PART 2. KEY FACTS FOR A GOOD PHYSICAL-DIGITAL PRODUCT COMMUNICATION

GOOD PRODUCT EXPERIENCE MAKES GOOD PRODUCT COMMUNICATION



MACRO TREND

PRODUCTS ARE EVOLVING INTO SERVICES

“ We don’t think of the Kindle Fire as a tablet. We think of it as a service ”

— JEFFREY BEZOS
FOUNDER AND CEO
OF AMAZON.COM





THE EXPECTATIONS OF CUSTOMERS REGARDING THE EXPERIENCE OF PRODUCTS AND SERVICES ARE NOW VERY HIGH. THE PERCEPTION OF VALUE IT'S VITAL.

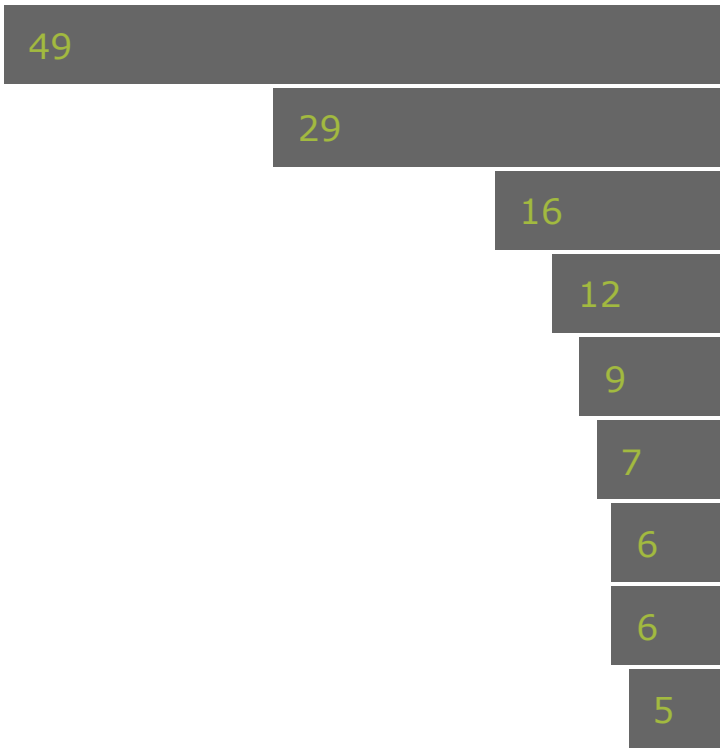


ADOPTION HAS TO BE SUPPORTED BY NATURAL, SOCIAL AND INTUITIVE BEHAVIOURS, WHERE THE INTERACTION IS FREQUENT AND SEAMLESS


where
Thinking
Evaluation
Seeing
Feeling
Motivation
Hearing
artifact
Doing
Behaviour
With whom

SURVEY IOT /SMART HOME (ITALY)

REASONS FOR WHICH A CUSTOMER WOULDN'T BUY SMART AND CONNECTED PRODUCTS FOR THE HOUSE



HIGH PRICE

PRODUCTS ARE NOT CONSOLIDATED

DOESN'T KNOW ABOUT THEM

DOESN'T KNOW WHERE TO BUY THEM

WORRIED BY PRIVACY E SECURITY

TOO FEW FUNCTIONS OFFERED

NOT SURE THEY WILL BE ABLE TO INSTALLATION THEM

DOESN'T UNDERSTAND THEIR BENEFITS

THEY BELIEVE THESE PRODUCTS ARE NOT RELIABLE

source: *Survey Italia - adozione Internet of Things*, DOXA - 2016

STATE OF THE ART FOR IOT PRODUCTS AND SERVICES

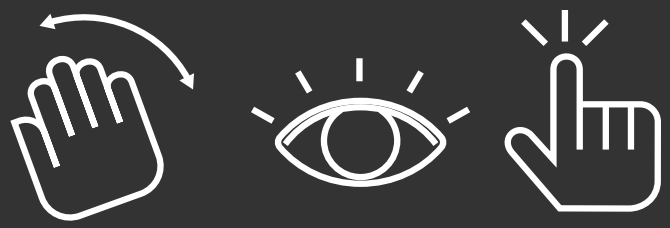
PAIN POINTS FOR THE DEVELOPMENT OF IOT PRODUCTS MARKET

- PRODUCT VALUES ARE NOT UNDERSTANDABLE BY THE CONSUMER
- INSTALLATION AND USE ARE TOO COMPLEX
- THERE ARE NO SHARED STANDARDS AND POLICIES
- NOT GREAT PRODUCTS QUALITY
- UNCLEAR INFORMATION
- PRICES ARE TOO HIGH
- CRITICAL MONETIZATION PROCESS

STATE OF THE ART FOR IOT PRODUCTS AND SERVICES

OPPORTUNITIES FOR AN EFFECTIVE EVOLUTION OF IOT PRODUCTS

- SIMPLE, BEAUTIFUL AND IMMEDIATE UX
- SUSTAINABLE BUSINESS MODELS BASED ON CONSUMPTION
- CLEAR OFFERING AND KEY VALUES
- EASY ADOPTION PROCESS
- TRANSPARENT TECHNOLOGY
- OPEN TO SOCIAL BEHAVIOURS
- IN DEPTH KNOWLEDGE OF USERS BEHAVIOURS AND HABITS

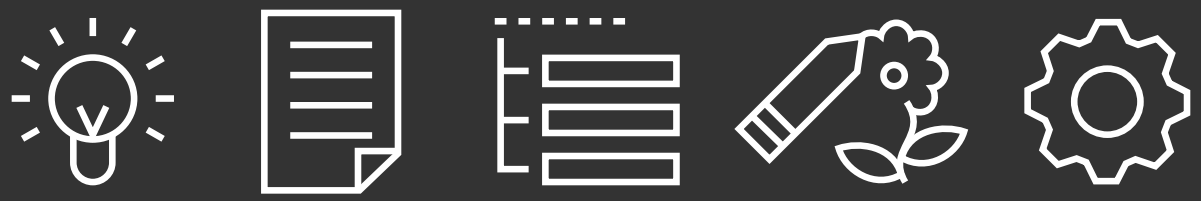


NEW SUCCESSFUL SERVICES NEED TO ENGAGE EVERY STAKEHOLDER ORCHESTRATING TO PERFECTION EXPERIENCES & PROCESSES, CUTTING DOWN USAGE BARRIERS

HOW TO SUCCESSFUL COMMUNICATE A PRODUCT?

ADOPTING A DESIGN-DRIVEN PROCESS

A PRODUCT NEEDS TO EVOLVE THROUGH SATISFYING AND ANTICIPATING BEHAVIOURS OF USE



THE EVOLUTION OF IOT PRODUCTS AND SERVICES STARTS FROM A INTERDISCIPLINARY DESIGN APPROACH

THE PROCESS IS DRIVEN BY A HUMAN-CENTRIC METHODOLOGY THAT DOESN'T DEPEND ON THE CONTEXT IT IS APPLIED TO



HOME MOBILITY HEALTH CITY MUSEUMS CARS

PEOPLE
who is involved

CONTEXTS
places and environments

NEEDS
what needs to be satisfied

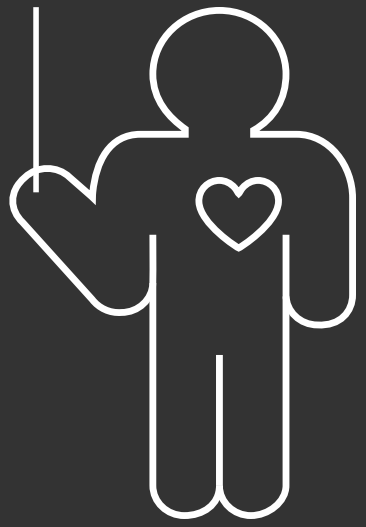
ACTIONS
what the users do

EMOTIONS
feelings and sensations

CHANNELS
which are the favorite mediums

EXPERIENCE DESIGN (XD)

ORCHESTRATION OF ALL THE FUNCTIONALITIES OF THE SERVICE WITH THE STAKEHOLDERS



FRONT-STAGE

EXPERIENCE
end user experience mapping

BACK-STAGE

PROCESS
set and optimize the service engine

XD ACTIVITIES



SERVICE DESIGN

designs touch points e channels of the service from both user e operator sides



CUSTOMER EXPERIENCE

plans all touch points and channels of the customer journey experience



USER EXPERIENCE

designs each single touch point and interaction that composes the service

NEW TOOLS

ENABLERS FOR AN EFFECTIVE EVOLUTION OF IOT PRODUCTS

- OPEN INNOVATION WORKSHOP
- EXPERIENCE MAP
- SYSTEM & STAKEHOLDERS MAP
- CUSTOMER JOURNEYS
- LEAN UX PROCESS
- PROTOTYPE
- CONNECTIONS MAP
- MVP (MINIMUM VIABLE PRODUCT)
- INNOVATIVE BUSINESS MODELS
- VALUES DEFINITION MAP

MVP (MINIMUM VIABLE PRODUCT)



SCLAK

smarter and safer access

LEAN UX

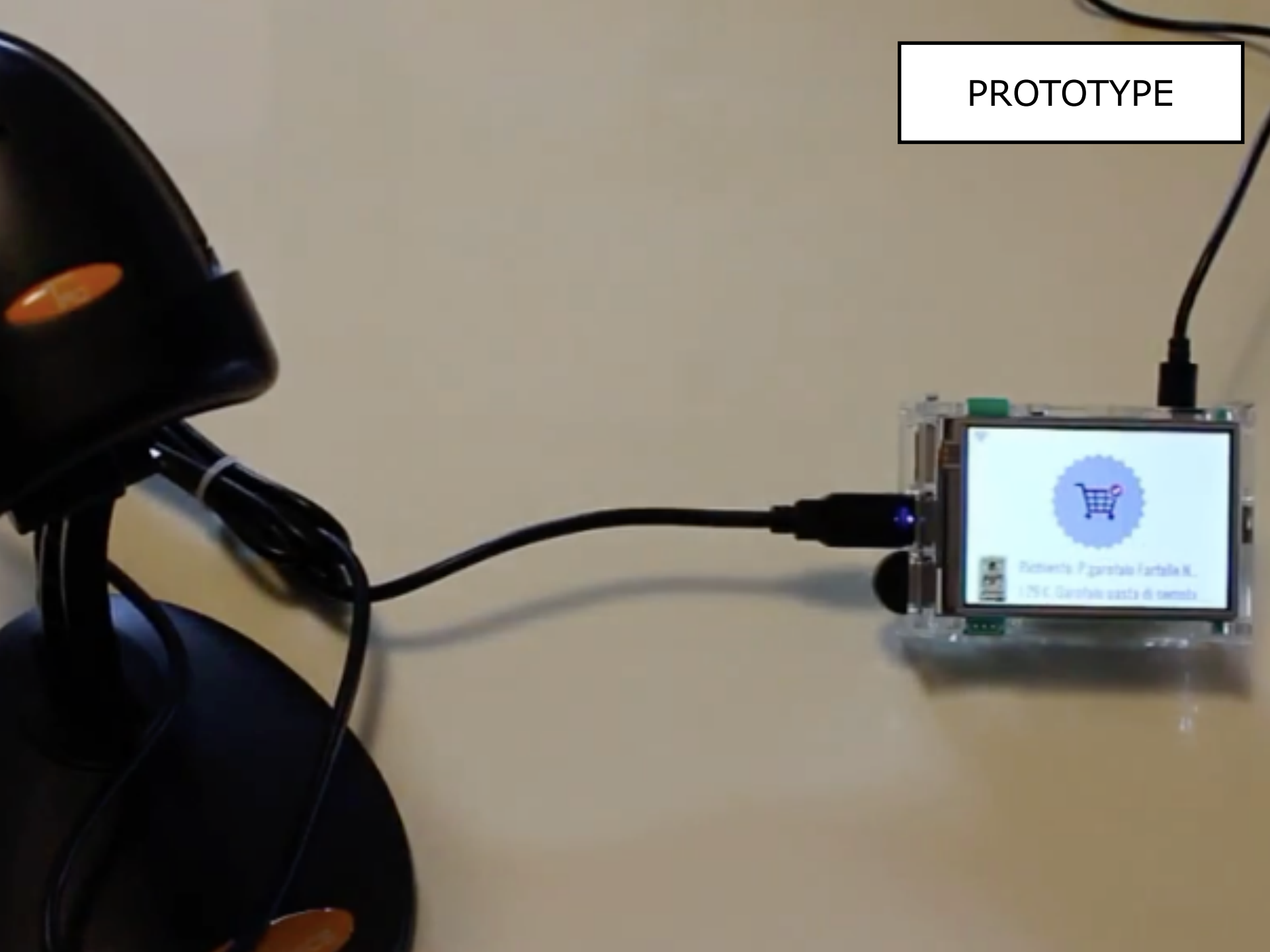
add-on for your electronic lock

app to control your lock

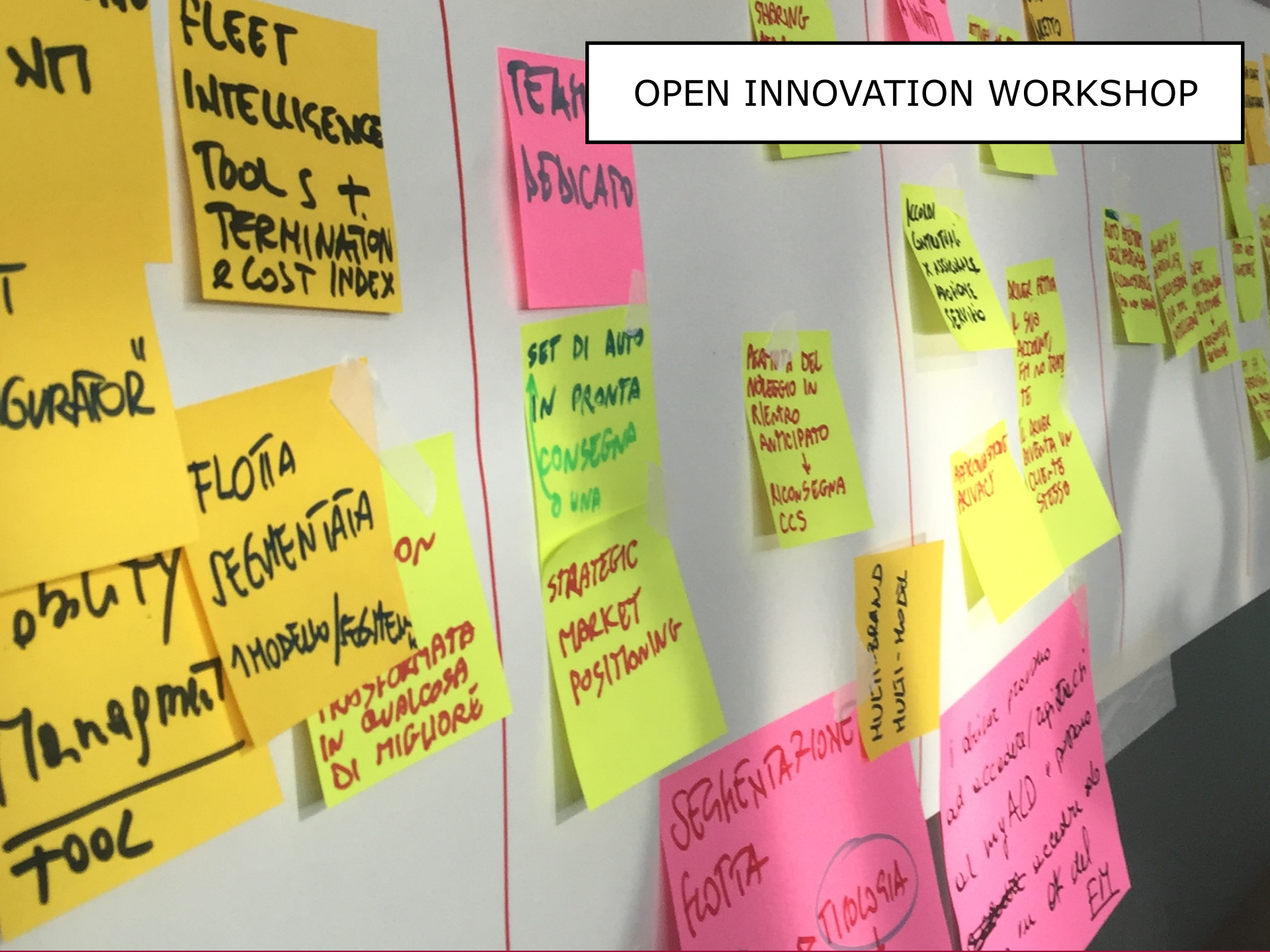


INNOVATIVE BUSINESS MODELS

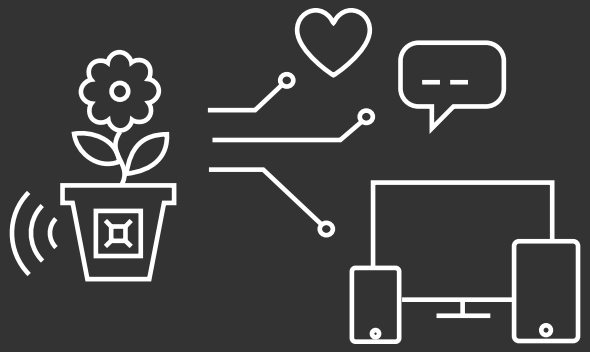



PROTOTYPE

OPEN INNOVATION WORKSHOP

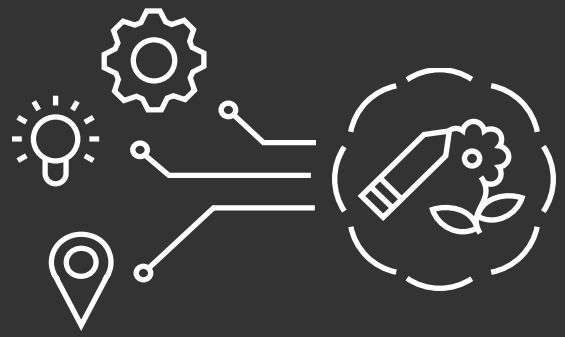


TO SUM UP



I take away

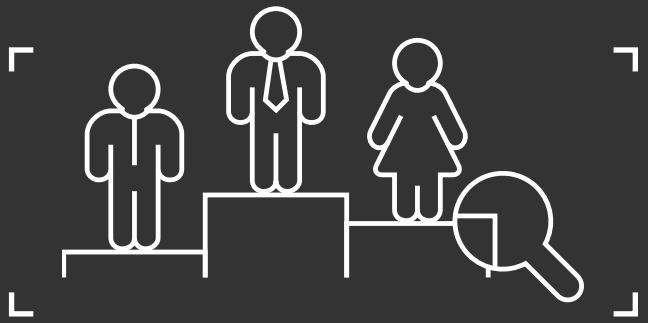
A SUCCESSFUL IOT PRODUCT NEEDS TO PROPOSE HIMSELF AS AN EXPERIENTIAL SERVICE ECOSYSTEM THAT WITH ITS TOUCH POINTS IS ABLE TO EFFECTIVELY INTERACT WITH ALL THE USERS AND STAKEHOLDERS INVOLVED



II take away

TO CREATE SUCCESSFUL IOT PRODUCTS THE VALUE CHAIN HAS TO STRATEGICALLY INVOLVE DESIGN AS ENABLER OF THE TECHNOLOGIES

STRATEGY FOR PRODUCT LAUNCH



1 KNOW MARKET AND CUSTOMERS

The point of view of your team is not the one of the customers, and the assumptions you have about them can be greatly damaging. To really know the market you need facts. Before launch test your assumptions, conduct research, study market and customers through a structured research process.

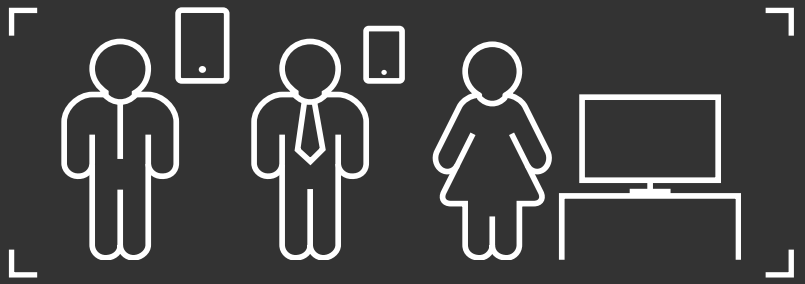


2 HAVE A MVP READY FOR THE LAUNCH, NOT A FULL PRODUCT

"The minimum viable product is that product which has just those features and no more that allows you to ship a product that early adopters see and, at least some of whom resonate with, pay you money for, and start to give you feedback on".

Eric Ryes

3



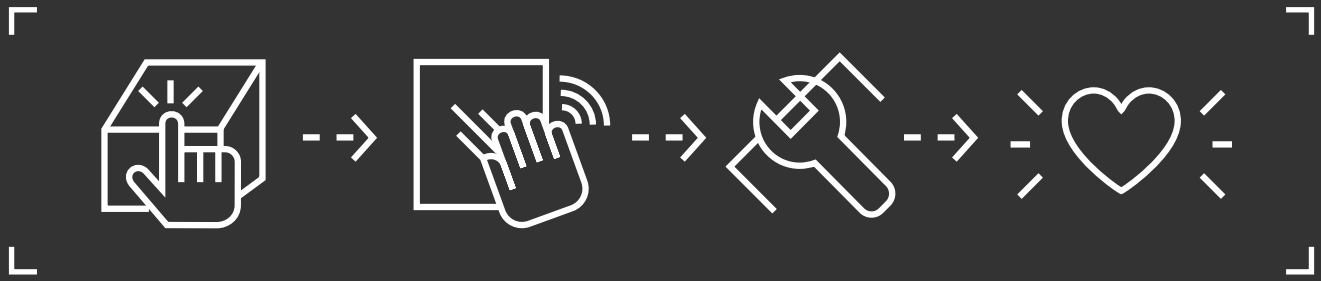
BE WHERE YOUR AUDIENCE IS

Services and products have a target. Targets have habits, interests, needs. Analyse your target to understand which are your possible touch-points with them: website, apps, social media, email marketing, press, fairs, etc. Be there with your communication.



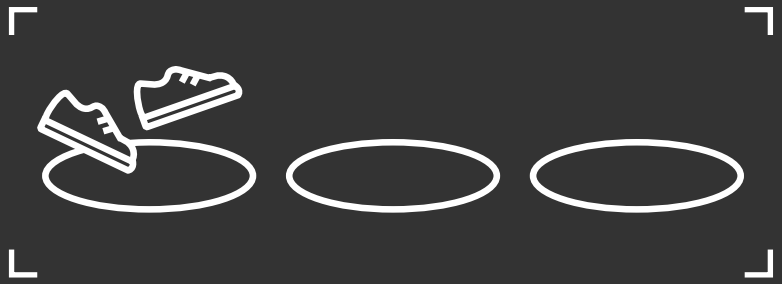
4 GET CUSTOMERS BEFORE YOU EVEN HAVE A PRODUCT

No purchase happens in a void. A buzz is needed before launch, you must create a interest in the public to make the first early adopters. Keep in touch with them, send advancements of the product during the development phase. Maintain the connection to keep them interested and they will buy the product as soon as it comes out.



5 HEAR WHAT YOUR FUTURE CUSTOMERS HAVE TO SAY

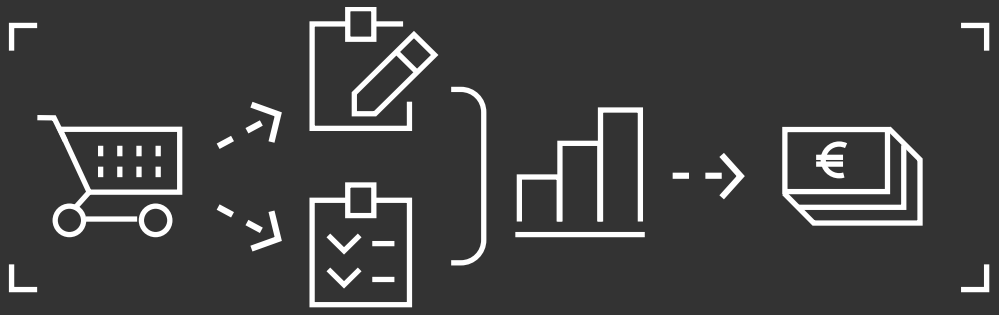
The great advantage of starting to communicate with future customers while development is still ongoing, is that you can integrate their feedback into your product before it’s finished. Hear what they think, what they want, what they don’t want. Adjust and create a product that you already know people will like.



6 CREATE A 3 STEPS LAUNCH PLAN

Pre-launch, launch and post-launch.
When planning a product launch, it is vital that your promotion strategy begins before the product is released and continues until the end of the product launch period.
Launch and then adjust your aim. Keep the momentum going.

7



DON’T STOP AT LAUNCH

…neither with the product development nor the marketing campaign.

After launch you need to monitor and respond to feedback from employees, sales and customers, understand when/if to make pricing adjustments, how to respond to competitive reaction, and more. Product launches rarely go completely as planned. Anticipating and being prepared is the best way to optimize your outcome.

