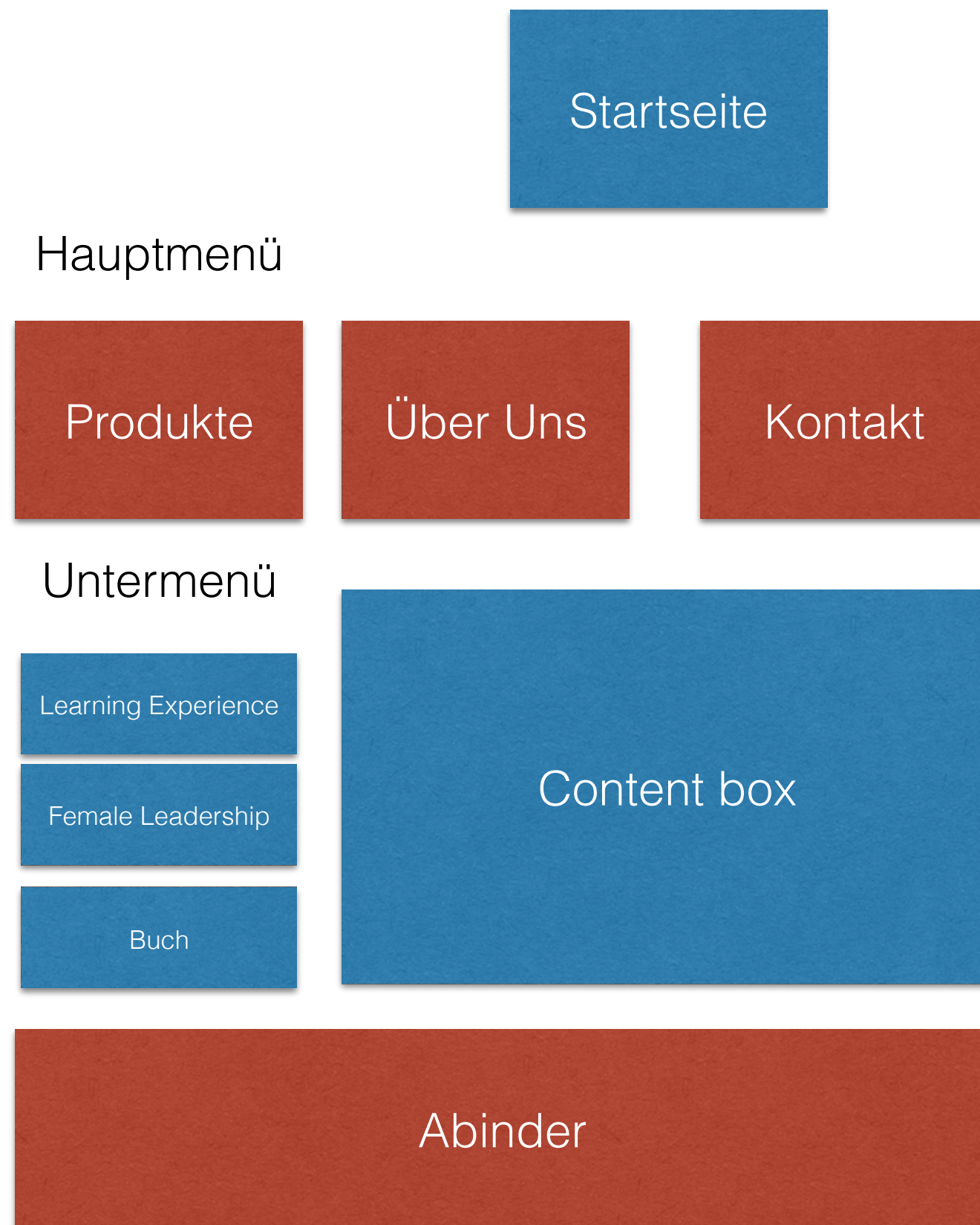


Briefing

Webseite



Webseiten Struktur

The logo for IXDS, consisting of the letters 'IXDS' in white on a black rectangular background. The background of the entire header area features a colorful geometric pattern of triangles in shades of orange, red, blue, and green.

