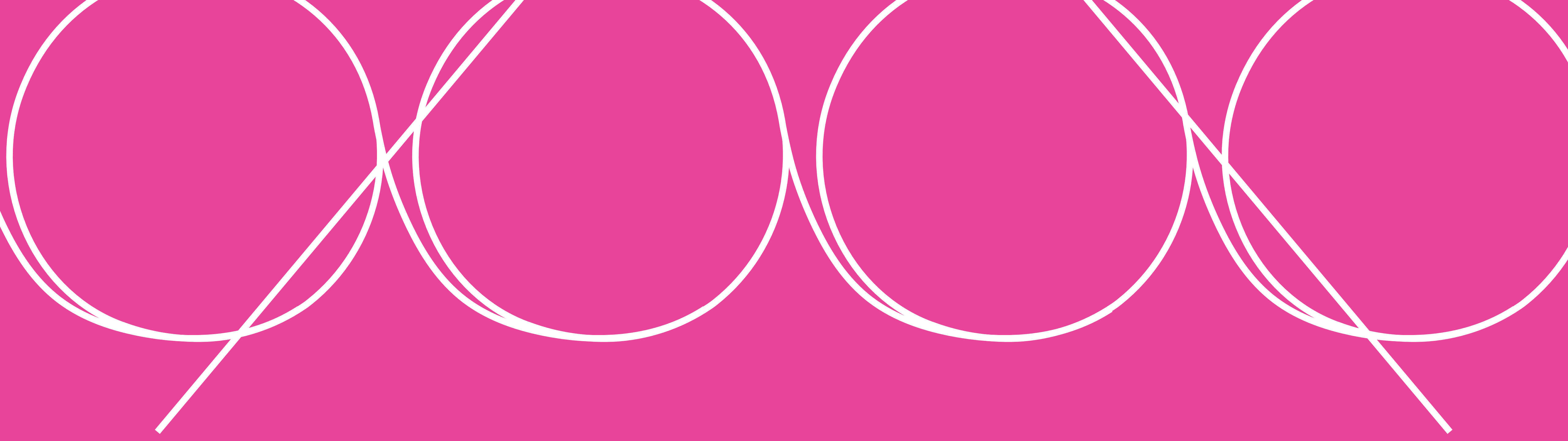






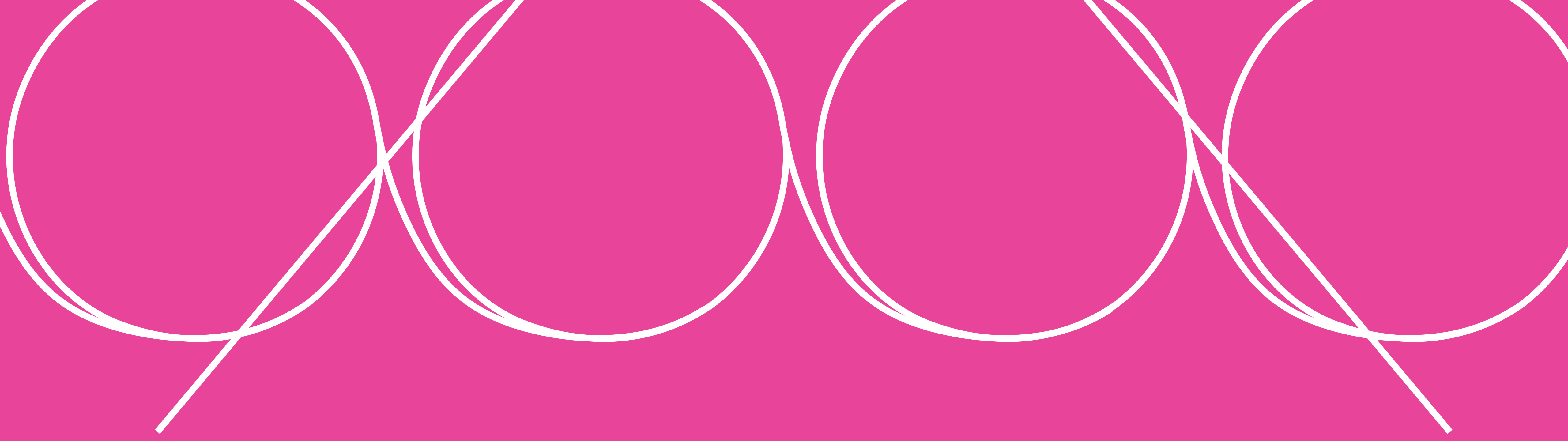
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**Design**



**Strategy**

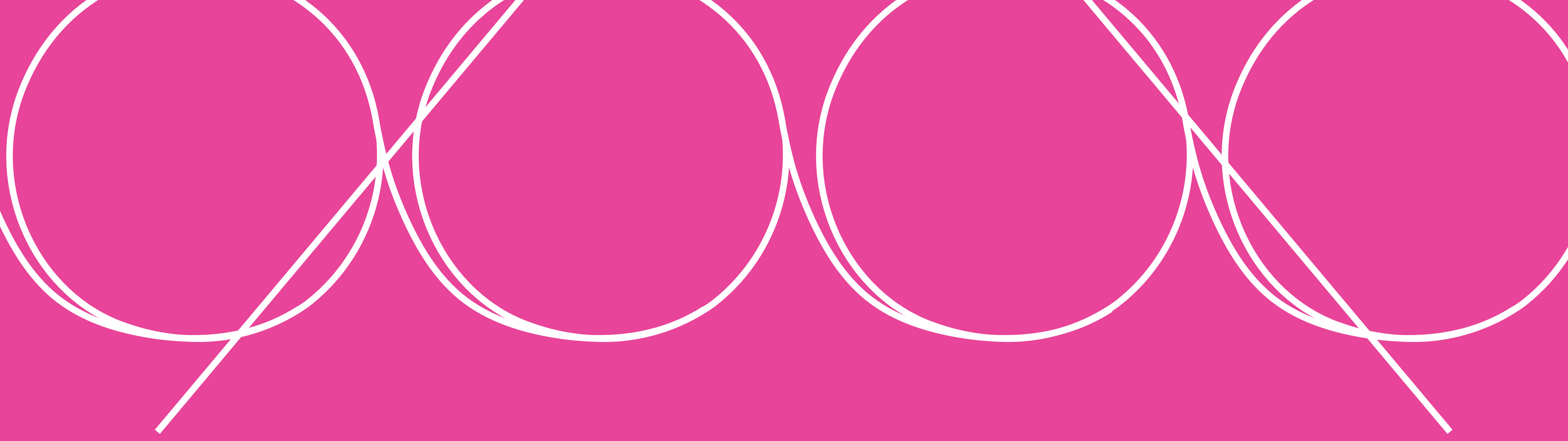
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**Strategy**



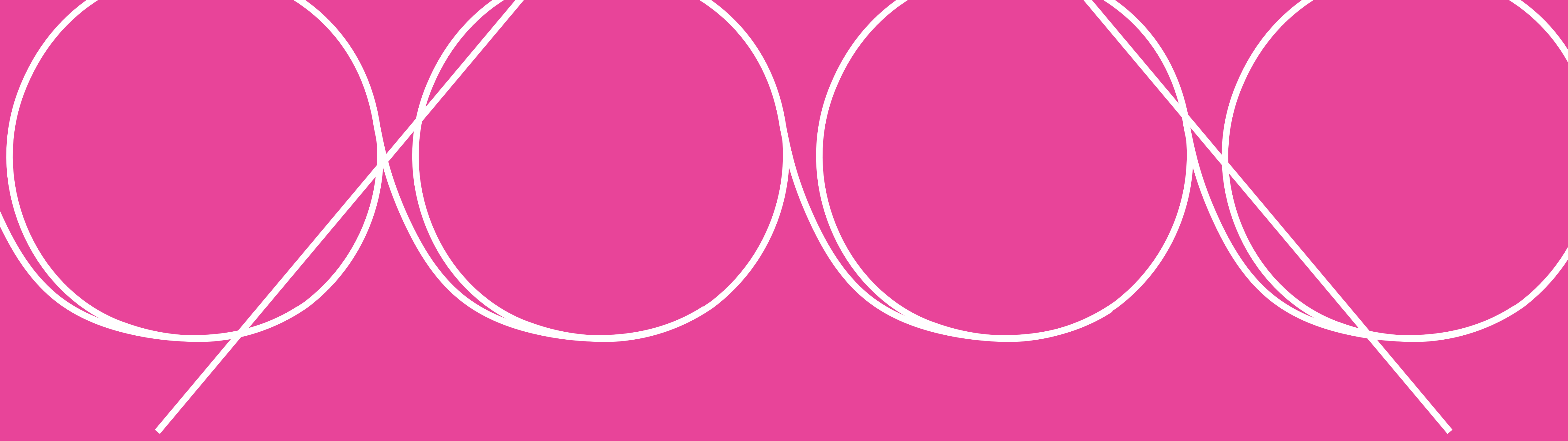
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**Strategy**



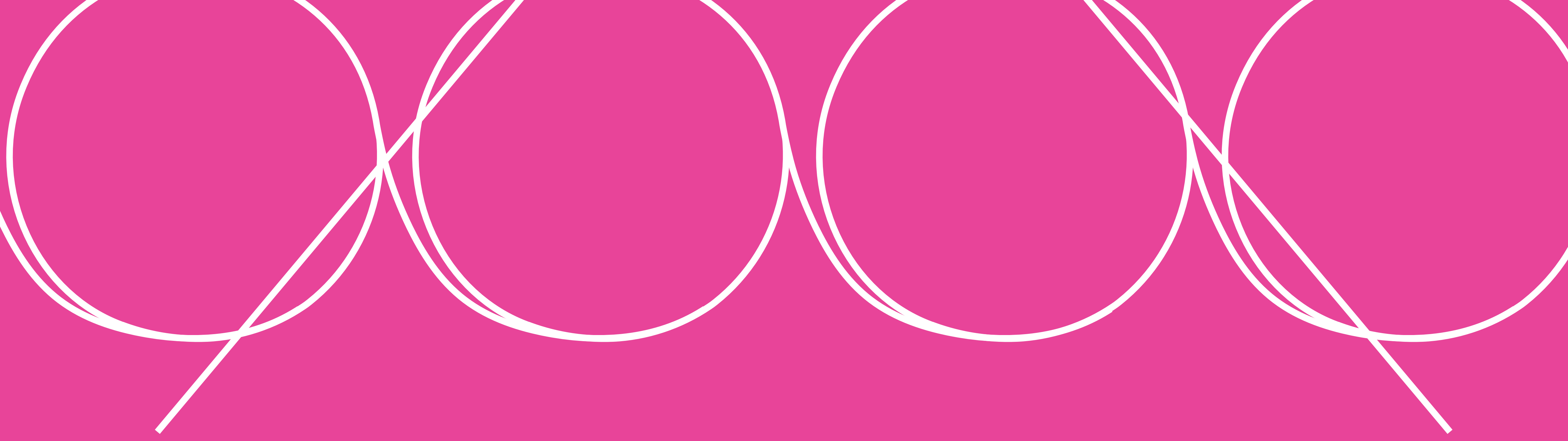
**Design**



**Strategy**



**Design**



**Strategy**



**Design**



**Strategy**

**Design**

**Translate:**


**Strategy**



**Design**



# Translate:

Strategy ▼	↔	Design ▼
Enter text		Translation
		

## ON TONIGHT

**1**

### Take it in

5 pillars of discovery

Insights

The brief

**2**

### Take to it

Make it efficient-er

Use the use case

Get wild

**3**

### Take it away

Things to consider

Resources

**FYI**

**Art Direction and Design are different.**

**FYI**

**Art Direction and Design are different.**

**Art Direction is the concept.**

**FYI**

**Art Direction and Design are different.**

**Art Direction is the concept.**

**Design is the implementation.**

FYI

**Art Direction and Design are different.**

Art Direction is the concept.

Design is the implementation.

Today, we'll focus *mostly* on Design.



# 1. Take it in

**1. TAKE IT IN**

# **5 pillars of discovery**



**1. TAKE IT IN**

# **5 pillars of discovery**

**What the business needs**

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

What the audience needs

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

What the audience needs

The state of the brand

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

What the audience needs

The state of the brand

What others are doing

1. TAKE IT IN

# 5 pillars of discovery

**What the business needs** ←

Who the audience is

What the audience needs

The state of the brand

What others are doing

What's involved?	Why?
<b>Requirements or stakeholder needs</b>	<b>To draw lines in the sand</b> <ul style="list-style-type: none"><li>• Content, features, or standards that are a must for the business to achieve</li><li>• Examples: Multi-language support, achieve AA accessibility</li></ul>
<b>KPIs and success metrics</b>	<b>To know what to prioritize</b> <ul style="list-style-type: none"><li>• Benchmarks (based on data) established to measure success and conversion</li><li>• Examples: Reduced drop-off rates, increased newsletter subscription</li></ul>
<b>Strategic vision</b>	<b>To understand where the ship is headed</b> <ul style="list-style-type: none"><li>• The direction in which the business wants to move based on perception or operation</li><li>• Example: To become the Apple of the ABC industry by doing XYZ</li></ul>

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

**Who the audience is** ←

What the audience needs

The state of the brand

What others are doing



What's involved?	Why?
<b>Demographics and audience segmentation</b>	<b>To understand who is and isn't represented</b> <ul style="list-style-type: none"><li>• Data driven insights that compare personas and their consumption habits to the global and local population</li></ul>
<b>Personas or archetypes</b>	<b>To know who we're talking to</b> <ul style="list-style-type: none"><li>• These are the people that we want to design for</li><li>• These are the people we will measure our success through</li></ul>
<b>Target audience planning</b>	<b>To understand if and how the audience will change</b> <ul style="list-style-type: none"><li>• Ways to extend or shift our reach over the short- or long-term</li></ul>

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

**What the audience needs**



The state of the brand

What others are doing

What's involved?	Why?
<b>Stakeholder and user interviews</b>	<b>To understand how personas feel about the existing system</b> <ul style="list-style-type: none"><li>• Qualitative insights that allow personas to reflect on their experiences of the current state of affairs</li></ul>
<b>Feature and content audits</b>	<b>To understand the utility and messaging that personas need or want</b> <ul style="list-style-type: none"><li>• The core content that brings users to the experience</li><li>• Examples: Virtual tours, waitlist notifications, inventory comparisons</li></ul>
<b>Maps, flows, and analytics tracking</b>	<b>To understand how personas move within the existing system</b> <ul style="list-style-type: none"><li>• Quantitative and qualitative insights on how the UX supports personas' needs</li><li>• Examples: Signing in, checking out, checking order status</li></ul>

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

What the audience needs

**The state of the brand**



What others are doing

<b>What's involved?</b>	<b>Why?</b>
<b>Brand purpose, vision, and mission</b>	<b>To align on what the brand stands for</b> <ul style="list-style-type: none"><li>• Establishing a point of view and fulfilling a promise</li></ul>
<b>Brand personality traits</b>	<b>To bring the brand to life</b> <ul style="list-style-type: none"><li>• Allowing the brand to be recognized, respected, and remembered</li></ul>
<b>Documentation download (guides for brand, design, imagery, content, etc.)</b>	<b>To exercise the brand at a more tangible level</b> <ul style="list-style-type: none"><li>• Understanding how the brand attributes and characteristics manifest in the design of online and offline touchpoints</li></ul>

## 1. TAKE IT IN

# 5 pillars of discovery

What the business needs

Who the audience is

What the audience needs

The state of the brand

**What others are doing** ←

What's involved?	Why?
<b>Competitive and landscape analysis</b>	<b>To evaluate how we measure up</b> <ul style="list-style-type: none"><li>• A look at what's working and what's not working across best-in-class experiences, both in and out of industry</li></ul>
<b>Best practice guidelines</b>	<b>To work with established standards</b> <ul style="list-style-type: none"><li>• A set of tried-and-tested approaches for a particular industry or space</li></ul>
<b>SME checklist</b>	<b>To be compliant with category-specific mechanics</b> <ul style="list-style-type: none"><li>• Features and functions that are mandatory and legally crucial to our success</li><li>• Example: Users must be able to review and confirm their order before completing payment transactions</li></ul>

**1. TAKE IT IN**

**5 pillars of discovery**

**Once more, with feeling.**



What the business needs	Who the audience is	What the audience needs	The state of the brand	What others are doing
Requirements or stakeholder needs	Demographics and audience segmentation	Stakeholder and user interviews	Brand purpose, vision and mission	Competitive and landscape analysis
KPIs and success metrics	Personas or archetypes	Feature and content audits	Brand personality traits	Best practice guidelines
Strategic vision	Target audience planning	Maps, flows, and analytics tracking	Documentation download (guides for brand, design, imagery, content, etc.)	SME checklist

## 1. TAKE IT IN

**OK. Discovery = discovered.**

## 1. TAKE IT IN

**OK. Discovery = discovered.**

**Now what?**



**finding**

**finding**

**finding**

**finding**

**finding**

**Discovery**

**finding**

**finding**

**finding**

**finding**

**finding**



**insight**

**insight**

**insight**

**Discovery**

**Synthesis**

finding

finding

finding

finding

finding

insight

insight

insight

Brief.



