

ASSIGNMENT: EXPLORE



BY ARIS Design

About This Book

As a new design firm entering the industry, we decided to take on a project important to us to launch us forward. This book provides as an example for future clients, with an explanation of our company, design process and style, and a display of what clients can expect as we work through projects together.

**“The core of a mans’ spirit comes
from new experiences.”**

Jon Krakauer, Into the Wild

Table of Content

Introduction	10	Deliver	12
Mission Statement	12	Distribution Strategies	12
Meet The Team	12	SWOT Analysis	12
Brand Exploration	12	PESTLE	12
Design Process	12	Reflection	12
Discover	12	Appendix	12
Brainstorming	12		
Research	12		
Timeline	12		
Systems Map	12		
Case Studies	12		
Interviews	12		
Personas	12		
Consensus	12		
Design	12		
Interventions	12		
Goals	12		
Opportunities	12		
Prototyping	12		

Introduction

Mission Statement

Brand Exploration



Meet The Team

Design Process

Introduction

Mission Statement

ARIS is an innovation -
centered design firm
which creates products,
systems, and services to
promote a globally
conscious society.

Introduction

Meet The Team



ALEX HOEBERG

Born in Düsseldorf, Germany. From an early age he collected international experiences living and studying in a variety of countries in Europe. After starting his undergrad studies in London, he transferred to New York to resume his education at the Parsons School of Design. Since living in New York he has been part of ARIS Design and used his analytical and creative problem-solving skills to promote a more globally conscious society.



RACHEL MIRA

Born in Cleveland, Ohio, Rachel moved to New York City when she was 18 to pursue her passion for strategic design and social innovation. After spending one year traveling Europe to study different cultural climates, she returned to New York to advance her education at Parsons School of Design.



SIAH SEONG

Born in Busan, South Korea, Siah moved to New York City at 24 years old to attend Parsons School of Design. She has since built and operated her own business and continues to work towards successful and sustainable business growth with Aris Design. Her previous and diverse experience around the globe initiates new questions for a better world.



ISABELLA FEIERTAG

Born in Cachoeiro de Itapemirim, Brazil, Isabella moved to Florida when she was young and grew up there. She moved to NYC to Parsons School of Design to continue her education. She has since worked with several design firms* and now works to continue to establish ARIS design as a top design firm. Her diverse background and understanding allows her to create meaningful design for all people.

Introduction | Brand Exploration

Color Palette

1st Attempt



2nd Attempt



Final Choice



We tried to choose the color palette that includes different shades of colors; however, we couldn't find a suitable color for our team's identity. We came up with our own color palette composing soft shades of primary colors: Red, Yellow and Blue. We also included one stable color, dark grey, instead of cold black color for the friendlier mood.

aris
design



ARIS
design



ARIS
design



ARIS
design



ARIS

Logo

/

Ratenimet re pellandebis minvell acerovit ut ea volupta delibusam fugitatas etusam fuga. Epeliqu odipsunt aut asperio ipsapelit, volores tiactore natur am, voloreius doluptat. Ped quod quo et ulpa con pro inciis nim dolorun tureptat volendaes dolruptat. Uptat et quiania doloris numqui totatem eatatis ut faccum volore omnis dio. Nem quas as ut plictor ectiorio offcaborit am faccae aut doluptas est, nis aruntis num quostotaspid modit ventitat iisqui ipsanisquos doluptatur?Se, nonlocaeque tem des et des furesigil tum essenar iciamen temurni ciondam alina maces rem aucioniu es consupi onerum obus, perferei con vivist patus, omnonsil henat re vis cestili caesse consult udensultu virissilius amentilla et iu curs popoente, Catures silis, sed C. Maelinum in Ita ego et? que entrudela nocat. M. Ecipio, cons comne tentrar issununitat acidiis iaet; Catin norudam actam aucomaion intestemei prissit; C. Quam acciverei silis obsendi si et virmisSideessa nos commorister auret vituro ut parbis? Ignonina, C. Iven ium acipter imiliistrum dertem

Introduction | Design Process

Competitors' Design Process



1. IDEO

Thinking like a designer can transform the way organizations develop products, services, processes, and strategy. This approach, which IDEO calls design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. It also allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

Phase 1: Observation – The first phase is all about observing the end-user, learning, and being open to creative possibilities. Your goal is to understand the people you're designing for. Identify patterns of behavior, pain points, and places where users have a difficult time doing something—these all lend to tremendous opportunity. If you can, put yourself in their situation so you can see what their experience is, and feel what they feel.