PART 3. SERVICE DESIGN TOOLS

Stakeholders Map.

What is it?

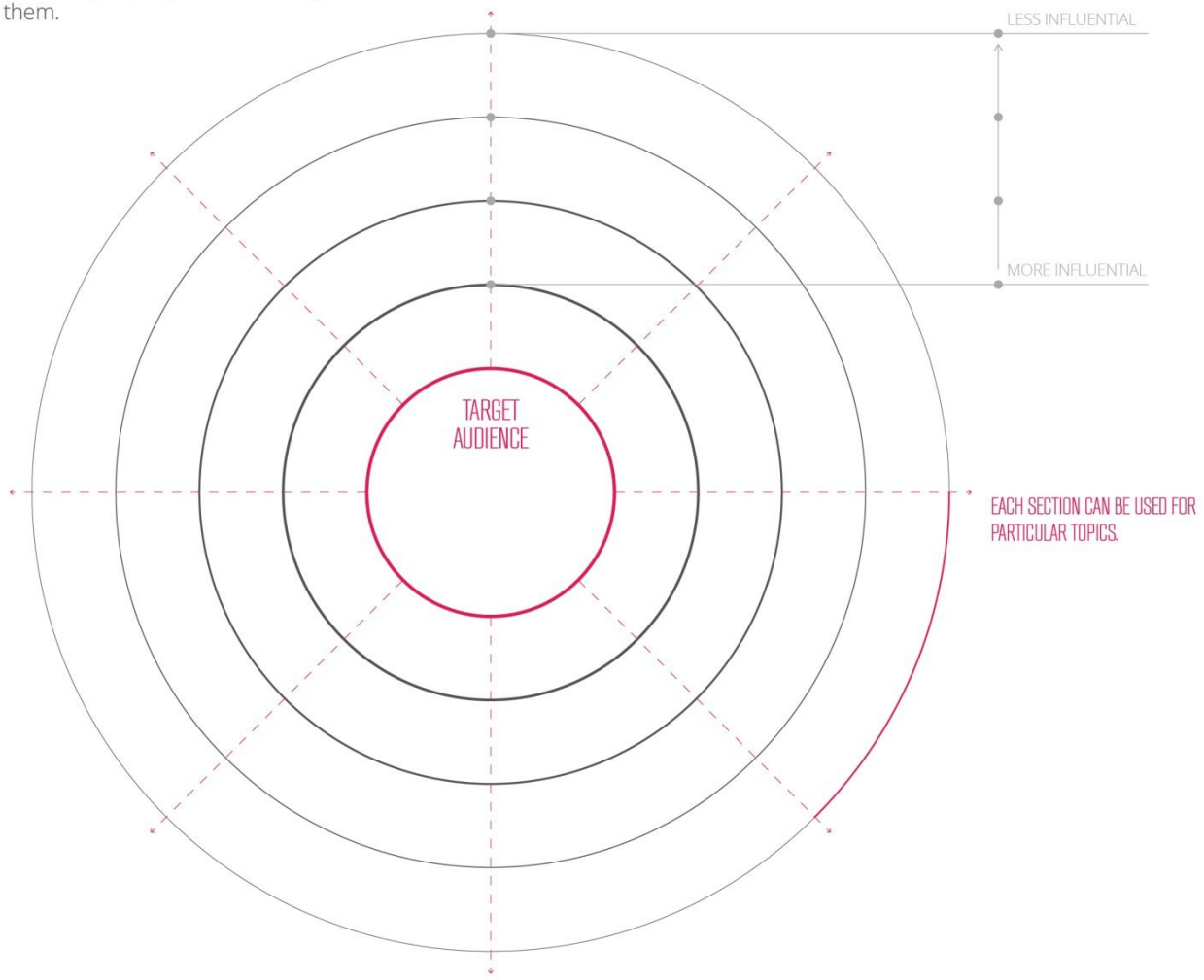
- A map that represents all the different stakeholders that make up the entire service ecosystem

Aims?

- Understand who your key stakeholders are, where they come from, and what they are looking for in relationship to your service
- Identify the level of influence the different stakeholders have on your main target user group and on your service

5. STAKEHOLDERS MAP.

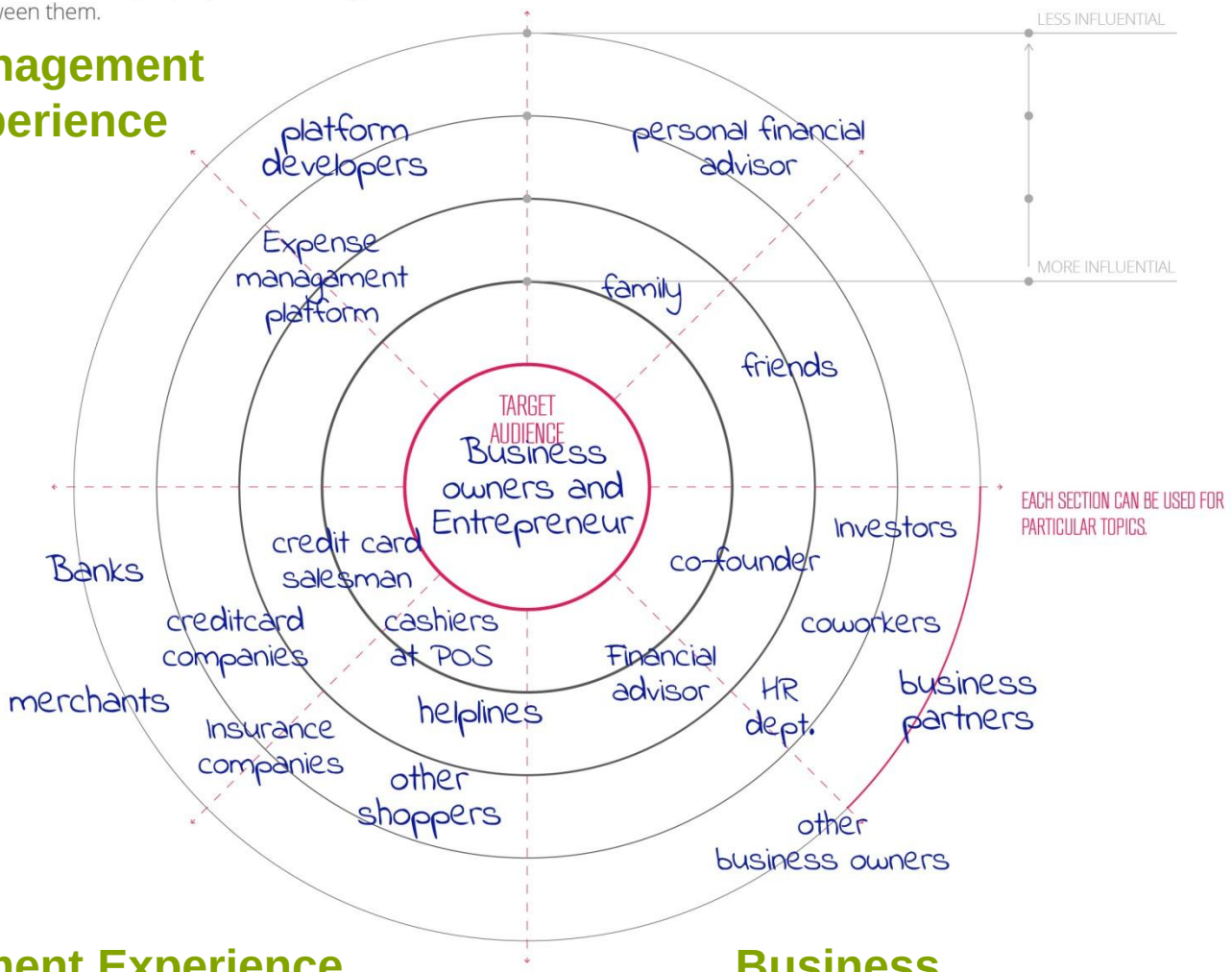
Place stakeholders on the map, to know the people you are working with by clarifying relationships between them.



source: http://diytoolkit.org/tools/people-connections-map/

5. STAKEHOLDERS MAP.

Place stakeholders on the map, to know the people you are working with by clarifying relationships between them.



source: http://diytoolkit.org/tools/people-connections-map/

System Map.

What is it?

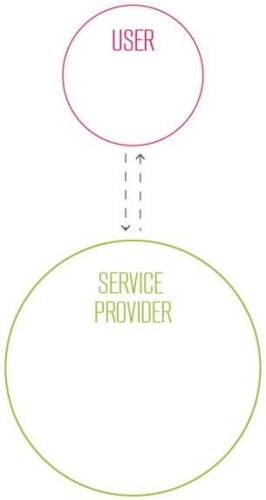
- Visual description of the service technical organisation

Aims?

- To identify how the different key stakeholders are linked to one another
- To identify the flows between the key stakeholders

6. SYSTEM MAP.

The system map is a visual description of the service technical organisation: the different actors involved, their mutual links and the flows of material, information and money through the system.



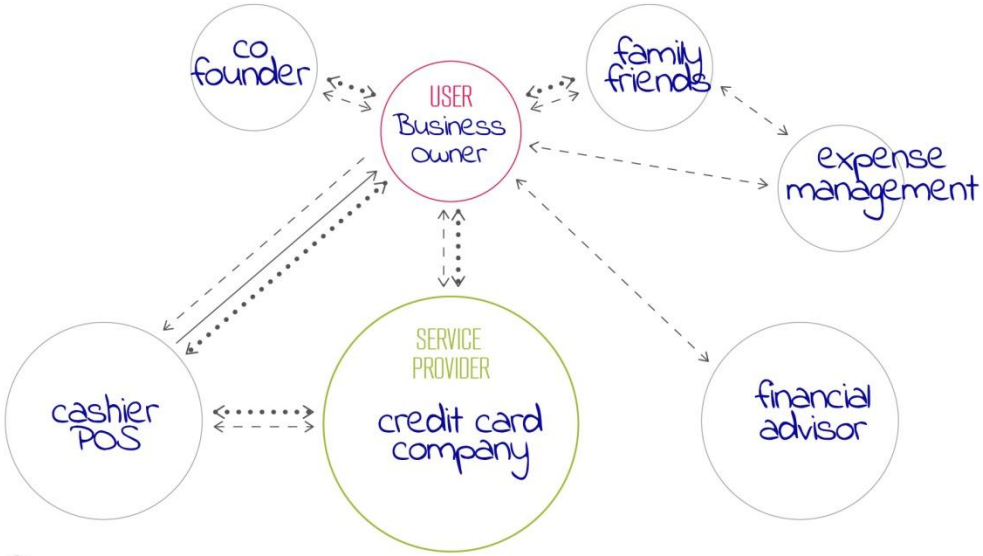
LEGEND

- Material flow
- Information flow
- Money flow

source: http://diytoolkit.org/tools/people-connections-map/

6. SYSTEM MAP.

The system map is a visual description of the service technical organisation: the different actors involved, their mutual links and the flows of material, information and money through the system.



LEGEND

Material flow

Information flow

Money flow

source: http://diytoolkit.org/tools/people-connections-map/

Persona.

What is it?

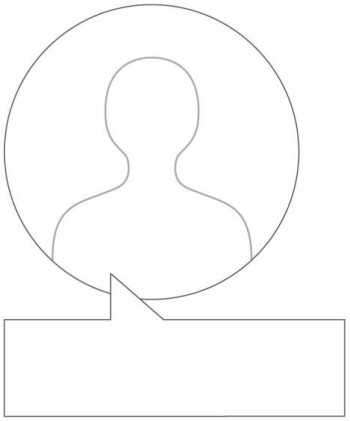
- It brings together lots of information about similar people to create a single character that represents the group - archetype
- It shows different types of users with different needs.

Aims?

- Package user research into an easy to understand format
- Maintain focus on the needs of users while developing the service
- Test and evaluate ideas and service concepts against these needs.

7.1 PERSONA (front end).

Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.Personas are fictional characters, who supposed to emotionaly and rationally be interested to use your product.



Key quote

1. Let's give a name

2. Age

3. Sex F M

4. Personality

5. Education

6. Financial needs

7. Privacy concerns

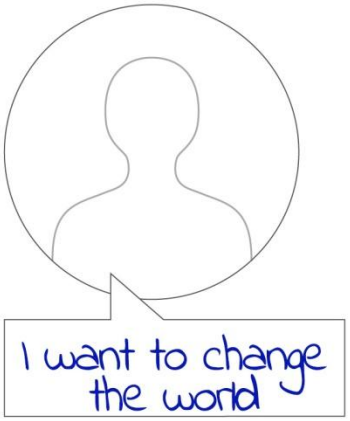
8. Tech savvyness

9. Device usage

GOALS & NEEDS	FEARS	HABITS		
		Travelling/commuting	Working	Free time

7.1 PERSONA (front end).

Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.Personas are fictional characters, who supposed to emotionaly and rationally be interested to use your product.



Key quote

1. Kevin
Let's give a name

2. 28
Age

3. F M
Sex

4. Startupper
Personality

works a lot

lives at warp speed

5. Education

6. Financial needs

7. Privacy concerns

8. Tech savvyness

9. Device usage

GOALS & NEEDS

To be able to work while on the move/travelling

Does not want to waste any time

Effective & Efficient paying experience and expense management system

FEARS

Cannot keep track of his spending

Does not have enough time to manage his expenses

Credit card maxed out

cannot balance personal vs. business expenses

HABITS

Travelling/commuting

keeps himself updated

loves to explore new things

Uses 5 credit cards

no cash

Working

co-founder of startup

Spending vs. Investing

Enjoys networking with new people

time starved

works 24/7

Early adopter of new technology

Free time

lives with his girlfrind

Social media addict

works a little bit while spending time with his girl-friend

Likes to exercise

Like to travel for research & inspiration

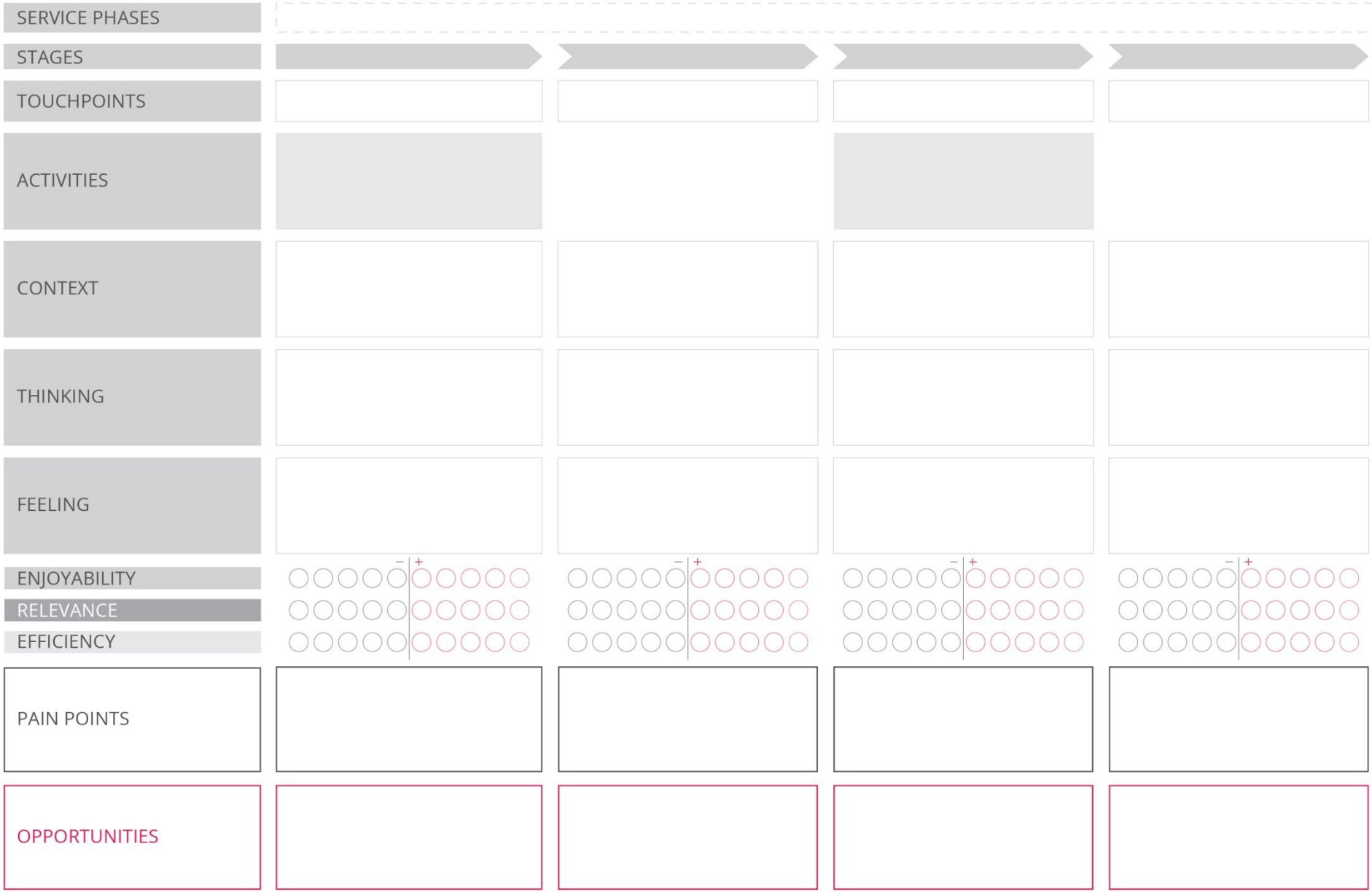
Experience map

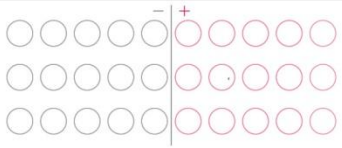
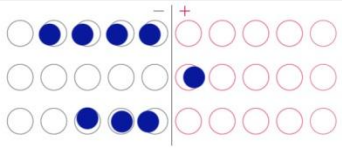
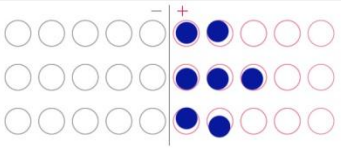
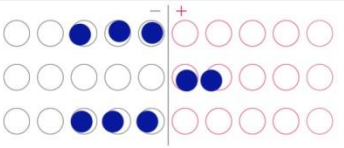
What is it?

- Visual representation of a user's journey through a service
- It takes the user's point of view and explains their actual experience of the service
- Shows all the different touchpoints & interactions users have with the service
- Allows us to see what parts of the service work for the user (magic moments) and what parts might need improving (pain points).

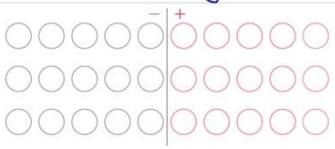
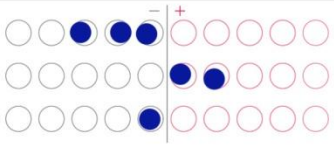
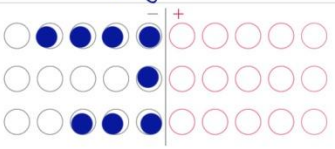
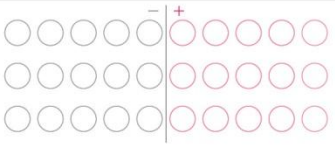
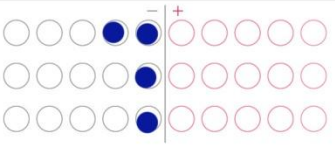
Aims?

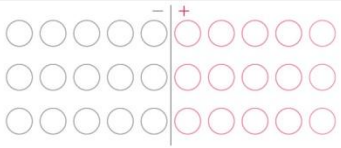
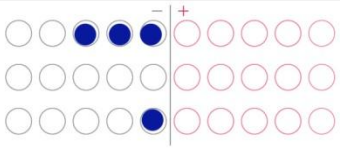
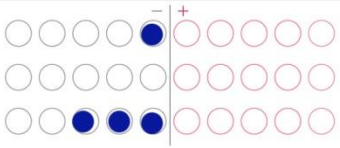
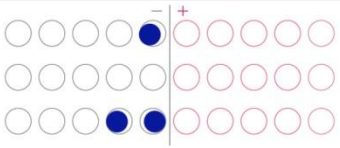
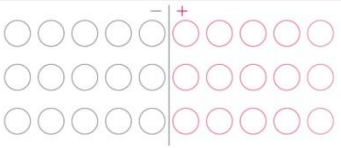
- Identify the key elements of a service
- Understand the links between all the different elements over time
- Identify problem areas in a service or areas where new things can be added
- Create empathy with different types of users.


SERVICE PHASES
STAGES
TOUCHPOINTS
ACTIVITIES
CONTEXT
THINKING
FEELING
ENJOYABILITY
RELEVANCE
EFFICIENCY
PAIN POINTS
OPPORTUNITIES

SERVICE PHASES	Pre service	Pre service	pre service	service
STAGES	Awareness	Registration	booking	Payment
TOUCHPOINTS	brouchure credic card recruiter	laptop website	laptop, AirBnB	laptop, credit card, excel code
ACTIVITIES	gets approached by a salesman regarding new credit card offer	Registers for the new creditcard	Has investor meeting in another city so he books accomodation	removes his new card from his wallet and inserts credit card details and manualy codes expenses
CONTEXT	walking to the station travelling to work	while working in the office	while working in office	while working in office
THINKING	He needs another credit card to boost his spending credit	He is wasting a lot of time registering for the credit card	quckly book and pay so that he can get back to work	he is wasting his time and would like to do this while travelling
FEELING	confused if he needs another card	Nervous and worried about managing another credit card to his wallet		frustrated and in-efficient
ENJOYABILITY				
RELEVANCE				
EFFICIENCY				
PAIN POINTS		filling of all the details is timeconsuming		non efficient payment experience
OPPORTUNITIES		automating the filling of details		efficient and clutter free way to pay and code expenses

service

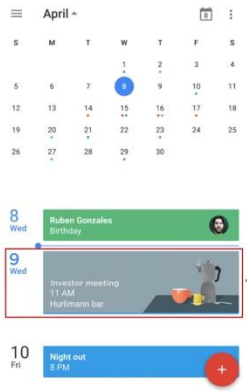
business meet	payment	payment	personal meet	payment
	credit card, cashier, POS	credit card, cashier, POS		credit card, cashier, POS
arrives in another city and meets investors	pays with his new credit card but forgets the details	pays with his old credit cards but needs to decide which to use	meeets girlfrind in the evening and takes her shopping	pays using old credit card and forgets to use loyalty card
restaurant	restaurant - in front of investors	restaurant - in front of investors	shopping mall	inside a shop - at the cashier
he can impress the investors by giving them a coffee treat	trying to remember the card details	which will the right card to use in terms of managing his finances	hoping he does not have to wait a long time in the queue	he just wants to pay quickly and leave
optimistic and hopeful regarding the meeting	embaressed in front of the investors	confused which credit card to use for the payment	relaxed and happy	frustrated of waiting in the queue
				
	Credit card pin code issues, as it is hard to keep track of different credit card numbers from different banks	Too many credit cards to manage during payment		Choosing loyalty cards is troublesome and can easily be forgetten
	Digital wallet which stores multiple credit card information	Automate the choosing of credit cards thus streamlining the paying experience		Design a smart system that learns user behaviours & provides personalised payment suggestion

service	service	service	service	post service
business meet	finance management	finance management	finance management	Feedback
	tablet	excel, laptop	excel, laptop	word of mouth, laptop email
Meets with co-founder at the end of the month to discuss expenses	Struggles to give a clear explaination of financial expenses	does not have time to meet his financial advisor and tries to do it himself	Struggles to manage his personal and business expenses	he writes a complaint email to the credit card company
office with co-founder	office with co-founder	home	home with girlfriend	home
	trying to figure out and remember details of expenses	if there is a better way to manage his finances		
	disappointed and confused	nervous and pressured	bored	hopeful that his complaints will be resolved
				
	hard to keep track of different catogories of expenses	has to manually code and check his personal and business finances	time consuming and boring expense reports	
	dashboard which aggregates financial data from various sources	automatically generated reports could be exported and shared	easy to understand and simple to use dashboard. set goals	

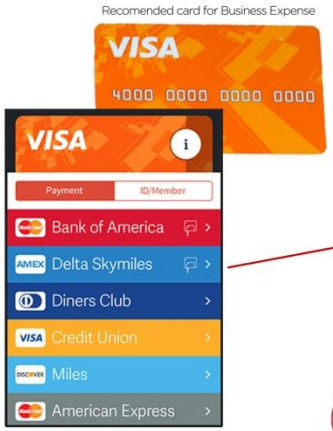
New Service

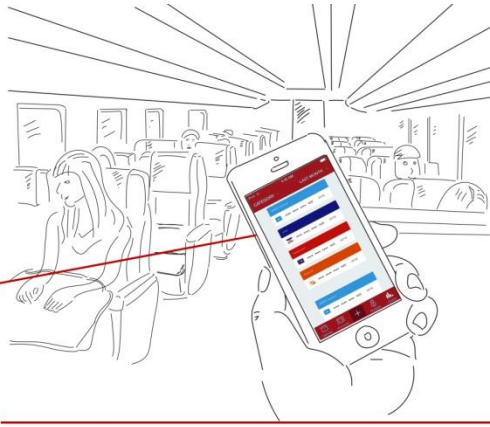
IS A	Payment & Tracking tool
FOR	Entrpreneurs and Business owners
THAT	Centralises all your payment methods & helps you manage expenses
THROUGH	your smart devices

Scenario 1 – Investor meeting





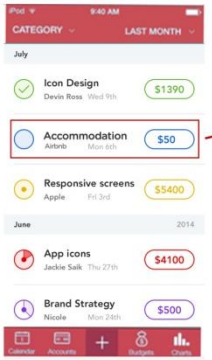




He's now at the payment stage. Instead of rummaging through his 5 credit cards, the learning algorithm of savE recommends one for him based on his past purchase behaviour & calendar information.

savE recogonises that he has an business appointment on the same date & in the same city as where he has booked the apartment, and based on that recommends him a credit card he uses for business expenses.