**Discovery**

**Synthesis**

**Direction**

finding

finding

finding

finding

finding

insight

insight

insight

Brief.



**Discovery**

**Synthesis**

**Direction**



**1. TAKE IT IN**

# Insights

**1. TAKE IT IN**

**Insights**

**They tell us why.**

## 1. TAKE IT IN

# Insights

They tell us why.

Findings are reinforced observations.

## 1. TAKE IT IN

# Insights

They tell us why.

Findings are reinforced observations.

Insights are penetrating reasons for why findings are...found.

1. TAKE IT IN

Insig  
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**Observation:** Women say they don't like most beauty product ads.

**Why?**

*Insight: Because they portray women who do not look like 95 percent of women.*

**Idea:** Dove Real Beauty



S.  
why

finding

finding

finding

finding

finding

insight

insight

insight

**Brief.**



**Discovery**

**Synthesis**

**Direction**

## 1. TAKE IT IN

# The brief

## 1. TAKE IT IN

**The brief**

**Sets the foundation.**



## 1. TAKE IT IN

# The brief

**Sets the foundation.**

**Allows for feedback.**

## 1. TAKE IT IN

# The brief

**Sets the foundation.**

**Allows for feedback.**

**Aligns expectations.**

# The brief.

**Vision**

**Audiences**

**References**

**Objectives**

**Key themes**

**Metrics & KPIs**

I'M TIRED

**Intermission**

**Take liiiiike 5-ish minutes.**

## **2. Take to it**

## 2. TAKE TO IT

# How does Design start designing?

## 2. TAKE TO IT

**How does Design start designing?**  
**Remember those insights?**

## 2. TAKE TO IT

**How does Design start designing?**

**Remember those insights?**

**Time to start proposing ideas that address the insights through the lens of the brief.**



2. TAKE TO

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No! Too vague!

S



## 2. TAKE TO IT

**OK. Let's try some examples.**

## 2. TAKE TO IT

**OK. Let's try some examples.**  
**We'll look at web design.**

## 2. TAKE TO IT

**OK. Let's try some examples.**

**We'll look at web design.**

**Examples that went through a few rounds of design to ensure that the strategic insights were maximized.**

**Designing experiences based on decks  
and reports isn't easy.**

**It's not prescriptive, nor should it be.**

**So...experiment!**

## 2. TAKE TO IT

# A. Make it efficient-er

## 2. TAKE TO IT

### A. Make it efficient-er

**Example:**

## 2. TAKE TO IT

### A. Make it efficient-er

#### Example:

A consultancy finds that users are not engaging with its online portfolio of case studies as desired.



2. TAKE T

A. M

Exam

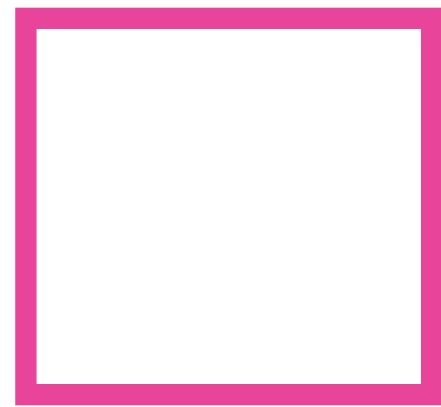
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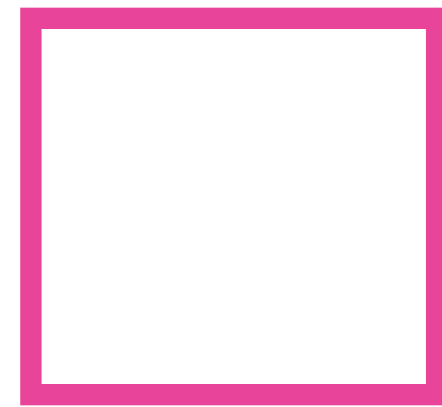
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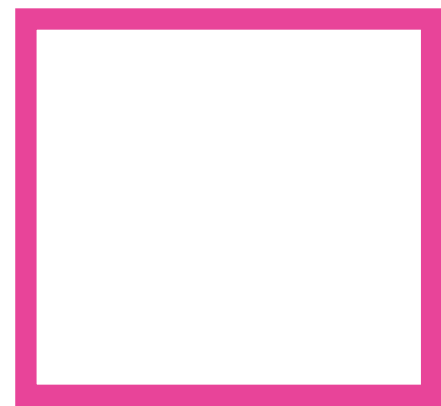
## Our work



Case study



Case study



Case study



Case study

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online portfolio of  
sired.

2. TAKE T

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**Our work**



Case study



Case study



Case study



Case study

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randomagency.com/our-work

**Case study**



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2. TAKE T

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Exam

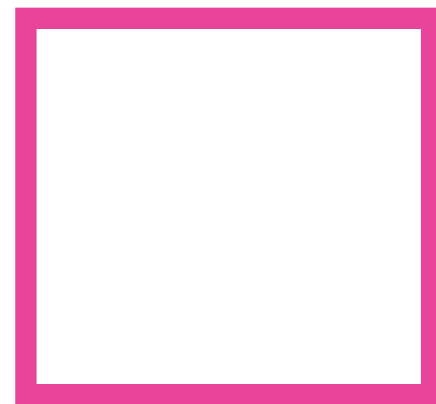
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**Our work**



Case study



Case study



Case study



Case study

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randomagency.com/our-work

**Case study**



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**This sucks!**

## 2. TAKE TO IT

### A. Make it efficient-er

**Insight:**

## 2. TAKE TO IT

### A. Make it efficient-er

#### Insight:

Users landing on a case study grow frustrated in trying to figure out if the content is relevant for them to consume.

## 2. TAKE TO IT

### A. Make it efficient-er

More insights:

## 2. TAKE TO IT

### A. Make it efficient-er

**More insights:**

**Dense information doesn't allow users to quickly scan priority details:**

## 2. TAKE TO IT

### A. Make it efficient-er

More insights:

Dense information doesn't allow users to quickly scan priority details:

Client? Problem? Output? Timeline?

Location? Wins? Team?



## 2. TAKE TO IT

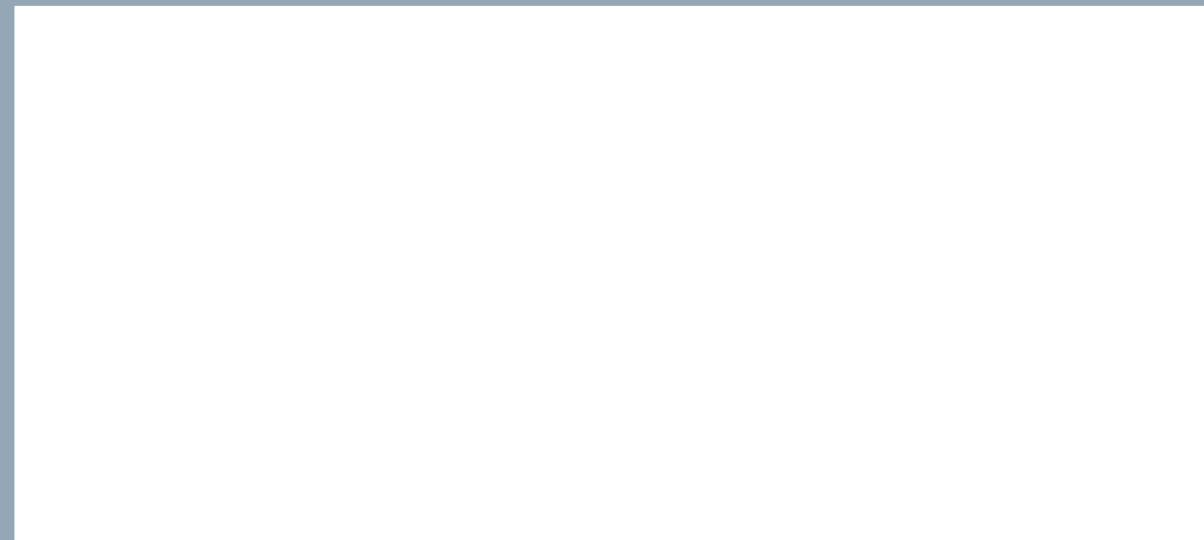
### A. Make it efficient-er

The first draft...



## Borrowell • Mobile app • Finance

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Mobile app for Finance

Borrowell

### What problem were we trying to solve?

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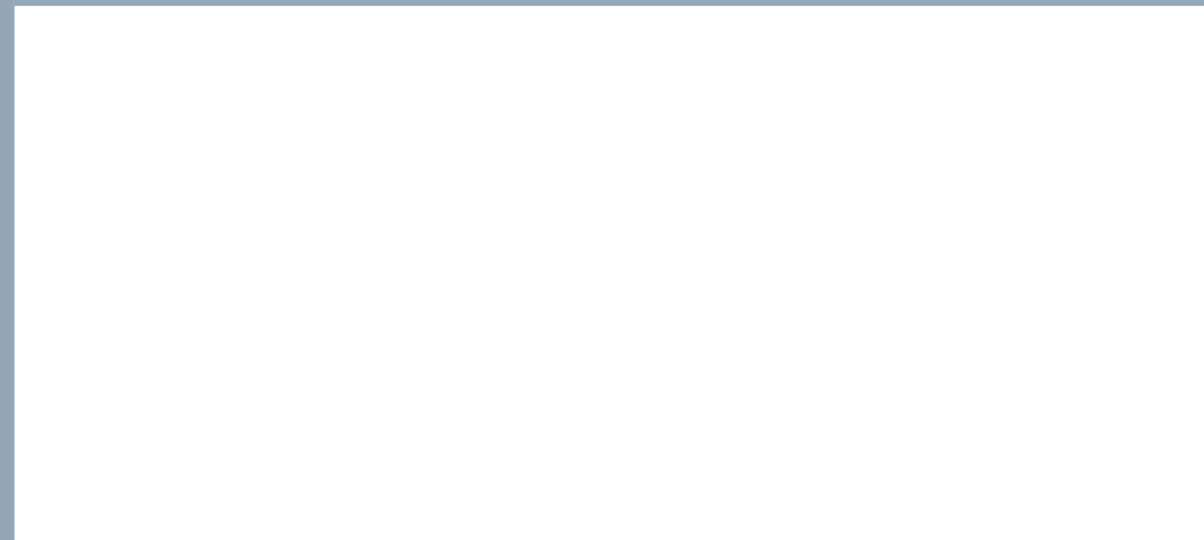
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Who, what, where



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Mobile app for Finance

Borrowell

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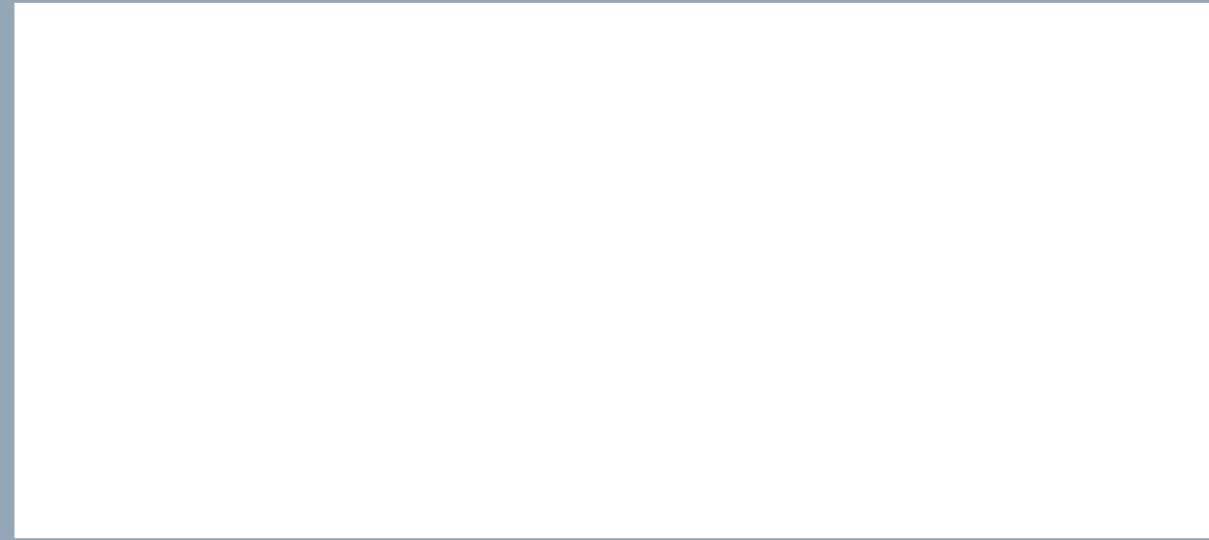
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Who, what, where



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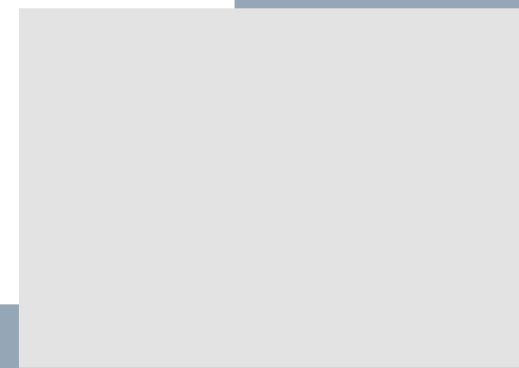
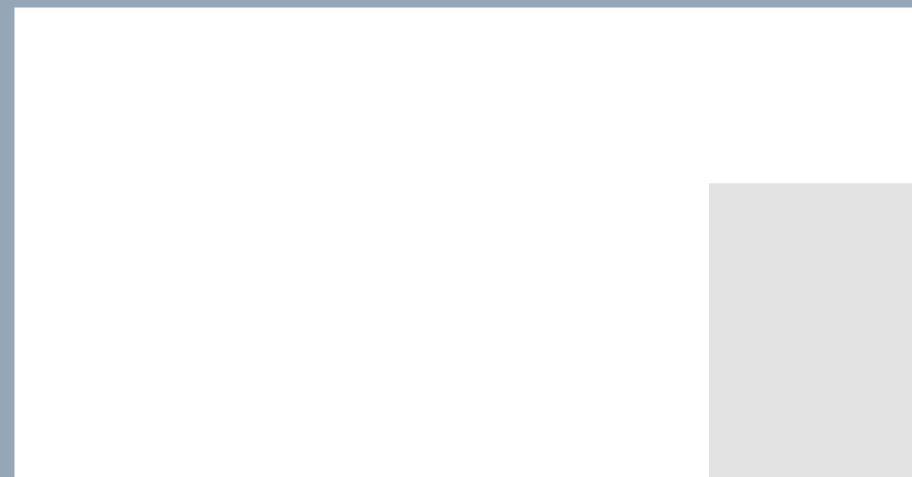