IXDS

Company

Projects

Events

People

Produkte

Über Uns

Kontakt

Untermenü

Learning Experience

Female Leadership

Buch

Header

Header Beispiel(über jeder Seite)

FILM

TOOLS & RESOURCES

THE PROJECT

DONATE

STORE



10 MILLION KIDS CAMPAIGN

SCREENINGS & EVENTS

Produkte

Über Uns

Kontakt

Untermenü

Female Leadership

Learning Experience

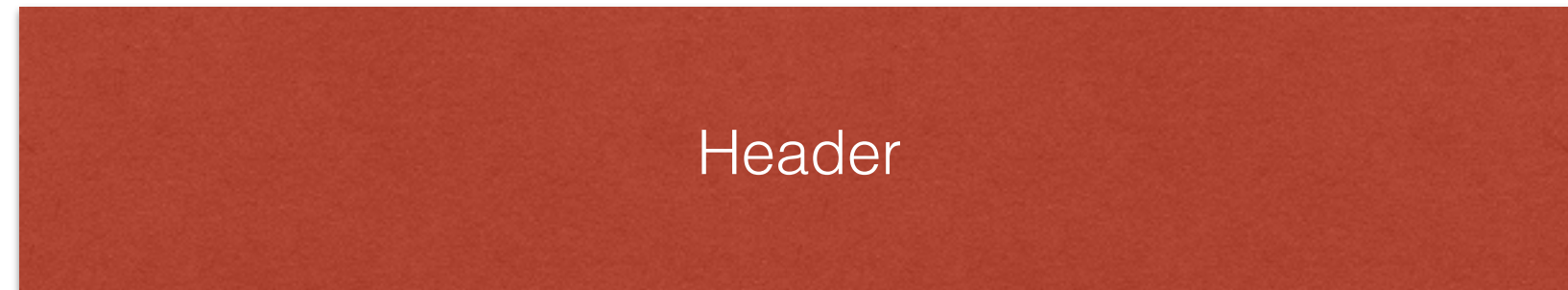
Buch

Header

Header Beispiel(über jeder Seite)



Browser minimum view



Header



Headline

Picture Box
Routierende Bilder
3 Stück

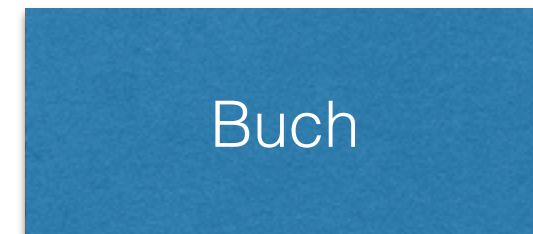
• • •



Learning
Experience









Female
Leadership



Buch

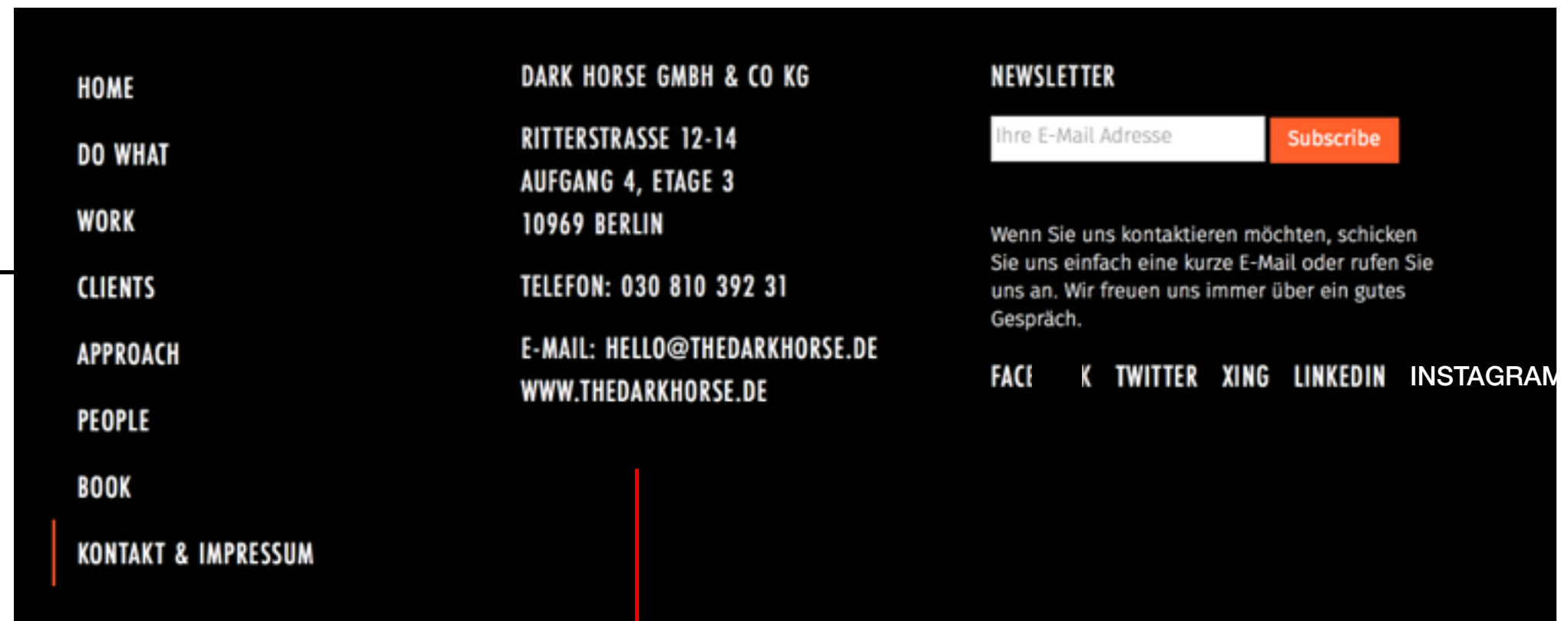
Socialmedia
box icon rechts
oben zeigt wo
die info
herkommt

