Goodpatch

Prove the power of design ❤️

Introduction to Goodpatch

→ Automotive / Mobility

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About Goodpatch

Goodpatch is an international design company, driven by the mission to prove the power of design. We collaborate with a network of global corporate partners to solve complex problems with a human-centered approach.

Creating lovable products is at the core of our DNA. Our offering includes user research, strategy, UX/UI design and the development of apps and immersive AR/VR experiences. All of this is embedded in a powerful ecosystem that we shape with our partners through organizational design, namely in the creation of in-house design teams and ventures.

Founded: **2011**   Team size: 170
Sales FY2020: 17.3m Euro

Clients and partners

DAIMLER

audi

RENAULT

NISSAN

here

TOYOTA

NTT Data

tieto EVRY

emmy SIMPLY SHARE.

Goodpatch Europe

Tokyo, Japan

Berlin, Germany

Munich, Germany

Goodpatch

Bringing real digital product experience on the road – The connected car as the new smartphone

Strategy & Digital Transformation (DX)

→ Venture design

→ Inspiring leadership

→ Global translation

→ Strategic foresight

→ In-house design teams

Digital Product Design

→ User Interface Design (UI)

→ User Experience Design (UX)

→ Design systems

→ Information architecture

→ Rapid prototyping
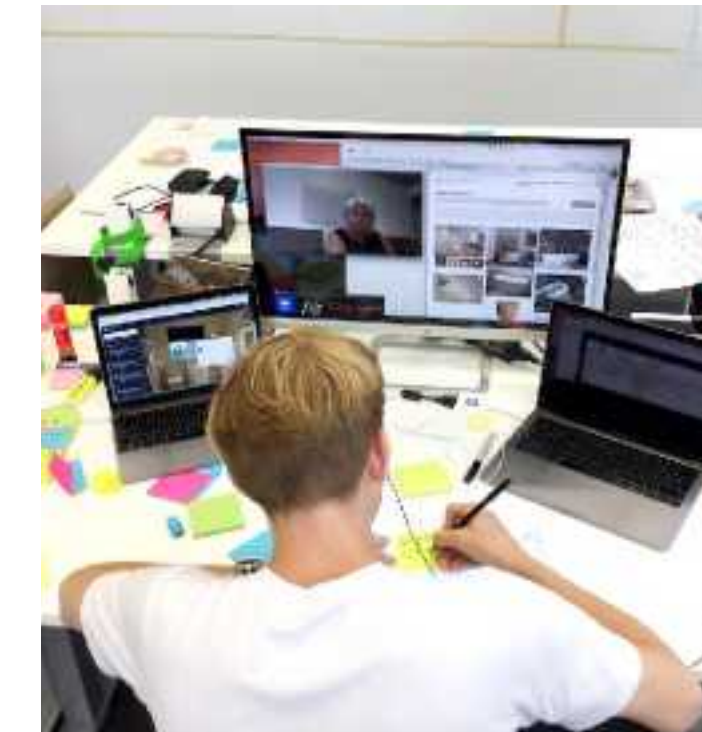
→ Motion/interaction Design