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Paragraph for gist

Who, what, where



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Paragraph for gist

See the thing

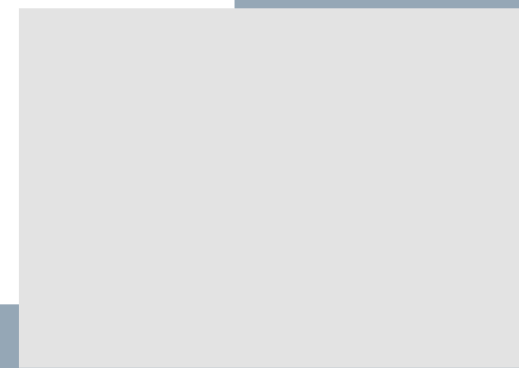
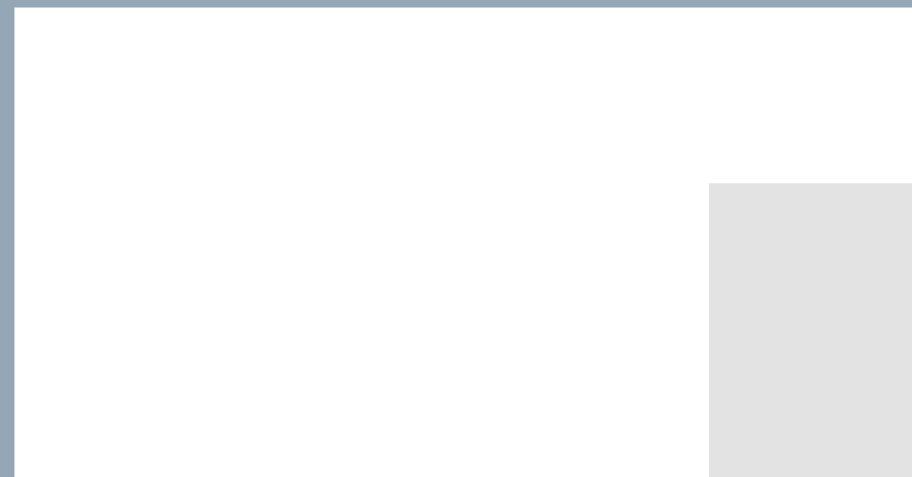


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### What problem were we trying to solve?

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Who, what, where



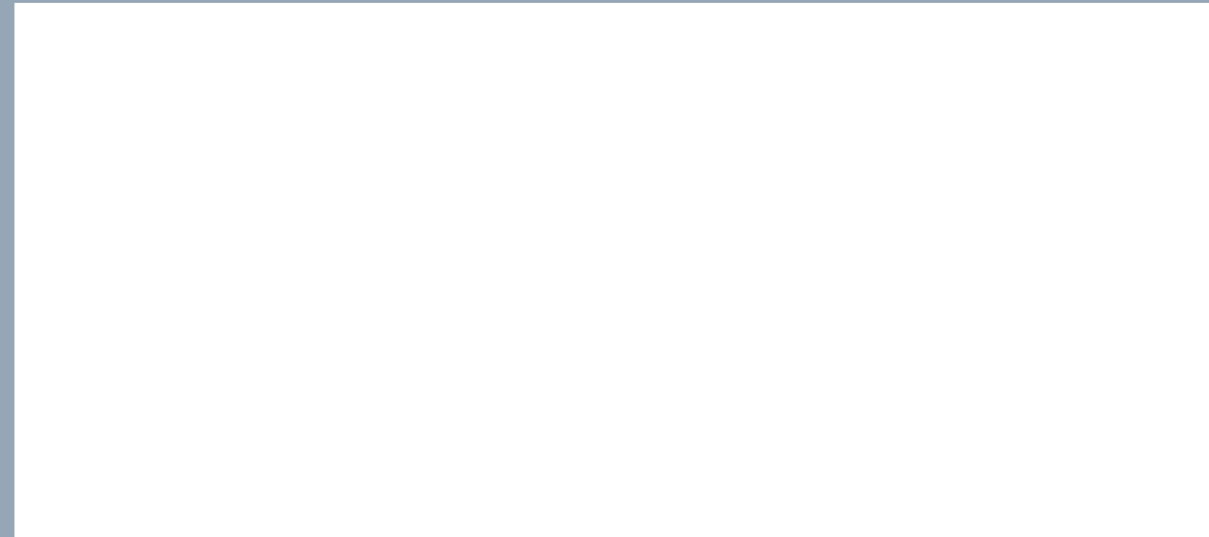
## Borrowell • Mobile app • Finance

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Paragraph for gist

See the thing



In case you missed these (?)

Mobile app for Finance

Borrowell

### What problem were we trying to solve?

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Who, what, where



### Borrowell • Mobile app • Finance

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Paragraph for gist

See the thing



In case you missed these (?)

Mobile app for Finance

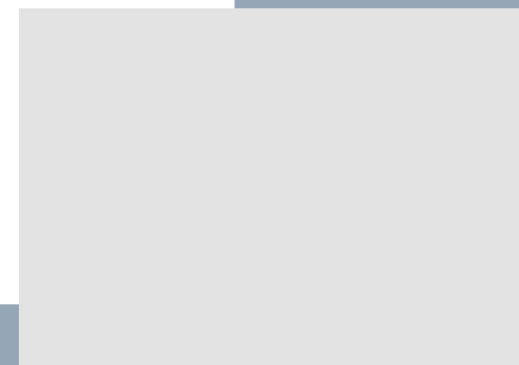
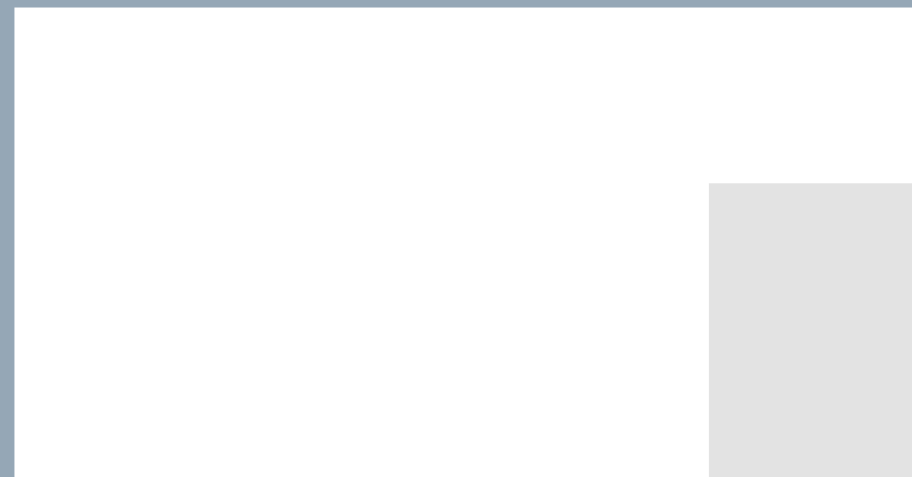
Borrowell

The “problem”



### What problem were we trying to solve?

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Who, what, where



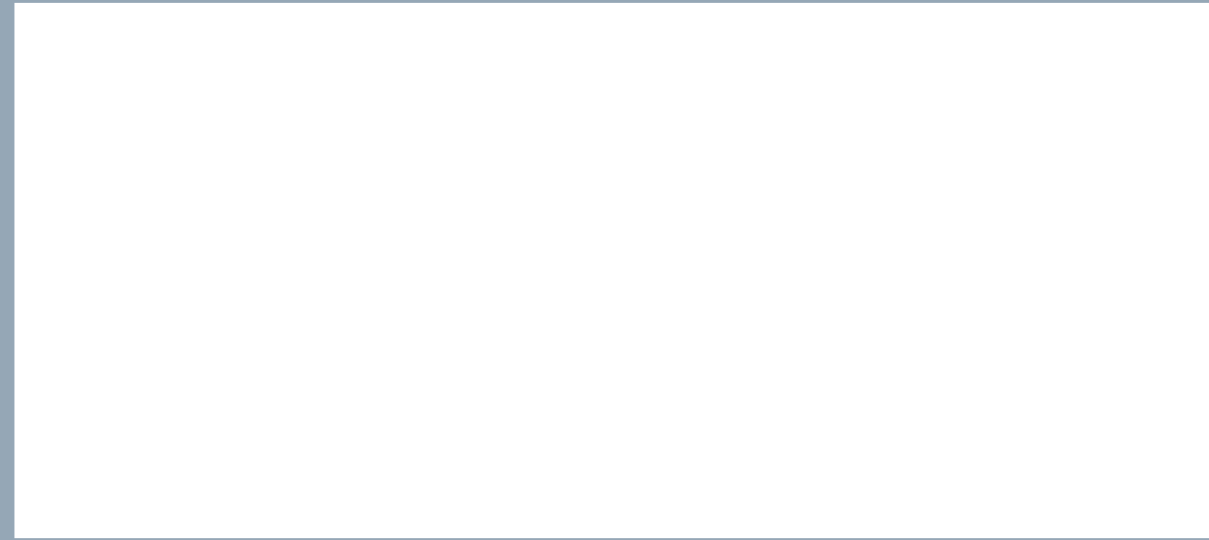
Borrowell • Mobile app • Finance

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Paragraph for gist

See the thing



In case you missed these (?)

Mobile app for Finance

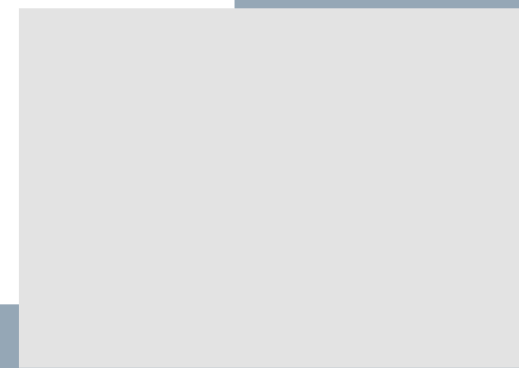
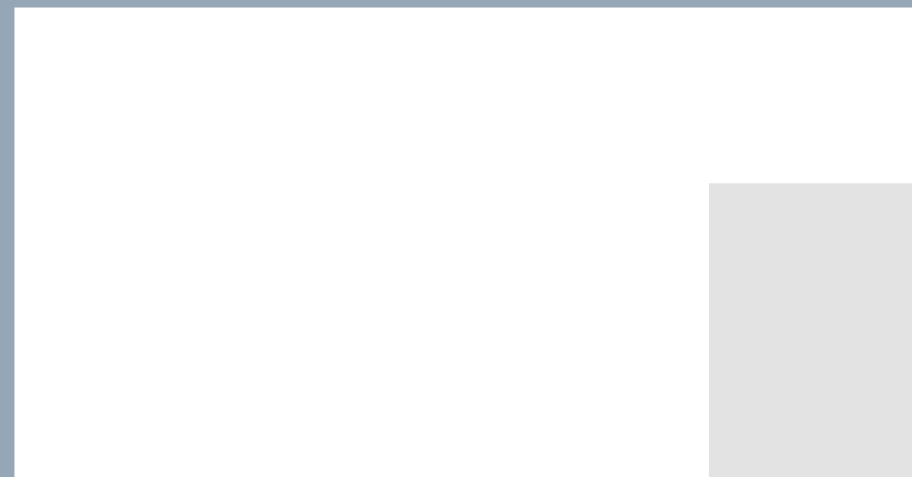
Borrowell

The “problem”



What problem were we trying to solve?

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Everything else

Subheading

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- Magna aliquat enim admin
- Incidunt ut labore et dolor
- Sed do eiusmod tempor
- Tihna aliquat enim iopmin

Tempor incididunt ut labore et dolore magna

## 2. TAKE TO IT

**A. Make it efficient-er**

**Hmm. Try again?**

## 2. TAKE TO IT

### A. Make it efficient-er

Hmm. Try again?

Fiiiine \*groans in *Designer*\*



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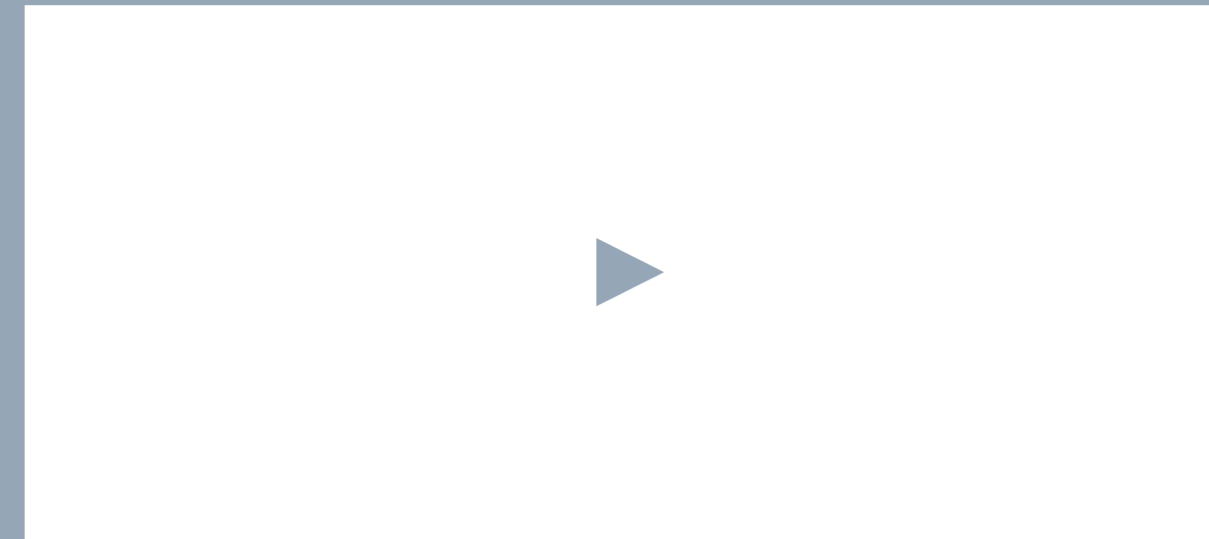


