



Design Research + Branding Strategy

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Dark Matter Labs



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About

Cherihan

- > Brand & Business Strategist
- > Focused on : Social Impact + Design Thinking + Experience Design
- > Travel Photographer
- > Currently working at: Dark Matter Labs in the Operations & Communications team



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Agenda

Design Thinking + Branding Strategy

1.0 Design Thinking

2.0 Discovery + Research

3.0 Synthesizing Insights + Brand Strategy

4.0 Visualizing Brand Strategy

5.0 Designing



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1.0

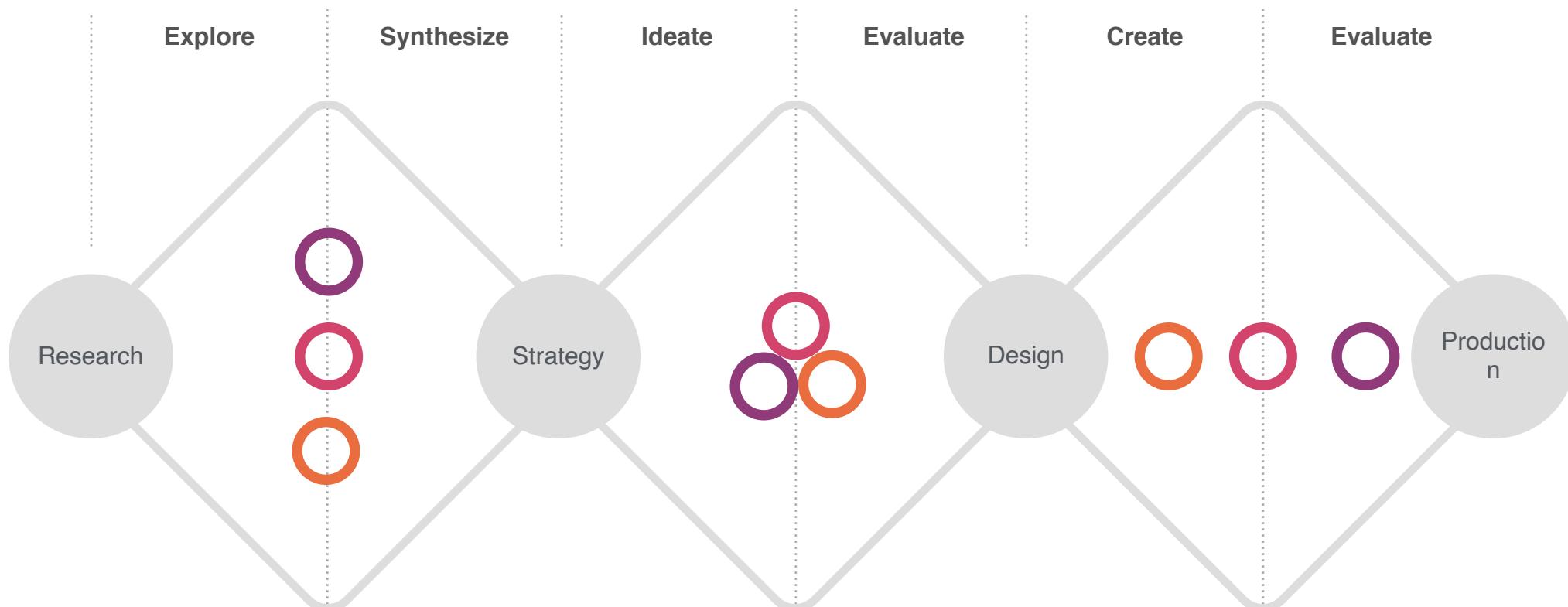
Design Thinking

- > A process for creative problem solving.
- > A non-linear, iterative process deployed to understand users, challenge assumptions, redefine problems and create effective solutions to prototype and test.
- > A tool to navigate the messy, confusing and the unknown.