→ High fidelity prototyping

App / HMI Development

→ Android & iOS development

→ Connected apps

→ Android Automotive OS

→ Apple CarPlay

→ INCARI Studio

→ Kanzi UI

→ Progressive web apps

VR / AR / XR Development

→ 3D modeling

→ Unity development

→ C# / C++

→ Shaders / Textures

→ Renderings

→ UX for VR

→ Eye & hand tracking

→ Gesture & voice recognition

User Research & Testing

→ Qualitative research

→ Immersive user testing

→ Field research

→ Eye tracking
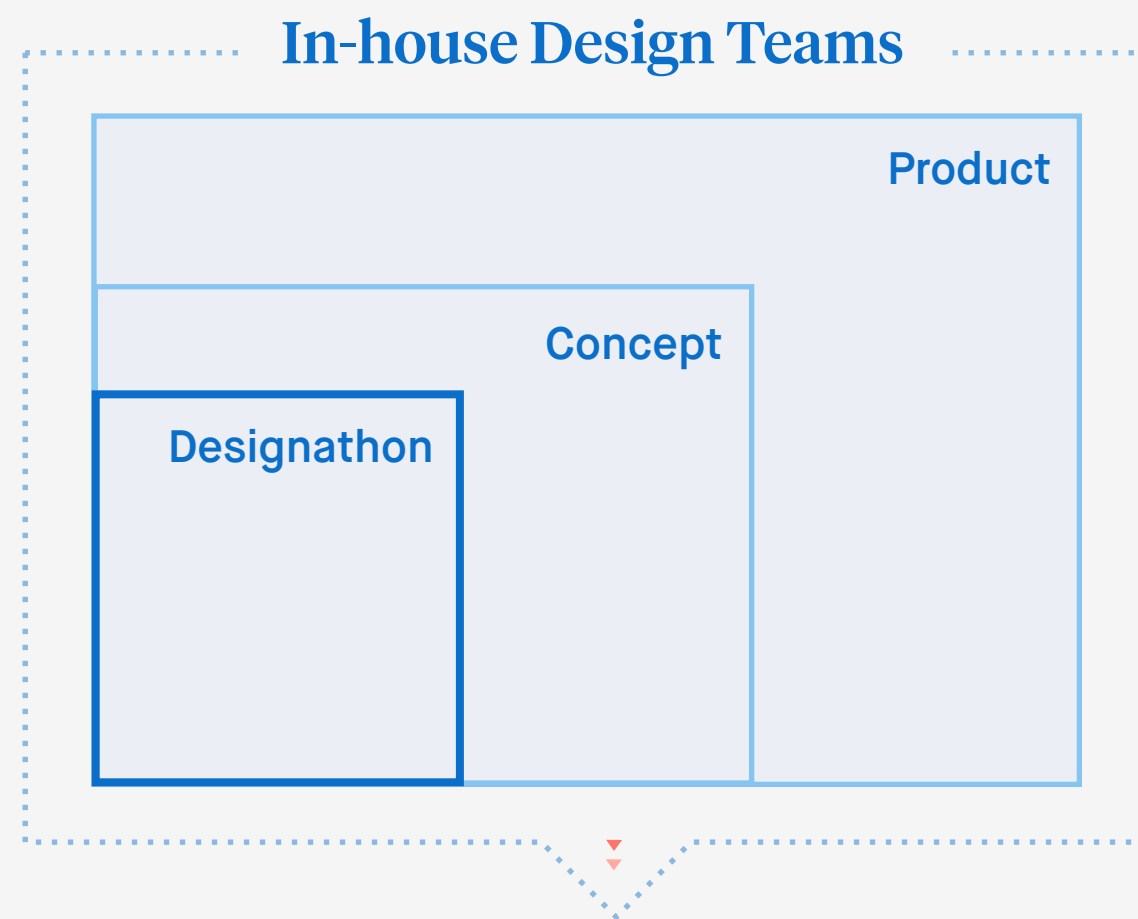
→ User testing lab

→ Ethnography

Brand Experience (BX)

→ Digital branding

→ CI/CD

→ Brand strategy & architecture

→ Positioning

Goodpatch

The Goodpatch Bento Box

Over the past 8 years Goodpatch has designed and built over 80 products. We merged our learnings into one standardized and modular service offering.

In-house Design Teams

Product

Concept

Designathon

Minimum Lovable Product

The MLP is an initial product that a small amount of users really love. Through constant user feedback and further iterations the product will grow and be improved over time.
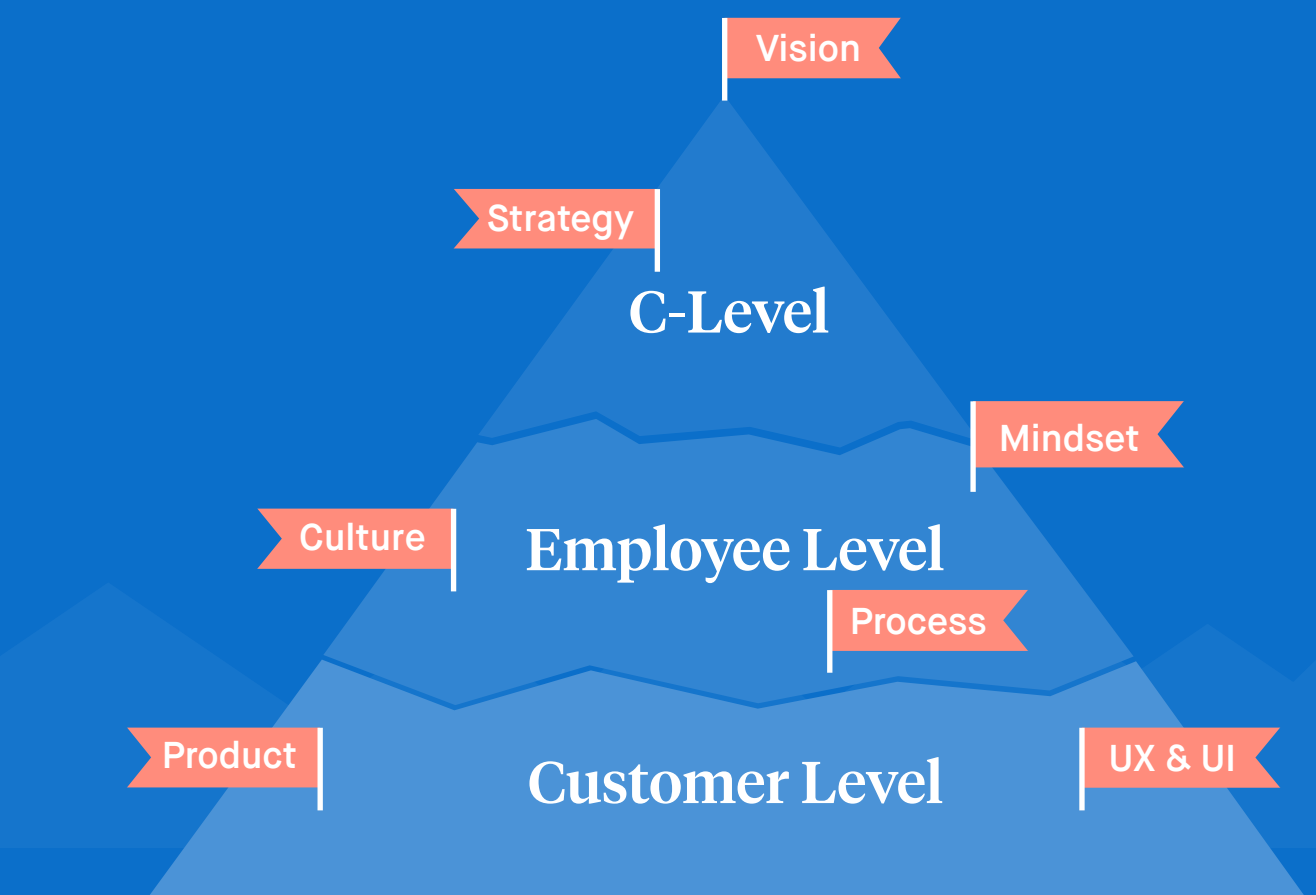
Ecosystem Approach

Next to supporting our client's with building great products, Goodpatch aims at embedding design culture within the client's organization. With the right process, space, tools, and teams in place, we identify the right problems and generate powerful and effective solutions together.