Industry  
Finance

Output  
Mobile app

Timeline  
Fall to Winter 2019

Office  
Rangle Toronto



### Highlights

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Jump to

[The challenge](#) ↓

[The process](#) ↓

[The outcome](#) ↓

### Core team



Lidia Tavassoli  
Program Director



Harjot Bal  
Design Lead



Setareh Shams  
Visual Designer



Steven Szatala  
Experience Designer



Ankita Kulkarni  
Solution Architect

### The challenge

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

# What we did



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Industry

Finance

Output

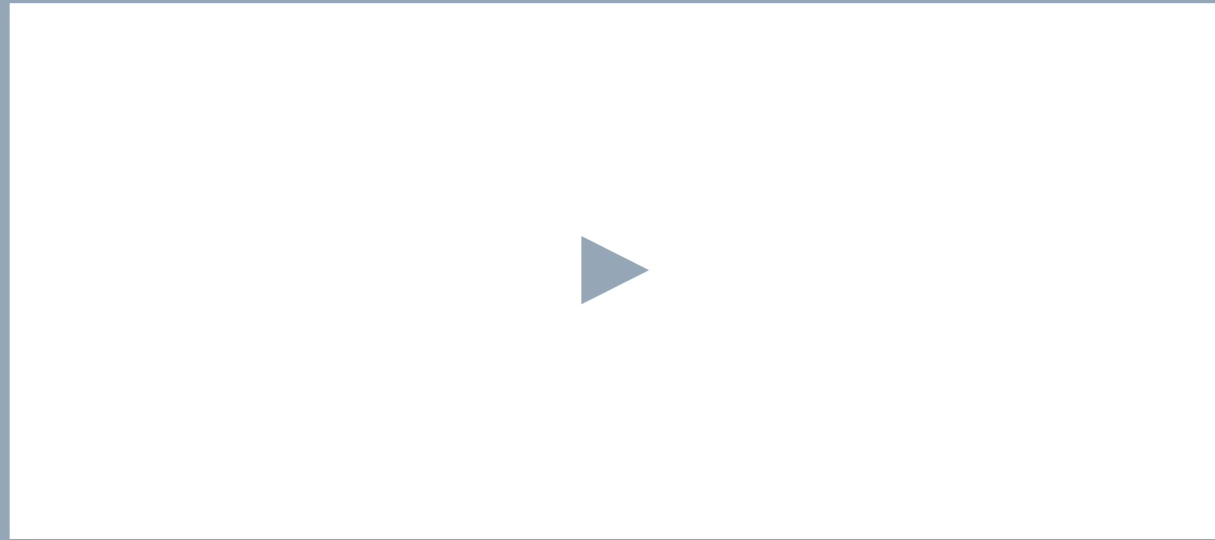
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Jump to

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What we did



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Logo for recognition



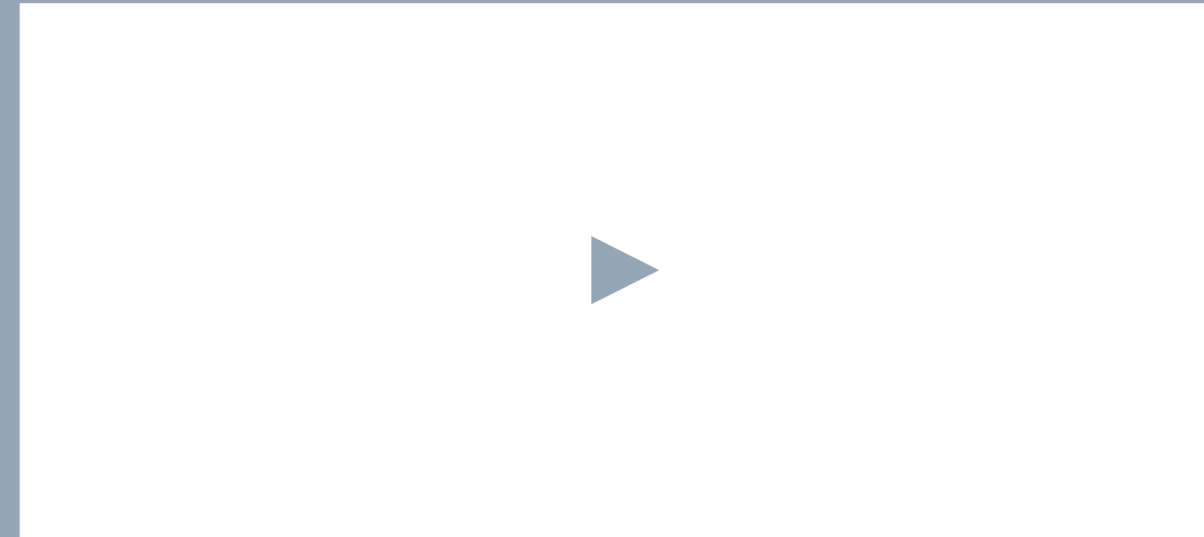
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Industry  
Finance

Output  
Mobile app

Timeline  
Fall to Winter 2019

Office  
Rangle Toronto



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Jump to

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What we did



Logo for recognition



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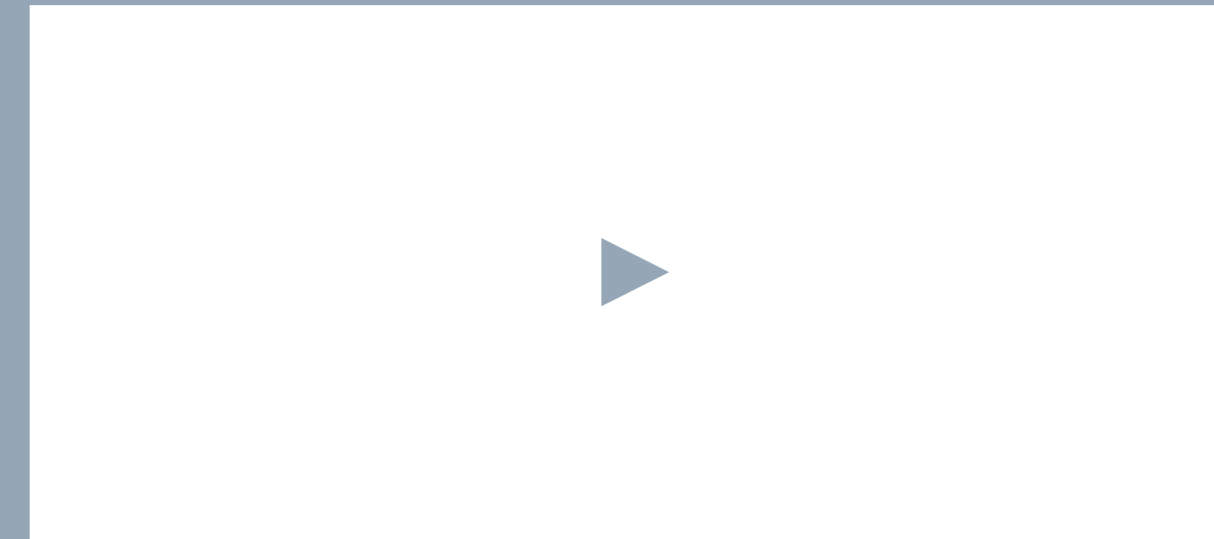


Industry  
Finance

Output  
Mobile app

Timeline  
Fall to Winter 2019

Office  
Rangle Toronto



Before you dive deeper

### Highlights

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Jump to

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### The challenge

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What we did



Logo for recognition



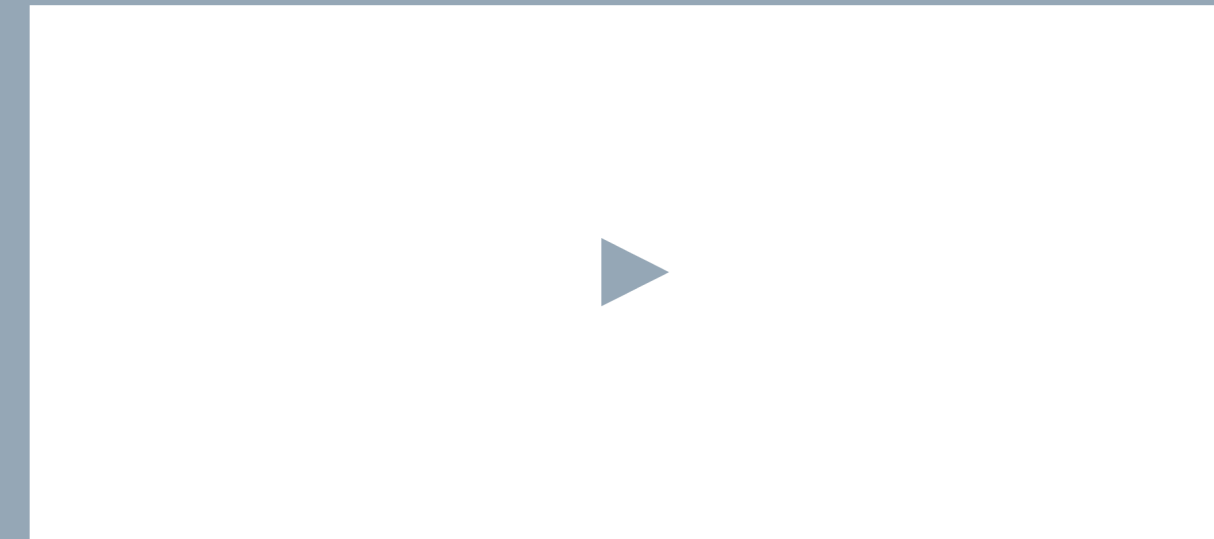
~~See~~ Watch the thing



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Industry Finance	Output Mobile app	Timeline Fall to Winter 2019	Office Rangle Toronto
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Before you dive deeper

### Highlights

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Jump to

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Logo for recognition



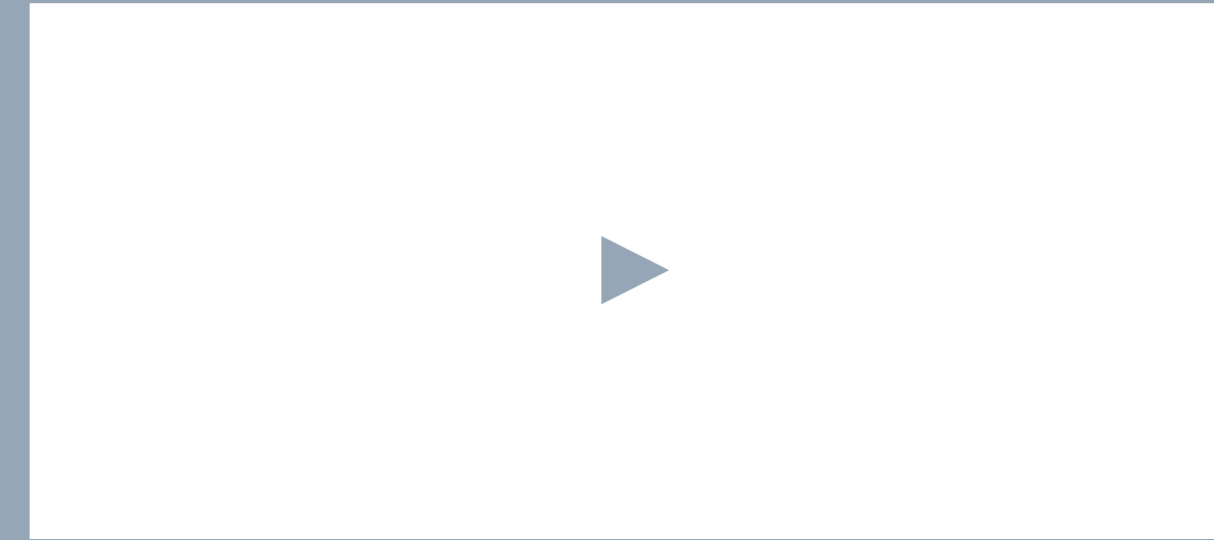
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Industry: Finance | Output: Mobile app | Timeline: Fall to Winter 2019 | Office: Rangle Toronto



Before you dive deeper

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Let's talk numbers



### Highlights

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Jump to

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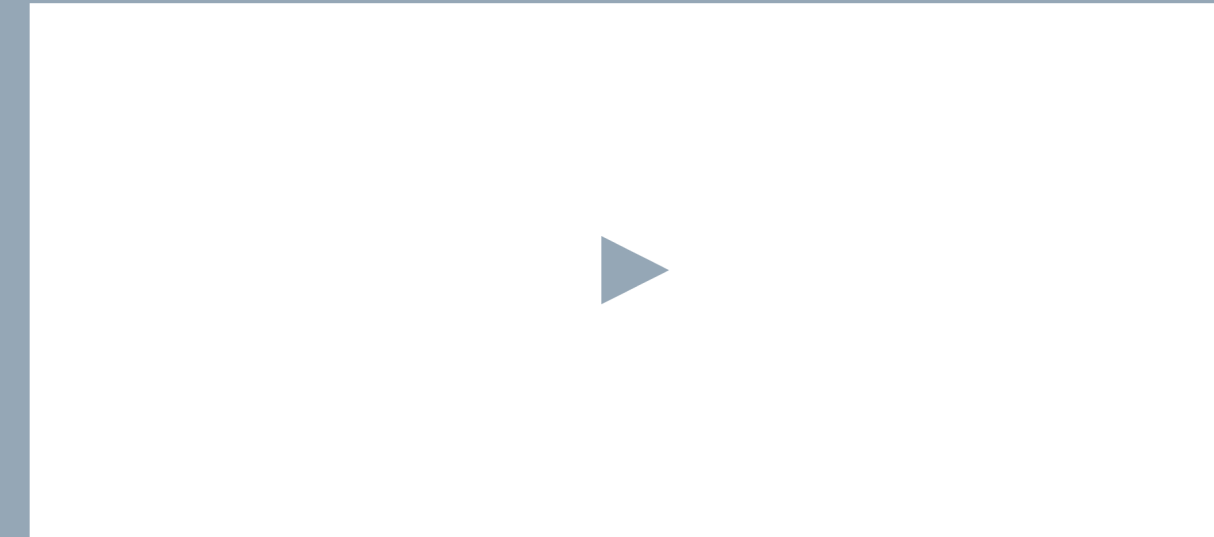
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Before you dive deeper

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Jump to

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So thoughtful

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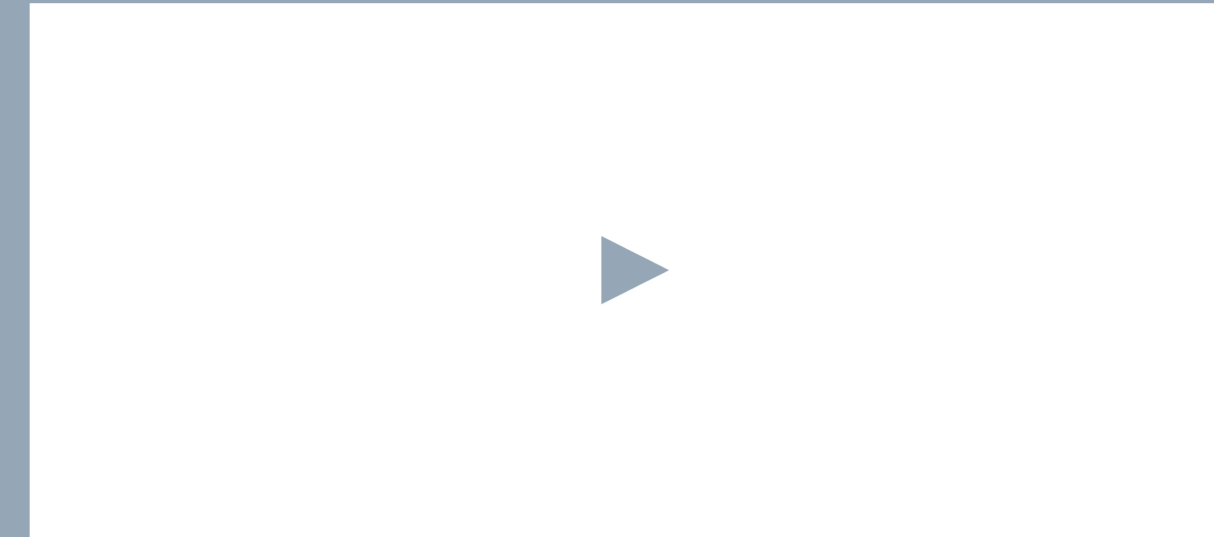
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Before you dive deeper