Phase 2: Ideation – In this phase you start brainstorming ideas with your team based on what you learned from your observations and experiences in Phase 1. Your goal is to come up with as many ideas as you can. As you're coming up with ideas, stay focused on the needs and desires of the people you're designing for. If you do this, your group's ideas will eventually evolve into the right solution.

Phase 3: Rapid Prototyping – In this phase you're going to quickly build a simple prototype of your idea. This makes it tangible and gives you something to test with the end-user. Don't try to build a fancy high-fidelity prototype right now. IDEO is notorious for creating simple prototypes made out of cardboard. Ask yourself this: What can I spend the minimum amount of time building that will allow me to get user feedback as quickly as possible? The purpose of this phase isn't to create the perfect solution, it's to make sure your solution is on target.

Phase 4: User Feedback – Get your simple prototype into the hands of the people you're designing for. This is the most critical phase of the human-centered design process. Without input from your end-user you won't know if your solution is on target or not, and you won't know how to evolve your design.

Phase 5: Iteration – Once you get feedback from your users, use that information to fuel the changes to your design. Keep iterating, testing, and integrating user feedback until you've fine tuned your solution. This may take a few rounds, but don't get discouraged. With each iteration you'll learn something new. Once you've gotten your solution to a point where it's ready to be used, it's time to move on to the next and final phase.

Phase 6: Implementation – Now that you've validated the usefulness of your solution with the end-user and gotten your design just right, it's time to get your idea out into the world. If you're designing software products, apps, or websites, go back to Phase 1 and repeat this process. With each new update that you implement, continue to observe your users, design for them, and use their feedback to direct your future solutions.

2. DesignWorks

Regardless of your industry or market niche, Designworks believes the first meaningful step that a prospective customer takes is to visit an organization's website. For that reason, we have perfected a flagship web design process that will help build a foundational hub for all other aspects of the marketing mix.

Phase 1: Design Phase -

Using a variety of evaluation methods that include questionnaires, stakeholder one-on-ones, and workshops, our goal is to pinpoint your targeted personas and their respective needs through the customer journey

We uncover the unique aspects of your brand to bring that out as we define the customer journey and the subsequent high-level messaging

We define the information architecture and design the layout, structure, and style to be the foundation for the project

We provide schematics as well as branded design comps for the most critical pages of the site

All of the aforementioned steps are outlined within a project specification document in both business and technical terms, and that document then becomes the statement of work for the development phase of the website project

Phase 2: Development Phase -

Using the specification document developed in the Design Phase, our skilled content strategists and front and back-end developers bring your website to life