Process

Management

Product

Tools

Team

Space
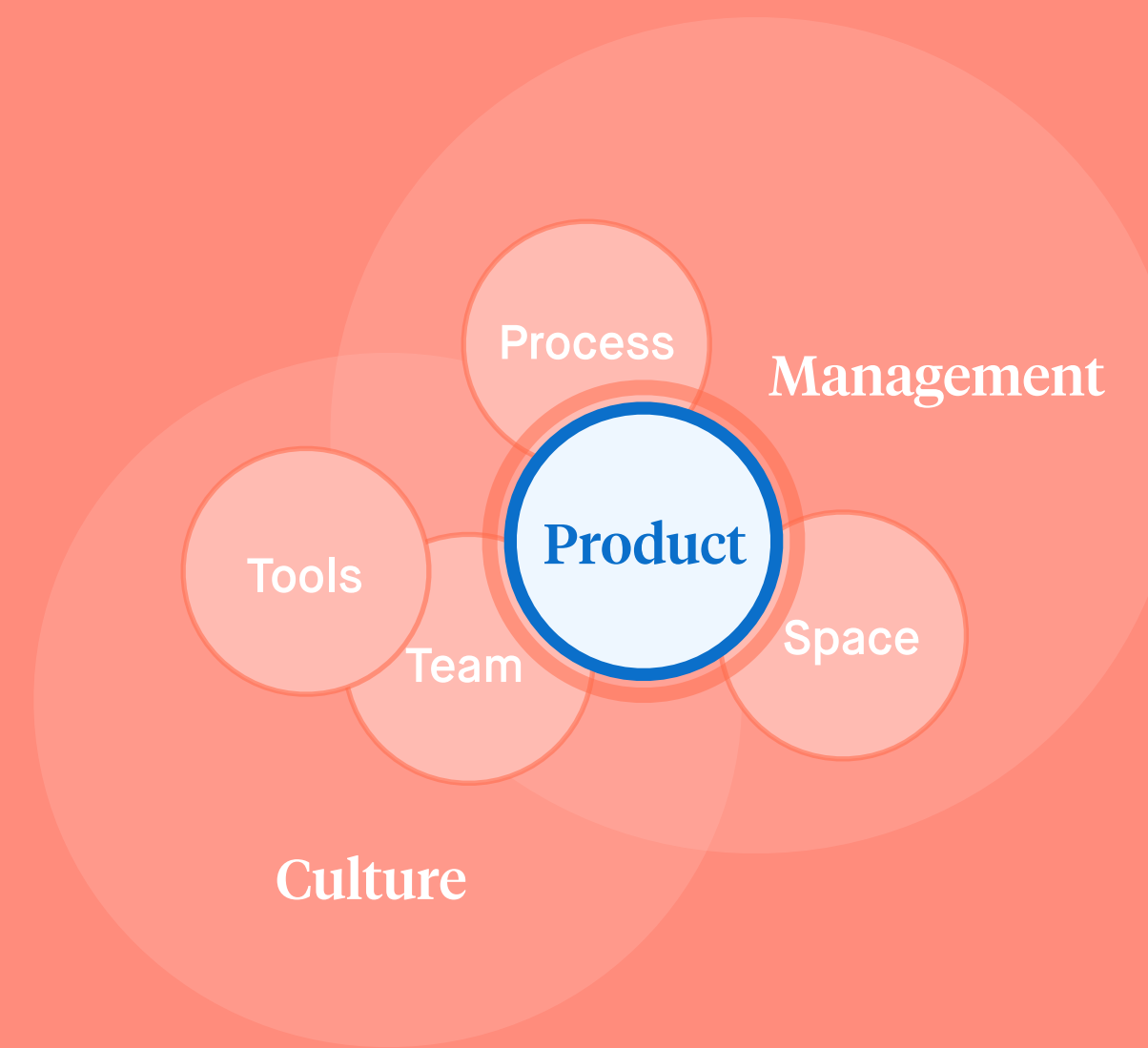
Culture

Champions of Design Culture

Goodpatch will work with your organization on various levels. Foremost we are partner and advisor to C-Level Management. Here we also coach employees and leadership in terms of design mindset and skill. Finally we directly build solutions for our actual customers, who we design our products and services for.