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Let's talk numbers



### Highlights

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Jump to

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For that razzle dazzle

### The challenge

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What we did →

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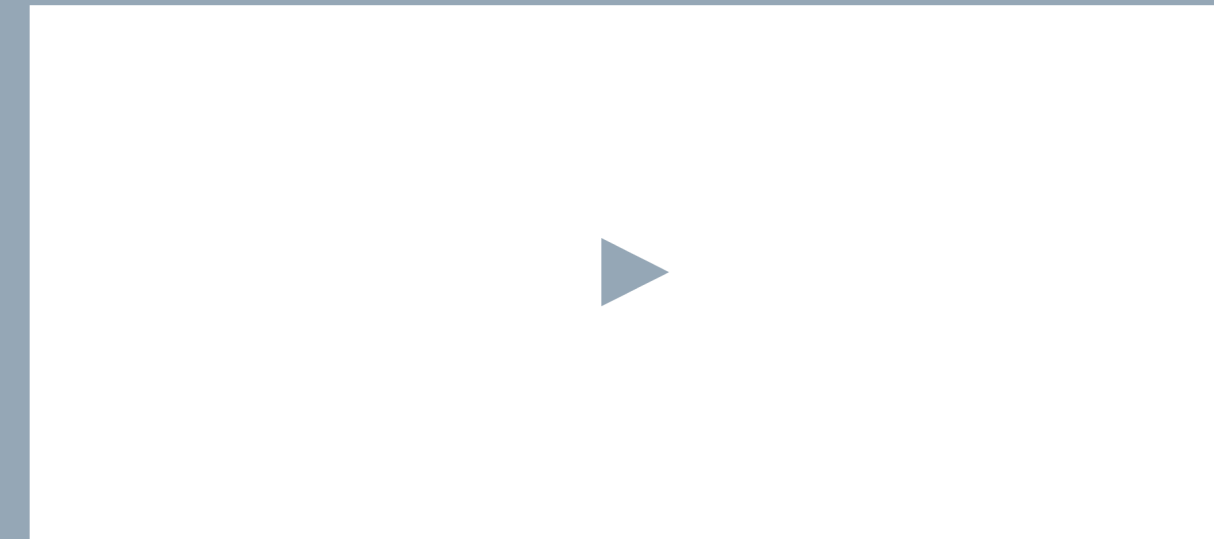
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Industry: Finance    Output: Mobile app    Timeline: Fall to Winter 2019    Office: Rangle Toronto

← Before you dive deeper

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Let's talk numbers →

### Highlights

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- [The process](#) ↓
- [The outcome](#) ↓

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### Core team

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 Steven Szatala Experience Designer	 Ankita Kulkarni Solution Architect	

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### The challenge

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↓ You already know

What we did



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# Land

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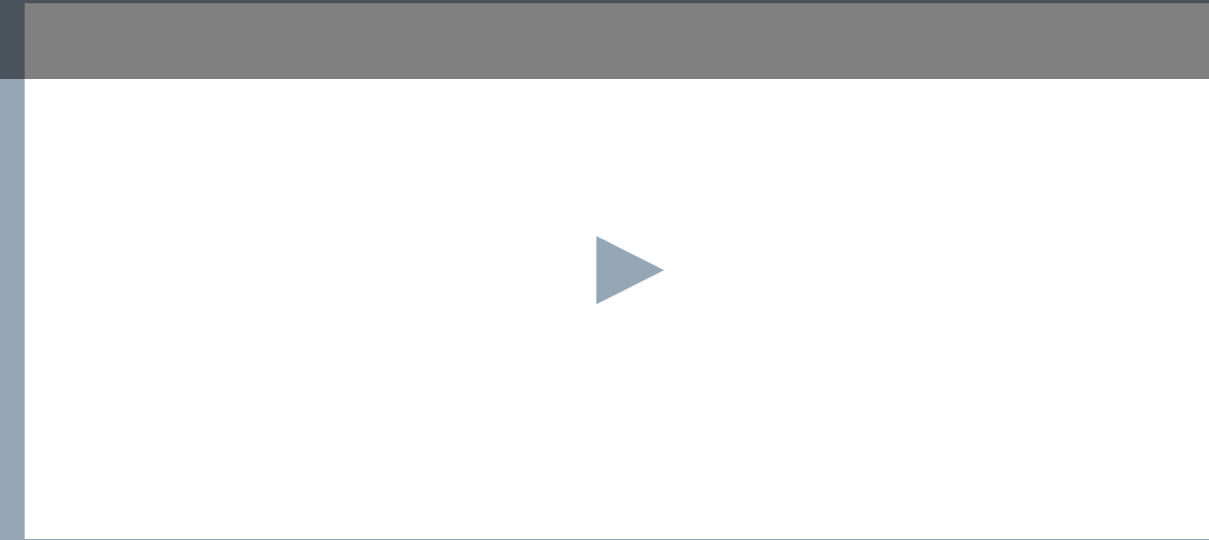
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Before you dive deeper

~~See~~ Watch the thing



Let's talk numbers



## Highlights

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Jump to

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## The challenge

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What we did



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# Land

Logo for recognition



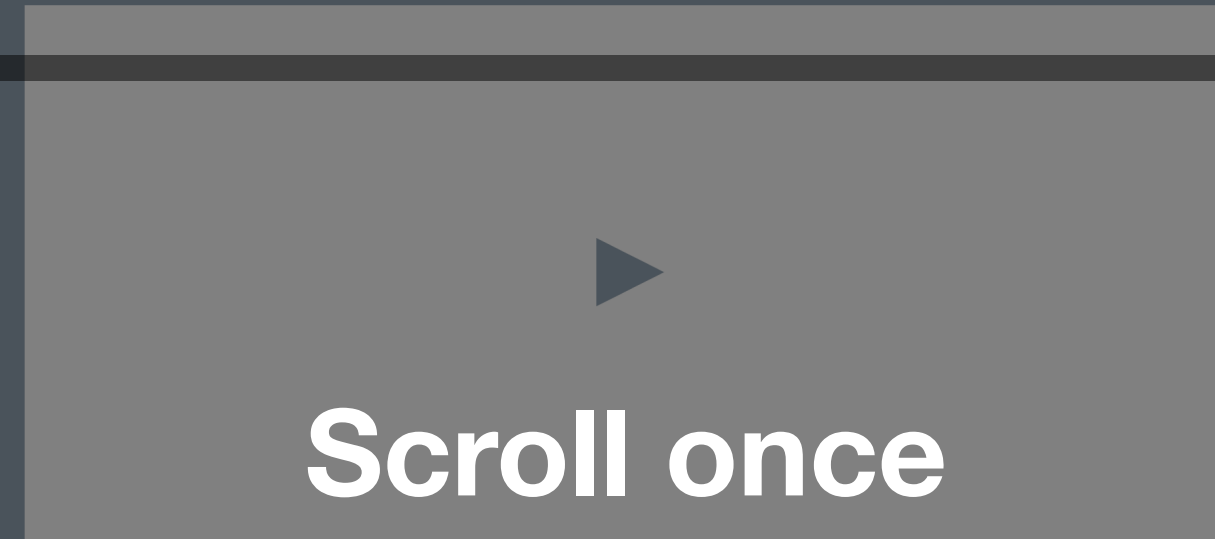
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Industry: Finance | Output: Mobile app | Timeline: Fall to Winter 2019 | Office: Rangle Toronto



Before you dive deeper

~~See~~ Watch the thing



## Scroll once

Let's talk numbers



### Highlights

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Jump to

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Solution Architect



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### The challenge

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What we did



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Land

Logo for recognition



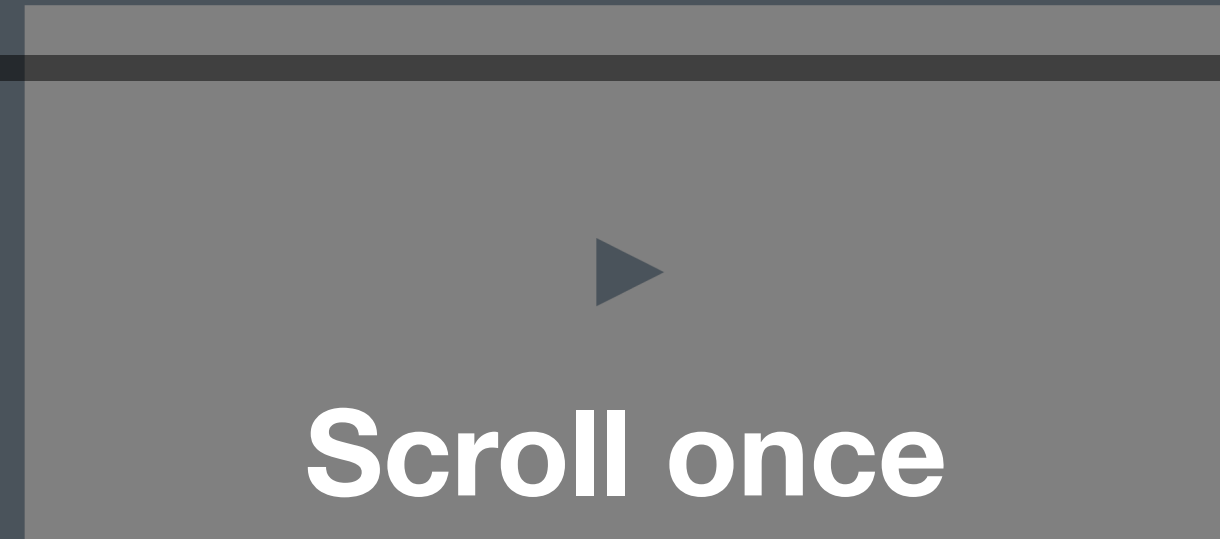
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Industry: Finance | Output: Mobile app | Timeline: Fall to Winter 2019 | Office: Rangle Toronto



Before you dive deeper

~~See~~ Watch the thing



Scroll once

Let's talk numbers



Highlights

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Jump to

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The outcome ↓



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Scroll again

Core team

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Ankita Kulkarni  
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The challenge

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You already know



What we did



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Land

Logo for recognition



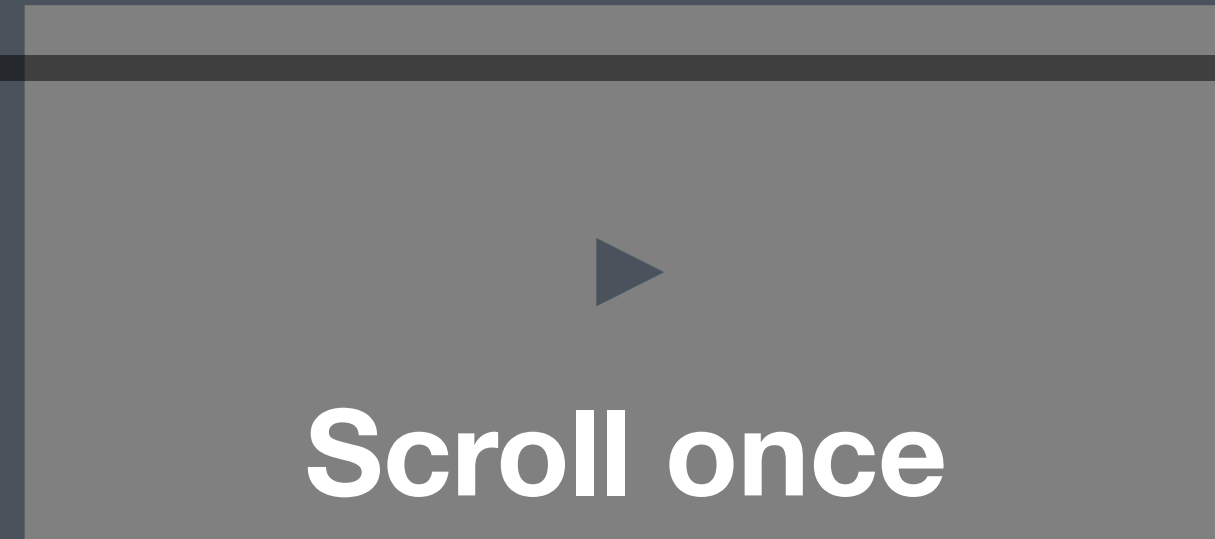
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Industry: Finance | Output: Mobile app | Timeline: Fall to Winter 2019 | Office: Rangle Toronto



Before you dive deeper

~~See~~ Watch the thing



Scroll once

Let's talk numbers



Highlights

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- Incidunt ut labore et **dolore magna** aliqua enim ad minim veniam, quis nostrud

Jump to

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Scroll again

Core team

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The challenge

and again.

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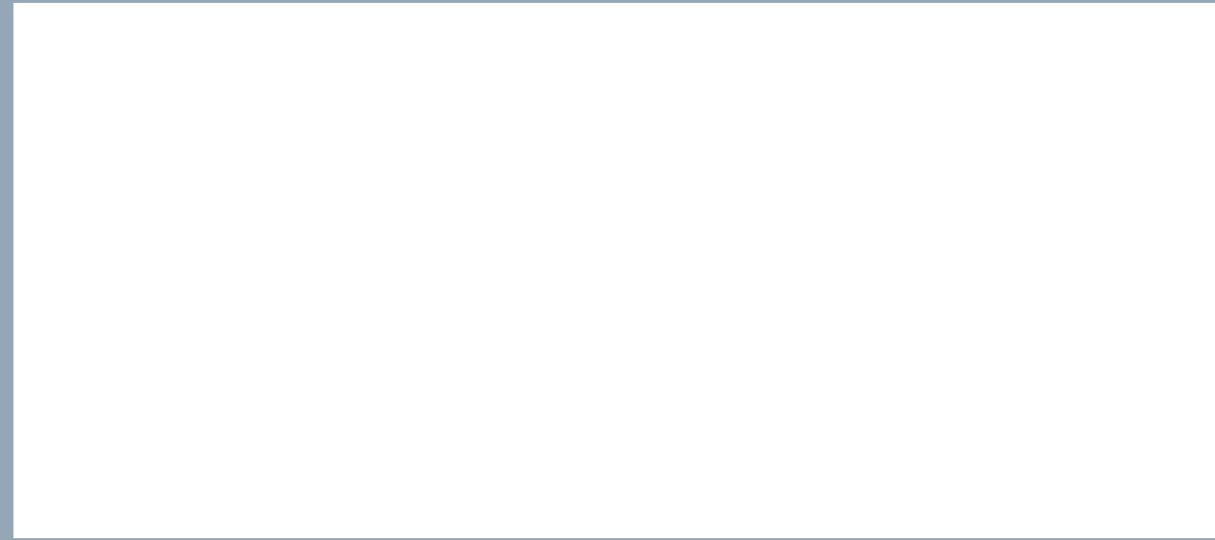


You already know



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Mobile app for Finance

Borrowell

### What problem were we trying to solve?

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## We helped Borrowell enter the mobile market with a best-in-class app

