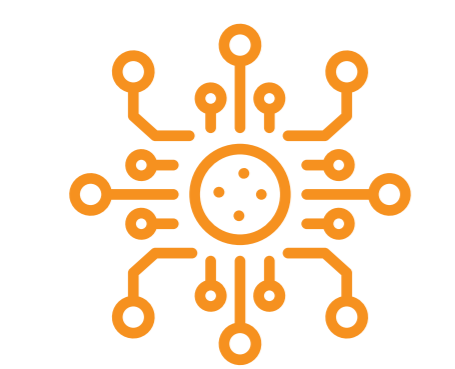


THINK THE BRAND OUT LOUD

UNDERSTANDING IF DESIGN CONCEPTS FIT THE BRAND



Digitalization



Commoditized products



Creating difference with the brand



Unique brand experiences



Challenge for designers



Conceptualization is an important part of the design process that can take weeks or months. Designers meticulously design concepts to come up with unique brand experiences. In the end of conceptualization, there is a phase of concept judging where designers choose the concept that fits best to the brand. However, it is not an easy task to perform. After all, which concept to choose decides on the fate of the final design.

Think the brand out loud is a tool developed for the concept judging phase to help (in)experienced designers* with their decision-making.

*all stakeholders involved in the process



The tool consists of two boards, card set and the manual. Core of the tool is the card set which consist of a set of personality traits, brand values and brand emotions.

First board is the brand definition board where designers build the brand visually and verbally by using the card set. Communication of the brand gets stronger within the use of both card types. The center comb shape carries the most important aspect for the brand, and the importance of the cards decreases from the center to sides.



When completing the first board, the team continues with the concept selection board where they judge concepts both with intuition and rationality. Combination of both intuitive and rational approaches leads to a more effective decision-making. Moreover, since every decision is made by the team, there are a lot of discussions while using the tool. Thereby, designers agree on the same page.

As a final step, designers intuitively give grades for each concept based on how much the concept reflects the aspect on each card. That helps seeing the weak and strong sides of each concept. Then, they calculate the results to find the winner concept.