4

Vision

Strategy

C-Level

Mindset

Culture

Employee Level

Process

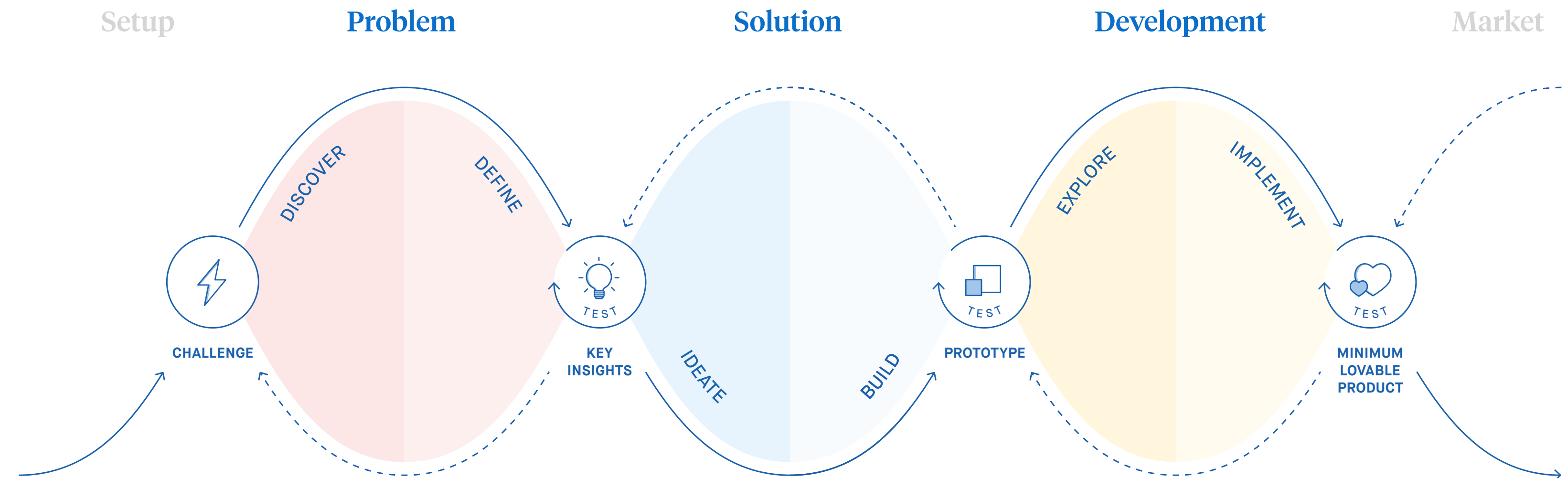Product

Customer Level

UX & UI

Goodpatch

Human-centered design at the heart of our DNA

The Goodpatch DNA is the commonly shared understanding of a good design process.
It consists of a design track and a feedback track.
It is possible to iterate endlessly if needed, as one can always go back and try again.

Both tracks go through diverging and converging phases. The concrete axis runs through the middle from left to right. The more away from this axis, the more abstract the design process becomes. Going broad and create opportunities to then narrow them down by taking decisions is at the heart of the process.

There are three main design spaces in the process: Problem, Solution and Development. They are complemented with two additional spaces of Setup and Market.

There are four concrete milestones that mark the beginning and end of the phases. Depending on the iterations, they can be reached multiple times. The challenge is the initial spark, key insights are the result of user research, a prototype concludes the ideation phase and in the end we are able to launch a minimum lovable product into market. Every milestone must be validated through further testing.

Goodpatch Europe

Setup · Problem · Solution · Development · Market

DISCOVER · DEFINE · EXPLORE · IMPLEMENT
IDEATE · BUILD
CHALLENGE · KEY INSIGHTS · PROTOTYPE · MINIMUM LOVABLE PRODUCT
TEST

Goodpatch

# Bringing Germany's electric scooter sharing to the next level.

User Research, UX Design, UI Design, QA

The sharing economy is ever-growing, and it is exciting to be at the forefront of this movement and live in the city where ideas can thrive and turn into products within a matter of months. One of these products is emmy – an electric scooter sharing service.

Amidst their takeover of the German market, emmy approached us after a Product Crunch event, our monthly event series for the Product Design Community. Their product was going very well, and after deciding to invest in design, they were ready to go the extra mile - literally.