After making the payment, he gets a confirmation message. And rather than tediously inputing codes and filling out an expense report when he returns from his trip, savE allows Kevin to colour code and sort each expense at the point of transaction so he never has to deal with it again, or have to try and remember the purpose of the expense.



Kevin arrives in another city and meets the investors in a coffee shop.

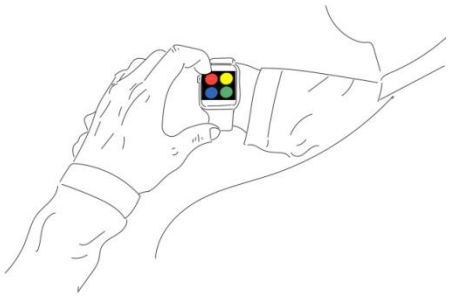


After a great meeting, Kevin treats the investors to coffee.



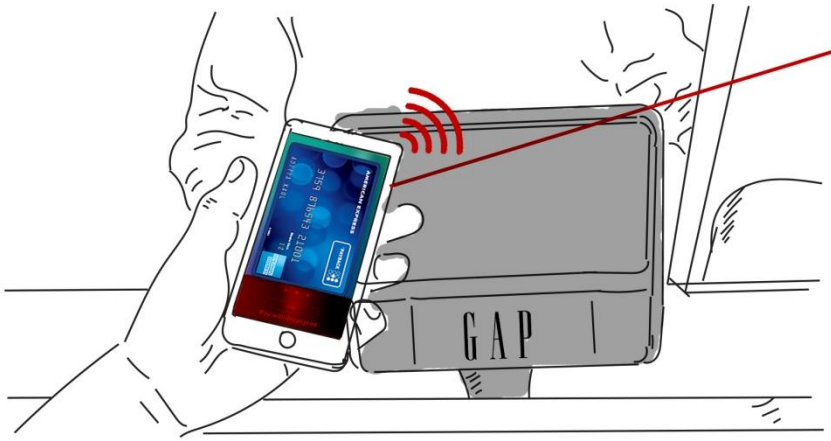
He quickly pays with savE contactless payment by his smartwatch.

Again savE recogonises his gps location, Airbnb purchase behaviour & google calendar appointment with investor and based on that recommends him a credit card he uses for Business Expenses.



After paying, he codes the transaction for his expenses on the spot effectively & efficiently..

Scenario 2 – Shopping with girlfriend



Recommended Personal Expense card



He pays using his phone, using savE contactless POP payment system. Again savE recogonises his gps location & purchase behaviour (t-shirt/skirt for girlfriend), and based on that recommends him a credit card he uses for personal expenses.

savE also suggests him to use his loyalty card of the shop so that he can get a discount

Scenario 3 – Expense management







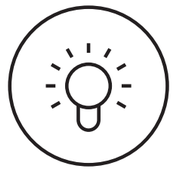




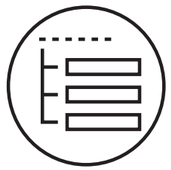
THANK YOU.

THINGS

things.is a physical/digital design agency


STRATEGY/
CONCEPT

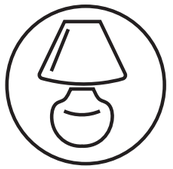

INTERNET
OF THINGS

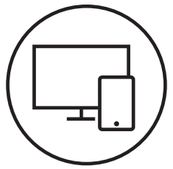

SERVICE
DESIGN


QUICK
PROTOTYPING


VISUAL
DESIGN/UI


INTERACTION
DESIGN/UX


PRODUCT
DESIGN


WEB/
MOBILE APP

CONNECTED & SMART PRODUCTS

INNOVATIVE SHOPPING EXPERIENCE

PURE DIGITAL PRODUCTS

INTERACTIVE EXHIBITIONS

CONNECTED & SMART SERVICES

OPEN INNOVATION WORKSHOPS

Postscapes™

council
Internet of Things Council

IOT TA LY

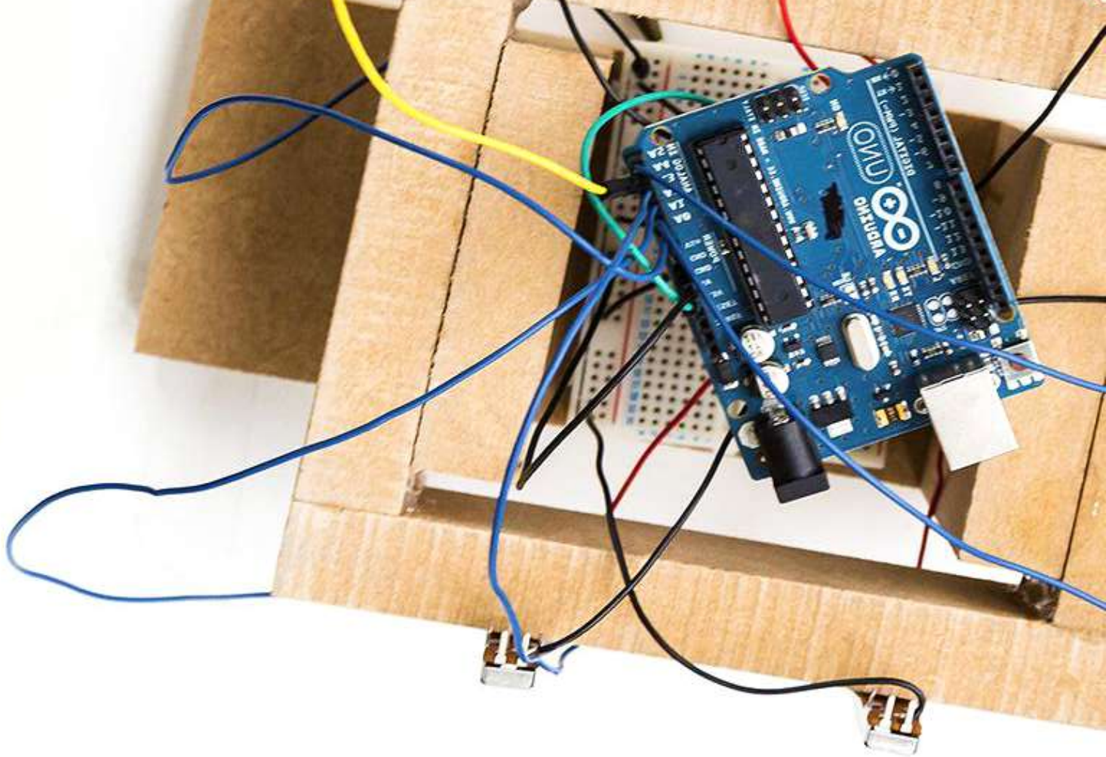
OUR ENDORSEMENTS

★★★★★

IoT companies mapping (UK & Europe)
As of January 2016, THINGS is reported as one of the only 8 IoT design agencies in Europe. The IoT map is a project of Alexandra Deschamps-Sonsino (@iotwatch)









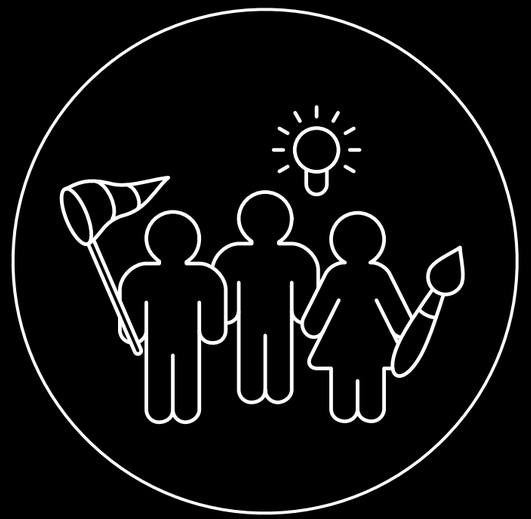
we think the digital and make it physical

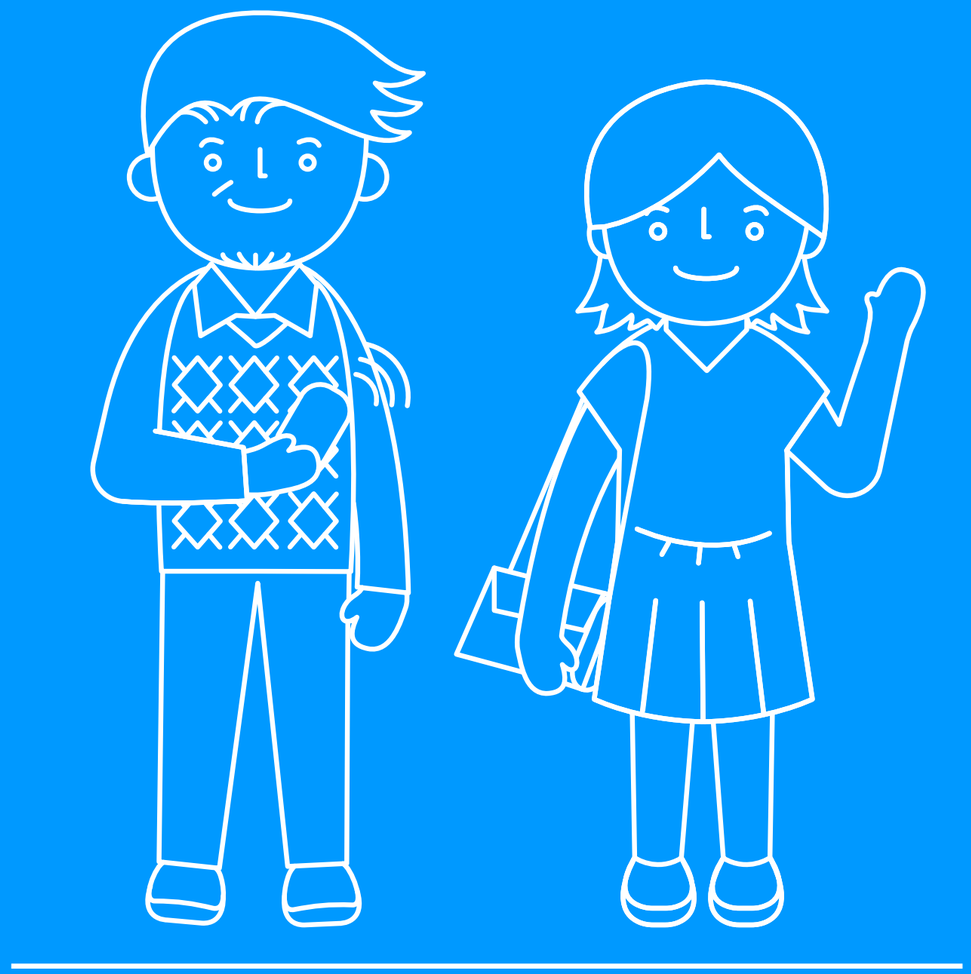
we design products to create valuable relationships



things.is independent

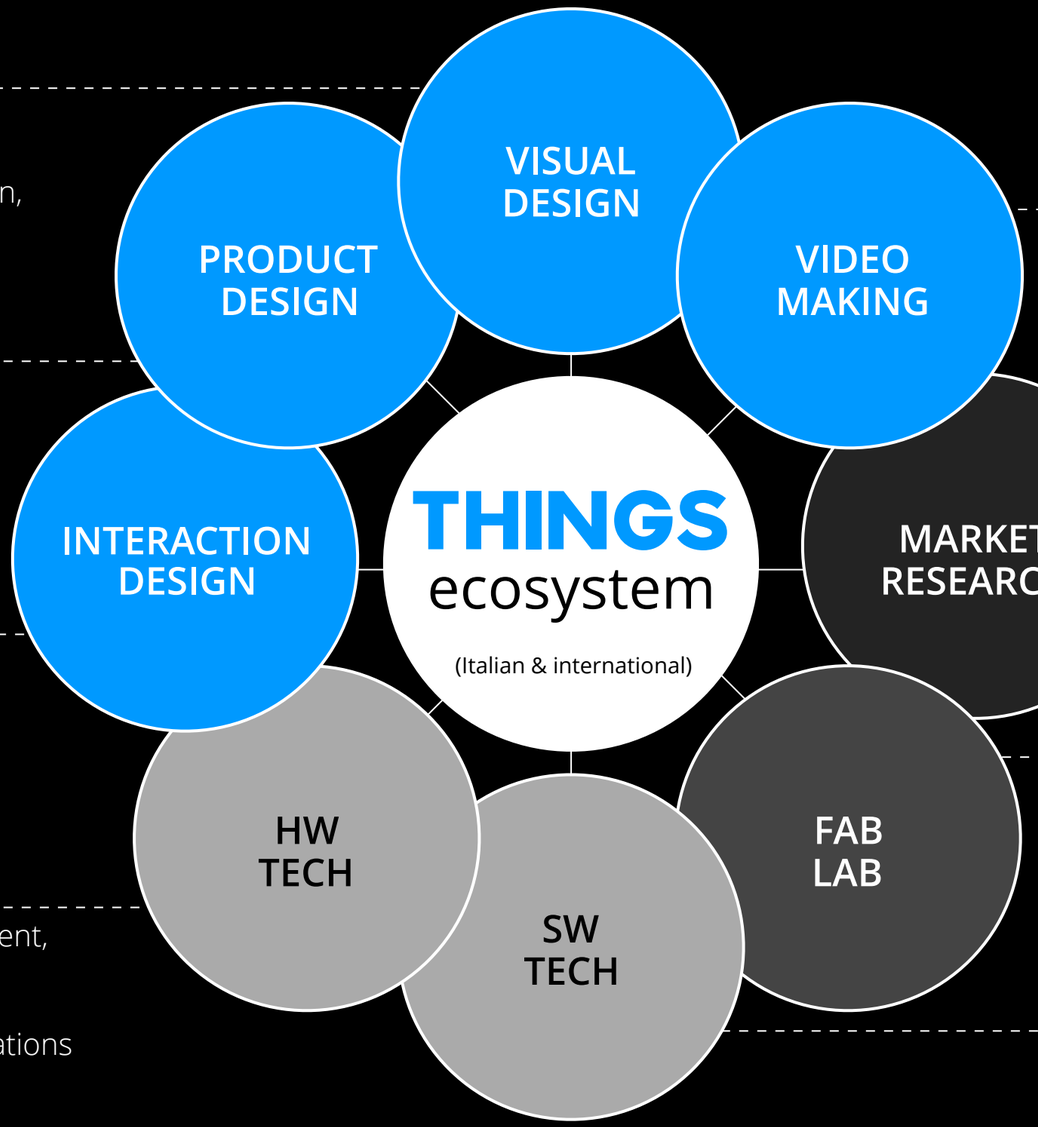
we are an independent multi-disciplinary team that strongly believes **simple is beautiful, clear is elegant and emotional is valuable.**





we keep
THINGS
simple!

things.is open



brand identity,
concept design,
graphic e web design,
infographics,
data visualisation

sound design, video tutorials,
visual/video/projection
mapping, video making,
airborne video

industrial, service &
product design,
installation design

consumer insights,
online survey campaign,
online trend exploration

interface e interaction
design, information
architecture,
design research

quick prototyping,
3D printing,
rough mechanics &
installations

makers, hardware development,
mechanical components,
sensitive environments,
prototyping, product certifications

mobile e web app development,
firmware development,
web dev (FE/BE) development,
semantic web

Branding and Product Communication

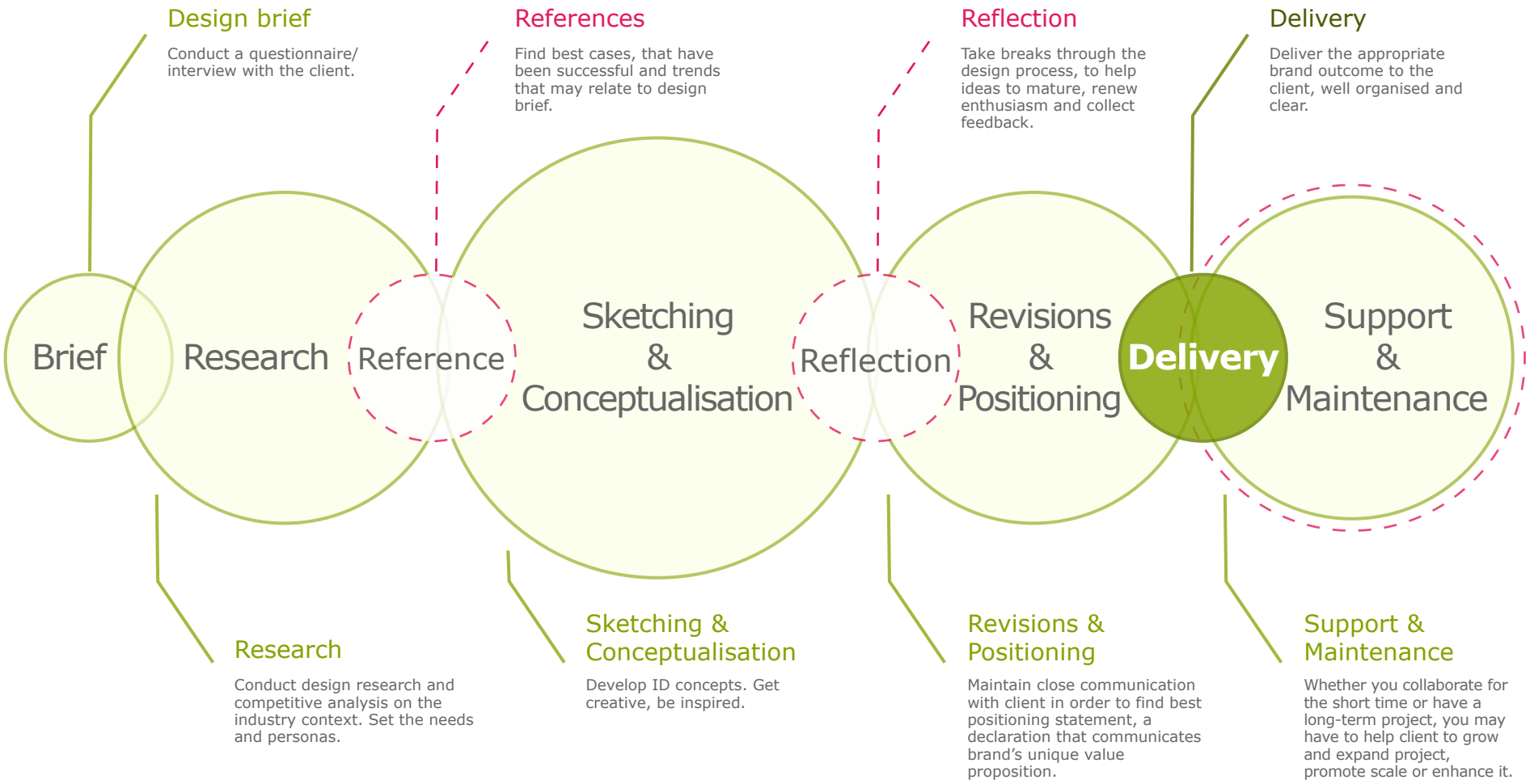
Chobanu Natasha - Sen. Interaction & Visual designer; Sagar Satam - Service Designer
THINGS, Italy

Co-funded by the Erasmus+ Programme of the European Union

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PART 1. PRODUCT & SERVICE PERSONALITY

DESIGN PROCESS



BRAND PERSONALITY

It is something to which a person can relate



- It refers to a **set of human characteristics that are attributed** to a brand.

- It includes all **tangible and intangible** traits as beliefs, values, attitudes, interests, etc.

- Brand personality not only includes the personality features and characteristics but also **demographical features** like age, gender, class, etc.

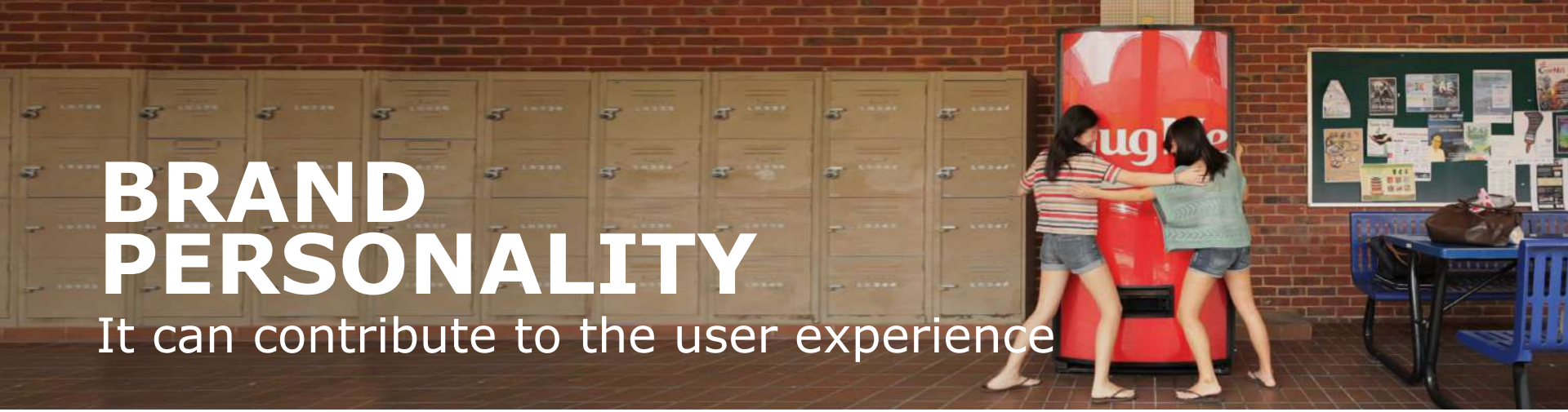
- The Personality of a Brand Product has to **stimulate and attract the target audience.**

BRAND PERSONALITY



Personality is defined by how the brand behaves

- It guides the **emotional association** with the brand.
- Companies use the brand personality to identify with their ideal consumers.
- Brand personality indicates the kind of **relationship customers have with the brand experience.**



BRAND PERSONALITY

It can contribute to the user experience

- Brand personality **helps in the development of brand equity.**
- It **represents the internal and external characteristics** of the brand.
- Can be the **differentiating element between brands**, especially where they are similar in product attributes.
- In fact it can define the brand as for the product class and context.

BRAND PERSONALITY

It is crucial for Products with an intelligence inside



- Active and Pro-active Products **show their behaviours to users**, so they should have a clear Personality in their DNA.

- **IoT Products & Services communicate ideally with other smart devices** and users at the same level.

POSITIONING ≠ PERSONALITY



BRAND'S POSITIONING

- The things that differentiate one brand from others
- A comparative concept, relative to the competition.



PRODUCT'S PERSONALITY

- The way a brand expresses and represents itself
- Has a long-term effect, it's more stable, lasts longer and rich in meaning.



DIFFERENT PERSONALITIES AROUND THE GLOBE

While global communications and other marketing levers can help ensure that a brand is positioned in a consistent way around the world, a single tone of voice is unlikely to succeed in engaging consumers across varied cultures. Marketers need to understand the cultural context in which their brand communicate.

CULTURAL FACTORS

Though every brand will face a unique situation due to a number of factors, including product category and country of origin, the following recommendations apply to all brands:



1. PERSONALITY CAN DIFFERENTIATE.

The strongest brands are those with the most well-defined personalities. These brands have differentiated themselves by the way they relate to consumers as much as by functional or other aspects.



2. SOME TRAITS ARE ALWAYS GOOD TO HAVE

Make sure your brand communicates its message clearly. One of the strongest could be **desirable** or **trustworthy**.



3. GIVE YOUR BRAND A GLOBAL PERSONALITY.

Control the way a brand expresses and represents itself in a more global perspective.



BRAND ARCHETYPES

Carl G. Jung studies stories and myths of many cultures and identifies some recurrent human themes. He calls them archetypes and makes characters of them.

In his theory everyone is able to quickly and easily recognise these archetypes because unconsciously we already know them.