Learning Experience	Female Leadership	Buch
Short text box 260 zeichen mehr link	Short text box 260 zeichen mehr link	Short text box 260 zeichen mehr link

<p>BLOG </p> <p>Brain-to-machine interface market targets hardcore gamers Written by Rambus Press ABI Research analysts have confirmed that several manufacturers are preparing to launch Brain-to-Machine Interface...</p> <p><i>abi research big data</i></p>	<p>EVENT </p> <p>IDF 2015 Intel Developer Forum August 18 - 20 Moscone West Convention Center San Francisco, CA</p>	<p>PRESS RELEASE </p> <p>Rambus Reports Second Quarter Financial Results Generated quarterly revenue of \$72.8 million...</p> <p><i>financial</i></p>
<p>BLOG </p> <p>FDA issues cyber security warning over hospital IV pump Written by Rambus Press The FDA and U.S. Department of Homeland Security have issued an official statement concerning cybersecurity vulnerabilities...</p> <p><i>healthcare cyber security</i></p>	<p>PRESS RELEASE </p> <p>Rambus and Renesas Electronics Renew License Agreement New five-year agreement includes memory, interface, and security technologies for use in logic integrated circuits</p> <p><i>renesas</i></p>	<p>IN THE NEWS </p> <p>Athena Security IPs Designed to Mend Holes in SoCs Zooming in on differential power analysis</p> <p><i>athena</i></p>

Content box
Home Mainside

Home
Learning Experience
Female Leadership
Buch
Über uns
Kontakt & Impressum



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E-Mail: kontakt@theredlab.de
www.theredlab.de

Our Methods

Research Methods



At the beginning of a project, it's often not entirely clear even which questions to ask. As a consequence, the methods we work with use an open approach and encourage unexpected results. To ground our work in the real world, we work closely with potential end users – we like to call them “everyday experts” – in order to shape the right questions and to provide a rich source of inspiration.

Methods we use for research:

- Background Research
- Cultural Probes
- Mock-Ups
- On-Location Interview
- State of the Art Matrix
- Street Interviews

Ideation Methods

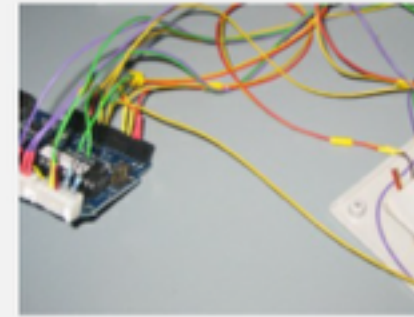


We work with a highly iterative process that produces and reviews lots of ideas until the most promising ones are distilled. Our clients, their potential customers, and experts actively contribute in collaborative workshops. Tangible and playful forms like sketches, quick videos, or mockups help finding unconventional yet useful solutions.