→ online case
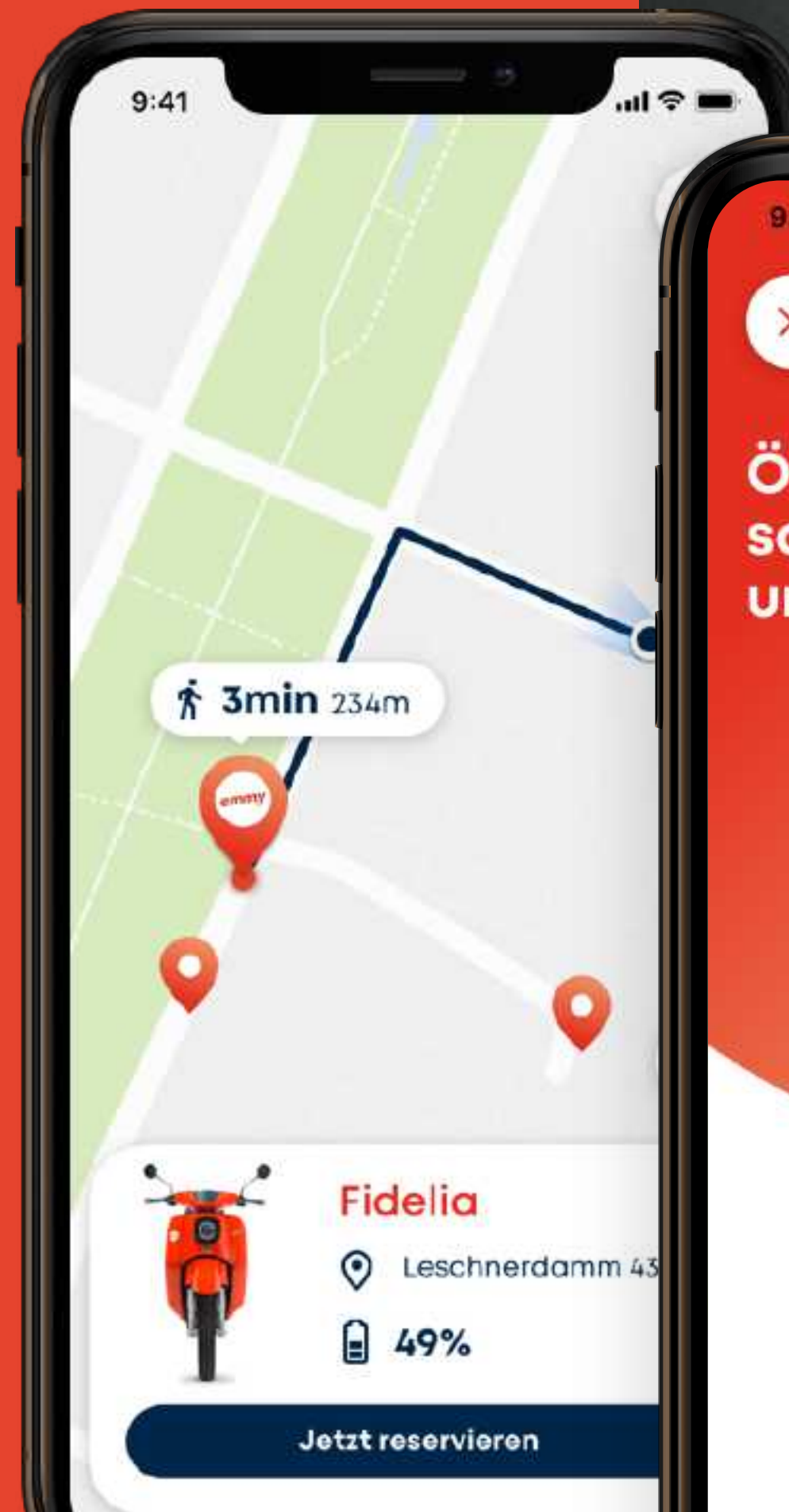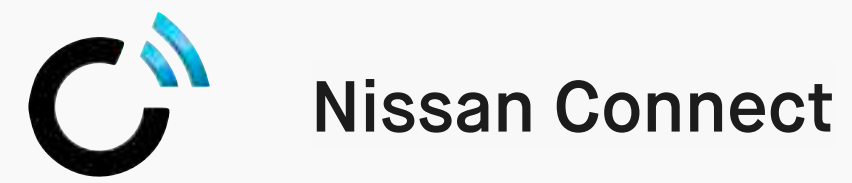
Nissan Connect

Connected and mobility services for OEMs

**User Research, UX Design, UI Design, Styleguide**

We support OEMs like Renault-Nissan-Mitsubishi Alliance in different fields.

Our objective is creating product visions, white label, and branded products while working on different approaches for B2C and B2B customers.

We also facilitate workshops to bring the teams together and to bring a user-centered design approach into the organisation.
So we ensure prototyping the UX and creating the UI experience of products and mobility services.

→ online case
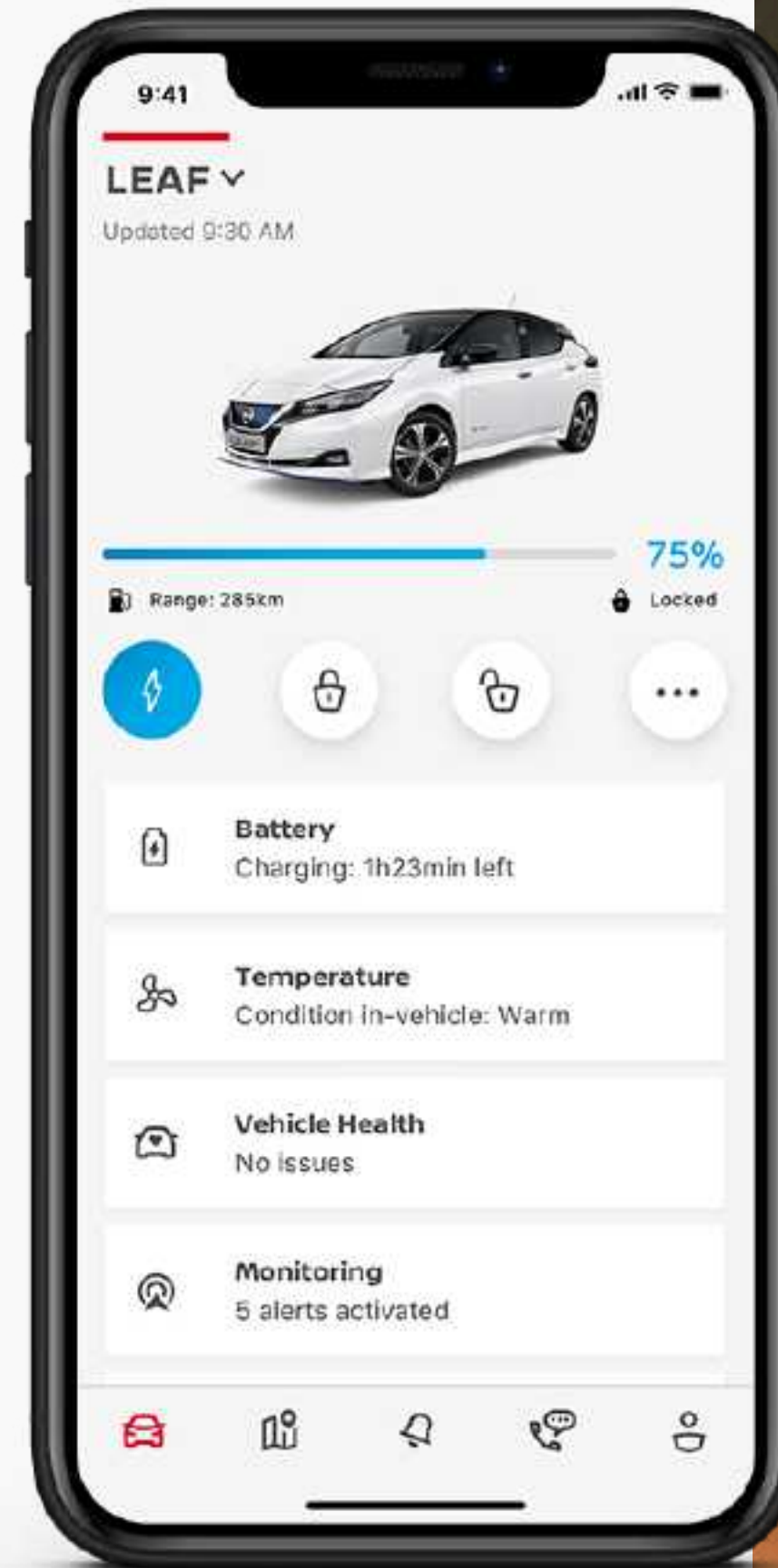
Translating Mobility Services for the Japanese Market