THE MAGICIAN

logical
analytical
insightful

- promise to transform customers
- product or service is transformative
- may have a new-age quality
- consciousness-expanding
- user-friendly or contemporary
- spiritual connotations
- medium to high pricing



THE PATRIARCH

Mercedes-Benz

IBM

dignified
authoritative
inspirational

- high-status product or service used by powerful people to enhance their power
- make people more organized
- offer a lifetime guarantee
- empower people to maintain or enhances their grip on power
- has a regulatory or protective function
- moderate to high pricing
- differentiate from populist brands or clear leaders in the field
- market leaders offering a sense of security and stability in a chaotic world



THE ANGEL

optimistic
innocent
pure

- offer a simple solution to a problem
- associate with goodness, morality, simplicity, nostalgia or childhood
- low or moderate pricing
- companies with straightforward values
- differentiate from brands with poor reputations



THE ENCHANTRESS

CHANEL

Cadbury

mysterious
sensual
tempting

- help people belong, find friends or partners
- help people have a good time
- freewheeling, fun-loving organizational structure
- differentiate from self-important, overconfident brands
- inspire people



THE ACTRESS

glamorous
dramatic
involved

- give people a sense of belonging
- help people have a good time
- low to moderate pricing
- fun-loving companies
- differentiate from self-important, overconfident established brands



THE TROUBADOUR

joyous
free-spirited
agile

- helps people feel free, nonconformist or pioneering
- rugged and sturdy or for use in the great outdoors or in dangerous settings
- can be purchased from a catalog or on the Internet
- help people express their individuality
- can be purchased for consumption on the go
- differentiate from a successful regular guy/gal brand or conformist brand
- culture that creates new and exciting products or experiences



THE JESTER

witty
resilient
daring

- appeal to customers or employees who feel disenfranchised from society
- help retain values that are threatened by emerging ones
- pave the way for revolutionary new attitudes
- low to moderate pricing
- break with industry conventions



THE WARRIOR

confident
powerful
heroic

- inventions or innovations that will have a major impact on the world
- help people be all they can be
- solve a major social problem or encourage others to do so
- have clear opponent you want to beat
- products and services that are strong and help people do tough jobs exceptionally well
- differentiate from competitors with problems following through or keeping their promises ("brand enemy" positioning)
- customers see themselves as good, moral citizens



THE QUEEN

ING BANK

Spotify

relaxed
comforting
sociable

- promote self-expression, give customers choices and options, help foster innovation or is artistic in design
- creative fields like marketing, public relations, the arts, or technological innovation
- differentiate from “do-it-all” brands that leave little room for the imagination
- “do-it-yourself and save money” approach
- customer has the time to be creative
- organization with a creative culture



THE MOTHER EARTH

stable
genuine
nurturing

- give customers a competitive advantage
- support families (products from fast-food to minivans) or is associated with nurturing (e.g. cookies, teaching materials)
- serve the public sector, e.g. health care, education, aid programs and other caregiving fields
- solid companies with a down-home organizational culture



THE MATRIARCH

organised
systematic
controlled

- giving people a sense of belonging
- offers everyday functionality
- low to moderate pricing
- differentiate from elitist or higher-priced brands
- help people stay connected with and care about others
- help people care for themselves
- likely a non-profit or charitable cause



THE SAGE

wise
visionary
mentoring

- provide expertise or information to customers
- encourage customers to think
- based on new scientific findings or esoteric knowledge
- supported by research-based facts
- differentiate from others whose quality or performance is suspect



CREATING A BRAND PERSONALITY

Steps to make your brand resonate with people

A. Follow Archetypes
B. Choose a Name
C. Create a Tone of Voice
D. Create a Culture
E. Give your business a persona
F. Design guided by the Goal
G. Choose a Set of Identifiers
H. Create a Style Guide

A. FOLLOW ARCHETYPES

Archetypes are a powerful tool to manage brand personality and make your brand easily recognizable.



B. CHOOSE A NAME

SCLAK

smarter and safer access

The name of a product is one of the most important elements of personality. It could be based on sound, allegory, behaviours, etc. The more the name is meaningful, the more it will be memorable, engaging, and a clear connection to your product.

C. CREATE A TONE OF VOICE



The words that you use to determine your brand personality will also help to create your tone of voice. The emotions you evoke, the style and the copyrighting will create a clear image of the brand personality through the way you speak to your customers.

D. CREATE A CULTURE



The brand culture it's its what defines the Product mission, its origins and the values it stands for.

The culture reflect a lifestyle and the benefits that the Product brings. It's the element that makes you become involved in the company, not the product only.

E. GIVE YOUR BUSINESS A PERSONA



Create a archetypical person that would represent your product.
Make the persona and its personality reflect the role that the company assumes or displays in public or in the society.
This greatly helps creating a human and emphatic connection with your product.

F. DESIGN GUIDED BY THE GOAL

The development of your product design should be done very carefully. It should look and perform in a very precise way; just like you imagined it would. Or even better than how you thought it would.



1. START
with the base feeling you want to convey



2. DEFINE
5 keywords for the product



3. LOOK
for inspiration in terms of form and function



4. ALWAYS KEEP
in mind how you want the user to interact with your product



5. SKETCH
a lot even if you are really bad at it

G. CHOOSE A SET OF IDENTIFIERS

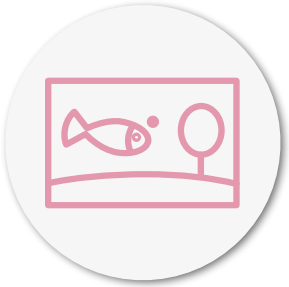
Part of identity and personality comes in the design process. Your company logo and website are the two biggest identifiers for most customers.



1. COLOR



2. TYPOGRAPHY



3. VISUAL FLOW
(images)



4. SHAPES



5. LAY OUT
(spaces)

H. CREATE A STYLE GUIDE



Create a brand style guide that details everything about your business including voice, images, color palette, typography options, copy and tone guidelines, and usage standards.
In the future it will help you and your team to solve any question about your brand image.



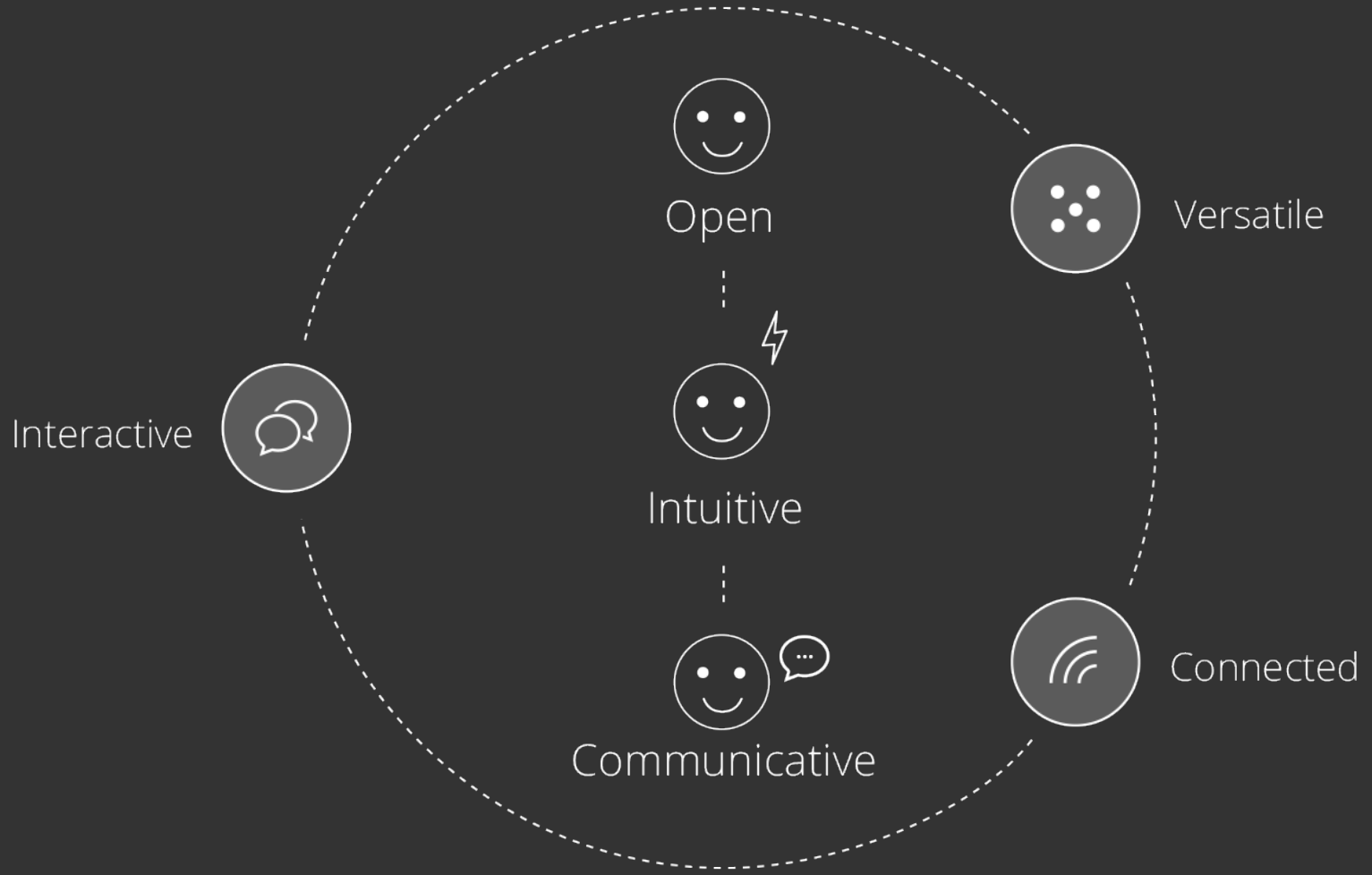
BRAND DEVELOPMENT TOOLS

MAGICART - A Smart Home Device to do shopping from home



magicart

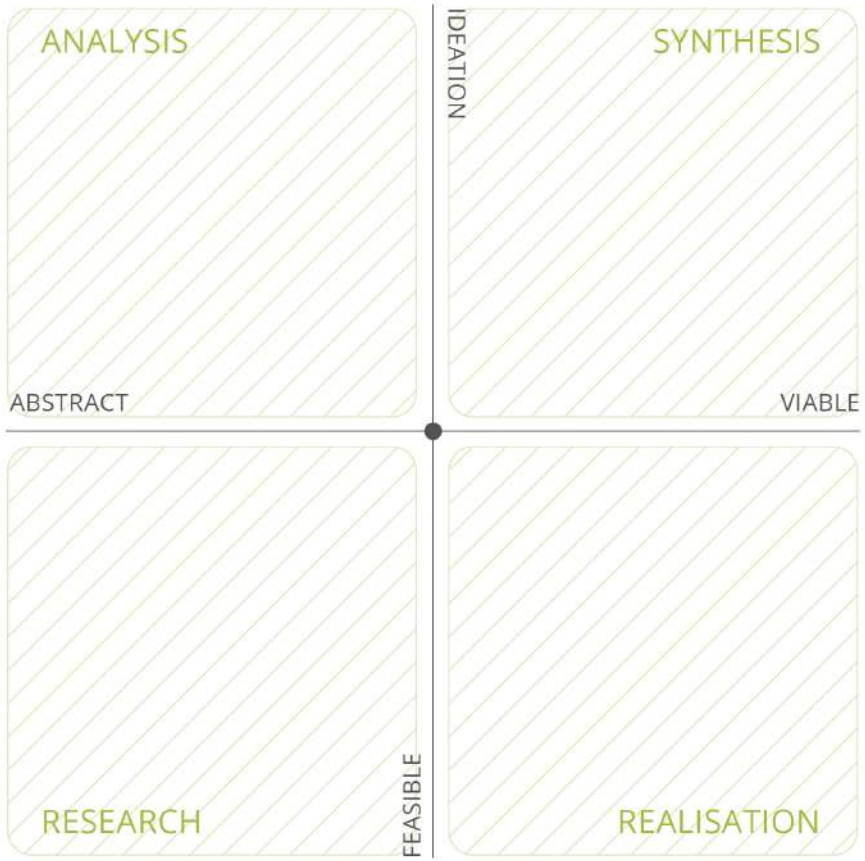
Alongside families in their houses, always ready to be used and connected to your phone, Magicart is the new way to buy what you need saving time for what matters.



1. FRAME YOU PRODUCT.

On the graph locate in which phase your product is currently placed.





2. SWOT BRAND ANALYSIS.

In the current state of your product/service, which strengths and weaknesses do you see? And which oportunities and threats?



STRENGTHS

What do you do better then anyone else?
What makes you unique?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?

WEAKNESSES

What could you improve?
What should you avoid?
What are things that users might see as weaknesses?

INTERNAL FACTORS

OPPORTUNITIES

Do people have a need?
Do people prefer something else?
Are there any changes in technology?
Are there changes on government policy?

THREATS

What changes do you face?
What are your competitors doing?
Is changing technology making things difficult?
Is there an issue with finances?

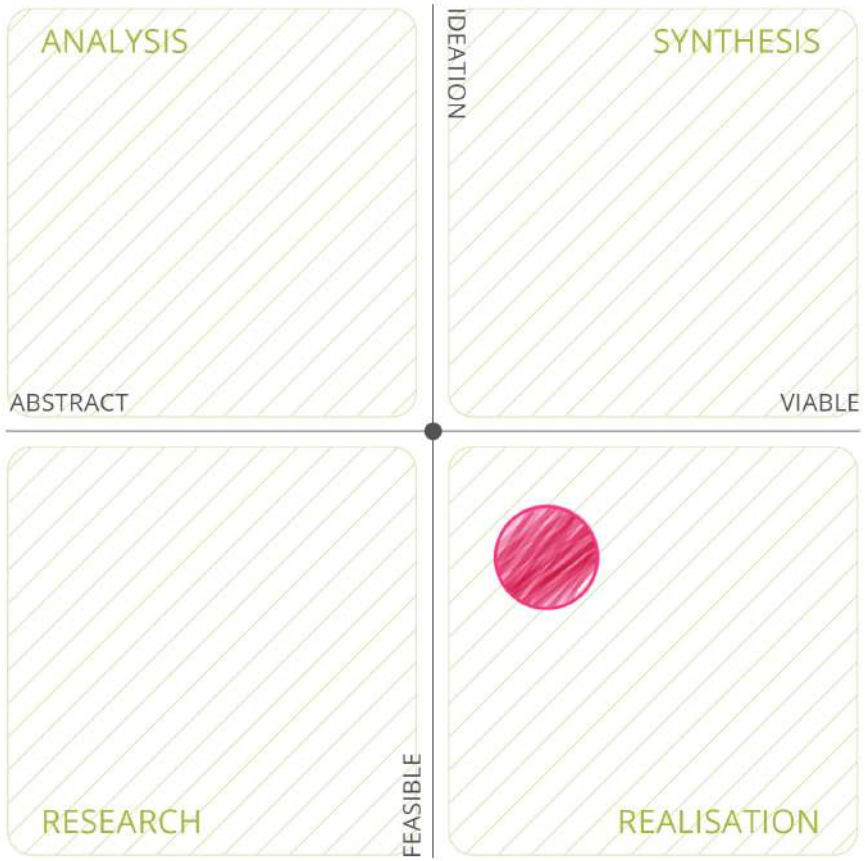
EXTERNAL FACTORS

source: http://diytoolkit.org/tools/swot-analysis-2/

1. FRAME YOU PRODUCT.

On the graph locate in which phase your product is currently placed.





2. SWOT BRAND ANALYSIS.

In the current state of your product/service, which strengths and weaknesses do you see? And which oportunities and threats?



STRENGTHS

What do you do better then anyone else?
What makes you unique?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?

Interaction
User Experience
Adaptability

WEAKNESSES

What could you improve?
What should you avoid?
What are things that users might see as weaknesses?

Interface
Esthetics
Prototyping
Research

INTERNAL FACTORS

OPPORTUNITIES

Do people have a need?
Do people prefer something else?
Are there any changes in technology?
Are there changes on government policy?

High market potential
Data Mining
Service Expansion
Product family

THREATS

What changes do you face?
What are your competitors doing?
Is changing technology making things difficult?
Is there an issue with finances?

Trend failure
Service lag
Insuffcient inventory

EXTERNAL FACTORS

source: http://diytoolkit.org/tools/swot-analysis-2/

3. HOW DOES YOUR BRAND TRANSMITS ITS VALUES?



Select the Values of your Brand from the values column and connect them to the graphic elements of your Brand Identity that communicate them.

VALUES	GRAPHIC ELEMENTS
Memorable	Logotype
Meaningful	Color Palette
Appealing	Typography
Adaptable	Brand Mood
Protective	Graphic Language
Distinctive	Graphic Techniques (Infographics, Mix technics, Artistic Drawing, Motion Graphic...)
Caring	Physical Material (sustainable material, gold, wood...)
Timeless	
Simple	
Appropriate	
Multicultural	

3. HOW DOES YOUR BRAND TRANSMITS ITS VALUES?

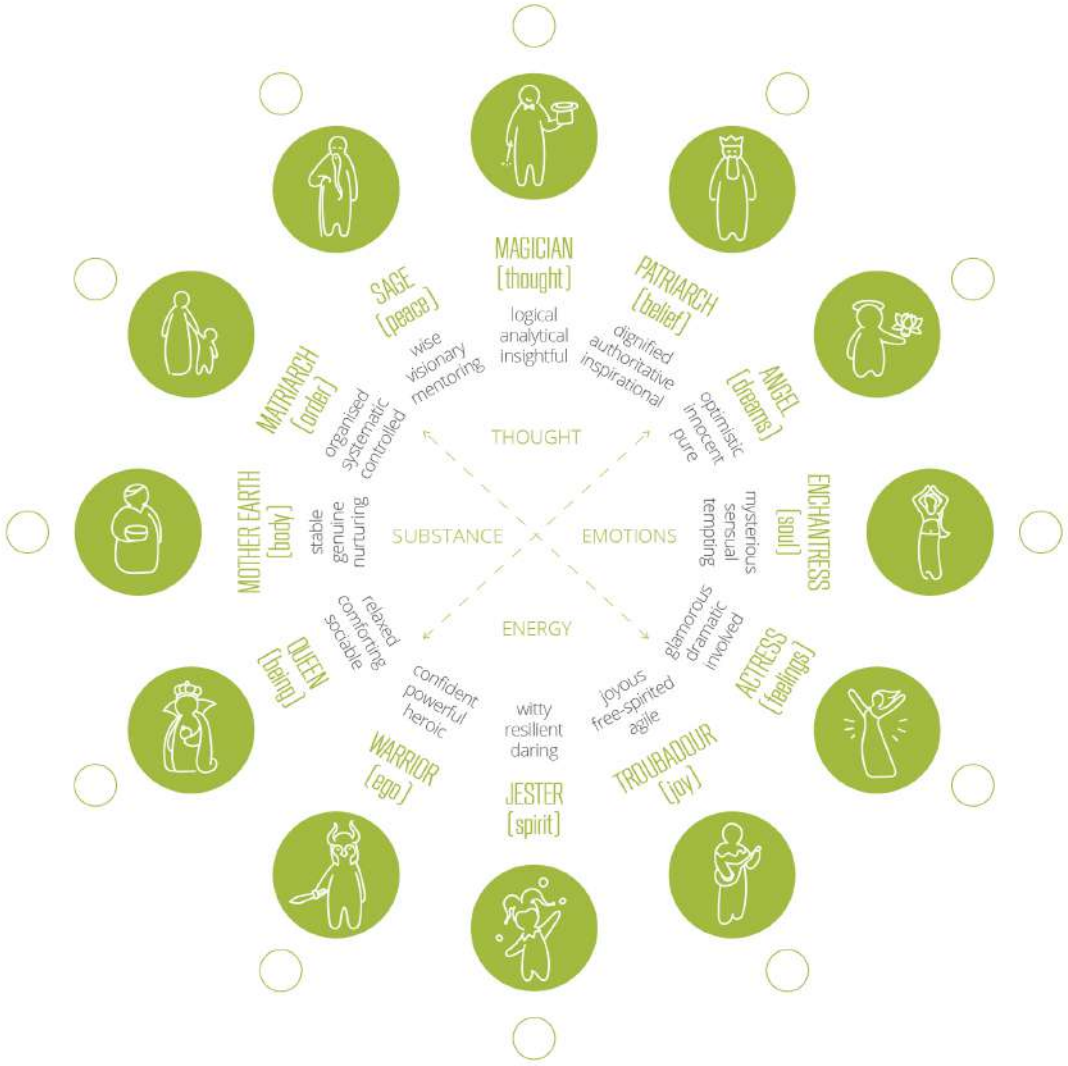
Select the Values of your Brand from the values column and connect them to the graphic elements of your Brand Identity that communicate them.



VALUES	GRAPHIC ELEMENTS
Memorable	Logotype
Meaningful	Color Palette
Appealing	Typography
Adaptable	Brand Mood
Protective	Graphic Language
Distinctive	Graphic Techniques (Infographics, Mix technics, Artistic Drawing, Motion Graphic...)
Caring	Physical Material (sustainable material, gold, wood...)
Timeless	Function
Simple	Interaction
Appropriate	
Multicultural	

4. WHICH PERSONALITY DO YOU PERCEIVE IN YOUR BRAND?

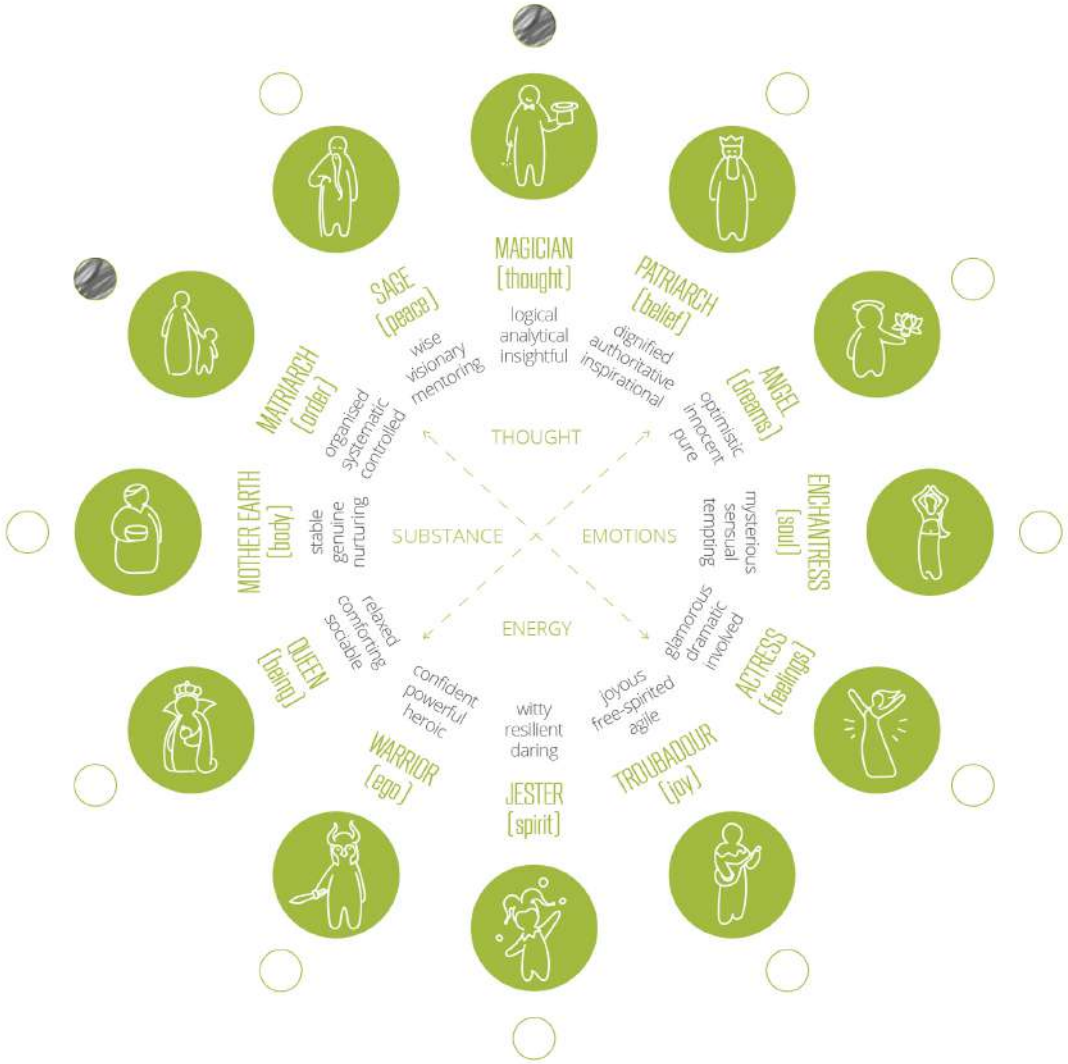
These criterias highlight the many factors that influence a brand's personality. Not only do consumers experience a brand's marketing activities in light of their own values, traditions, and circumstances, but they also perceive personality traits through the lens of their cultural conditioning.



source: http://bavconsulting.com/

4. WHICH PERSONALITY DO YOU PERCEIVE IN YOUR BRAND?

These criterias highlight the many factors that influence a brand's personality. Not only do consumers experience a brand's marketing activities in light of their own values, traditions, and circumstances, but they also perceive personality traits through the lens of their cultural conditioning.



source: http://bavconsulting.com/

PART 2. KEY FACTS FOR A GOOD PHYSICAL-DIGITAL PRODUCT COMMUNICATION

GOOD PRODUCT EXPERIENCE MAKES GOOD PRODUCT COMMUNICATION



MACRO TREND

PRODUCTS ARE EVOLVING INTO SERVICES

“ We don’t think of the Kindle Fire as a tablet. We think of it as a service ”

— JEFFREY BEZOS
FOUNDER AND CEO
OF AMAZON.COM





THE EXPECTATIONS OF CUSTOMERS REGARDING THE EXPERIENCE OF PRODUCTS AND SERVICES ARE NOW VERY HIGH. THE PERCEPTION OF VALUE IT'S VITAL.

