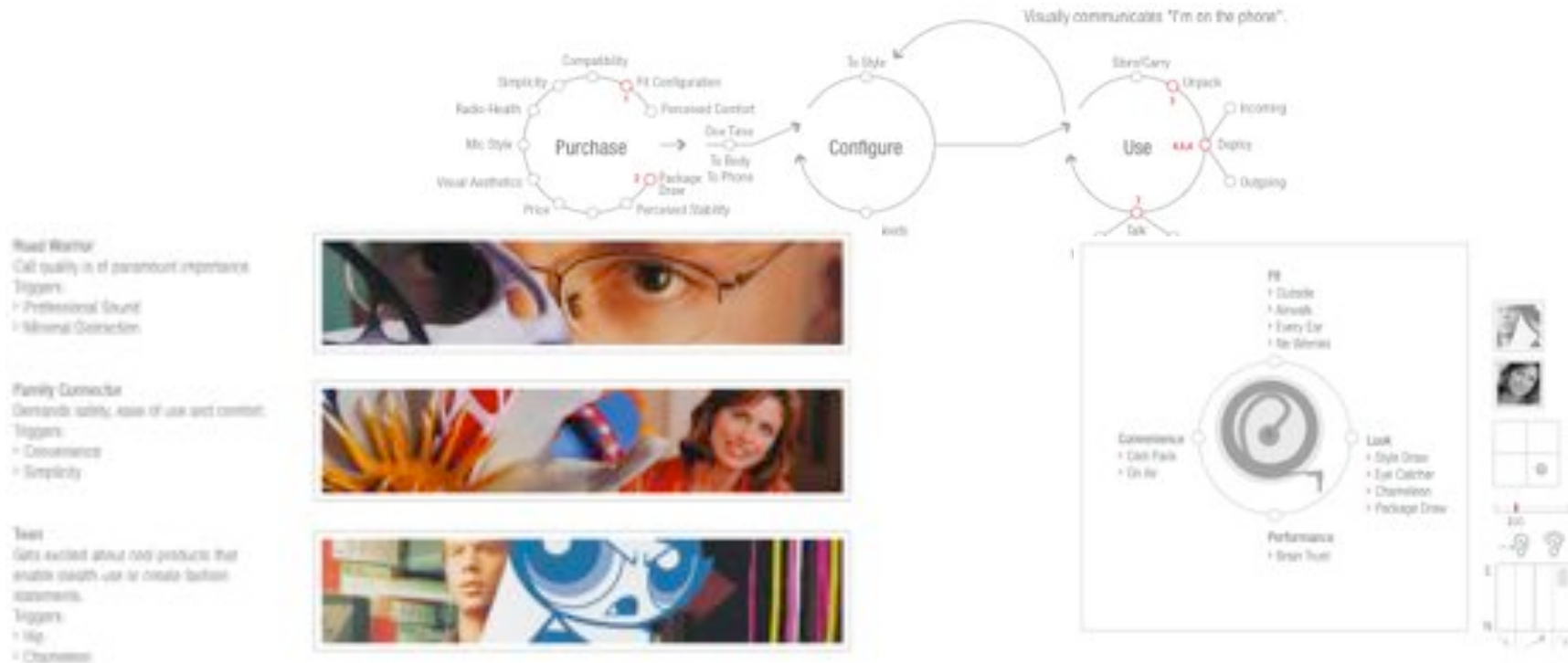




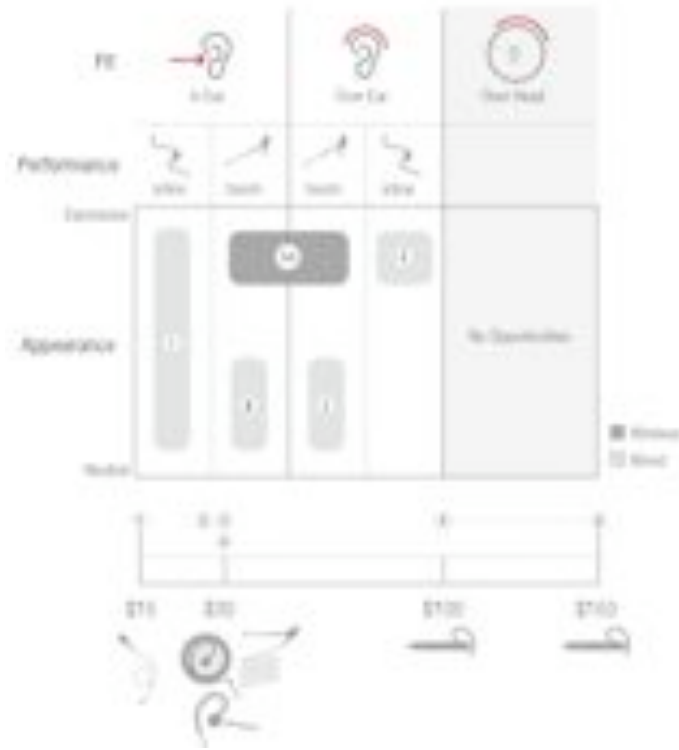
The Brief: A New Product Line in a New Category

Define a hands-free mobile product line strategy that responds to user types, use patterns, customer needs and visual positioning.



Contribution : Know the Users, Define their Needs, Create a Product Strategy.

User research, user profiles, use cases, concept exploration, product planning, visual benchmarking.



Outcome : Successful Launch and Popular Products

Several successful products, a unique package design and at least one patent.