Culture Translation

Understanding a new market and culture fit is crucial for success. We were approached by one of the largest Japanese car manufacturers to research and test mobility services in Germany.

The challenge: Research the differences between European and Japanese shared mobility services. With the brief in hand, we created a bespoke program customized to their research needs.

→ online case

Goodpatch Europe
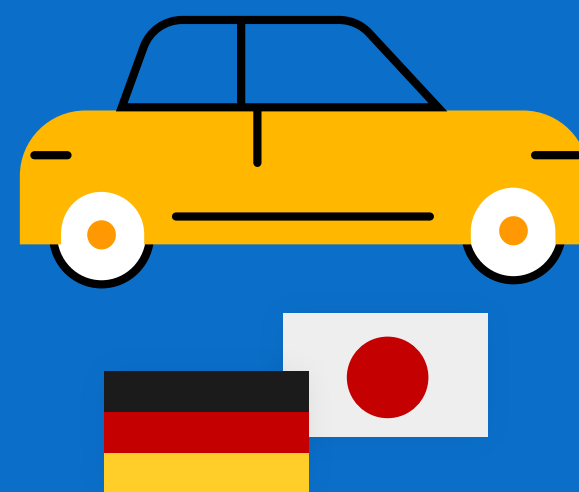
Parkling

Take on parking in the city

User Research, UX Design, UI Design

Parkling is a startup located in Berlin focusing on prediction-based solutions for finding a parking spots in the city. The app is currently available in Berlin inside of the S-Bahn Ring and in a part of Stockholm.

