



native



Who Are Native?

Native is a multi-disciplinary design consultancy established in 1997 with offices in London and San Fransisco. Native have made products for a wide range of established brands working across various sectors of design.



The HP Spectre 13, worlds thinnest laptop



Design DNA for Coloplast



The Zipline Speaker System



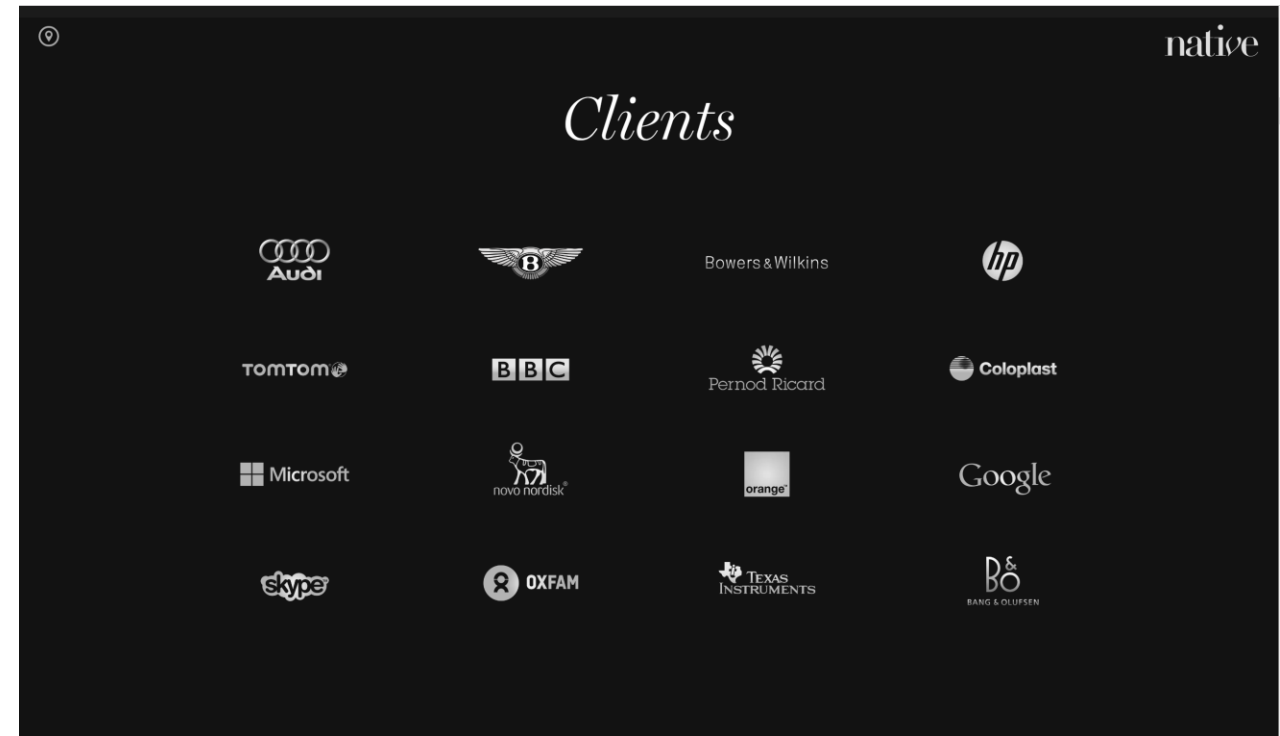
BBC Website Redesign



The 800 Diamond Speaker System



Drinks System for Pernod Ricard





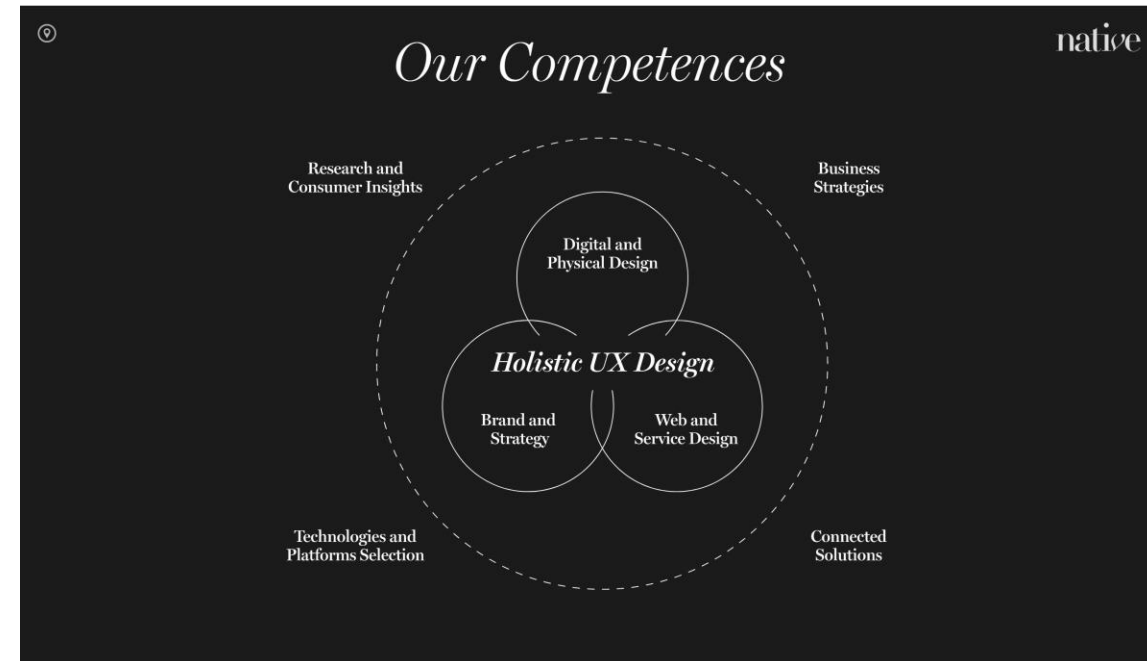
What do they Offer? How are they different from their competitors?

-Native focus on design from a user-experience centred perspective and, as such, practice design in a broad array of fields.

-Shown here is their primary model of the design process which Native uses to achieve a holistic design solution, the base of which is research, business and technology lead with the outcome being a multi-faceted product comprising of Digital, Physical, Web, Service and Brand / Strategy design where appropriate.

-Native work with a wide range of clients including Oxfam, the BBC, Bentley and HP.

-This connected process allows Native to engineer genuinely innovative and successful solutions for real-world problems.



Native Design Process Model

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The Pernod Ricard Drinks System

One of the products shown to us during the visit was a drinks system for Pernod Ricard where bottles are replaced with cardboard containers which are linked to an app and online system.

The app provides recipes and recommendations, can be used to monitor drink levels and order more when levels are low as well as control how much drink is dispensed to quickly mix drinks to appropriate amounts.



The Pernod Ricard Drinks System

Coloplast Design DNA

Another project shown to us was the design DNA created for Coloplast, a company who make products for intimate healthcare need.

This involved redesigning a their range of products to be more user-friendly, intuitive and dignified as well as the creation of a colour theme which would serve as a brand for the company and a design language.

Most of their products have desecrate colouring with blue components indicating where the user interacts with it.



A range of re-designed Coloplast Products