Methods we use for ideation:

- Augmented Card Sorting
- Concept Writing
- Experience Sketching
- Participatory Workshop

Prototyping Methods



Sketches and prototypes serve as a catalyst in the design process. The further the project progresses, the more refined the prototype. Nevertheless, the desired outcome can often be achieved surprisingly quickly and elegantly – leveraging the principle of “just enough prototyping”.

Methods we use for prototyping:

- Bodystorming
- Computer Aided Paper Prototype
- Functional Hardware Prototypes
- Technological Explorations
- Videoprototyping
- Wizard of Oz

Learning Experience (Produktseite)

Zwei Spalten oder zwei Boxen untereinander (wie bei über uns und jeweils einen Button zum Kontakt

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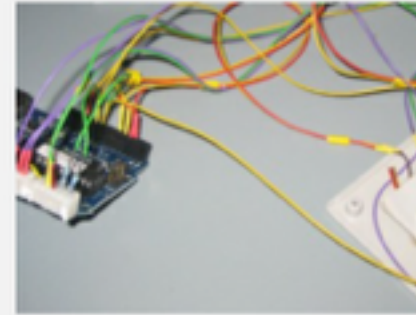


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Female Leadership (Produktseite)
Drei Spalten und einen Button/Link zum Flyer (mehr)
und ein Button zur Anmeldung

THANK GOD IT'S MONDAY

Drei gute Gründe, warum die Revolution der Arbeitswelt jetzt erst wirklich beginnt, die Generation Y aus dem Vollen schöpfen kann und sich ein Blick in unser Buch Thank God it's Monday lohnt.



AUSSER THESEN NICHTS GEWESEN?

Geschuftet haben sie. Morgens, mittags, abends und dazwischen auch. Erst sieben, dann sechs und schließlich fünf Tage die Woche. Es waren unsere Groß- und Urgroßväter, die Stück für Stück die Privilegien – wenn man sie so nennen mag – der Arbeiterschaft erstreikt haben. 40 Stunden pro Woche. Urlaub. Rente mit 63. Auf einmal musste man sich mit der Frage beschäftigen, wen man denn da geheiligt hatte. Konnte ja keiner ahnen, dass man im Tausch gegen Wochenendarbeit so diffizile Angelegenheiten wie Privatleben bekommen würde.

Irgendwann war dann Schluss mit der Streikerei. Ob es das drohende Privatleben war, oder die

Buch (Produktseite)

1 Spalte Bild oben und einen Button/Link zum
Bestellen (mehr)

Our Process



Through our experience in commercial and academic research, we have continuously refined a process that leads to innovative results in our core areas of expertise – customer experience, technology development, and business services. Our process starts with deep yet rapid user research; leads to intense ideation and sketching; and continues through iterative prototyping, even all the way to a finished implementation.

Press & Publications

06 2015 | Deutsche Bahn Mobil Magazin



Digitale Helden

06 2015 | Touchpoint Vol. 7 No. 1



Beyond the Obvious User Needs

05 2015 | Touchpoint Magazine Special G...



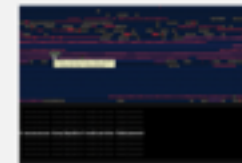
Startup Thinking

07 2015 | WIRED Germany



The innovators of 2015

11 2014 | IEEE VAST conference



EU-wide research project on data visualizations for large data sets

09 2014 | German UPA



Game changing Interactions and Services

05 2014 | freie-radios.net



re:public: UKW-Radio im Bürgerkrieg von Syrien

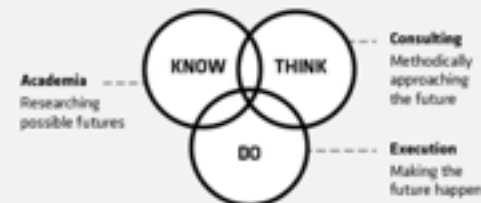
04 2014 | TEDxHamburg



Designing Independent Information Structures for Crisis Regions

What makes us special

IXDS supports their clients to identify the right strategic direction and to translate this into a suitable service eco-system – across analog and digital touch-points. To achieve this we integrate an user-centered innovation approach with expert knowledge in the field of electronics and new technology and with know-how on business modeling. Furthermore, we keep an eye on future developments by actively participating in academic research. Through our own entrepreneurial activities we ensure a hands-on understanding of the complexity of today's business challenges.