Our main objective was to analyse the current app, tackle usability issues and redesign and improve the existing user flow and app.
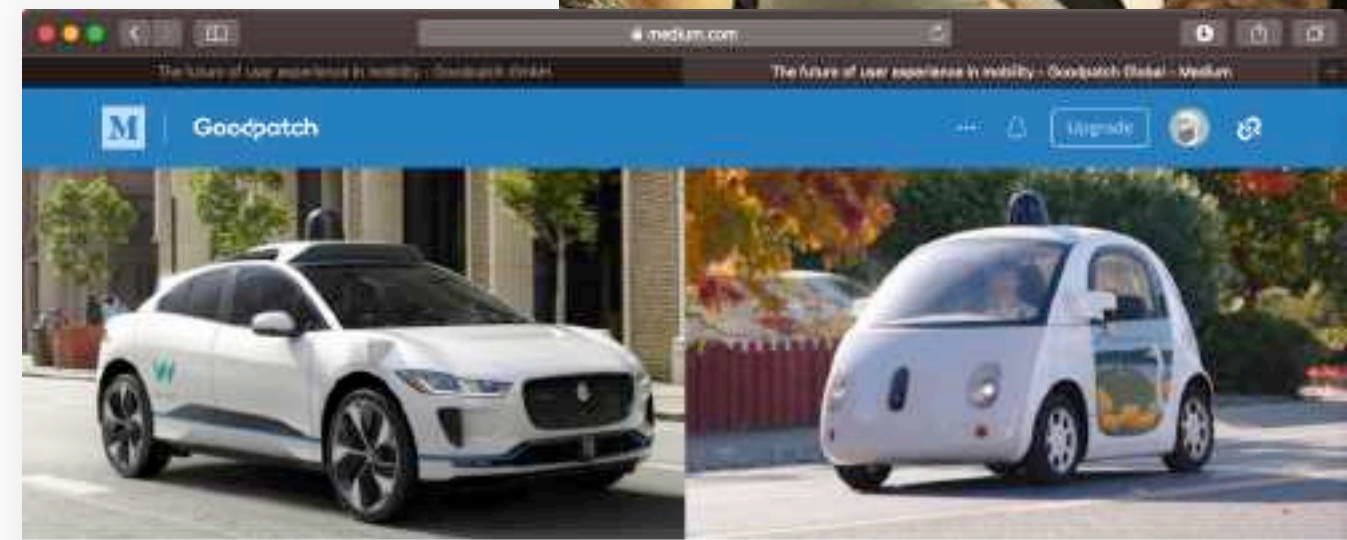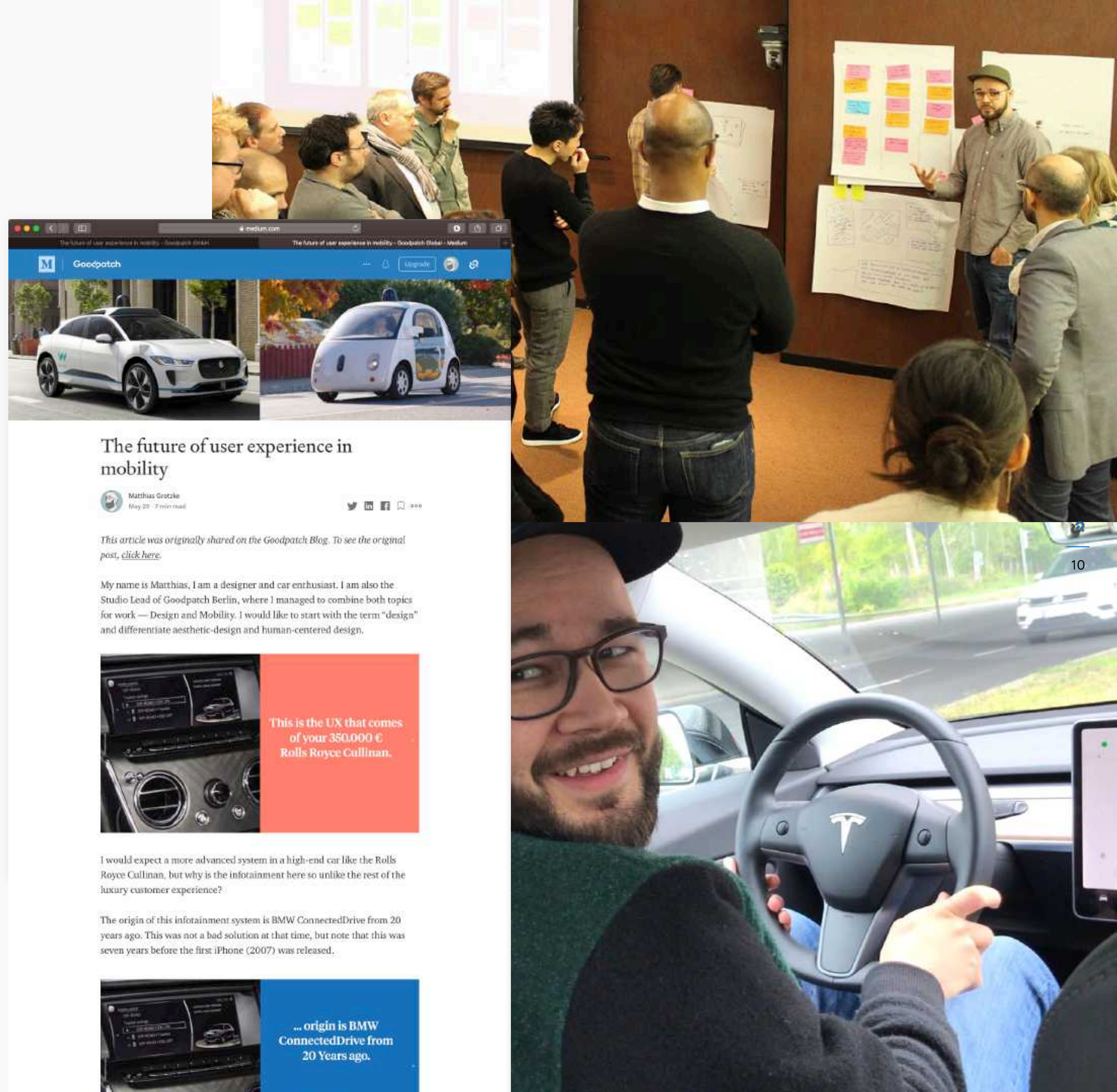
→ online case (English)