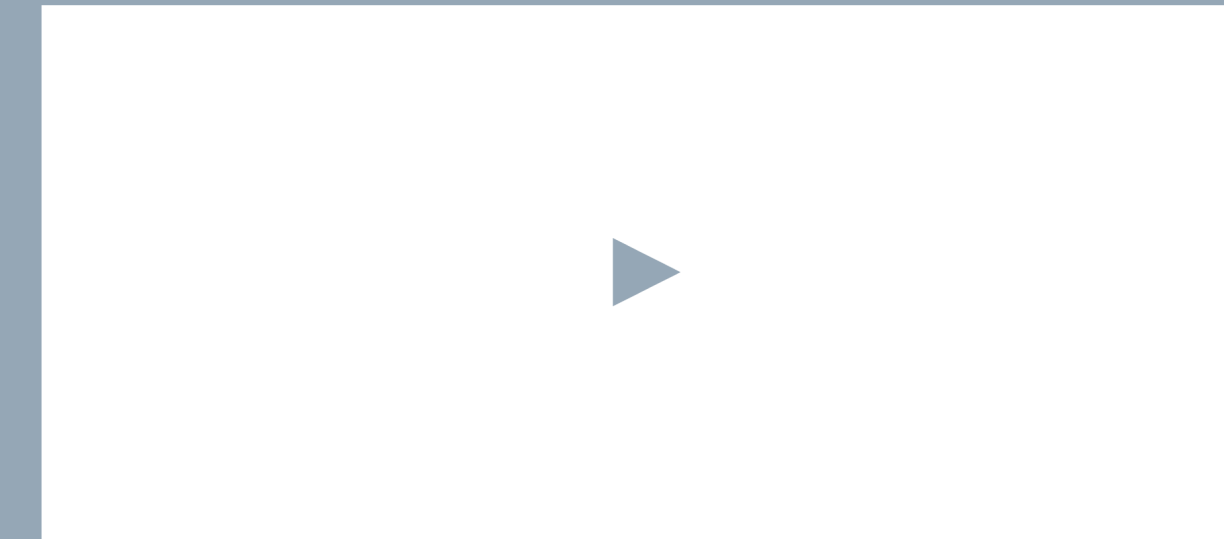


Industry  
Finance

Output  
Mobile app

Timeline  
Fall to Winter 2019

Office  
Rangle Toronto



### Highlights

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Jump to

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Steven Szatala  
Experience Designer



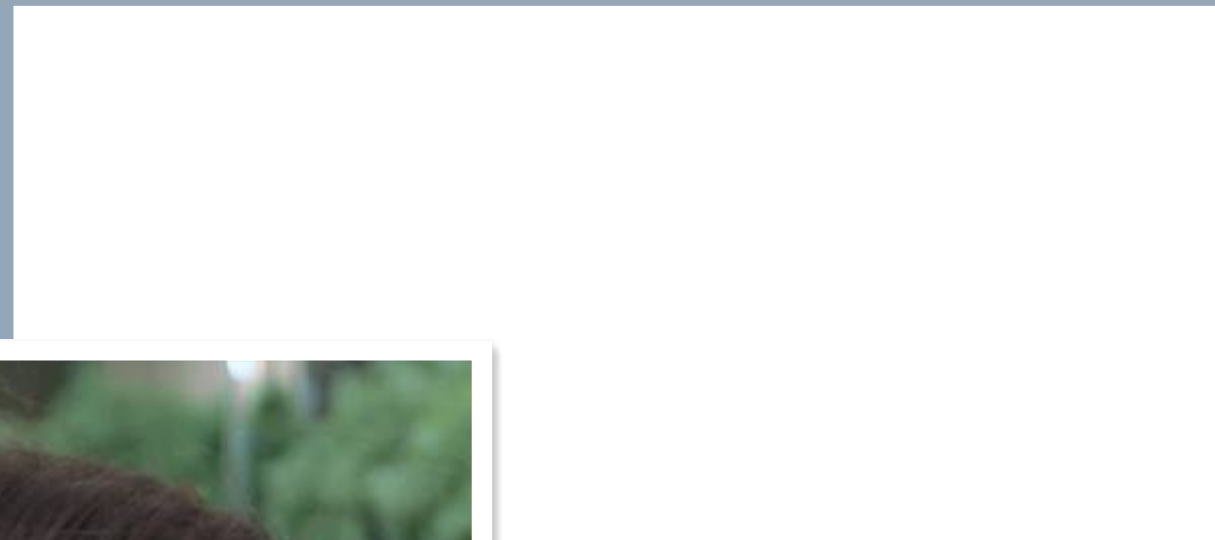
Ankita Kulkarni  
Solution Architect

### The challenge

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## Borrowell • Mobile app • Finance

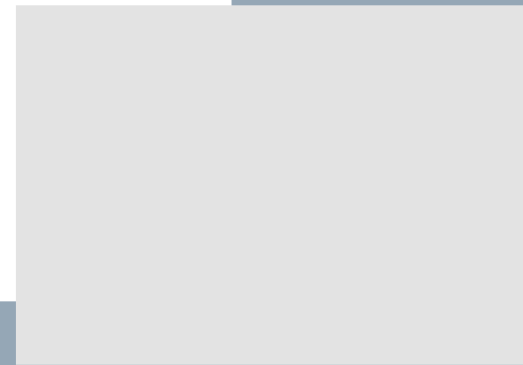
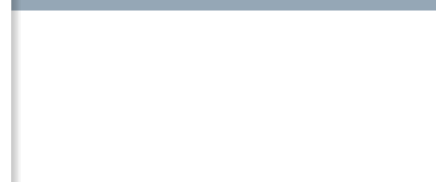
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Are you trying to solve?

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Borrowell

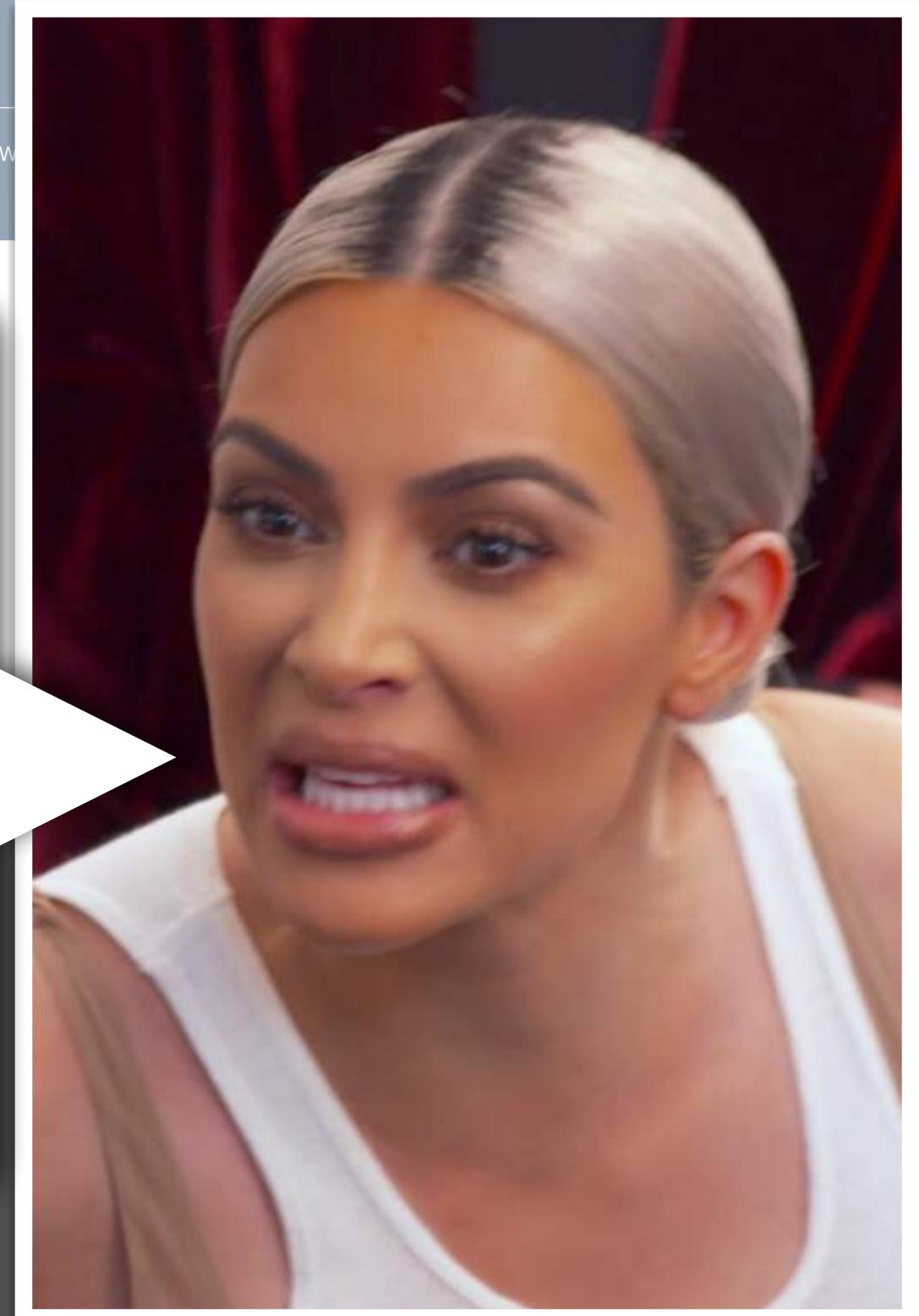
Industry: Finance

Output: Mobile app

Timeline: Fall to Winter



Maybe if you had a f\*\*\*ing business that you were passionate about you would know what it takes to run a f\*\*\*ing business but you DON'T!



### Core team

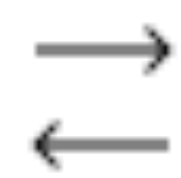
- Lidia Tavassoli, Program Director
- Harjot Bal, Design Lead
- Setareh Shams, Visual Designer
- Steven Szatala, Experience Designer
- Ankita Kulkarni, Solution Architect

### The challenge

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Strategy ▼



Design ▼



Strategy ▼



Design ▼

Users landing on a case study grow frustrated in trying to figure out if the content is relevant for them to consume. Dense information doesn't allow users to quickly scan priority details.





Strategy ▼



Design ▼

Users landing on a case study grow frustrated in trying to figure out if the content is relevant for them to consume. Dense information doesn't allow users to quickly scan priority details.



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Industry: Finance | Output: Mobile app | Timeline: Fall to Winter 2019 | Office: Rangle Toronto

Highlights

- Lorem ipsum dolor sit amet **XX%** consectetur
- Adipiscing elit, sed do **150+** eiusmod tempor
- Incidunt ut labore et **dolore magna** aliqua enim ad minim veniam, quis nostrud

Jump to

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- The process ↓
- The outcome ↓

Core team

- Lidia Tavassoli, Program Director
- Harjot Bal, Design Lead
- Steven Szatala, Experience Designer
- Ankita Kulkarni, Solution Architect
- Setareh Shams, Visual Designer



**OK. Next.**

## 2. TAKE TO IT

# B. Use the use case

## 2. TAKE TO IT

### **B. Use the use case**

**Example:**

## 2. TAKE TO IT

### **B. Use the use case**

#### **Example:**

**An entrepreneur recognizes an opportunity to turn a Slack group chat into a business.**

2. TAKE TO

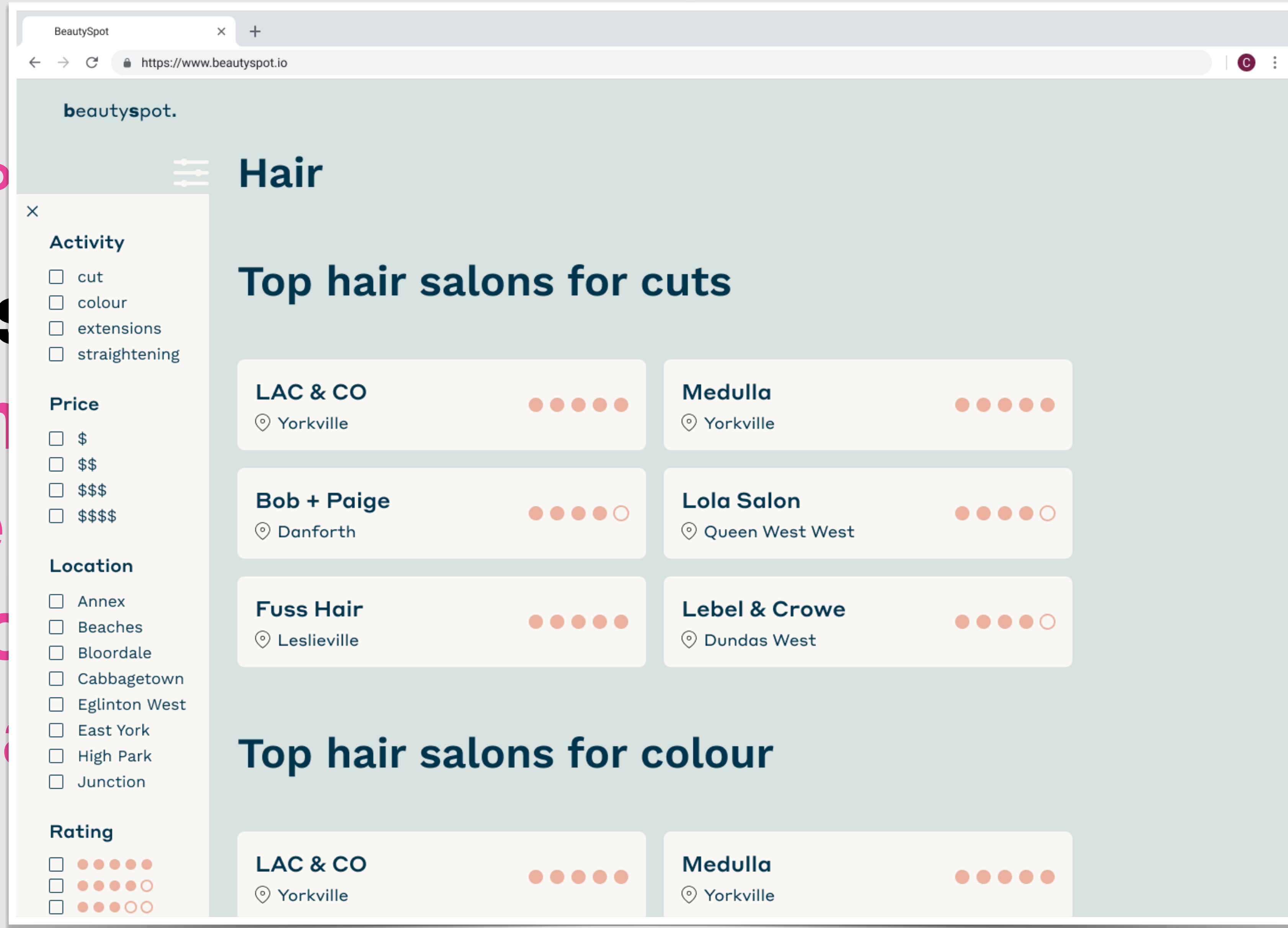
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## 2. TAKE TO IT

# B. Use the use case

**Insight:**

## 2. TAKE TO IT

### **B. Use the use case**

**Insight:**

**People prefer *real* recommendations  
from people like themselves.**

## 2. TAKE TO IT

### **B. Use the use case**

#### **Insight:**

People prefer *real* recommendations from people like themselves.

“Hey ladies, anyone know where I can get quick a blow out over lunch?”



## 2. TAKE TO IT

# B. Use the use case

The first draft...



## Connecting you with your ideal beauty experience.

Quick access to local services for your hair, skin, nails. Our list of spots is curated by people like you.

[Browse spots](#)

### How it works.

Need a spot?



Need to find a nail place near your new office or the best spot in town to cut curly hair?

Find your spot.



Access reviews from real people giving honest opinions on beauty spots across the GTA.