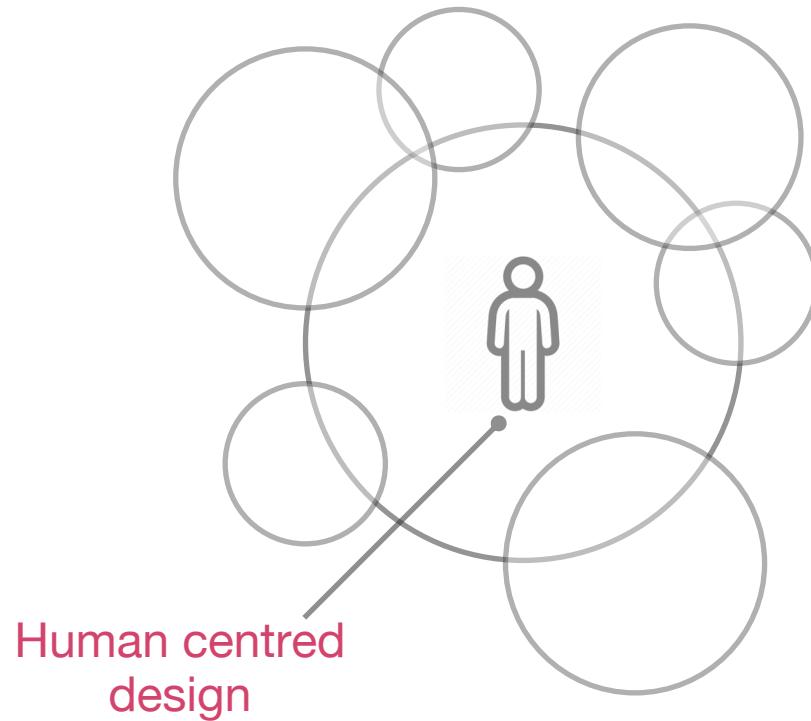
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Divergent & Convergent Process



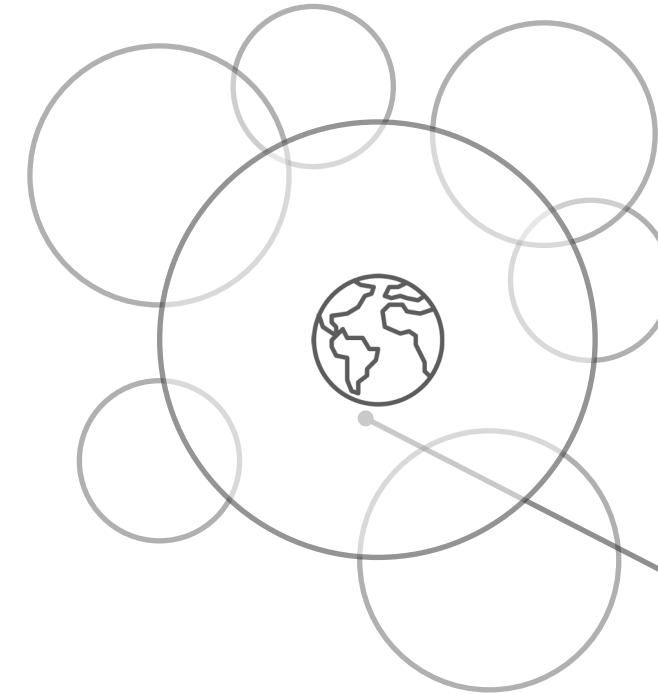
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Designing with People & Planet