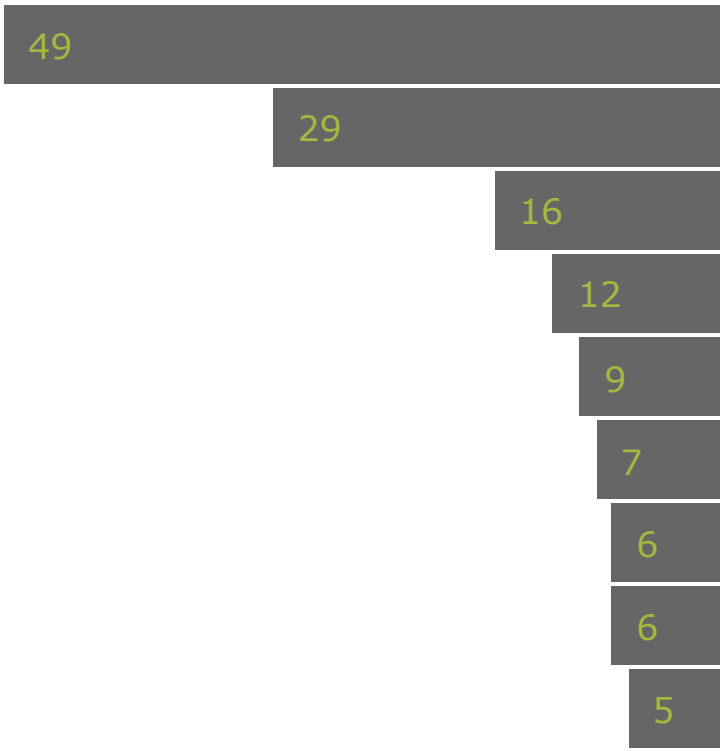


ADOPTION HAS TO BE SUPPORTED BY NATURAL, SOCIAL AND INTUITIVE BEHAVIOURS, WHERE THE INTERACTION IS FREQUENT AND SEAMLESS


where
Thinking
Evaluation
Seeing
Feeling
Motivation
Hearing
artifact
Doing
Behaviour
With whom

SURVEY IOT /SMART HOME (ITALY)

REASONS FOR WHICH A CUSTOMER WOULDN'T BUY SMART AND CONNECTED PRODUCTS FOR THE HOUSE



HIGH PRICE

PRODUCTS ARE NOT CONSOLIDATED

DOESN'T KNOW ABOUT THEM

DOESN'T KNOW WHERE TO BUY THEM

WORRIED BY PRIVACY E SECURITY

TOO FEW FUNCTIONS OFFERED

NOT SURE THEY WILL BE ABLE TO INSTALLATION THEM

DOESN'T UNDERSTAND THEIR BENEFITS

THEY BELIEVE THESE PRODUCTS ARE NOT RELIABLE

source: *Survey Italia - adozione Internet of Things*, DOXA - 2016

STATE OF THE ART FOR IOT PRODUCTS AND SERVICES

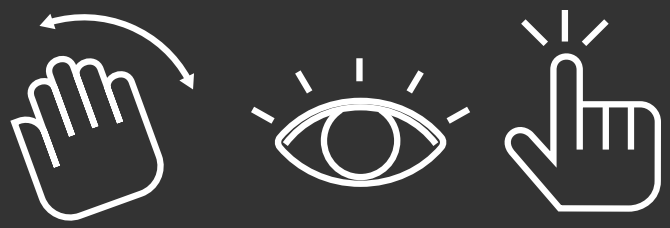
PAIN POINTS FOR THE DEVELOPMENT OF IOT PRODUCTS MARKET

- PRODUCT VALUES ARE NOT UNDERSTANDABLE BY THE CONSUMER
- INSTALLATION AND USE ARE TOO COMPLEX
- THERE ARE NO SHARED STANDARDS AND POLICIES
- NOT GREAT PRODUCTS QUALITY
- UNCLEAR INFORMATION
- PRICES ARE TOO HIGH
- CRITICAL MONETIZATION PROCESS

STATE OF THE ART FOR IOT PRODUCTS AND SERVICES

OPPORTUNITIES FOR AN EFFECTIVE EVOLUTION OF IOT PRODUCTS

- SIMPLE, BEAUTIFUL AND IMMEDIATE UX
- SUSTAINABLE BUSINESS MODELS BASED ON CONSUMPTION
- CLEAR OFFERING AND KEY VALUES
- EASY ADOPTION PROCESS
- TRANSPARENT TECHNOLOGY
- OPEN TO SOCIAL BEHAVIOURS
- IN DEPTH KNOWLEDGE OF USERS BEHAVIOURS AND HABITS

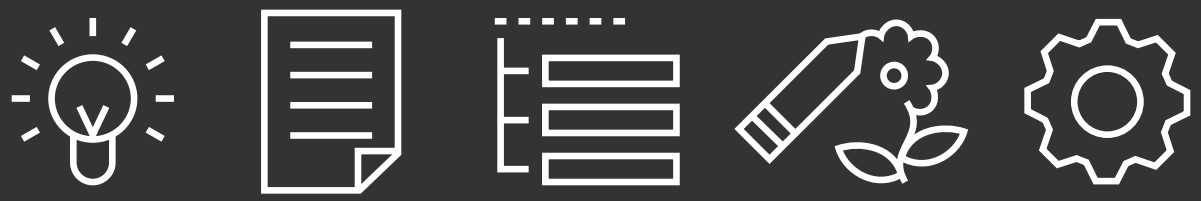


NEW SUCCESSFUL SERVICES NEED TO ENGAGE EVERY STAKEHOLDER ORCHESTRATING TO PERFECTION EXPERIENCES & PROCESSES, CUTTING DOWN USAGE BARRIERS

HOW TO SUCCESSFUL COMMUNICATE A PRODUCT?

ADOPTING A DESIGN-DRIVEN PROCESS

A PRODUCT NEEDS TO EVOLVE THROUGH SATISFYING AND ANTICIPATING BEHAVIOURS OF USE



THE EVOLUTION OF IOT PRODUCTS AND SERVICES STARTS FROM A INTERDISCIPLINARY DESIGN APPROACH

THE PROCESS IS DRIVEN BY A HUMAN-CENTRIC METHODOLOGY THAT DOESN'T DEPEND ON THE CONTEXT IT IS APPLIED TO



HOME MOBILITY HEALTH CITY MUSEUMS CARS

PEOPLE
who is involved

CONTEXTS
places and environments

NEEDS
what needs to be satisfied

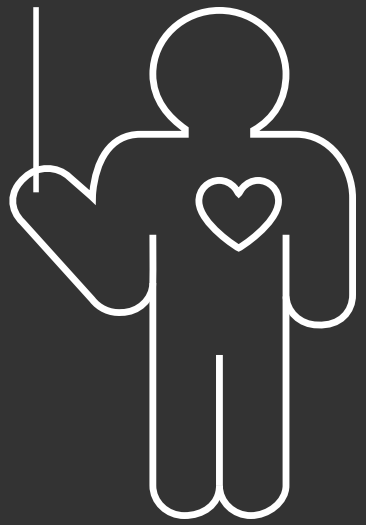
ACTIONS
what the users do

EMOTIONS
feelings and sensations

CHANNELS
which are the favorite mediums

EXPERIENCE DESIGN (XD)

ORCHESTRATION OF ALL THE FUNCTIONALITIES OF THE SERVICE WITH THE STAKEHOLDERS



FRONT-STAGE

EXPERIENCE
end user experience mapping

BACK-STAGE

PROCESS
set and optimize the service engine

XD ACTIVITIES



SERVICE DESIGN

designs touch points e channels of the service from both user e operator sides



CUSTOMER EXPERIENCE

plans all touch points and channels of the customer journey experience



USER EXPERIENCE

designs each single touch point and interaction that composes the service

NEW TOOLS

ENABLERS FOR AN EFFECTIVE EVOLUTION OF IOT PRODUCTS

- OPEN INNOVATION WORKSHOP
- EXPERIENCE MAP
- SYSTEM & STAKEHOLDERS MAP
- CUSTOMER JOURNEYS
- LEAN UX PROCESS
- PROTOTYPE
- CONNECTIONS MAP
- MVP (MINIMUM VIABLE PRODUCT)
- INNOVATIVE BUSINESS MODELS
- VALUES DEFINITION MAP

MVP (MINIMUM VIABLE PRODUCT)



SCLAK

smarter and safer access

LEAN UX

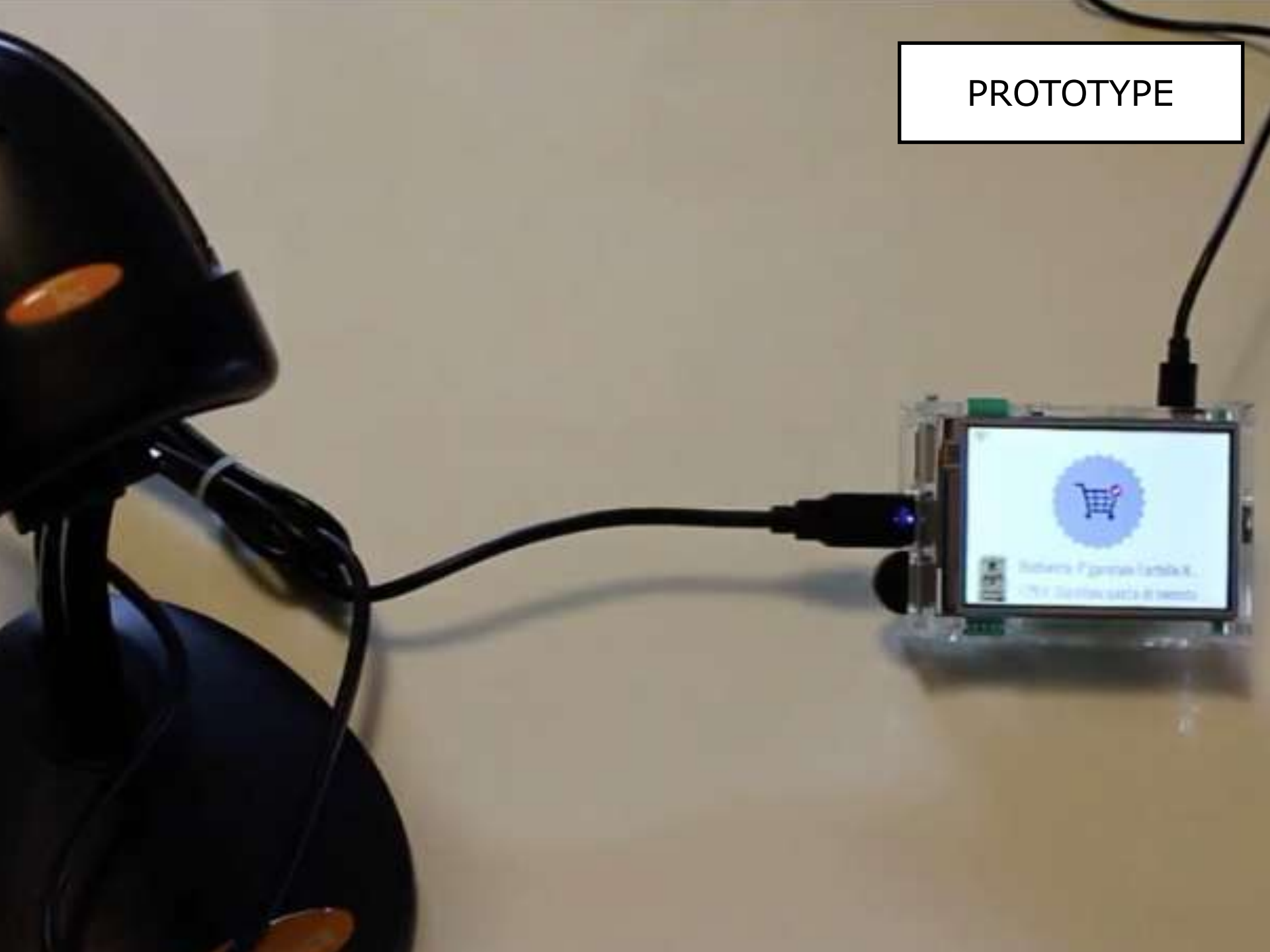
add-on for your electronic lock

app to control your lock

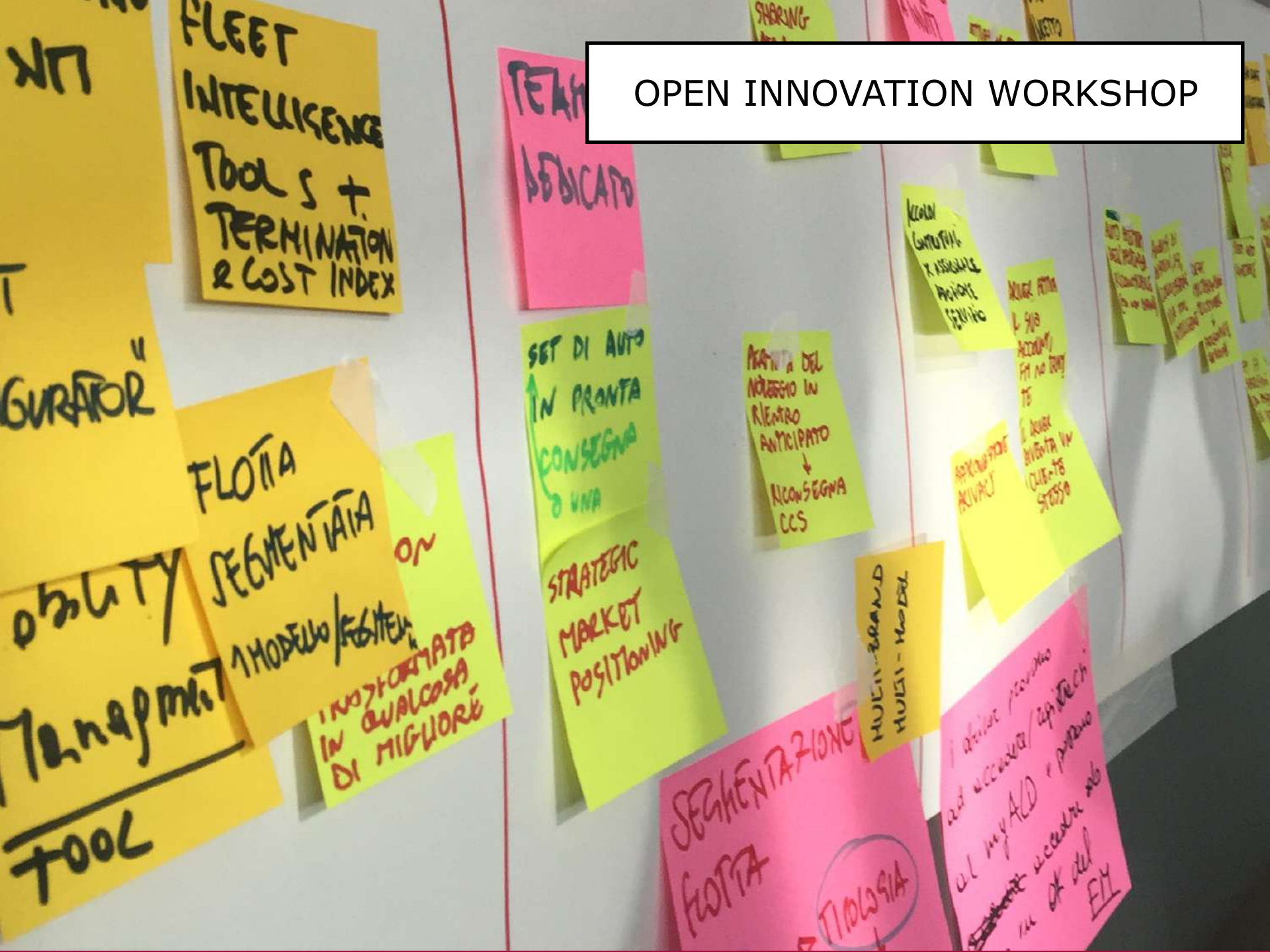


INNOVATIVE BUSINESS MODELS

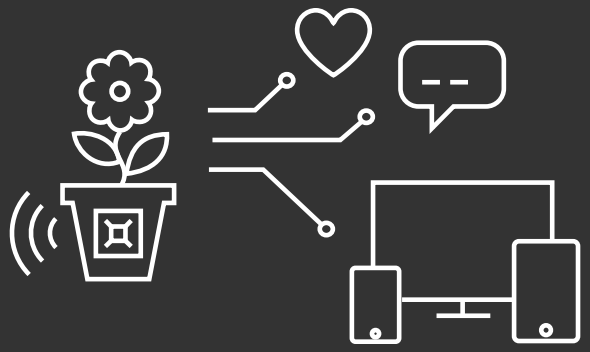



PROTOTYPE

OPEN INNOVATION WORKSHOP

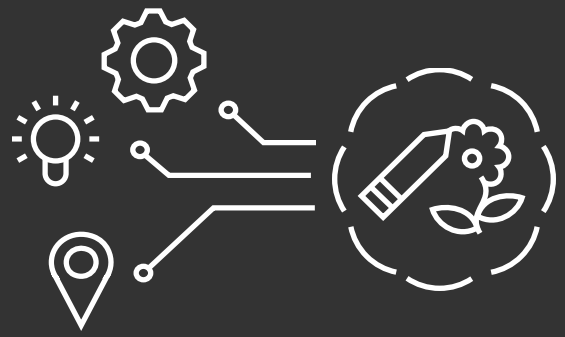


TO SUM UP



I take away

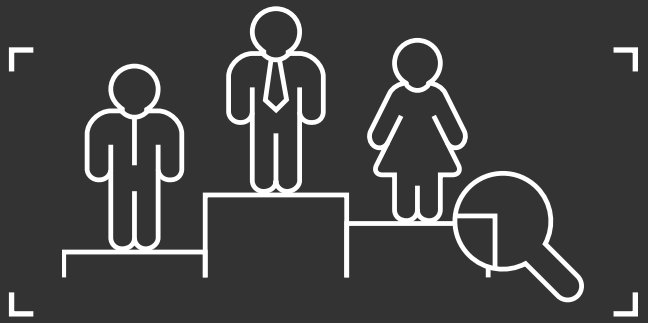
A SUCCESSFUL IOT PRODUCT NEEDS TO PROPOSE HIMSELF AS AN EXPERIENTIAL SERVICE ECOSYSTEM THAT WITH ITS TOUCH POINTS IS ABLE TO EFFECTIVELY INTERACT WITH ALL THE USERS AND STAKEHOLDERS INVOLVED



II take away

TO CREATE SUCCESSFUL IOT PRODUCTS THE VALUE CHAIN HAS TO STRATEGICALLY INVOLVE DESIGN AS ENABLER OF THE TECHNOLOGIES

STRATEGY FOR PRODUCT LAUNCH



1 KNOW MARKET AND CUSTOMERS

The point of view of your team is not the one of the customers, and the assumptions you have about them can be greatly damaging. To really know the market you need facts. Before launch test your assumptions, conduct research, study market and customers through a structured research process.

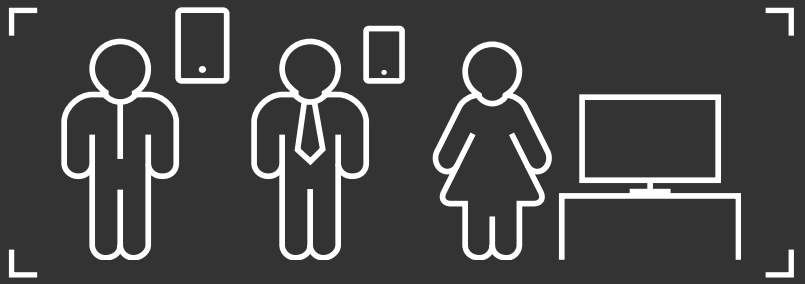


2 HAVE A MVP READY FOR THE LAUNCH, NOT A FULL PRODUCT

"The minimum viable product is that product which has just those features and no more that allows you to ship a product that early adopters see and, at least some of whom resonate with, pay you money for, and start to give you feedback on".

Eric Ryes

3



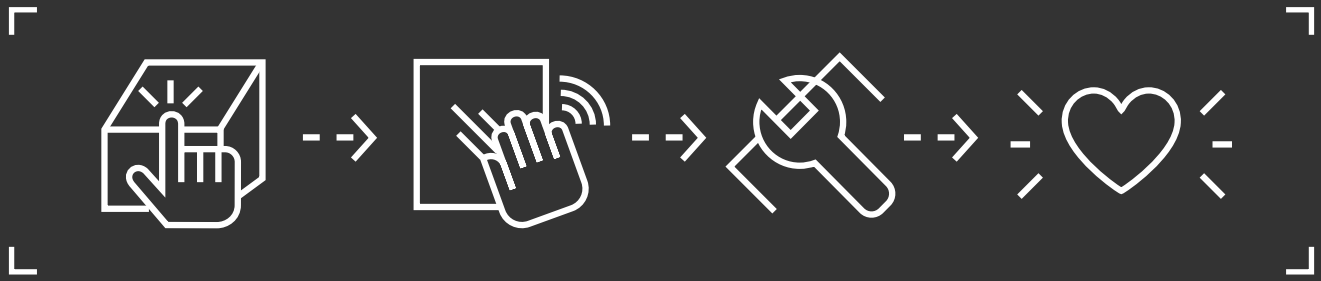
BE WHERE YOUR AUDIENCE IS

Services and products have a target. Targets have habits, interests, needs. Analyse your target to understand which are your possible touch-points with them: website, apps, social media, email marketing, press, fairs, etc. Be there with your communication.



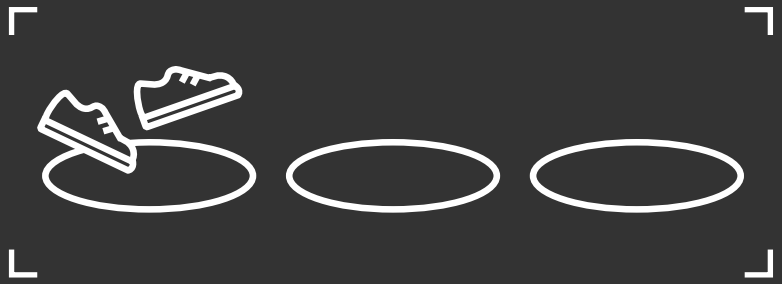
4 GET CUSTOMERS BEFORE YOU EVEN HAVE A PRODUCT

No purchase happens in a void. A buzz is needed before launch, you must create a interest in the public to make the first early adopters. Keep in touch with them, send advancements of the product during the development phase. Maintain the connection to keep them interested and they will buy the product as soon as it comes out.



5 HEAR WHAT YOUR FUTURE CUSTOMERS HAVE TO SAY

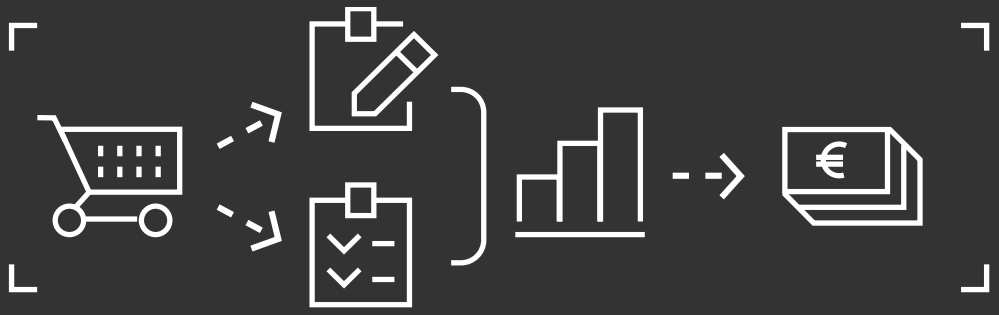
The great advantage of starting to communicate with future customers while development is still ongoing, is that you can integrate their feedback into your product before it’s finished. Hear what they think, what they want, what they don’t want. Adjust and create a product that you already know people will like.



6 CREATE A 3 STEPS LAUNCH PLAN

Pre-launch, launch and post-launch.
When planning a product launch, it is vital that your promotion strategy begins before the product is released and continues until the end of the product launch period.
Launch and then adjust your aim. Keep the momentum going.

7



DON’T STOP AT LAUNCH

…neither with the product development nor the marketing campaign.