### Newest spots.



**Parlour**

[📍 Yorkville](#)



**Hairz**

[📍 Liberty Village](#)



**Lac & Co**

[📍 Yorkville](#)



**Parlour**

[📍 Queen West](#)

A bit cookie cutter, no?

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Browse spots

A bit cookie cutter, no?

Relying on users to scan, read, and engage.

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Parlour

📍 Yorkville



Hairz

📍 Liberty Village



Lac & Co

📍 Yorkville



Parlour

📍 Queen West



## 2. TAKE TO IT

# B. Use the use case

Hmm...

## 2. TAKE TO IT

### **B. Use the use case**

Hmm....

Remember the group chat?

## 2. TAKE TO IT

### **B. Use the use case**

Hmm....

Remember the group chat?

*Draw the analogy.*





**“Hey ladies, anyone know where I can  
get quick a blow out over lunch?”**

“Hey ladies, anyone know where I can get quick a blow out over lunch?”

The screenshot shows the beautyspot website interface. At the top, the logo "beautyspot." is on the left, and navigation links "hair", "skin", "nails", and "browse spots" are on the right. Below the navigation, the text "The best spots near" is followed by a location pin icon and the text "Toronto, Financial District". A large heading "I'm looking to get my..." is centered. Below this heading, there are three search filters: a dropdown menu for "hair" (with a hair icon and an upward arrow), a dropdown menu for "blown out" (with a downward arrow), and a dropdown menu for "today at 12pm" (with a downward arrow). To the right of these filters is a dark blue button labeled "Find a spot". Below the search filters, the heading "How it works." is displayed. Underneath, there are two columns of text: "Need a spot?" on the left and "Find your spot." on the right. The background features abstract, colorful shapes in shades of orange, teal, and white.

The best spots near [Toronto, Financial District](#)

### I'm looking to get my...

- hair ^
- skin
- nails

blown out v

today at 12pm v

Find a spot

### How it works.

Need a spot?



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Parlour  
Yorkville



Hairz  
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Lac & Co  
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Parlour  
Queen West

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**Parlour**

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**Lac & Co**

[Yorkville](#)



**Parlour**

[Queen West](#)

The best spots near [Toronto, Financial District](#)

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**hair** ^

**skin**

**nails**

**blown out** v

**today at 12pm** v

[Find a spot](#)

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The best spots near [Toronto, Financial District](#)

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blown out

today at 12pm

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Find your spot.



Access reviews from real people to get the best options on beauty spots across the GTA.

# Read it to "get it".

## Newest spots.



Parlour

Yorkville



Hairz

Liberty Village



Lac & Co

Yorkville



Parlour

Queen West

## How it works.

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blown out

today at 12pm

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Access reviews from real people to get the best options on beauty spots across the GTA.

# Read it to "get it".

## Newest spots.

# Don't romance me...



Parlour  
Yorkville



Hairz  
Liberty Village



Lac & Co  
Yorkville



Parlour  
Queen West

## How it works.

Need a spot?



Need to find a nail place near your new office or the best spot in town to cut curly hair?

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Access reviews from real people to get the best options on beauty spots across the GTA.

# "Got it!"

## Newest spots.

# ...just show me!



Parlour  
Yorkville



Hairz  
Liberty Village



Lac & Co  
Yorkville



Parlour  
Queen West

**Where have I seen this before?**





Stays



Flights



Cars



Packages



Things to do



Cruises

1 room, 2 travelers

Going to

Check-in  
Oct 25

Check-out  
Oct 26

Add a flight

Add a car

I need multiple places to stay

Search



# Calgary Transit


Mostly Cloudy, 17.3°C


MyID: [Login](#) | [Register](#)




[Plan a Trip](#) [Schedules & Maps](#) [Service Updates](#) [Fares & Passes](#) [Getting Around](#)

 **Plan a Trip**

 Next Ride

 Schedules

 Calgary Transit Access

Departing from

Going to

Departing

Arriving

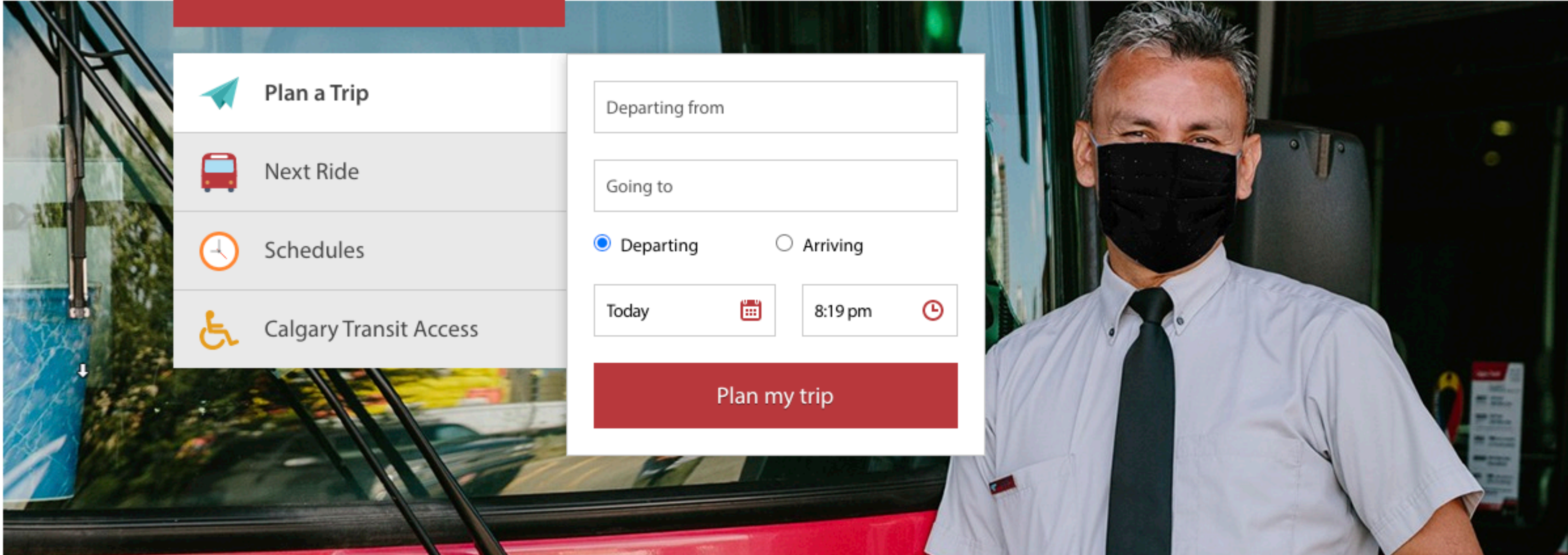
Today



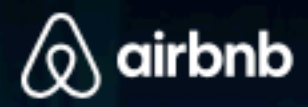
8:19 pm



Plan my trip







Places to stay

Experiences

Online Experiences

Become a host




**Location**  
Where are you going?

**Check in**  
Add dates

**Check out**  
Add dates

**Guests**  
Add guests

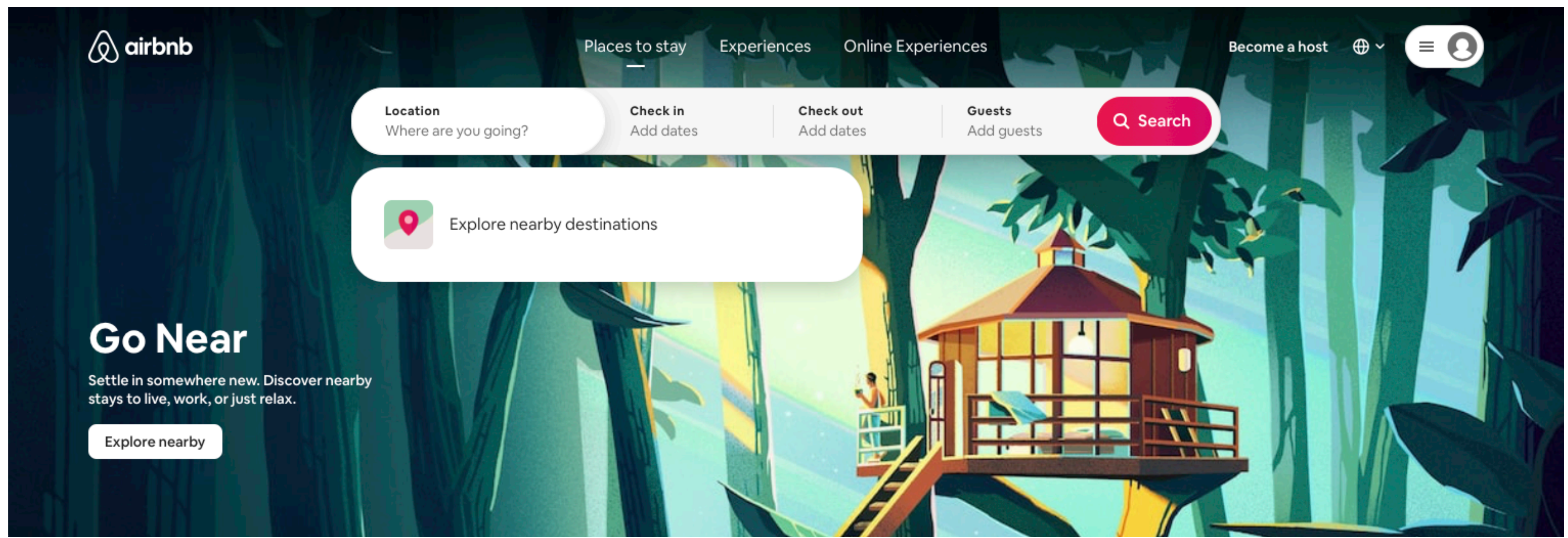
**Search**

 Explore nearby destinations

# Go Near

Settle in somewhere new. Discover nearby stays to live, work, or just relax.

Explore nearby



**Beauty**

**Beauty**

**Travel,  
tourism,  
and hospitality**

**Beauty**

≈

**Travel,  
tourism,  
and hospitality**



Strategy ▼



Design ▼





Strategy ▼

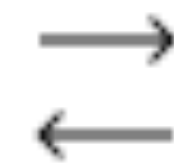


Design ▼

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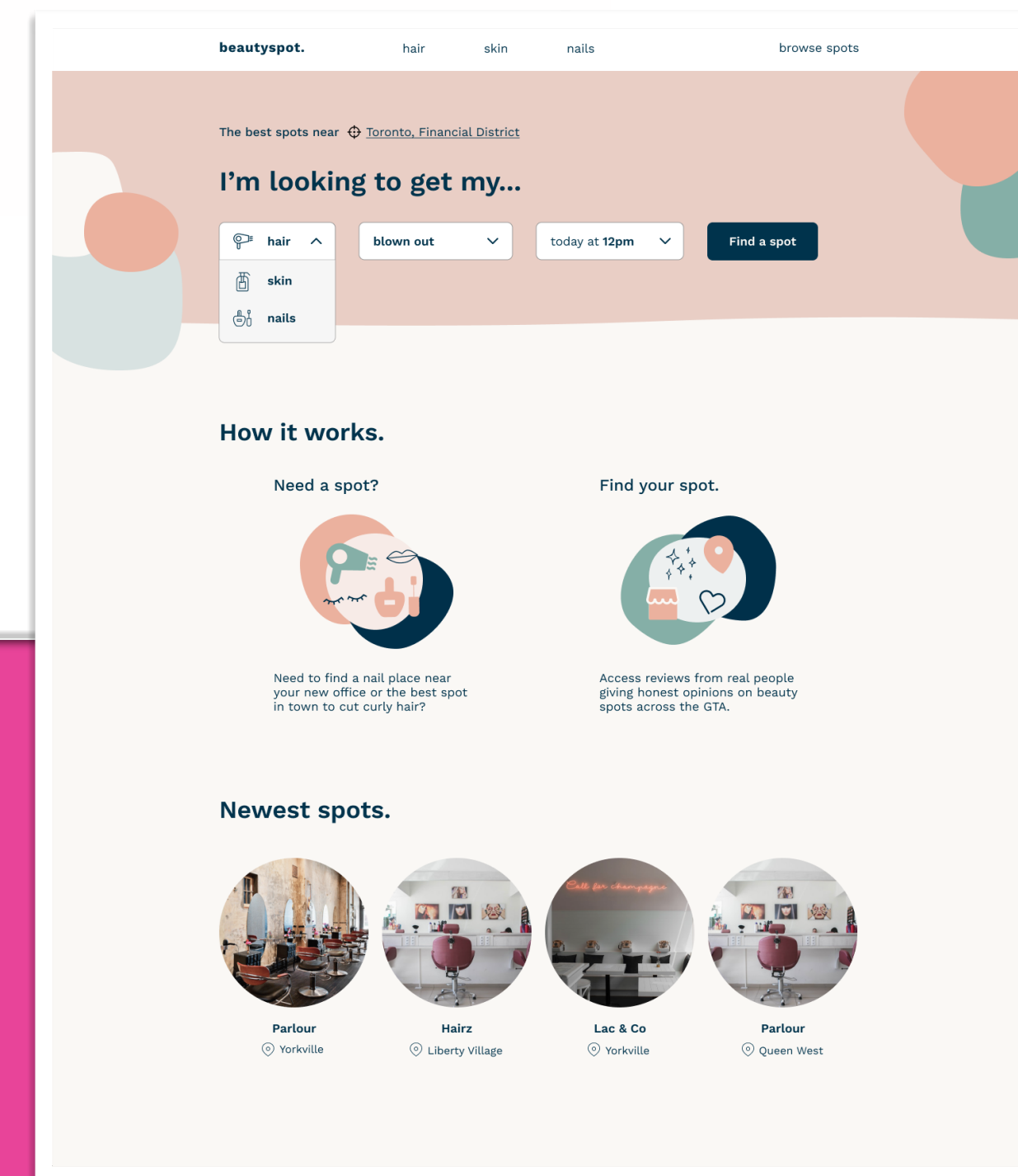


# Strategy ▼



# Design ▼

People prefer real recommendations from people like themselves. “Hey ladies, anyone know where I can get quick a blow out over lunch?”



**Aaand, last one.**

## 2. TAKE TO IT

# C. Get wild

## 2. TAKE TO IT

### C. Get wild

Example:

## 2. TAKE TO IT

### **C. Get wild**

#### **Example:**

**A frozen food retailer tries to educate its customers on the nutritional value of its products.**

2. TAKE TO

C. G

Exam

A fro

cust

proc



# Explore the Wholly Range!



Plant based foods, made to fit your daily routine.  
Real vegetables. Healthy ingredients. Chef inspired.



**Veggie-  
full Patties**



**Pizzas &  
Crusts**



**Snacks &  
Appetizers**



**Complete  
Meals**

e its

f its

## 2. TAKE TO IT

### C. Get wild

**Insight:**



## 2. TAKE TO IT

### **C. Get wild**

#### **Insight:**

**The retailer's quirky brand personality performs well with its target audience because it's fun and not intimidating.**

## 2. TAKE TO IT

### **C. Get wild**

**The first draft...**

**(you know where this is going)**



## Sweet Curry Carrot



\$12.95 CAD

Product bundles

Select an option ▼

Quantity

1 ▼

Add to cart

Buy now

- Share
- Tweet
- Pin it

### What's to love

A harvest inspired blend of Non GMO corn, heirloom carrots, and yellow lentils with a hint of curry!

The Sweet Curry Carrot is slightly on the sweeter side, with the flavor of curry balanced out with a dash of honey. Softer in texture, this patty is perfect for those looking to add more protein to wraps, or even have as a breakfast item.