→ online case (Japanese)
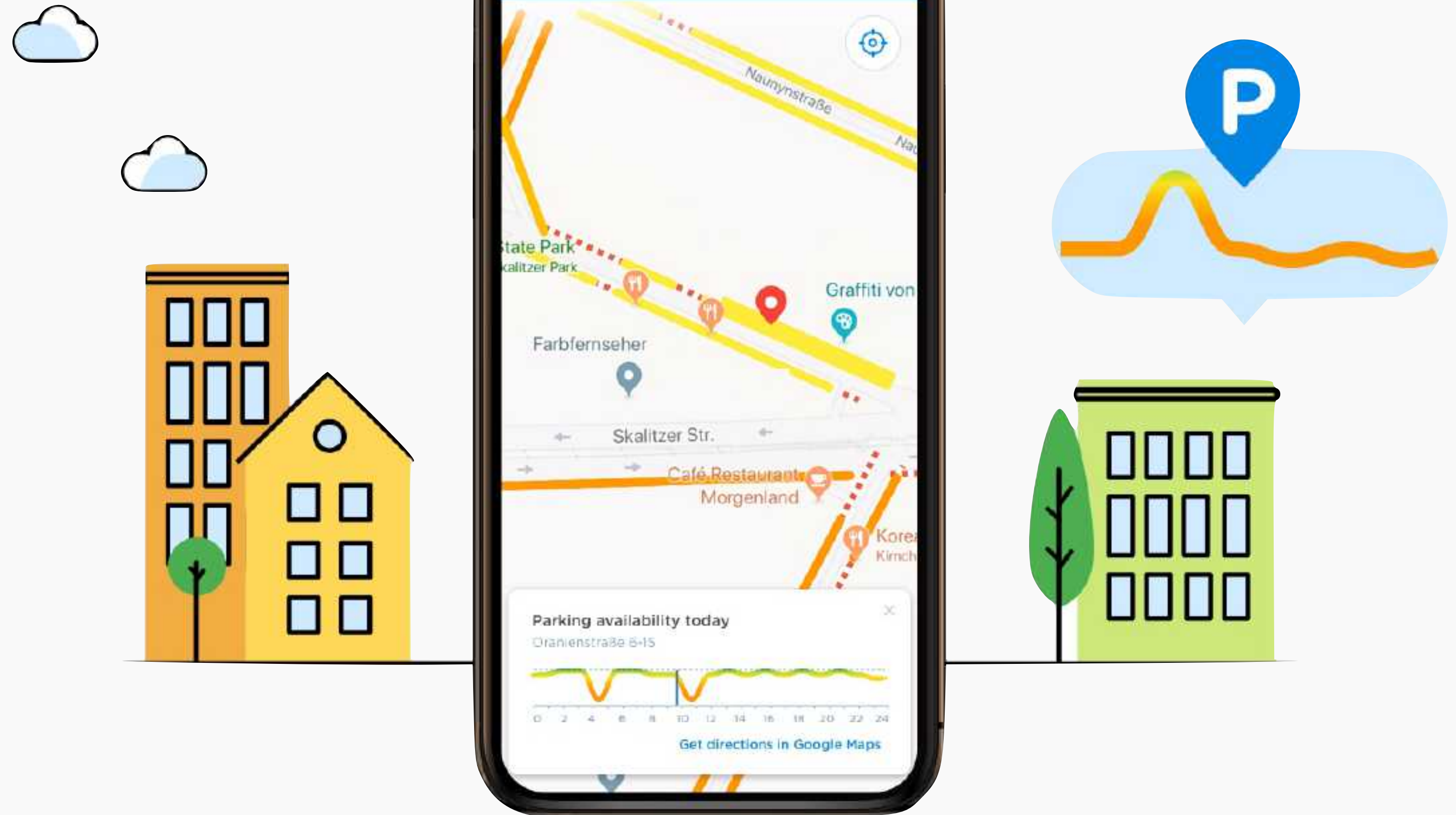
Discovery Research in the field of mobility and HMI

Trend and market research

In-depth research of the status quo is an important part of our workflow. We've published a number of reviews for internal education and public awareness.

👉 <u>**The future of user experience in mobility**</u>

👉 <u>**10 HMI and infotainment systems presented in 2018**</u>

👉 <u>**11 automotive highlights from CES 2019**</u>
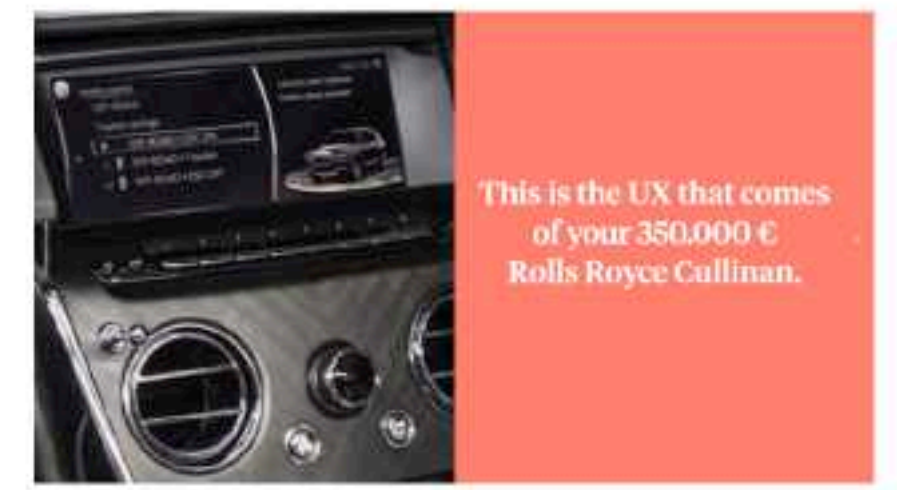
👉 <u>**The Best Automotive UX at Paris Motor Show 2018**</u>

→ blog

Athena

We are extremely passionate about the future of mobility and use immersive technologies to make it reality today.

A highly specialized team at Goodpatch is developing Athena, a Cross Reality (XR) tool for designing and testing experiences in and around the connected car.

→   Rapid prototyping with immersive XR

→   Create and test interactive experiences

→   Display UI Design in virtual environments

→   Configure HMIs, HUDs, smart devices and AR canvases

→ **page**

Goodpatch

Thank you!
ありがとうございます!

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The future will be great and we can't wait to ship it.

素晴らしい未来が
きれない

Goodpatch