After launch you need to monitor and respond to feedback from employees, sales and customers, understand when/if to make pricing adjustments, how to respond to competitive reaction, and more. Product launches rarely go completely as planned. Anticipating and being prepared is the best way to optimize your outcome.

PART 3. SERVICE DESIGN TOOLS

Stakeholders Map.

What is it?

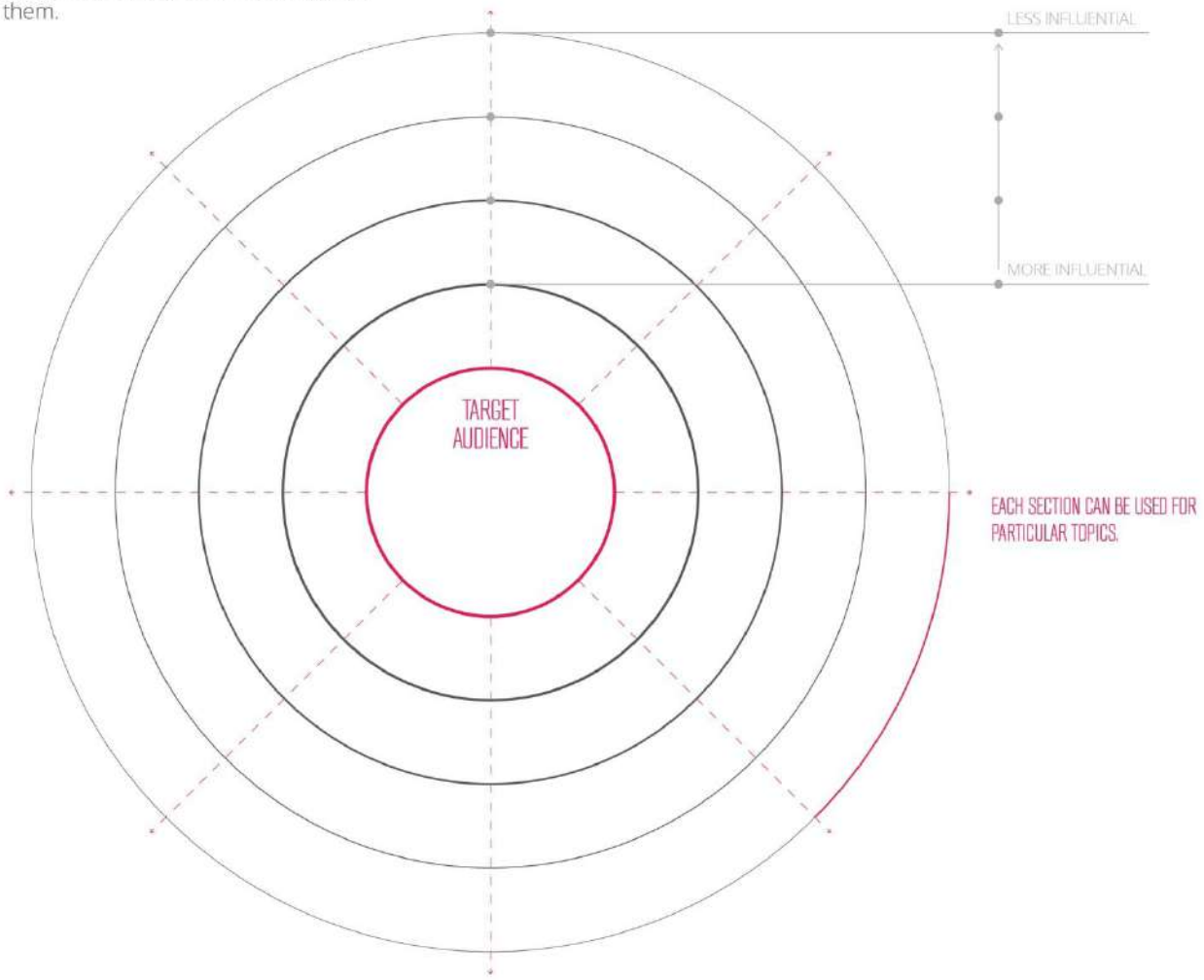
- A map that represents all the different stakeholders that make up the entire service ecosystem

Aims?

- Understand who your key stakeholders are, where they come from, and what they are looking for in relationship to your service
- Identify the level of influence the different stakeholders have on your main target user group and on your service

5. STAKEHOLDERS MAP.

Place stakeholders on the map, to know the people you are working with by clarifying relationships between them.



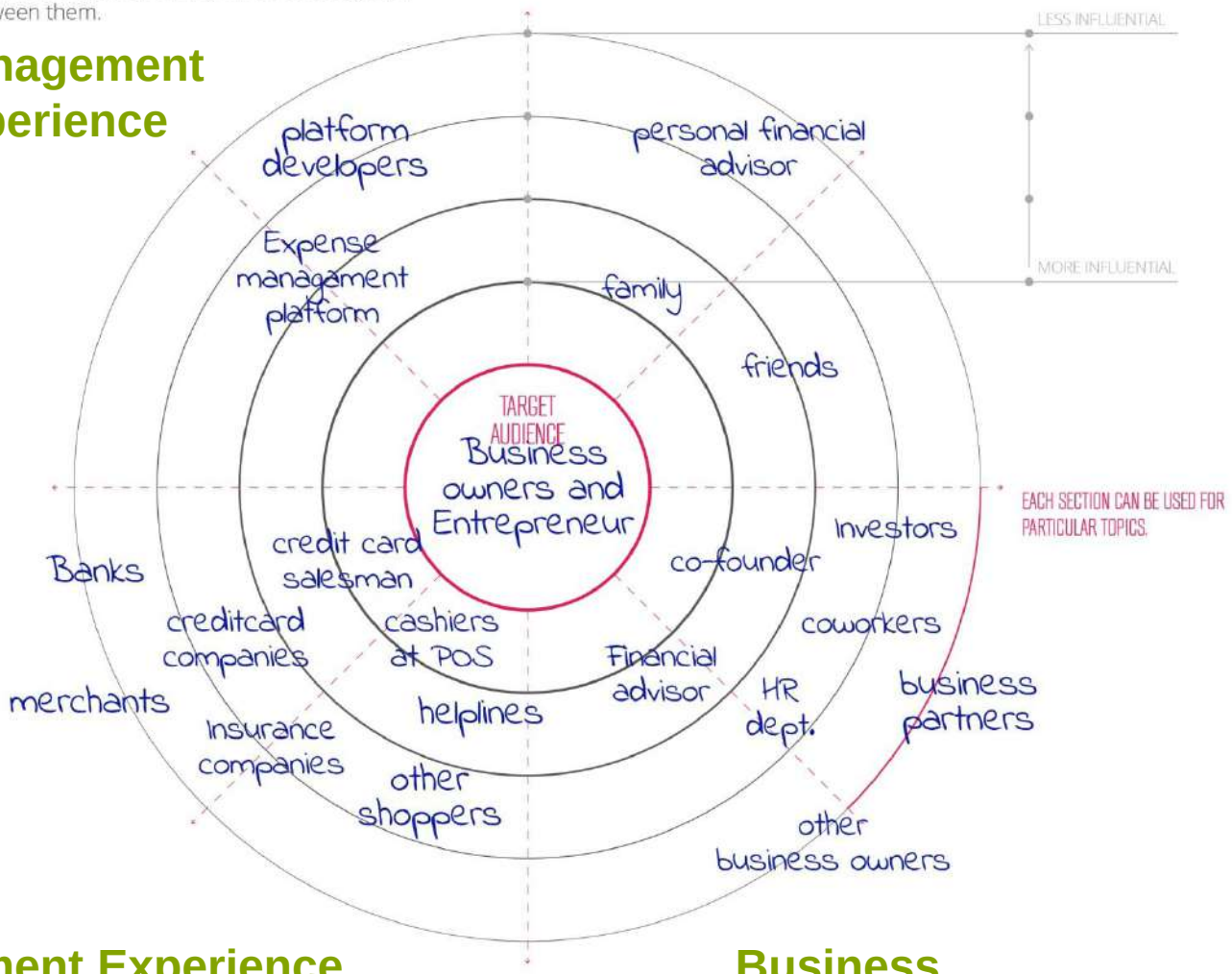
source: http://diytoolkit.org/tools/people-connections-map/

5. STAKEHOLDERS MAP.

Place stakeholders on the map, to know the people you are working with by clarifying relationships between them.

Personal

Management Experience



Payment Experience

Business

source: http://diytoolkit.org/tools/people-connections-map/

System Map.

What is it?

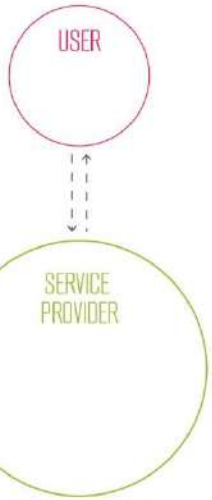
- Visual description of the service technical organisation

Aims?

- To identify how the different key stakeholders are linked to one another
- To identify the flows between the key stakeholders

6. SYSTEM MAP.

The system map is a visual description of the service technical organisation: the different actors involved, their mutual links and the flows of material, information and money through the system.



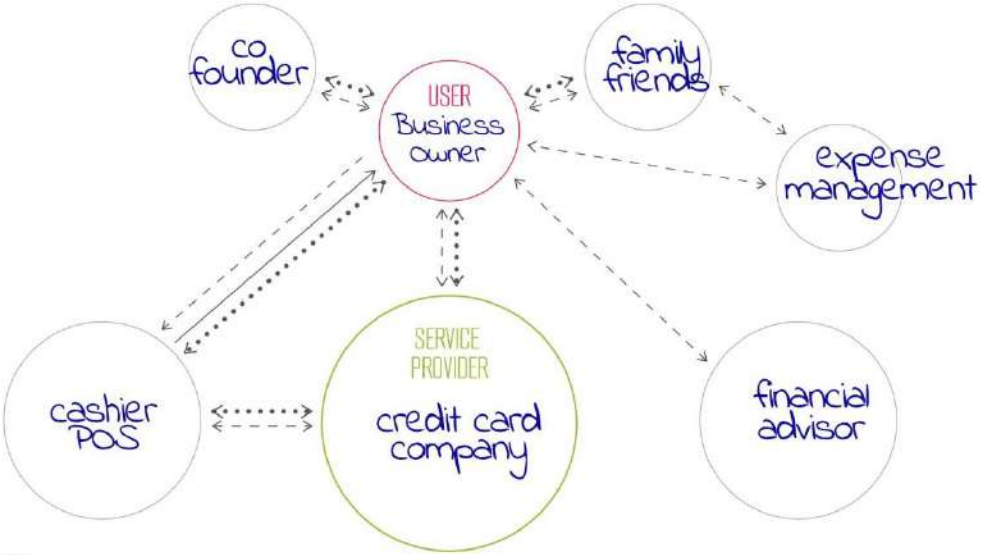
LEGEND

- Material flow
- Information flow
- Money flow

source: http://diytoolkit.org/tools/people-connections-map/

6. SYSTEM MAP.

The system map is a visual description of the service technical organisation: the different actors involved, their mutual links and the flows of material, information and money through the system.



LEGEND

Material flow

Information flow

Money flow

source: http://diytoolkit.org/tools/people-connections-map/

Persona.

What is it?

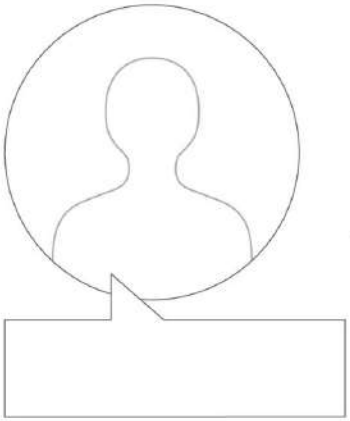
- It brings together lots of information about similar people to create a single character that represents the group - archetype
- It shows different types of users with different needs.

Aims?

- Package user research into an easy to understand format
- Maintain focus on the needs of users while developing the service
- Test and evaluate ideas and service concepts against these needs.

7.1 PERSONA (front end).

Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.Personas are fictional characters, who supposed to emotionaly and rationally be interested to use your product.



Key quote

1. Let's give a name

2. Age

3. Sex F M

4. Personality

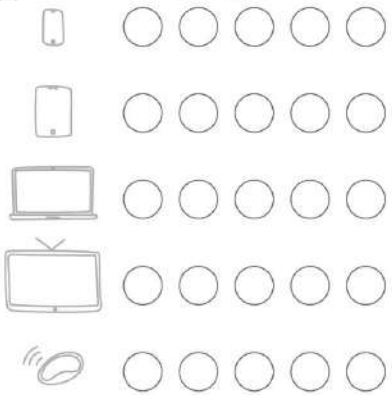
5. Education

6. Financial needs

7. Privacy concerns

8. Tech savvyness

9. Device usage



GOALS & NEEDS	FEARS	HABITS		
		Travelling/commuting	Working	Free time

7.1 PERSONA (front end).

Personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.Personas are fictional characters, who supposed to emotionaly and rationally be interested to use your product.



Key quote

1. Kevin
Let's give a name

2. 28
Age

3. F M
Sex

4. Startupper
Personality

works a lot

lives at warp speed

5. Education

6. Financial needs

7. Privacy concerns

8. Tech savvyness

9. Device usage

GOALS & NEEDS

To be able to work while on the move/travelling

Does not want to waste any time

Effective & Efficient paying experience and expense management system

FEARS

Cannot keep track of his spending

Does not have enough time to manage his expenses

Credit card maxed out

cannot balance personal vs. business expenses

HABITS

Travelling/commuting

keeps himself updated

loves to explore new things

Uses 5 credit cards

no cash

Working

co-founder of startup

Spending vs. Investing

Enjoys networking with new people

time starved

works 24/7

Early adopter of new technology

Free time

lives with his girlfrind

Social media addict

works a little bit while spending time with his girl-friend

Likes to exercise

Like to travel for research & inspiration

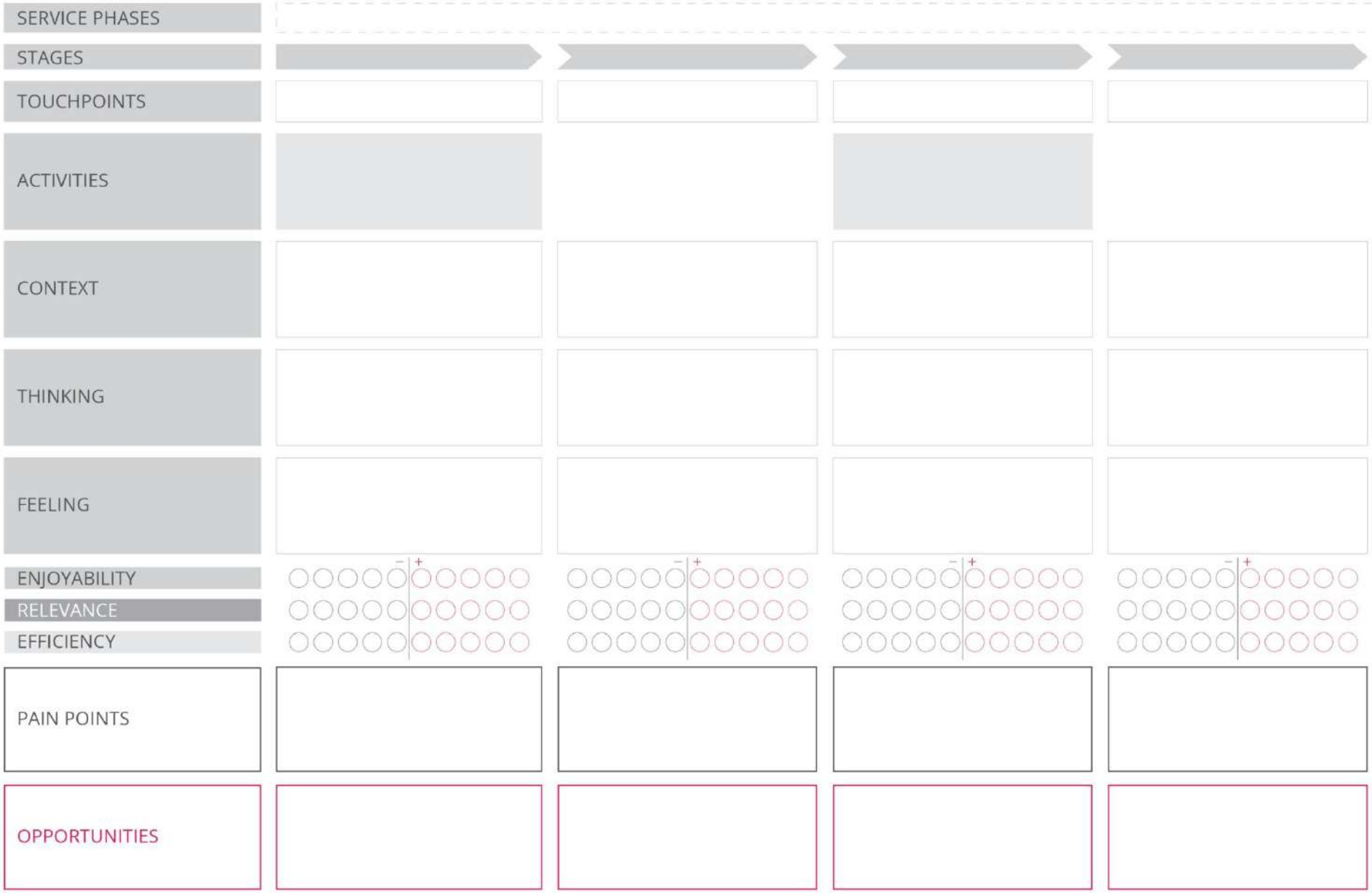
Experience map

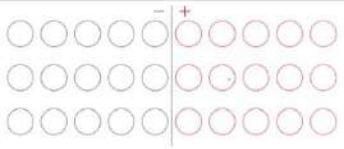
What is it?

- Visual representation of a user's journey through a service
- It takes the user's point of view and explains their actual experience of the service
- Shows all the different touchpoints & interactions users have with the service
- Allows us to see what parts of the service work for the user (magic moments) and what parts might need improving (pain points).

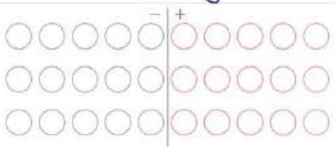
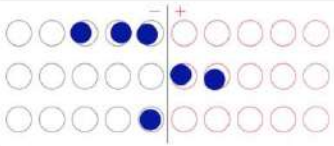
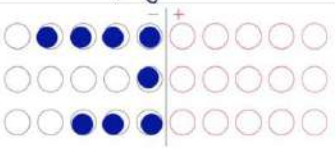
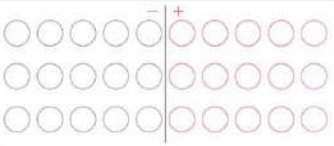
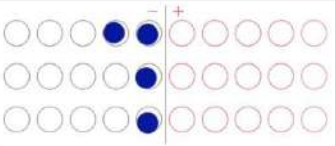
Aims?

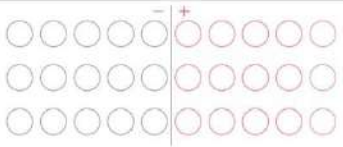
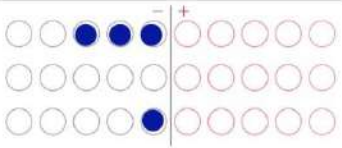
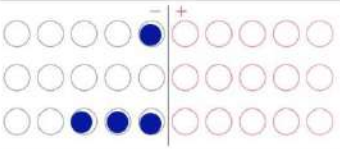
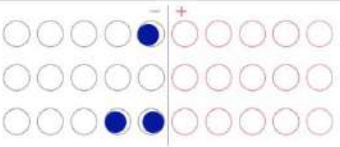
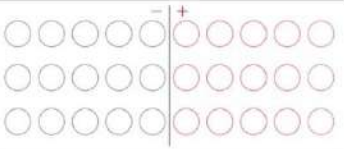
- Identify the key elements of a service
- Understand the links between all the different elements over time
- Identify problem areas in a service or areas where new things can be added
- Create empathy with different types of users.


SERVICE PHASES
STAGES
TOUCHPOINTS
ACTIVITIES
CONTEXT
THINKING
FEELING
ENJOYABILITY
RELEVANCE
EFFICIENCY
PAIN POINTS
OPPORTUNITIES

SERVICE PHASES	Pre service	Pre service	pre service	service
STAGES	Awareness	Registration	booking	Payment
TOUCHPOINTS	brouchure credic card recruiter	laptop website	laptop, AirBnB	laptop, credit card, excel code
ACTIVITIES	gets approached by a salesman regarding new credit card offer	Registers for the new creditcard	Has investor meeting in another city so he books accomodation	removes his new card from his wallet and inserts credit card details and manualy codes expenses
CONTEXT	walking to the station travelling to work	while working in the office	while working in office	while working in office
THINKING	He needs another credit card to boost his spending credit	He is wasting a lot of time registering for the credit card	quckly book and pay so that he can get back to work	he is wasting his time and would like to do this while travelling
FEELING	confused if he needs another card	Nervous and worried about managing another credit card to his wallet		frustrated and in-efficient
ENJOYABILITY				
RELEVANCE				
EFFICIENCY				
PAIN POINTS		filling of all the details is timeconsuming		non efficient payment experience
OPPORTUNITIES		automating the filling of details		efficient and clutter free way to pay and code expenses

service

business meet	payment	payment	personal meet	payment
	credit card, cashier, POS	credit card, cashier, POS		credit card, cashier, POS
arrives in another city and meets investors	pays with his new credit card but forgets the details	pays with his old credit cards but needs to decide which to use	meeets girlfrind in the evening and takes her shopping	pays using old credit card and forgets to use loyalty card
restaurant	restaurant - in front of investors	restaurant - in front of investors	shopping mall	inside a shop - at the cashier
he can impress the investors by giving them a coffee treat	trying to remember the card details	which will the right card to use in terms of managing his finances	hoping he does not have to wait a long time in the queue	he just wants to pay quickly and leave
optimistic and hopeful regarding the meeting	embaressed in front of the investors	confused which credit card to use for the payment	relaxed and happy	frustrated of waiting in the queue
				
	Credit card pin code issues, as it is hard to keep track of different credit card numbers from different banks	Too many credit cards to manage during payment		Choosing loyalty cards is troublesome and can easily be forgetten
	Digital wallet which stores multiple credit card information	Automate the choosing of credit cards thus streamlining the paying experience		Design a smart system that learns user behaviours & provides personalised payment suggestion

service	service	service	service	post service
business meet	finance management	finance management	finance management	Feedback
	tablet	excel, laptop	excel, laptop	word of mouth, laptop email
Meets with co-founder at the end of the month to discuss expenses	Struggles to give a clear explaination of financial expenses	does not have time to meet his financial advisor and tries to do it himself	Struggles to manage his personal and business expenses	he writes a complaint email to the credit card company
office with co-founder	office with co-founder	home	home with girlfriend	home
	trying to figure out and remember details of expenses	if there is a better way to manage his finances		
	disappointed and confused	nervous and pressured	bored	hopeful that his complaints will be resolved
				
	hard to keep track of different catogories of expenses	has to manually code and check his personal and business finances	time consuming and boring expense reports	
	dashboard which aggregates financial data from various sources	automatically generated reports could be exported and shared	easy to understand and simple to use dashboard. set goals	

New Service

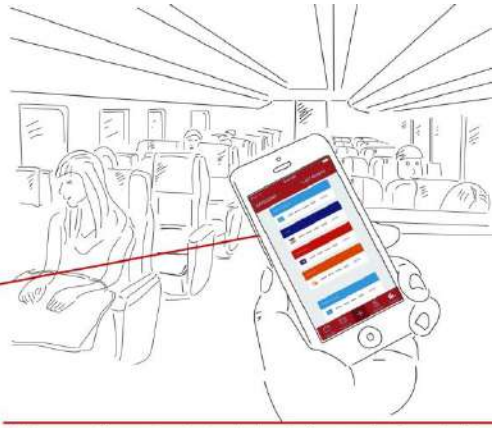
IS A	Payment & Tracking tool
FOR	Entrpreneurs and Business owners
THAT	Centralises all your payment methods & helps you manage expenses
THROUGH	your smart devices

Scenario 1 – Investor meeting







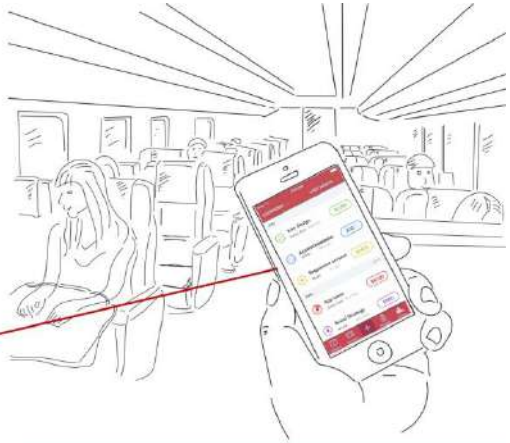


He's now at the payment stage. Instead of rummaging through his 5 credit cards, the learning algorithm of savE recommends one for him based on his past purchase behaviour & calendar information.

savE recogonises that he has an business appointment on the same date & in the same city as where he has booked the apartment, and based on that recommends him a credit card he uses for business expenses.