VEGETARIAN GLUTEN FREE  
DAIRY FREE SOY FREE

### The star ingredient(s)



Carrots are excellent for gut health because they include plenty of fiber and as most people know fantastic for eyesight.

Non-GMO: Corn, carrot, lentils, cage free egg white powder, non-modified rice starch, non-modified potato starch, non-modified corn starch, sunflower oil, spices, vinegar solids, pea protein, honey, salt, garlic powder.



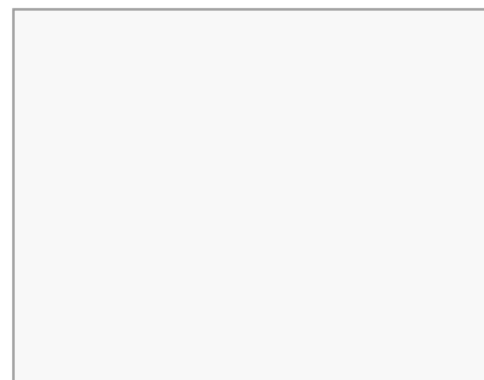
### Nutrition Facts Valeur nutritive

Per 1 patty (75 g) / pour 1 galette (75 g)

Amount Teneur	% Daily Value % valeur quotidienne
<b>Calories / Calories</b> 110	
<b>Fat / Lipides</b> 3.5 g	5 %
Saturated / saturés 0.3 g	2 %
+ Trans / trans 0 g	
<b>Cholesterol / Cholestérol</b> 0 mg	0 %
<b>Sodium / Sodium</b> 170 mg	7 %
<b>Potassium / Potassium</b> 260 mg	7 %
<b>Carbohydrate / Glucides</b> 14 g	5 %
Fibre / Fibres 3 g	12 %
Sugars / Sucres 3 g	
<b>Protein / Protéines</b> 7 g	
Vitamin A / Vitamine A	4 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	2 %
Iron / Fer	10 %

Pretty basic.

### Sweet Curry Carrot



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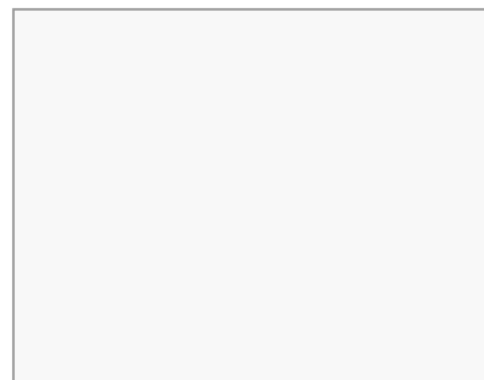
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Pretty basic.

Oooh a carrot...



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## 2. TAKE TO IT

**C. Get wild**

**C'mon...**





## Sweet Curry Carrot



\$12.95 CAD

Product bundles

Select an option ▼

Quantity

1 ▼

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Buy now

Share

Tweet

Pin it

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### The star ingredient(s)

### The crafty Carrot

Carrots are excellent for gut health because they include plenty of fiber and as most people know fantastic for eyesight.

### Strengths

- + Boosts metabolism and fat-burning
- + Retains powers of nutrition when grilled
- + Unstoppable when steamed

### Stats

Fibre ██████████  
Protein ██████████  
Iron ██████████

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He'll cut ya!

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**The start of a series...**

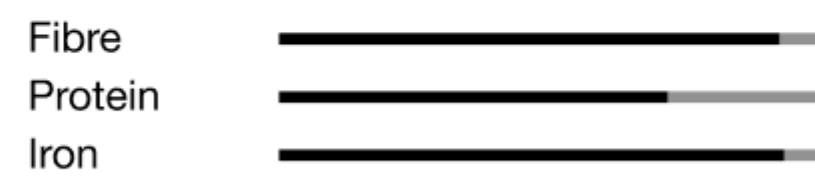
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### Stats



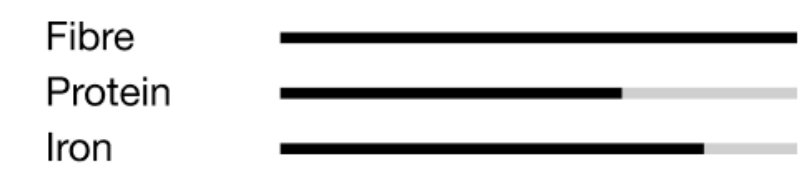
## The almighty Broccoli

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Strengths

- + Boosts metabolism and fat-burning
- + Retains powers of nutrition when grilled
- + Unstoppable when steamed

### Stats





Strategy ▼



Design ▼



Strategy ▼



Design ▼

The retailer's quirky brand personality performs well with its target audience because it's fun and not intimidating.



## Strategy ▼



## Design ▼

The retailer's quirky brand personality performs well with its target audience because it's fun and not intimidating.





**OK. That's enough.**

**I'M TIRED...AGAIN**

**Breaky time**

**A 5 minute stretch will do you good.**

# 3. Take it away

### 3. TAKE IT AWAY

**How can we take this to our practice?**

### **3. TAKE IT AWAY**

**How can we take this to our practice?**

**It's not always clear.**

### **3. TAKE IT AWAY**

**How can we take this to our practice?**

**It's not always clear.**

**It takes practice.**

### **3. TAKE IT AWAY**

**How can we take this to our practice?**

**It's not always clear.**

**It takes practice.**

**Designer's intuition.**

### 3. TAKE IT AWAY

**How can we take this to our practice?**

**It's not always clear.**

**It takes practice.**

**Designer's intuition.**

**BUUUT...**



### 3. TAKE IT AWAY

**There are a few things to consider:**

### 3. TAKE IT AWAY

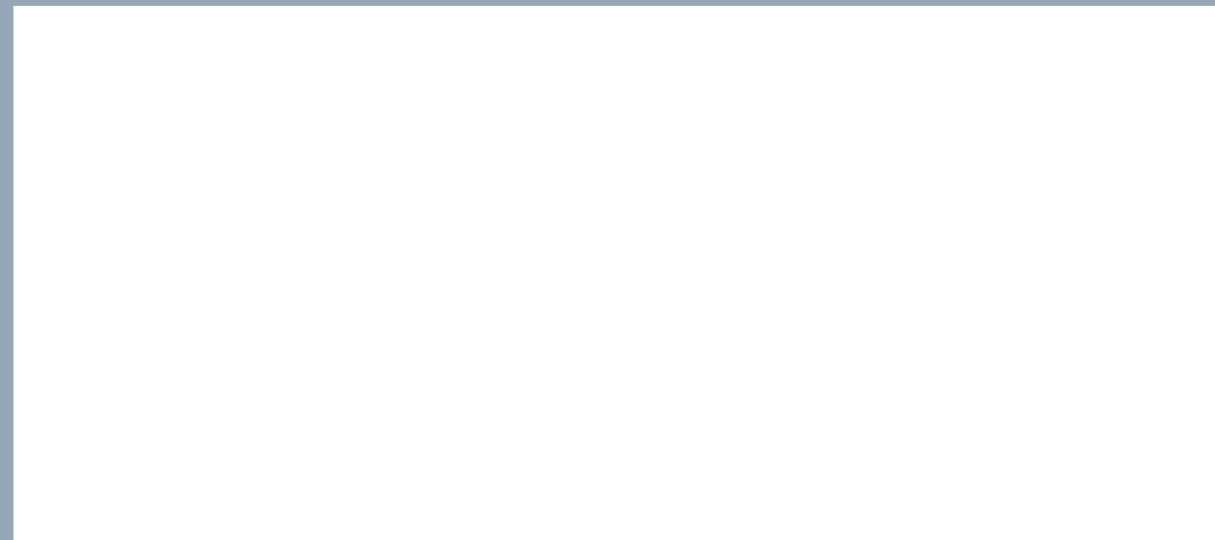
**There are a few things to consider:**

**Try new patterns.**

**Try new patterns.**

## Borrowell • Mobile app • Finance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Mobile app for Finance

Borrowell

### What problem were we trying to solve?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit sum proper lorem:

- Sed do eiusmod tempor
- Magna aliquat enim admin
- Incididunt ut labore et dolor
- Sed do eiusmod tempor
- Tihna aliquat enim iopmin

Tempor incididunt ut labore et dolore magna



## We helped Borrowell enter the mobile market with a best-in-class app

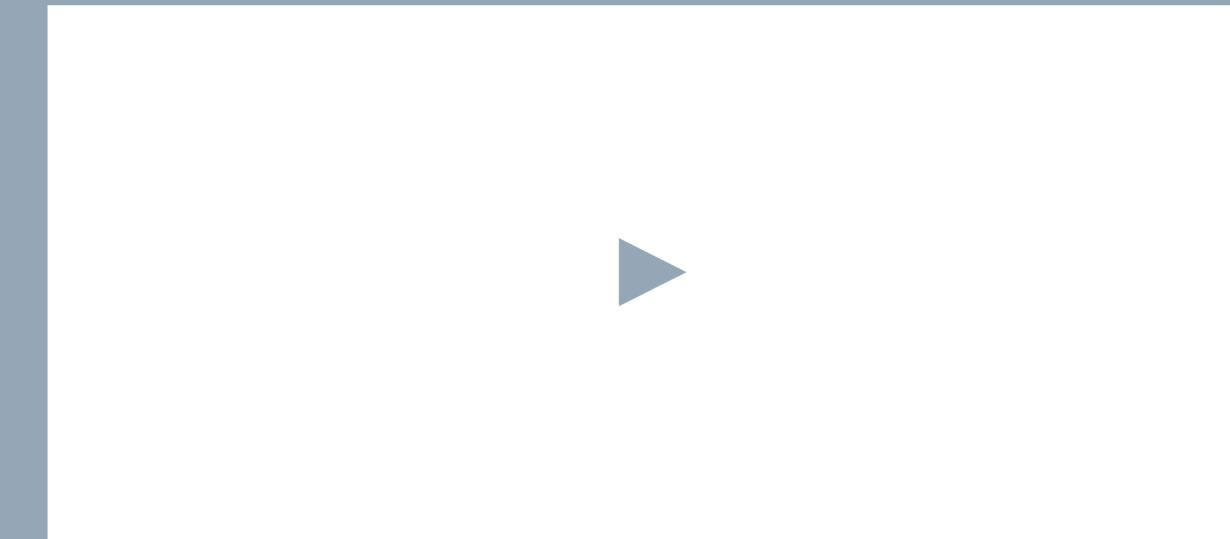


Industry  
Finance

Output  
Mobile app

Timeline  
Fall to Winter 2019

Office  
Rangle Toronto



### Highlights

- Lorem ipsum dolor sit amet **XX%** consectetur
- Adipiscing elit, sed do **150+** eiusmod tempor
- Incididunt ut labore et **dolore magna** aliqua enim ad minim veniam, quis nostrud

Jump to

[The challenge](#) ↓

[The process](#) ↓

[The outcome](#) ↓

### Core team



Lidia Tavassoli  
Program Director



Harjot Bal  
Design Lead



Setareh Shams  
Visual Designer



Steven Szatala  
Experience Designer



Ankita Kulkarni  
Solution Architect

### The challenge

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad

### 3. TAKE IT AWAY

**There are a few things to consider:**

**Try new patterns.**

**Analogize outside of your competition.**

**Analogize outside of your competition.**





Places to stay

Experiences

Online Experiences

Become a host



Location

Where are you going?

Check in

Add dates

Check out

Add dates

Guests

Add guests

Search



Explore nearby destinations

## Go Near

Settle in somewhere new. Discover nearby stays to live, work, or just relax.

Explore nearby



“Hey ladies, anyone know where I can get quick a blow out over lunch?”

The screenshot shows the beautyspot website interface. At the top, the logo "beautyspot." is on the left, and navigation links "hair", "skin", "nails", and "browse spots" are on the right. Below the navigation, the text "The best spots near" is followed by a location pin icon and the text "Toronto, Financial District". A large heading "I'm looking to get my..." is centered. Below this heading is a search filter section. On the left, a dropdown menu is open, showing three options: "hair" with a hair icon and an upward arrow, "skin" with a bottle icon, and "nails" with a nail icon. To the right of the dropdown are three search filters: "blown out" with a downward arrow, "today at 12pm" with a downward arrow, and a dark blue button labeled "Find a spot". Below the search filters, the heading "How it works." is displayed. Underneath, there are two columns of text: "Need a spot?" and "Find your spot." The background features abstract, colorful shapes in shades of orange, teal, and white.

beautyspot. hair skin nails browse spots

The best spots near Toronto, Financial District

I'm looking to get my...

hair ^

skin

nails

blown out v

today at 12pm v

Find a spot

How it works.

Need a spot?

Find your spot.



### 3. TAKE IT AWAY

**There are a few things to consider:**

**Try new patterns.**

**Analogize outside of your competition.**

**“Have fun with it.” — Kawhi Leonard**

### 3. TAKE IT AWAY

**There are a few things**  
**Try new patterns.**  
**Analogize outside of**  
**“Have fun with it.” —**



**ion.**  
**d**

**“Have fun with it.” — Kawhi Leonard**

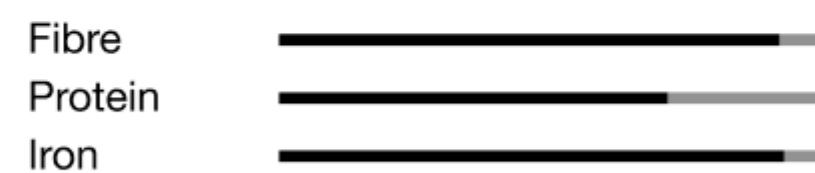
## The crafty Carrot

Carrots are excellent for gut health because they include plenty of fiber and as most people know fantastic for eyesight.

### Strengths

- + Boosts metabolism and fat-burning
- + Retains powers of nutrition when grilled
- + Unstoppable when steamed

### Stats



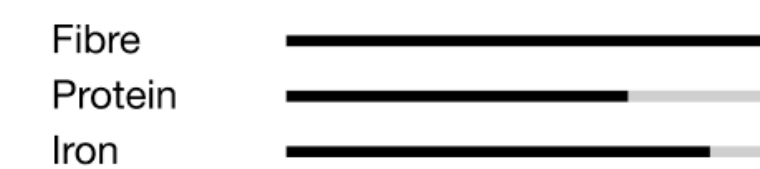
## The almighty Broccoli

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Strengths

- + Boosts metabolism and fat-burning
- + Retains powers of nutrition when grilled
- + Unstoppable when steamed

### Stats



**There you have it...**

### 3. TAKE IT AWAY

**Resources** →  
**For your tool belt.**

### 3. TAKE IT AWAY

## Article

What customer-centric design really means

[medium.com/@harjot.bal/what-customer-centric-design-really-means-e82efd266422](https://medium.com/@harjot.bal/what-customer-centric-design-really-means-e82efd266422)

### 3. TAKE IT AWAY

## Article

Why your project needs a strategic brief

[blog.mindgrub.com/why-your-project-needs-a-strategic-brief](http://blog.mindgrub.com/why-your-project-needs-a-strategic-brief)



### 3. TAKE IT AWAY

## Article

The insight: the most important part of the brief

[medium.com/what-do-you-want-to-know/the-insight-the-most-important-part-of-the-brief-6fb97f6d60d5](https://medium.com/what-do-you-want-to-know/the-insight-the-most-important-part-of-the-brief-6fb97f6d60d5)

OKAY, NOW I'M SUUUPER TIRED

**This is pretty much the end.**

Strategy ▼



Design ▼

Questions?  
Comments?  
Feedback?



I'm ready to leave...  
unless you have  
something to share.

**Goodbye.**