Brand Identity

Analyse
- Define mission, vision, strategies, goals and values
- Research / analyse
- Market insights

Strategy
- Build brand strategy
- Define core values
- Design brand vision
- Concept cards

Identity design
- Defining visual languages (fonts, colors, materials, etc.)
- Creating visual languages
- Brand book

Product Marketing

Touchpoints
- Website
- Brochure
- Stand
- Corporate presentation
- Product manual
- Animation / VR
- Label design

User Interface

Analyse
- Kick-off
- Context research
- Map
- Information architecture
- Concept cards

Define
- Wireframe
- Lay-out
- Early bird prototyping
- Flowchart
- User test

Create
- Creative brainstorm
- Concept development
- Graphics (fonts, icons, etc.)
- Prototyping
- User test
- User participation

Sound design

Develop
- Detailed design
- Mock-up
- A/B Testing
- Prototyping
- User test

Programming

Design

Project management
- Scope
- Planning
- Budget
- Relation
- Risk

Phase 1

Analyse
- Kick-off
- Product requirements and core values
- User insights / research
- Market insights
- Exploratory freedom to operate patent investigation (FTO)
- Concept cards
- Moodboards
- Project briefing

Phase 2

Create
- Creative brainstorm
- Concept development
- User test
- Final design
- Volume model (physical / VR)
- Proof of concept

Develop

Phase 3

Develop
- Optimise product requirements
- Concept development in 3D CAD
- Prototyping
- Sourcing & cost price calculation
- Technical design review / design freeze
- Engineering for production
- Prototype for production release
- 2D Drawings
- Specification sheets
- Patent application

Final business case

Manufacturing

Phase 4

Tooling
- Mould lay-out
- Assembly tools
- Mould manufacturing

Phase 5

Pre-production
- Quality control FOT / SOT
- Samples for control FOT / SOT
- 3D File optimisation
- Optimisation tooling
- Sign-off sample
- Production release

Certification

Phase 6

Production
- Purchasing raw materials
- Purchasing supplementary parts
- Product Assembly
- Production supervision

Repeat order

Phase 7

Quality control
- On-site QC
- Audit of production sites
- QC Report

Phase 8

Logistics
- Shipping optimisation
- Transport (Sea, Air, Truck)
- Track & Trace
- Customs
- Delivery to DC

Ready for distribution

Packaging Design

Analyse
- Kick-off
- Product requirements and core values
- User insights / research
- Market insights
- Exploratory freedom to operate patent investigation (FTO)
- Concept cards
- Moodboards
- Project briefing

Create
- Creative brainstorm
- Concept development
- Transport optimization
- Final design
- Volume model (physical / VR)
- Proof of concept

Develop
- Optimise product requirements
- Concept development
- Prototyping
- Source & cost price calculation
- Engineering for production
- DTP
- Golden sample
- 2D Drawings

Tooling
- Cutting tools
- 3D Tools

Pre-production
- Quality control
- Samples for control
- Design optimisation
- Sign-off sample
- Production release

Production
- Quality control
- Production supervision
- Audit of production sites