After making the payment, he gets a confirmation message. And rather than tediously inputing codes and filling out an expense report when he returns from his trip, savE allows Kevin to colour code and sort each expense at the point of transaction so he never has to deal with it again, or have to try and remember the purpose of the expense.



Kevin arrives in another city and meets the investors in a coffee shop.

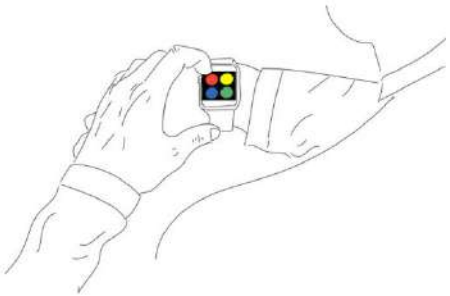


After a great meeting, Kevin treats the investors to coffee.



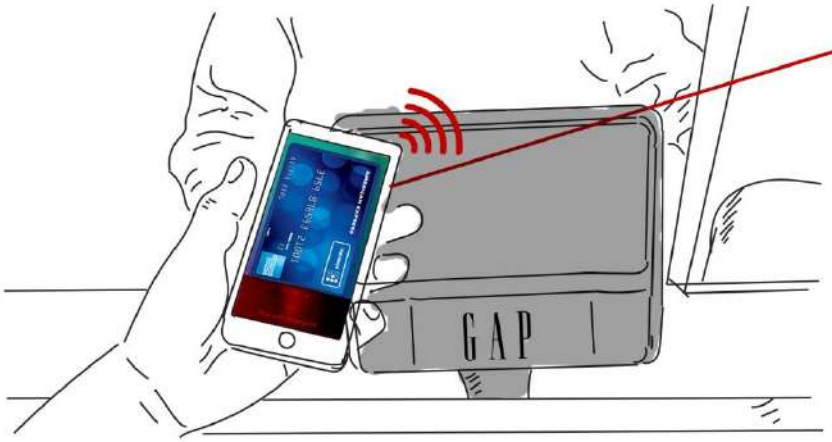
He quickly pays with savE contactless payment by his smartwatch.

Again savE recogonises his gps location, Airbnb purchase behaviour & google calendar appointment with investor and based on that recommends him a credit card he uses for Business Expenses.



After paying, he codes the transaction for his expenses on the spot effectively & efficiently..

Scenario 2 – Shopping with girlfriend



Recommended Personal Expense card



He pays using his phone, using savE contactless POP payment system. Again savE recogonises his gps location & purchase behaviour (t-shirt/skirt for girlfriend), and based on that recommends him a credit card he uses for personal expenses.

savE also suggests him to use his loyalty card of the shop so that he can get a discount

Scenario 3 – Expense management





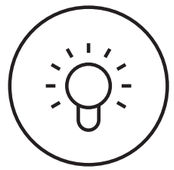




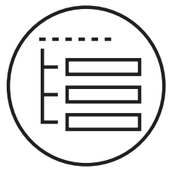
THANK YOU.

THINGS

things.is a physical/digital design agency


STRATEGY/
CONCEPT

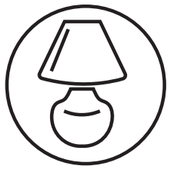

INTERNET
OF THINGS

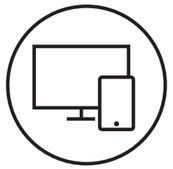

SERVICE
DESIGN


QUICK
PROTOTYPING


VISUAL
DESIGN/UI


INTERACTION
DESIGN/UX


PRODUCT
DESIGN


WEB/
MOBILE APP

CONNECTED & SMART PRODUCTS

INNOVATIVE SHOPPING EXPERIENCE

PURE DIGITAL PRODUCTS

INTERACTIVE EXHIBITIONS

CONNECTED & SMART SERVICES

OPEN INNOVATION WORKSHOPS

Postscapes™

council
Internet of Things Council

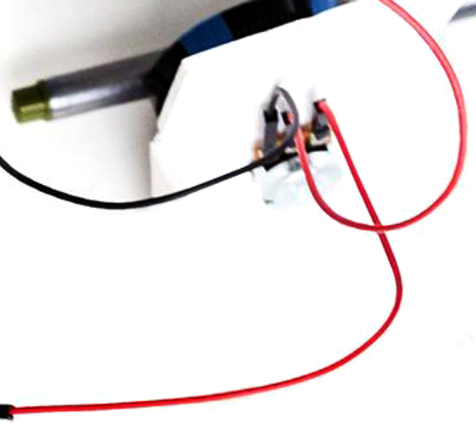
IOT TA Y

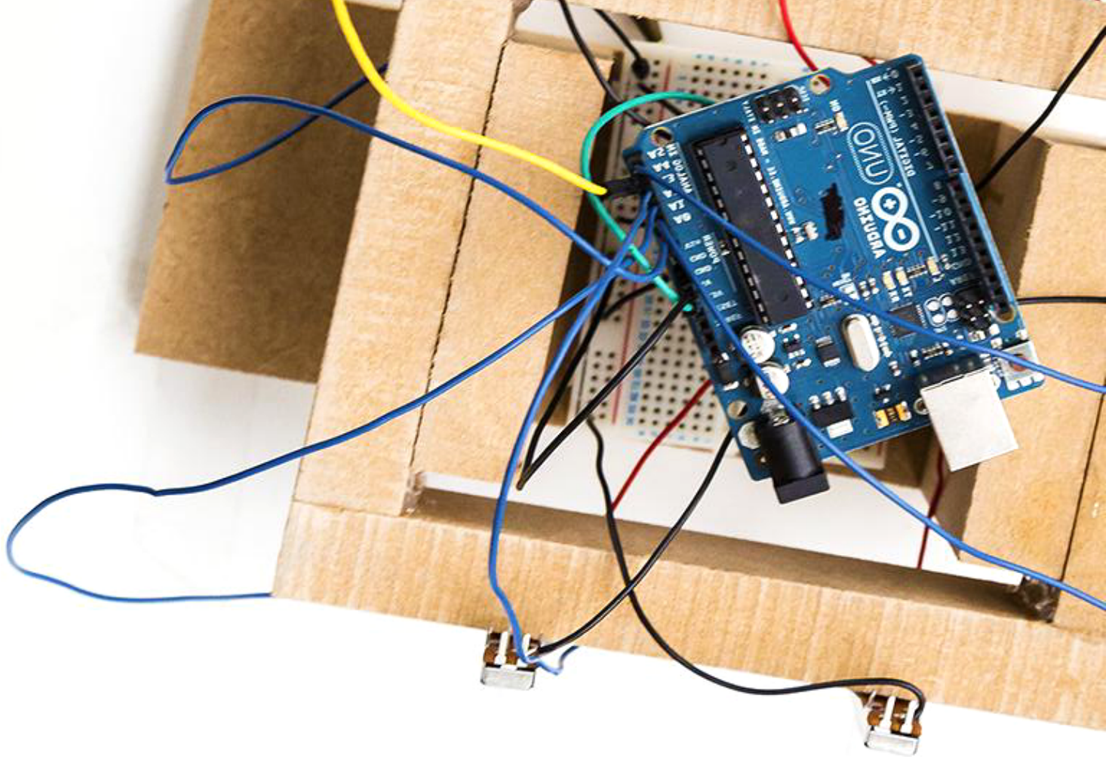
OUR ENDORSEMENTS

★★★★★

IoT companies mapping (UK & Europe)
As of January 2016, THINGS is reported as one of the only 8 IoT design agencies in Europe. The IoT map is a project of Alexandra Deschamps-Sonsino (@iotwatch)









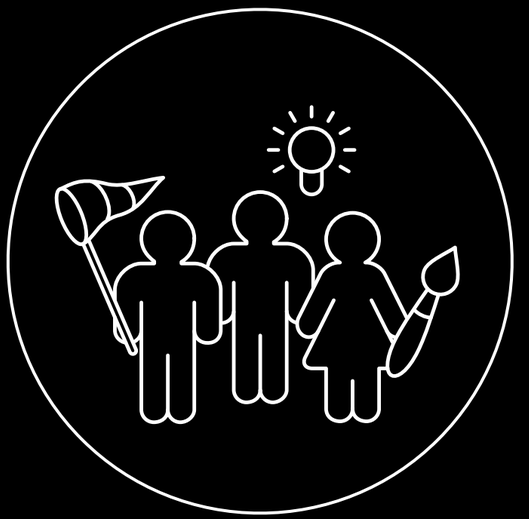
we think the digital and make it physical

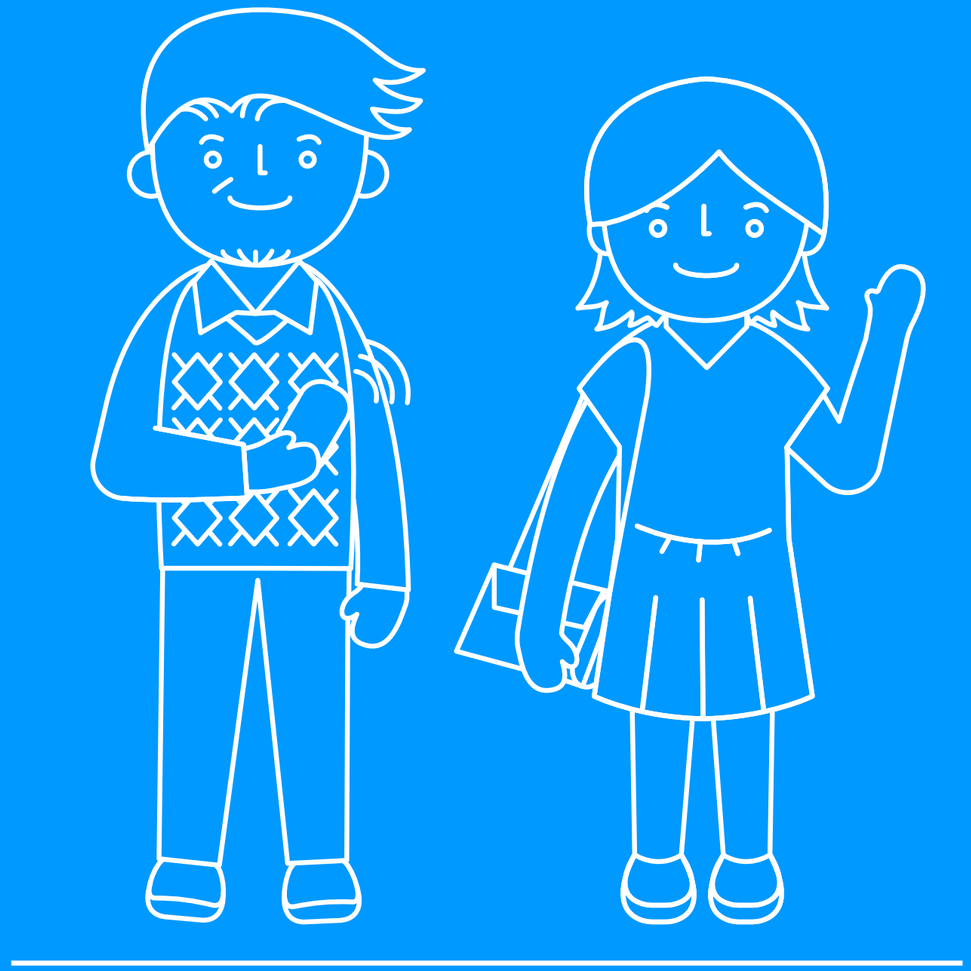
we design products to create valuable relationships



things.is independent

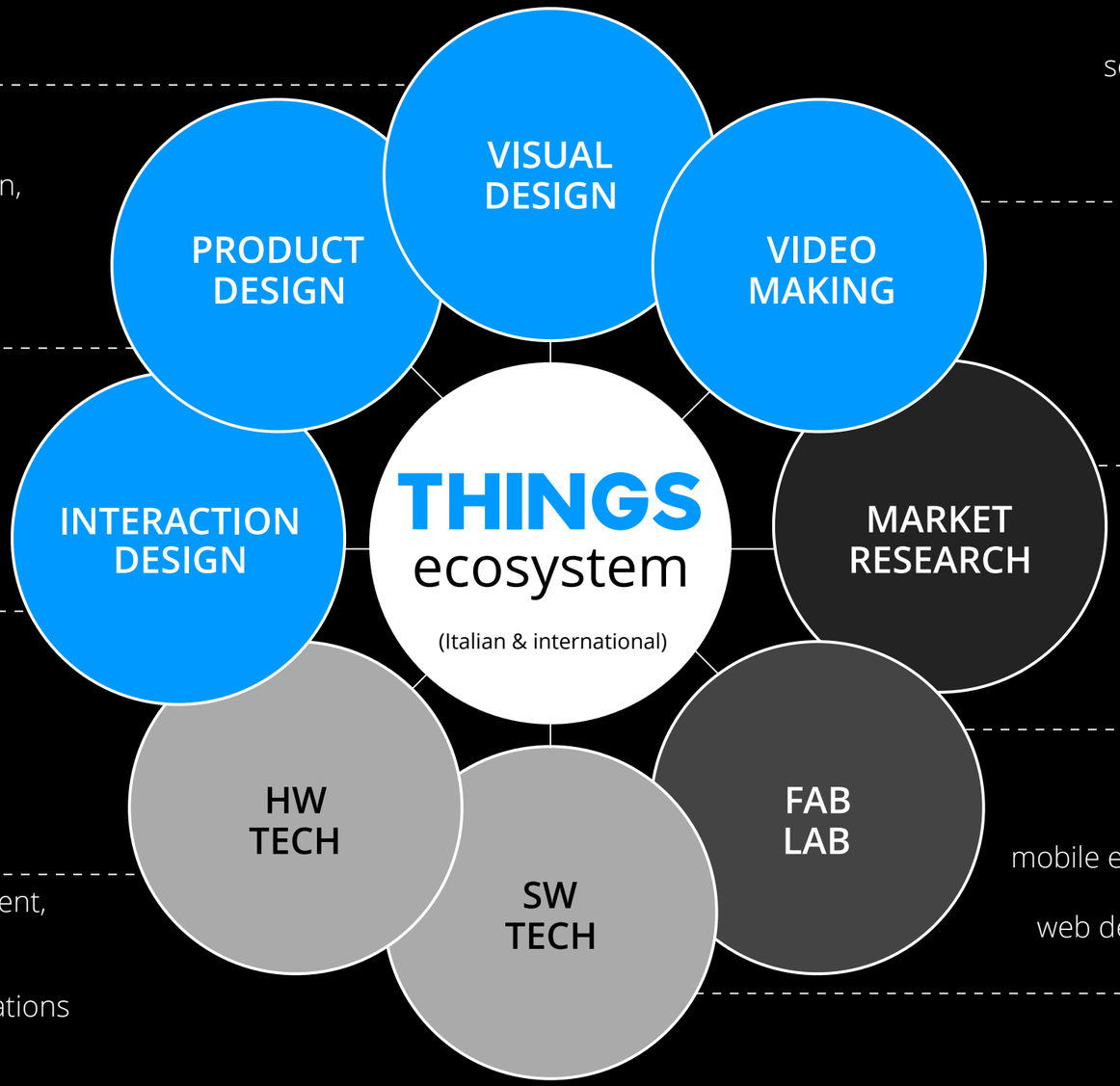
we are an independent multi-disciplinary team that strongly believes **simple is beautiful, clear is elegant and emotional is valuable.**





we keep
THINGS
simple!

things.is open



brand identity,
concept design,
graphic e web design,
infographics,
data visualisation

sound design, video tutorials,
visual/video/projection
mapping, video making,
airborne video

industrial, service &
product design,
installation design

consumer insights,
online survey campaign,
online trend exploration

interface e interaction
design, information
architecture,
design research

quick prototyping,
3D printing,
rough mechanics &
installations

makers, hardware development,
mechanical components,
sensitive environments,
prototyping, product certifications

mobile e web app development,
firmware development,
web dev (FE/BE) development,
semantic web

Branding and Product Communication

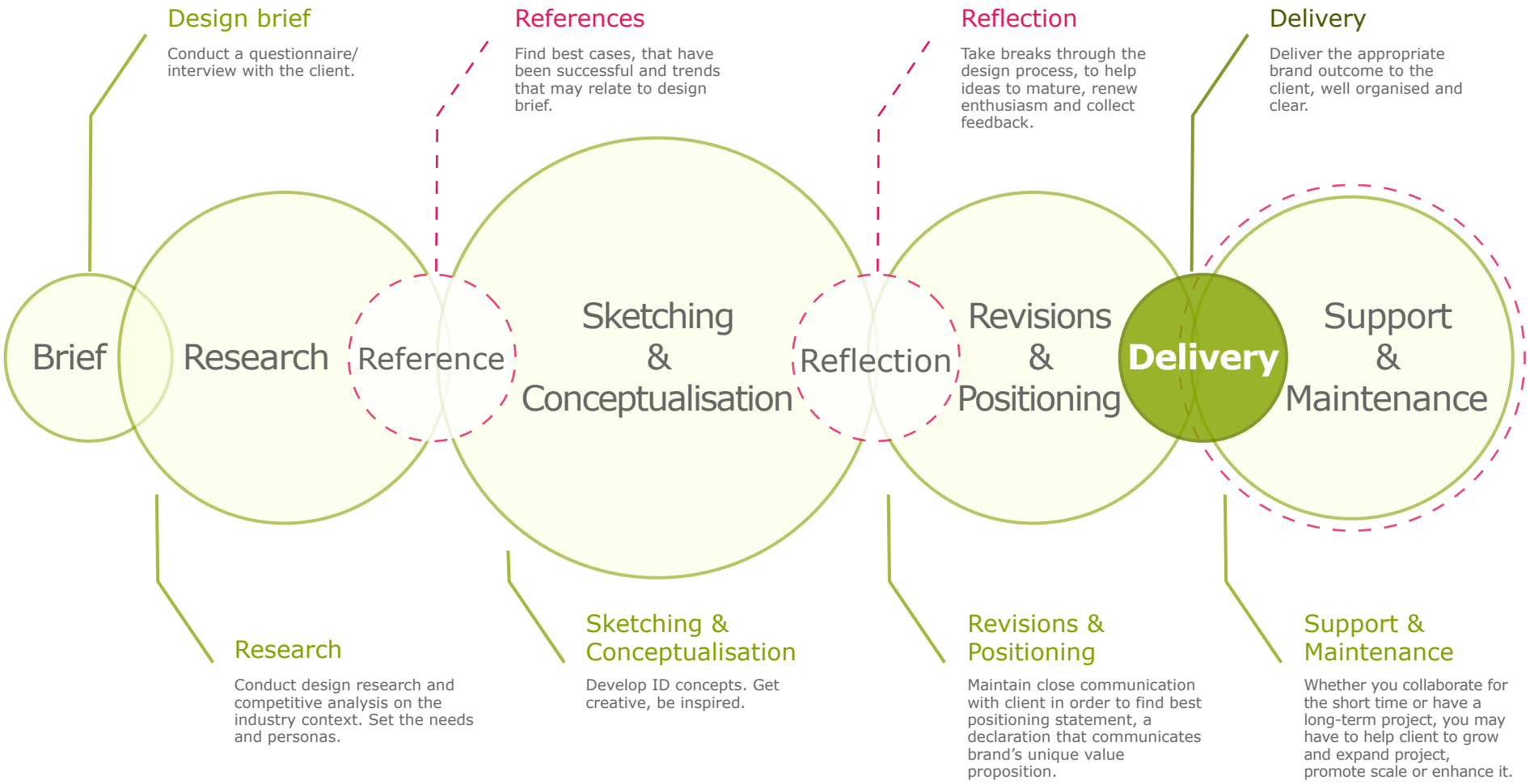
Chobanu Natasha - Sen. Interaction & Visual designer; Sagar Satam - Service Designer
THINGS, Italy

Co-funded by the Erasmus+ Programme of the European Union

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

PART 1. PRODUCT & SERVICE PERSONALITY

DESIGN PROCESS



BRAND PERSONALITY

It is something to which a person can relate



- It refers to a **set of human characteristics that are attributed** to a brand.

- It includes all **tangible and intangible** traits as beliefs, values, attitudes, interests, etc.

- Brand personality not only includes the personality features and characteristics but also **demographical features** like age, gender, class, etc.

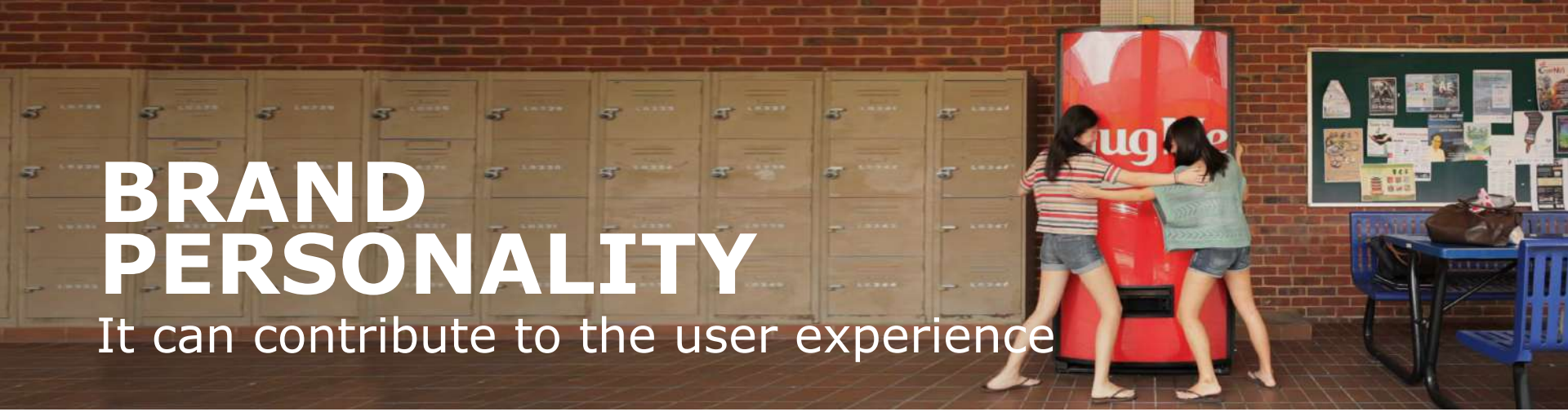
- The Personality of a Brand Product has to **stimulate and attract the target audience.**

BRAND PERSONALITY



Personality is defined by how the brand behaves

- It guides the **emotional association** with the brand.
- Companies use the brand personality to identify with their ideal consumers.
- Brand personality indicates the kind of **relationship customers have with the brand experience.**



BRAND PERSONALITY

It can contribute to the user experience

- Brand personality **helps in the development of brand equity.**
- It **represents the internal and external characteristics** of the brand.
- Can be the **differentiating element between brands**, especially where they are similar in product attributes.
- In fact it can define the brand as for the product class and context.

BRAND PERSONALITY

It is crucial for Products with an intelligence inside



- Active and Pro-active Products **show their behaviours to users**, so they should have a clear Personality in their DNA.

- **IoT Products & Services communicate ideally with other smart devices** and users at the same level.

POSITIONING ≠ PERSONALITY



BRAND'S POSITIONING

- The things that differentiate one brand from others
- A comparative concept, relative to the competition.



PRODUCT'S PERSONALITY

- The way a brand expresses and represents itself
- Has a long-term effect, it's more stable, lasts longer and rich in meaning.



DIFFERENT PERSONALITIES AROUND THE GLOBE

While global communications and other marketing levers can help ensure that a brand is positioned in a consistent way around the world, a single tone of voice is unlikely to succeed in engaging consumers across varied cultures. Marketers need to understand the cultural context in which their brand communicate.

CULTURAL FACTORS

Though every brand will face a unique situation due to a number of factors, including product category and country of origin, the following recommendations apply to all brands:



1. PERSONALITY CAN DIFFERENTIATE.

The strongest brands are those with the most well-defined personalities. These brands have differentiated themselves by the way they relate to consumers as much as by functional or other aspects.



2. SOME TRAITS ARE ALWAYS GOOD TO HAVE

Make sure your brand communicates its message clearly. One of the strongest could be **desirable** or **trustworthy**.



3. GIVE YOUR BRAND A GLOBAL PERSONALITY.

Control the way a brand expresses and represents itself in a more global perspective.



BRAND ARCHETYPES

Carl G. Jung studies stories and myths of many cultures and identifies some recurrent human themes. He calls them archetypes and makes characters of them.

In his theory everyone is able to quickly and easily recognise these archetypes because unconsciously we already know them.