NEW &
NOTABLE



DESIGNWORKS@DMI
Design &
Innovation
Management



RED DOT
Red Dot Awards
2018



AIX 2018
Discovering the
Future of Aviation



JOHN DEERE
Fixsterm Backhoe



BMW CES 2017
Future Premium User Experiences



YUNEEC
Eye In The Sky



iF AWARDS 2018



SPOKE
Konica Minolta



IONITY
e-charging



S2 STAGGER SEAT
Widest Economy Seat

3. FROG

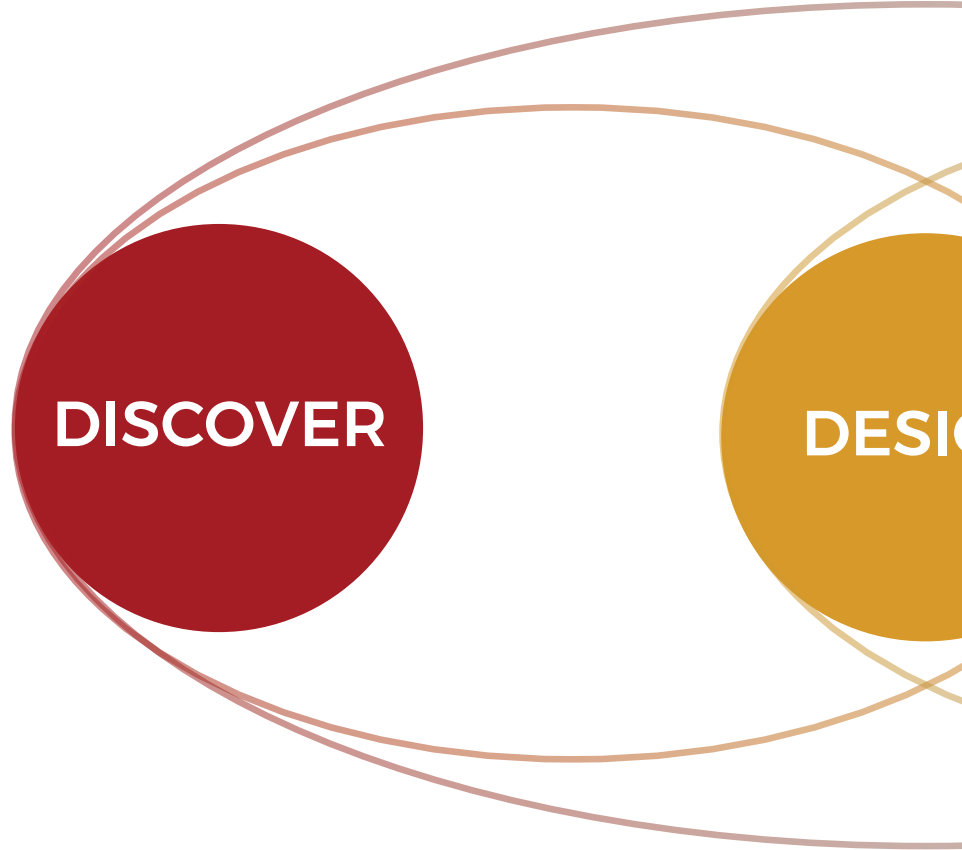


Frog Design's 3 D's Discover, Design Deliver has been replaced with Explore, Converge, Support, indicating a focus on more than just finite projects or products but an ongoing relationship with their clients well after delivery date.

Phase 1: Discover – Analysis Becomes Insight – Through intensive design research and strategic analysis, Frog gains insight into customers, competitors, client brand, and key opportunities. Discover inspires and guides Design and Deliver.

Phase 2: Design – Here is where we produce a range of design approaches and concepts to more fully address the client’s challenge. The concepts are reviewed, tested, refined, and crafted into a focused design direction.

Phase 3: Deliver – In this phase we specify, document, and deliver project details to the client for implementation, or we get involved directly in the production process-- both guarantee the accurate translation of ideas into reality.



