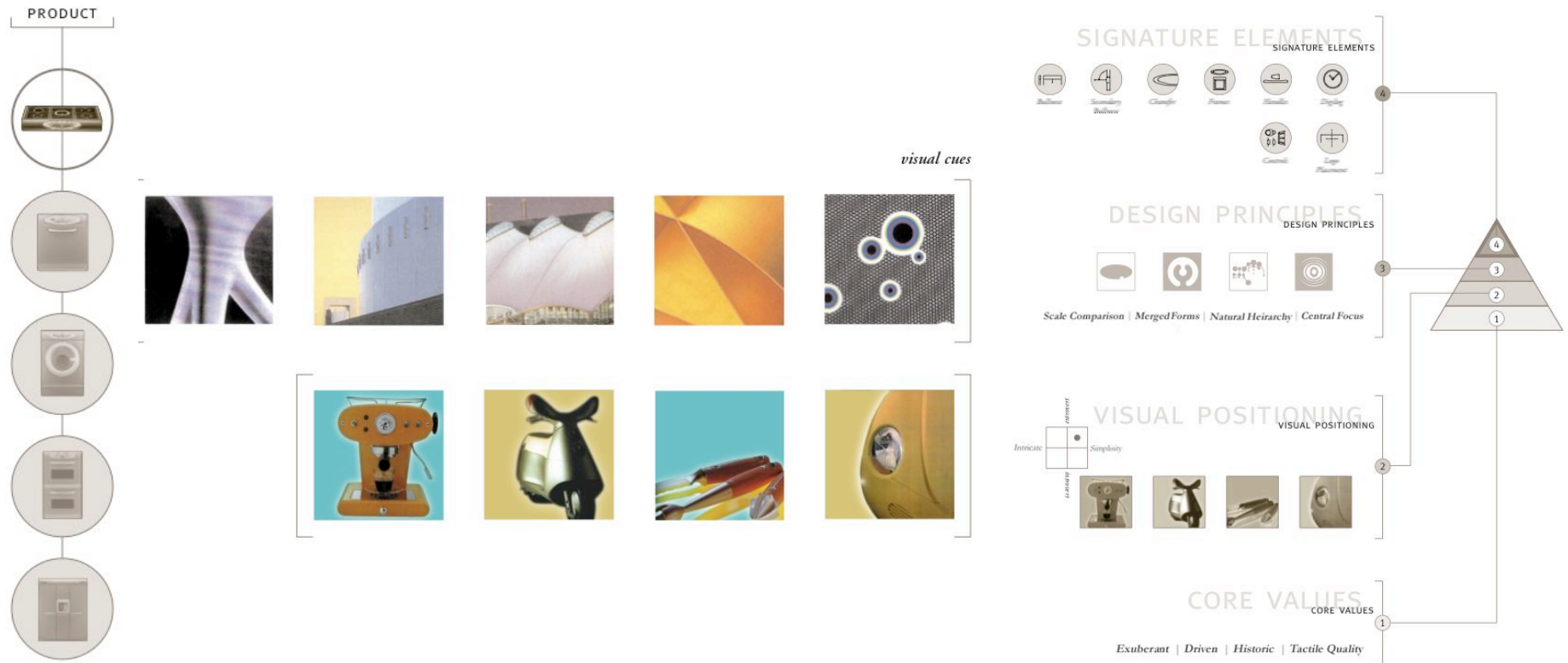


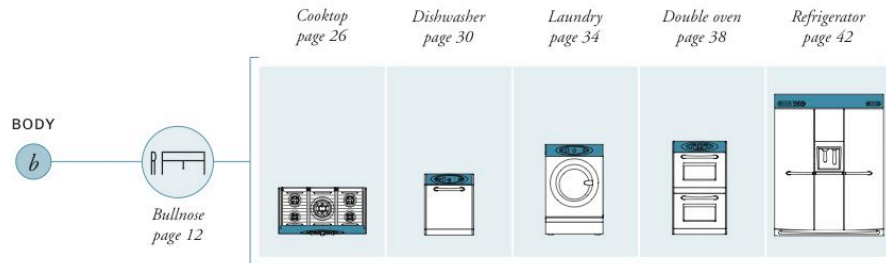
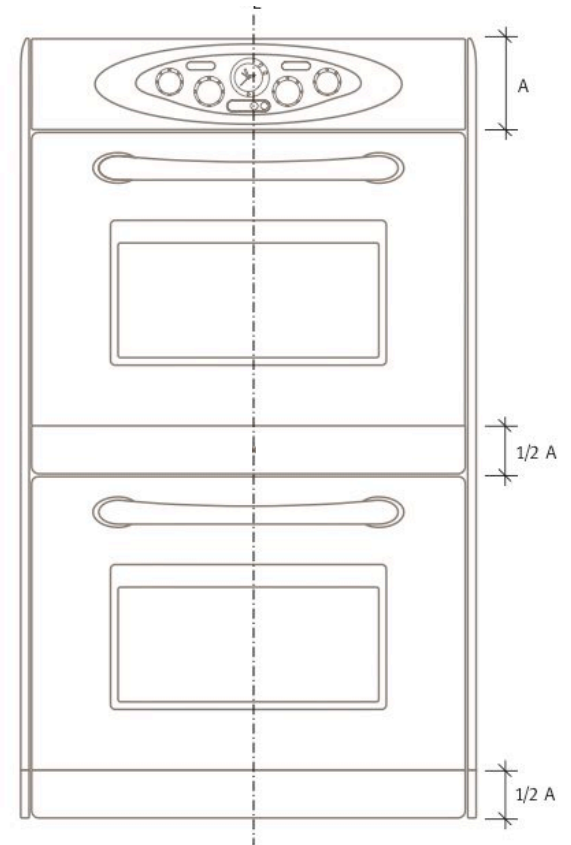
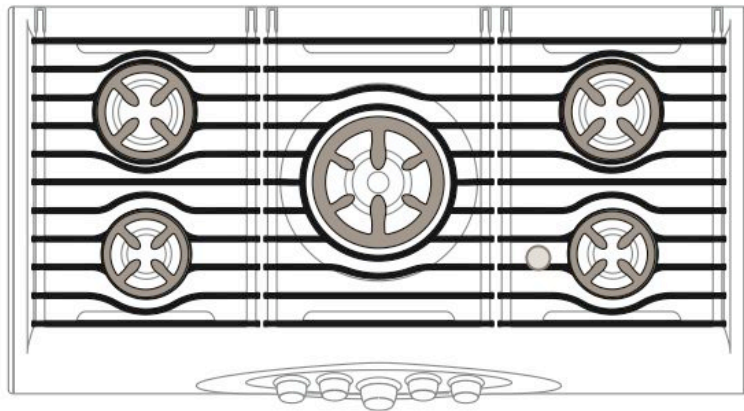
The Brief: Tell a brand story through the product experience.

Create three unique, meaningful and manageable design languages that differentiate the different brands of a global appliance manufacturer.



Contribution: Research, Develop, Interpret, Communicate

Brand core values were explored through customer image sorting techniques. Unique patterns emerged that could be translated into unique design language systems.



Outcome: Meaningful, Managed Differentiation.

This strategy is reducing design cycles, improving experience consistency, and providing unique, differentiated product experiences. Deliverables include detailed toolkits with principles, guidelines and specifications that help design teams maintain consistent stewardship of the language. The languages have also been economically scaled to countertop and hand-tool programs.