THE MAGICIAN

logical
analytical
insightful

- promise to transform customers
- product or service is transformative
- may have a new-age quality
- consciousness-expanding
- user-friendly or contemporary
- spiritual connotations
- medium to high pricing



THE PATRIARCH

Mercedes-Benz

IBM

dignified
authoritative
inspirational

- high-status product or service used by powerful people to enhance their power
- make people more organized
- offer a lifetime guarantee
- empower people to maintain or enhances their grip on power
- has a regulatory or protective function
- moderate to high pricing
- differentiate from populist brands or clear leaders in the field
- market leaders offering a sense of security and stability in a chaotic world



THE ANGEL

optimistic
innocent
pure

- offer a simple solution to a problem
- associate with goodness, morality, simplicity, nostalgia or childhood
- low or moderate pricing
- companies with straightforward values
- differentiate from brands with poor reputations



THE ENCHANTRESS

CHANEL

Cadbury

mysterious
sensual
tempting

- help people belong, find friends or partners
- help people have a good time
- freewheeling, fun-loving organizational structure
- differentiate from self-important, overconfident brands
- inspire people



THE ACTRESS

glamorous
dramatic
involved

- give people a sense of belonging
- help people have a good time
- low to moderate pricing
- fun-loving companies
- differentiate from self-important, overconfident established brands



THE TROUBADOUR

joyous
free-spirited
agile

- helps people feel free, nonconformist or pioneering
- rugged and sturdy or for use in the great outdoors or in dangerous settings
- can be purchased from a catalog or on the Internet
- help people express their individuality
- can be purchased for consumption on the go
- differentiate from a successful regular guy/gal brand or conformist brand
- culture that creates new and exciting products or experiences



THE JESTER

witty
resilient
daring

- appeal to customers or employees who feel disenfranchised from society
- help retain values that are threatened by emerging ones
- pave the way for revolutionary new attitudes
- low to moderate pricing
- break with industry conventions



THE WARRIOR

confident
powerful
heroic

- inventions or innovations that will have a major impact on the world
- help people be all they can be
- solve a major social problem or encourage others to do so
- have clear opponent you want to beat
- products and services that are strong and help people do tough jobs exceptionally well
- differentiate from competitors with problems following through or keeping their promises ("brand enemy" positioning)
- customers see themselves as good, moral citizens



THE QUEEN

ING BANK

Spotify

relaxed
comforting
sociable

- promote self-expression, give customers choices and options, help foster innovation or is artistic in design
- creative fields like marketing, public relations, the arts, or technological innovation
- differentiate from “do-it-all” brands that leave little room for the imagination
- “do-it-yourself and save money” approach
- customer has the time to be creative
- organization with a creative culture



THE MOTHER EARTH

stable
genuine
nurturing

- give customers a competitive advantage
- support families (products from fast-food to minivans) or is associated with nurturing (e.g. cookies, teaching materials)
- serve the public sector, e.g. health care, education, aid programs and other caregiving fields
- solid companies with a down-home organizational culture



THE MATRIARCH

organised
systematic
controlled

- giving people a sense of belonging
- offers everyday functionality
- low to moderate pricing
- differentiate from elitist or higher-priced brands
- help people stay connected with and care about others
- help people care for themselves
- likely a non-profit or charitable cause



THE SAGE

wise
visionary
mentoring

- provide expertise or information to customers
- encourage customers to think
- based on new scientific findings or esoteric knowledge
- supported by research-based facts
- differentiate from others whose quality or performance is suspect



CREATING A BRAND PERSONALITY

Steps to make your brand resonate with people

A. Follow Archetypes
B. Choose a Name
C. Create a Tone of Voice
D. Create a Culture
E. Give your business a persona
F. Design guided by the Goal
G. Choose a Set of Identifiers
H. Create a Style Guide

A. FOLLOW ARCHETYPES

Archetypes are a powerful tool to manage brand personality and make your brand easily recognizable.



B. CHOOSE A NAME

SCLAK

smarter and safer access

The name of a product is one of the most important elements of personality. It could be based on sound, allegory, behaviours, etc. The more the name is meaningful, the more it will be memorable, engaging, and a clear connection to your product.

C. CREATE A TONE OF VOICE



The words that you use to determine your brand personality will also help to create your tone of voice. The emotions you evoke, the style and the copyrighting will create a clear image of the brand personality through the way you speak to your customers.

D. CREATE A CULTURE



The brand culture it's its what defines the Product mission, its origins and the values it stands for.

The culture reflect a lifestyle and the benefits that the Product brings. It's the element that makes you become involved in the company, not the product only.

E. GIVE YOUR BUSINESS A PERSONA



Create a archetypical person that would represent your product.
Make the persona and its personality reflect the role that the company assumes or displays in public or in the society.
This greatly helps creating a human and emphatic connection with your product.

F. DESIGN GUIDED BY THE GOAL

The development of your product design should be done very carefully. It should look and perform in a very precise way; just like you imagined it would. Or even better than how you thought it would.



1. START
with the base feeling you want to convey



2. DEFINE
5 keywords for the product



3. LOOK
for inspiration in terms of form and function



4. ALWAYS KEEP
in mind how you want the user to interact with your product



5. SKETCH
a lot even if you are really bad at it

G. CHOOSE A SET OF IDENTIFIERS

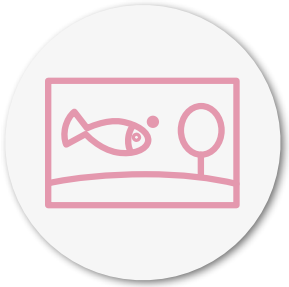
Part of identity and personality comes in the design process. Your company logo and website are the two biggest identifiers for most customers.



1. COLOR



2. TYPOGRAPHY



3. VISUAL FLOW
(images)



4. SHAPES



5. LAY OUT
(spaces)

H. CREATE A STYLE GUIDE



Create a brand style guide that details everything about your business including voice, images, color palette, typography options, copy and tone guidelines, and usage standards.
In the future it will help you and your team to solve any question about your brand image.



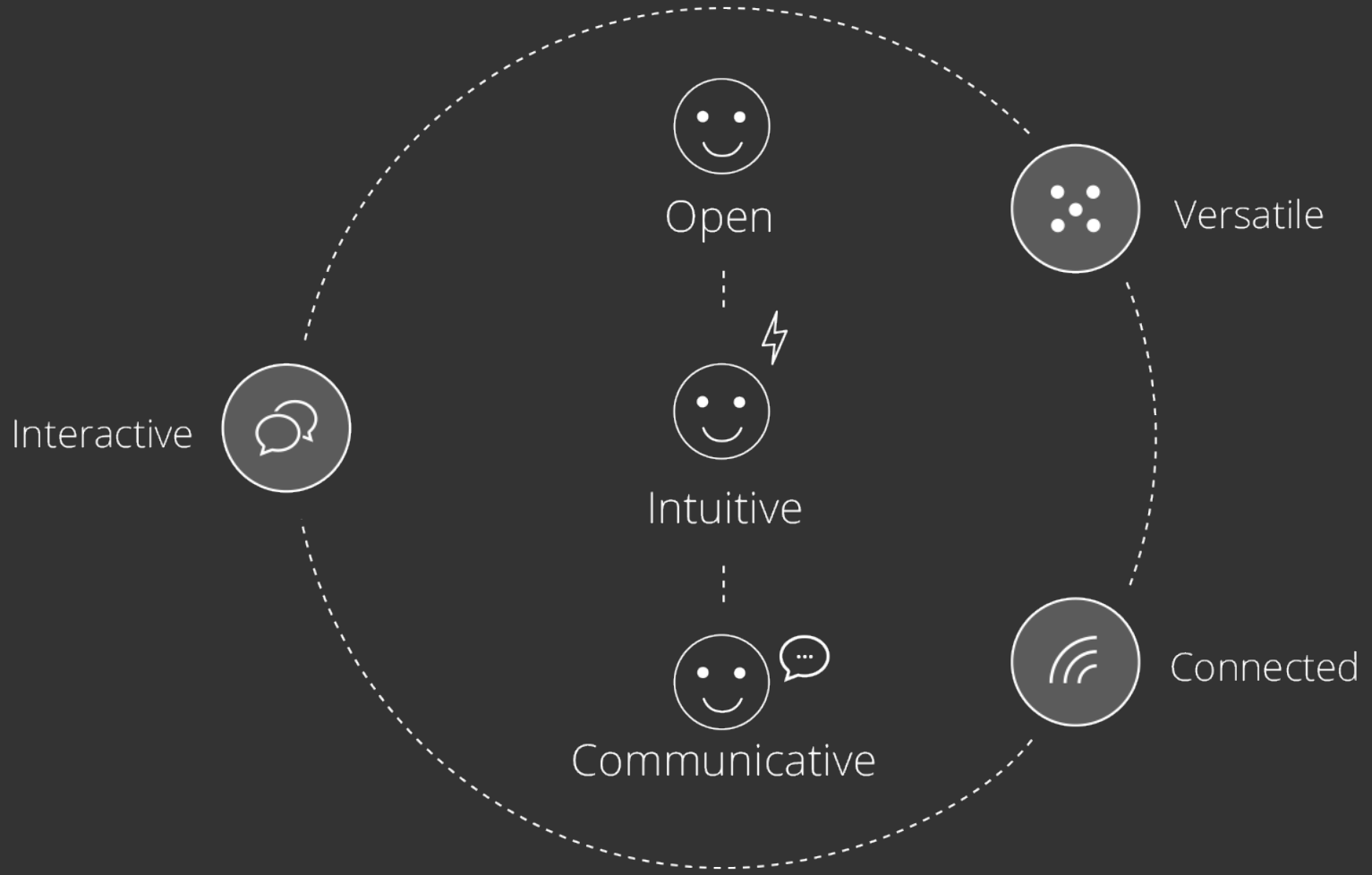
BRAND DEVELOPMENT TOOLS

MAGICART - A Smart Home Device to do shopping from home



magicart

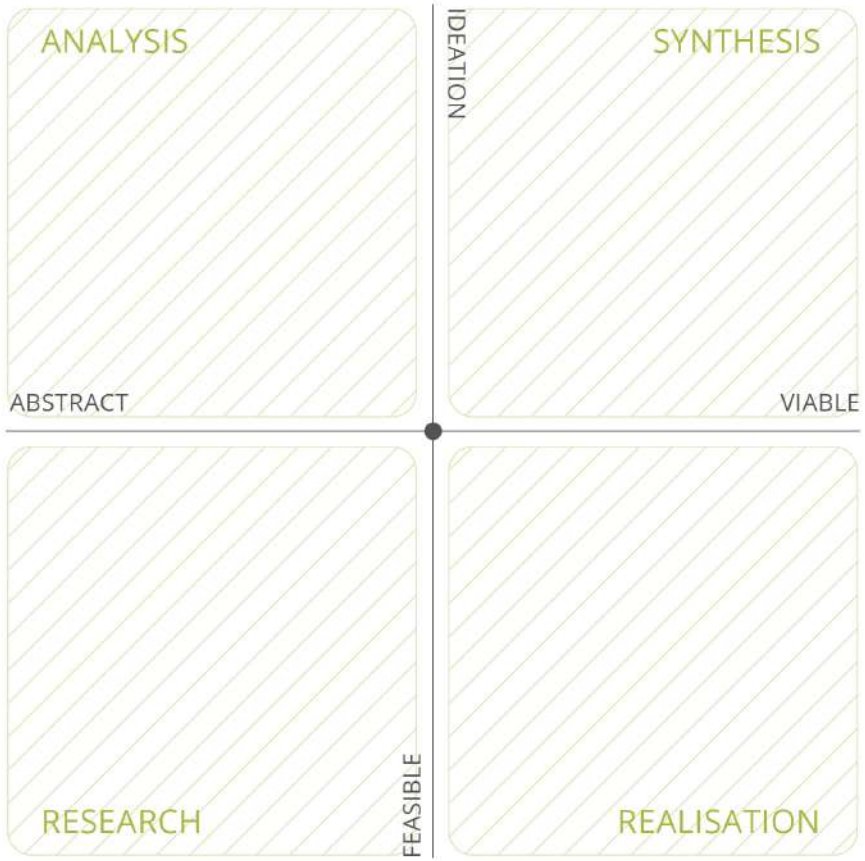
Alongside families in their houses, always ready to be used and connected to your phone, Magicart is the new way to buy what you need saving time for what matters.



1. FRAME YOU PRODUCT.

On the graph locate in which phase your product is currently placed.





2. SWOT BRAND ANALYSIS.

In the current state of your product/service, which strengths and weaknesses do you see? And which oportunities and threats?



STRENGTHS

What do you do better then anyone else?
What makes you unique?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?

WEAKNESSES

What could you improve?
What should you avoid?
What are things that users might see as weaknesses?

INTERNAL FACTORS

OPPORTUNITIES

Do people have a need?
Do people prefer something else?
Are there any changes in technology?
Are there changes on government policy?

THREATS

What changes do you face?
What are your competitors doing?
Is changing technology making things difficult?
Is there an issue with finances?

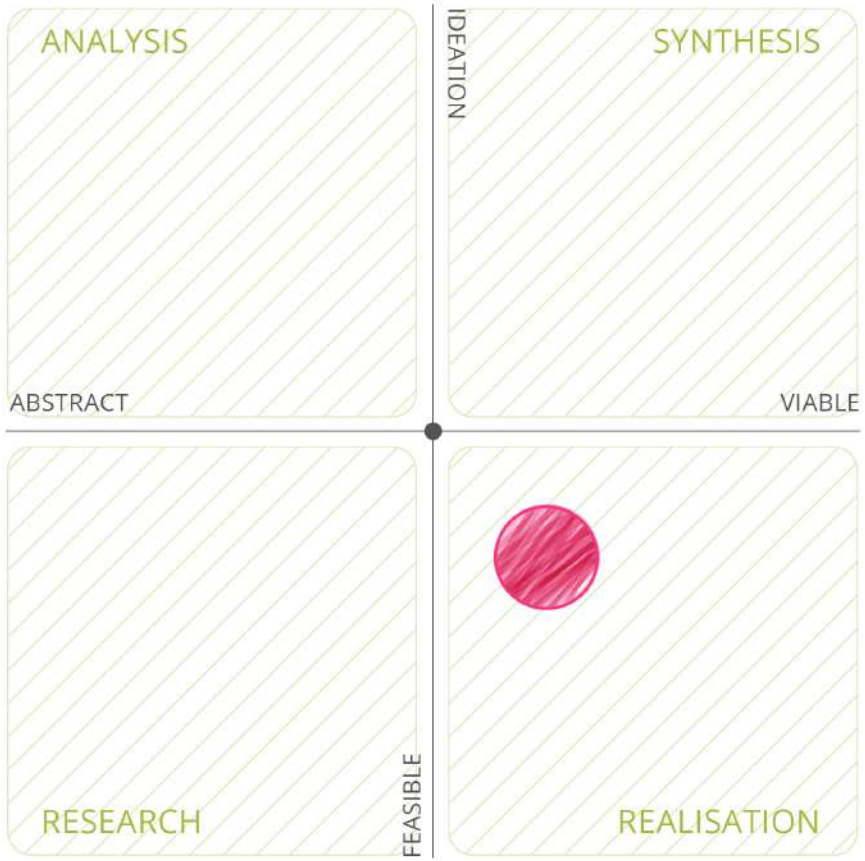
EXTERNAL FACTORS

source: http://diytoolkit.org/tools/swot-analysis-2/

1. FRAME YOU PRODUCT.

On the graph locate in which phase your product is currently placed.





2. SWOT BRAND ANALYSIS.

In the current state of your product/service, which strengths and weaknesses do you see? And which oportunities and threats?



STRENGTHS

What do you do better then anyone else?
What makes you unique?
What unique or lowest-cost resources can you draw upon that others can't?
What do people in your market see as your strengths?

Interaction
User Experience
Adaptability

WEAKNESSES

What could you improve?
What should you avoid?
What are things that users might see as weaknesses?

Interface
Esthetics
Prototyping
Research

INTERNAL FACTORS

OPPORTUNITIES

Do people have a need?
Do people prefer something else?
Are there any changes in technology?
Are there changes on government policy?

High market potential
Data Mining
Service Expansion
Product family

THREATS

What changes do you face?
What are your competitors doing?
Is changing technology making things difficult?
Is there an issue with finances?

Trend failure
Service lag
Insuffcient inventory

EXTERNAL FACTORS

source: http://diytoolkit.org/tools/swot-analysis-2/

3. HOW DOES YOUR BRAND TRANSMITS ITS VALUES?



Select the Values of your Brand from the values column and connect them to the graphic elements of your Brand Identity that communicate them.

VALUES	GRAPHIC ELEMENTS
Memorable	Logotype
Meaningful	Color Palette
Appealing	Typography
Adaptable	Brand Mood
Protective	Graphic Language
Distinctive	Graphic Techniques (Infographics, Mix technics, Artistic Drawing, Motion Graphic...)
Caring	Physical Material (sustainable material, gold, wood...)
Timeless	
Simple	
Appropriate	
Multicultural	

3. HOW DOES YOUR BRAND TRANSMITS ITS VALUES?

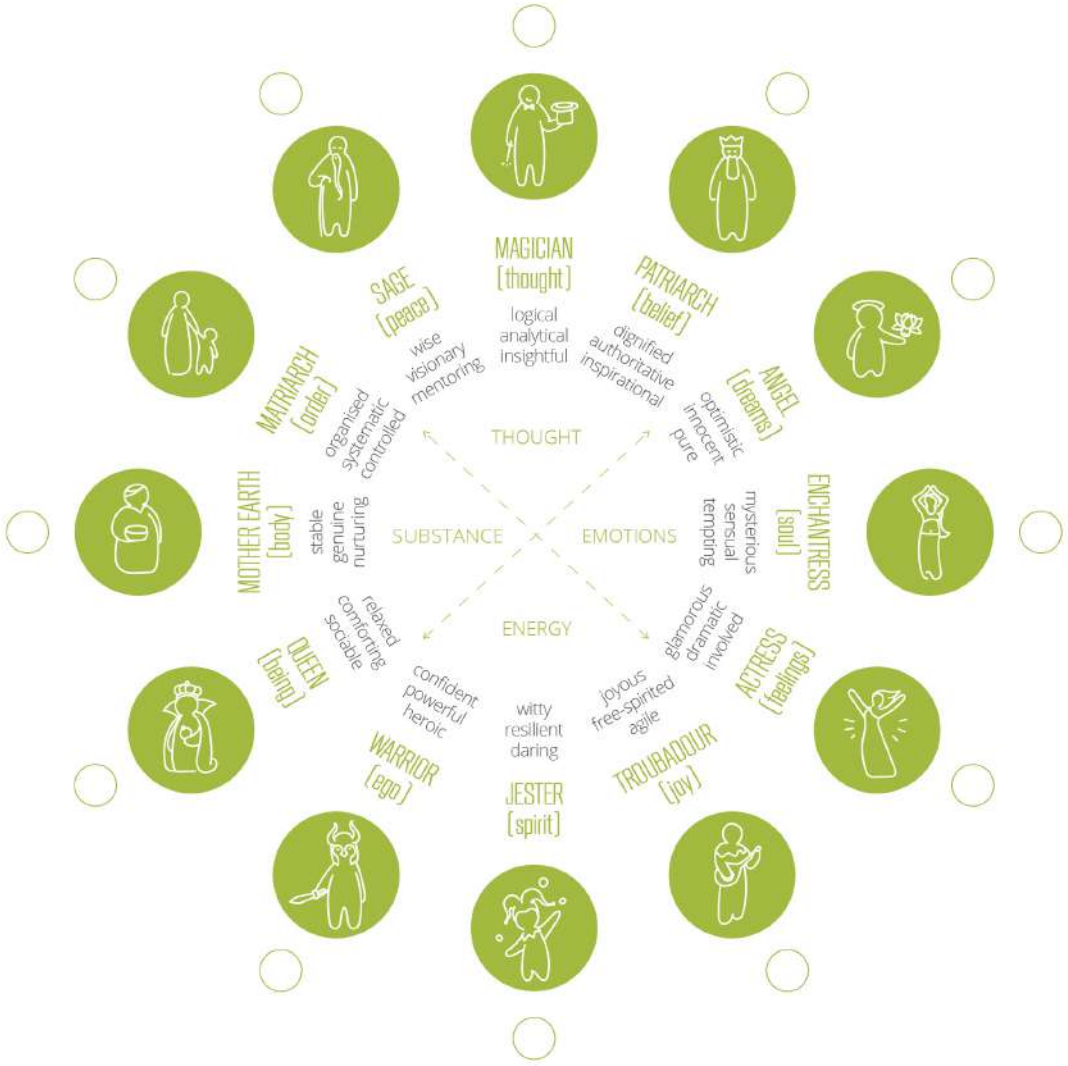
Select the Values of your Brand from the values column and connect them to the graphic elements of your Brand Identity that communicate them.



VALUES	GRAPHIC ELEMENTS
Memorable	Logotype
Meaningful	Color Palette
Appealing	Typography
Adaptable	Brand Mood
Protective	Graphic Language
Distinctive	Graphic Techniques (Infographics, Mix technics, Artistic Drawing, Motion Graphic...)
Caring	Physical Material (sustainable material, gold, wood...)
Timeless	Function
Simple	Interaction
Appropriate	
Multicultural	

4. WHICH PERSONALITY DO YOU PERCEIVE IN YOUR BRAND?

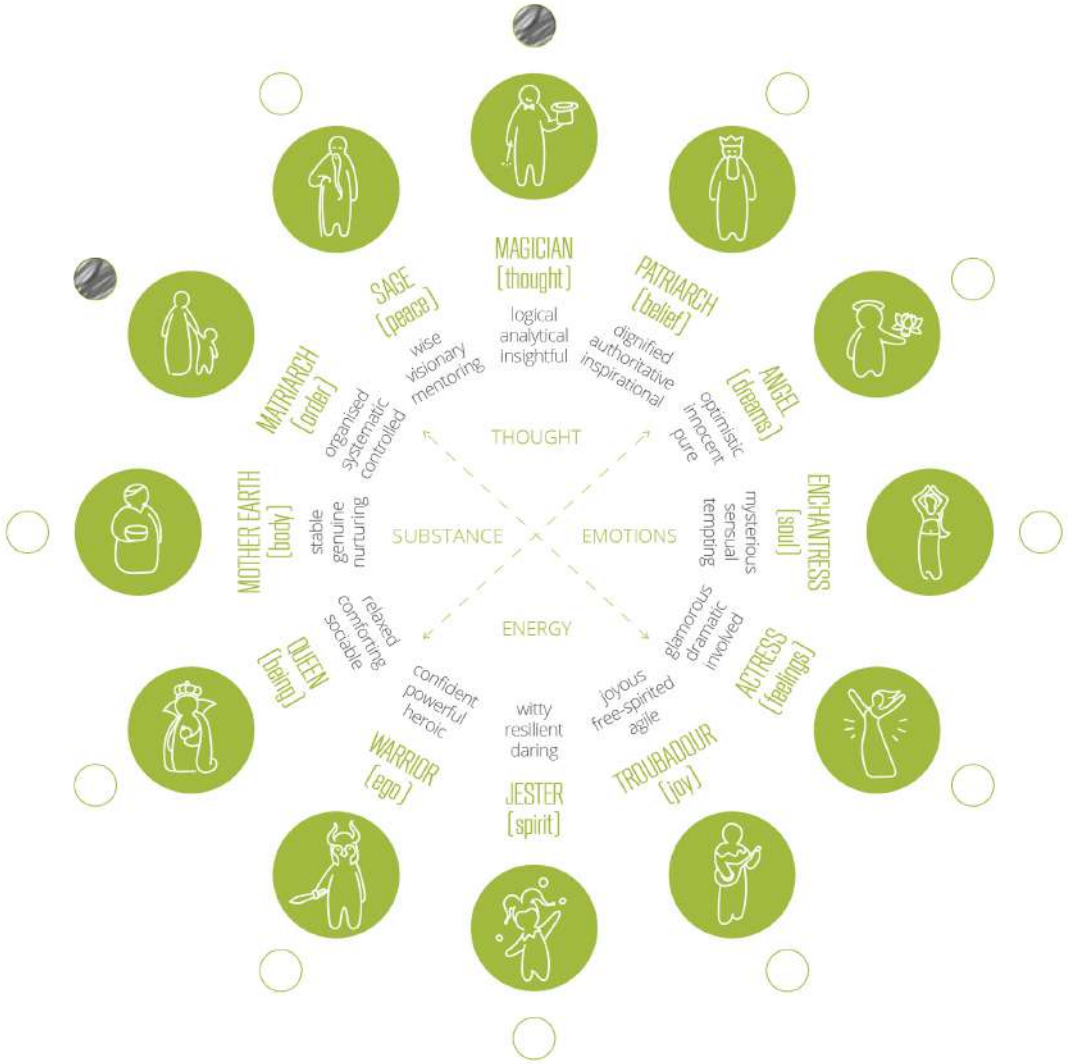
These criterias highlight the many factors that influence a brand's personality. Not only do consumers experience a brand's marketing activities in light of their own values, traditions, and circumstances, but they also perceive personality traits through the lens of their cultural conditioning.



source: http://bavconsulting.com/

4. WHICH PERSONALITY DO YOU PERCEIVE IN YOUR BRAND?

These criterias highlight the many factors that influence a brand's personality. Not only do consumers experience a brand's marketing activities in light of their own values, traditions, and circumstances, but they also perceive personality traits through the lens of their cultural conditioning.



source: http://bavconsulting.com/