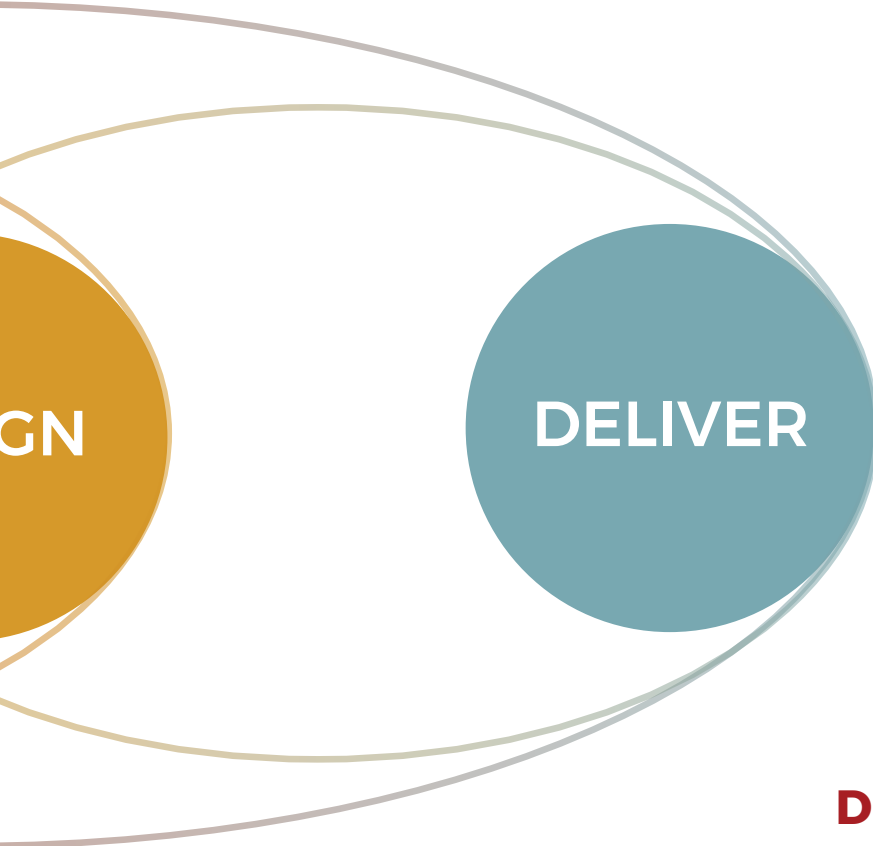
Introduction

Design Process

Ratenimet re pellandebis minvell acerovit ut ea volupta delibusam fugitatas etusam fuga. Epeliqu odipsunt aut asperio ipsapelit, volores tiatectore natur am, voloreius doluptat.

Ped quod quo et ulpa con pro inciis nim dolorun tureptat volendaes dolruptat.

Uptat et quiania doloris numqui totatem eatatis ut faccum volore omnis dio. Nem quas as ut plictor ectiorio officaborit am faccae aut doluptas est, nis aruntis num quostotaspid modit venitat iisqui ipsanisquos doluptatur?



DISCOVER

- Identify the issue
- Research: statistics, personas, existing solutions

DESIGN

- Prototyping
- Creating

DELIVER

- Solutions
- Implementation

DISCOVER

Brainstorming

Research

Timeline

Systems Map



Consensus

Personas

Interviews

Case Studies

Discover | Brainstromging
Global Issues

Description

Description

Description

Description

Description

Description

Description

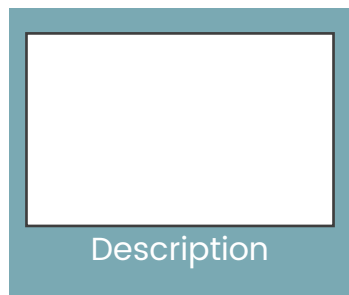
Description

Description

Description

Description

Description



Discover | Brainstromging

Top 3 Topic Choices



THE REFUGEE CRISIS

The number of displaced people in the world hit a record high in 2017. As of now, **one in every 113 people on the planet is a refugee**. Around the world, someone is displaced every three seconds, forced to leave their homes by violence, war and persecution.

By the end of 2016, the number of displaced people had risen to **65.6 million** - which is nearly the population of France.

CONSUMER ONLINE PRIVACY

The amount of money and resources spent by tech giants on online marketing, targeting and advertising have reached formerly unknown heights. **The market for buying and selling consumer data reached \$49 billion in 2018 and is supposed to double by 2026.** After recent events involving the biggest tech companies in the world the public seems shocked on the lack of privacy and ownership of their data on search engines and social media.



GLOBALIZED EDUCATION

The United States Government spends up to **\$590 billion on defense** and military, in comparison to only **\$70 billion spent on education** each year.

While our team has a very diverse background, we all sought higher education in the United States. This is why our team decided to research the broad field of education in the U.S. to identify leverage points to make it easier for others.

GLOBALIZED EDUCATION

After much consideration, the team decided to further explore the topic of education in the United States. We felt that our diverse educational backgrounds would aid us in identifying viable leverage points and furthermore provide valuable insights on addressing them.

Our team has educational experiences on three continents, in a variety of different educational institutes and systems. All our differences have ultimately led us on the same path of higher education and hence we decided to choose the U.S. educational landscape as our target topic.