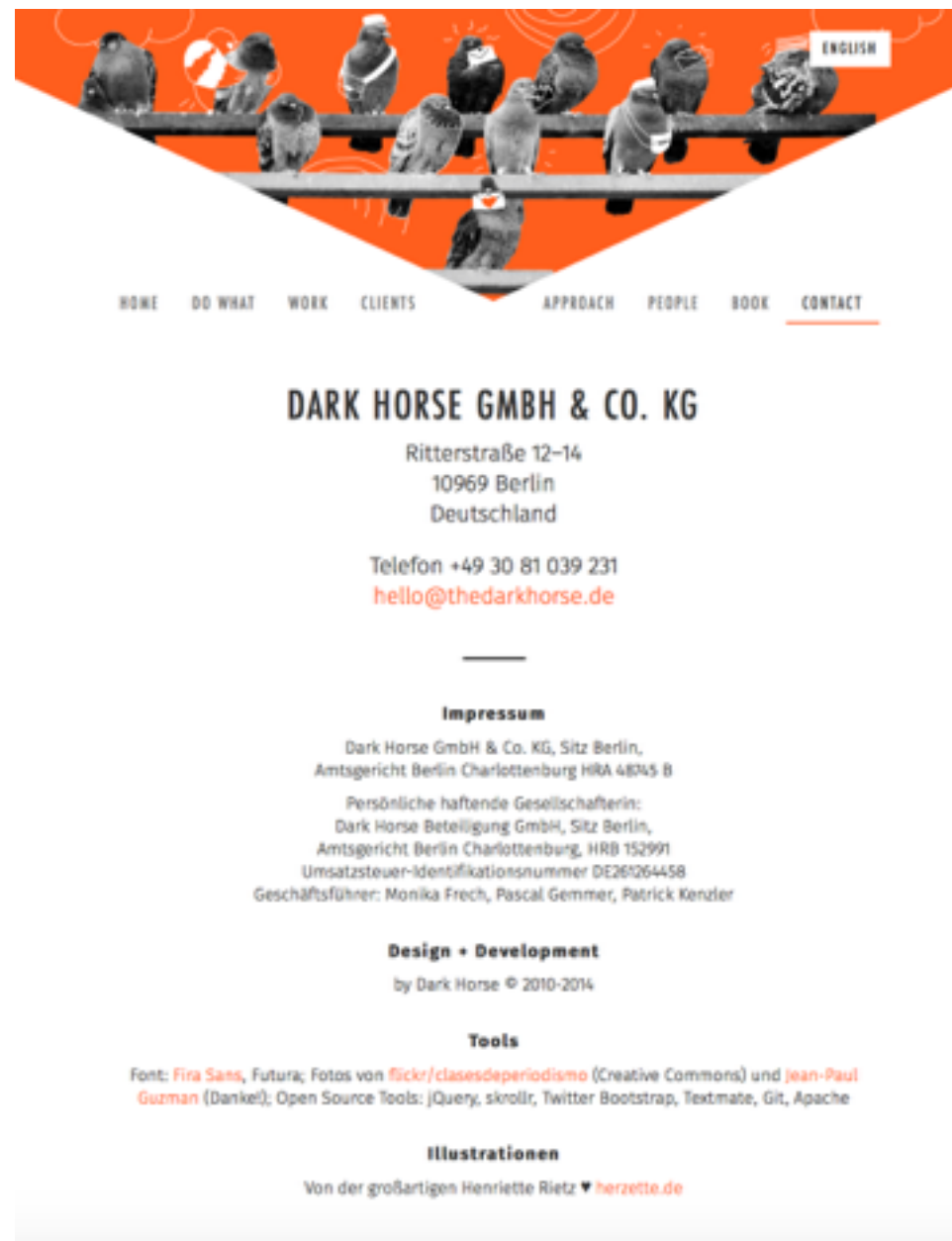
Our Partners

FHP:-)

meelogic

Über Uns

Über uns Beispiel (4 Headlines)
(blank texte)



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Amtsgericht Berlin Charlottenburg, HRB 141548 B
Umsatzsteuer-Identifikationsnummer xxxxxxxxx
Geschäftsführer: Bianca Praetorius, Christine Kirbach, Stefanie Hoffmann

Design + Development
by xxxx+xxxxx © 2015

Kontakt & Impressum finaler Text