Human centred
design

&

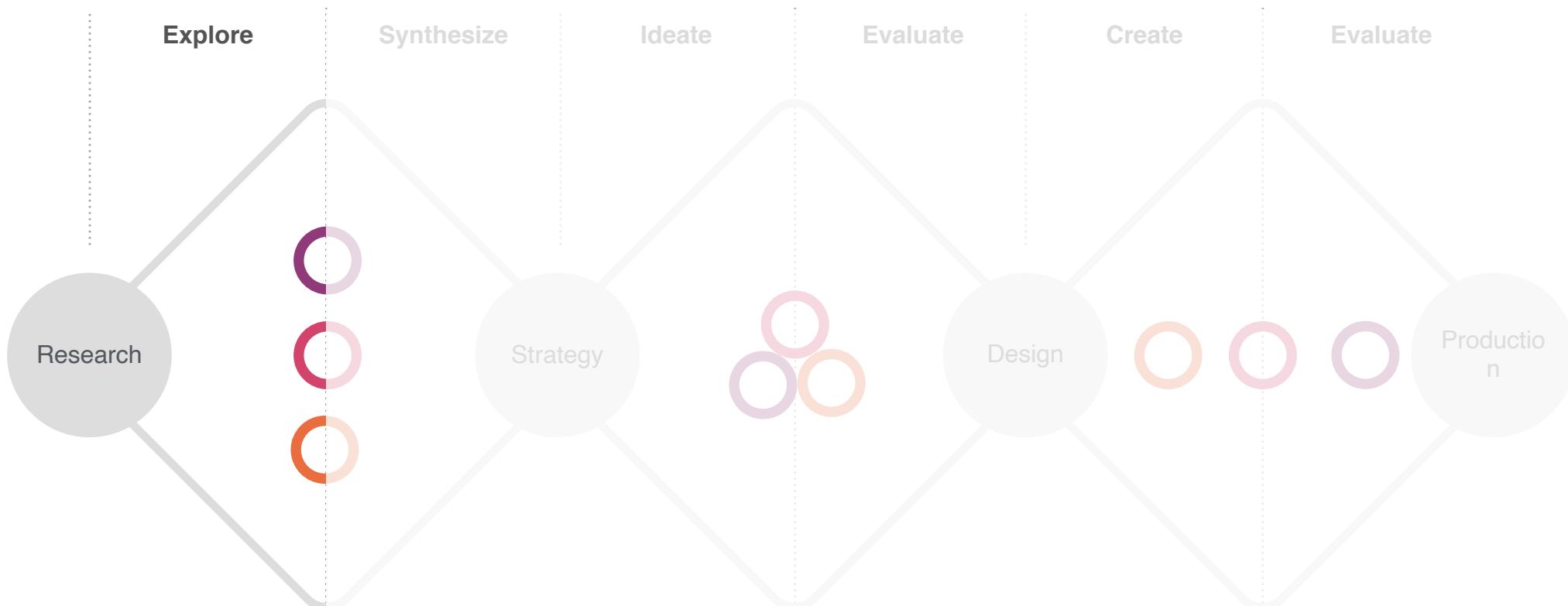


Planet centred
design



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Discovery & Exploration



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2.0

Discovery + Finding

- > Immersive Empathy
- > Observation
- > Interviewing
 - Extreme Users
- > Landscape Mapping
- > Tensions



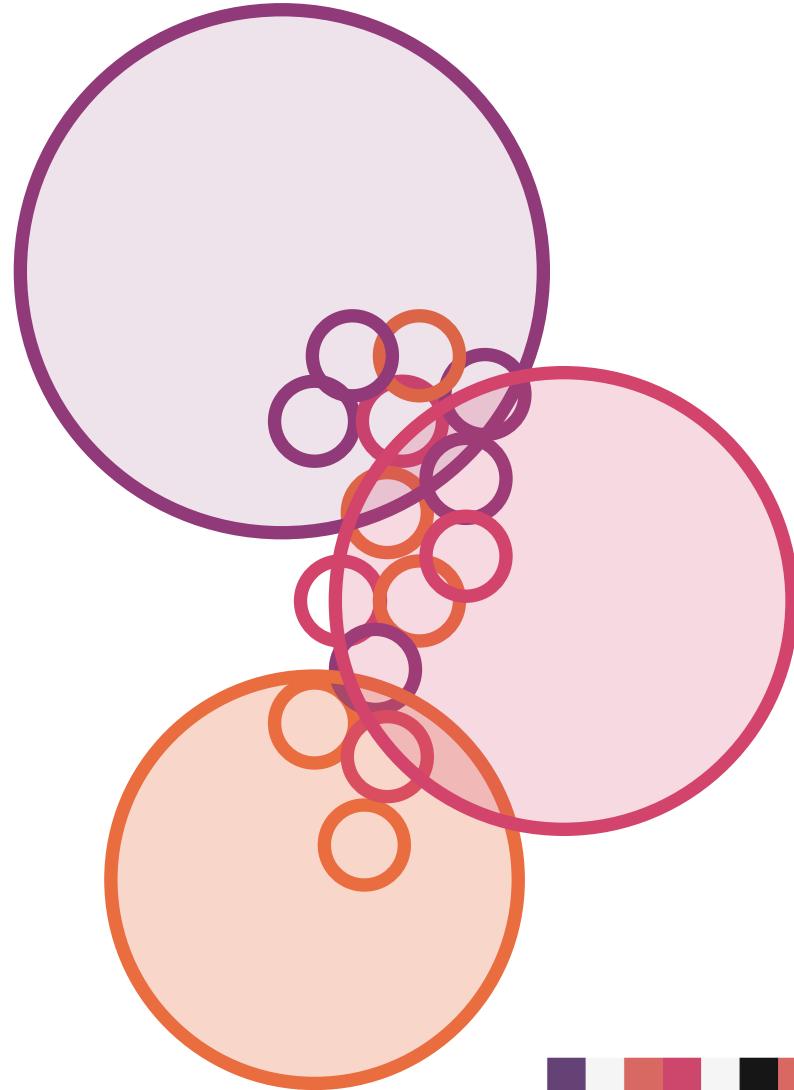
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2.0

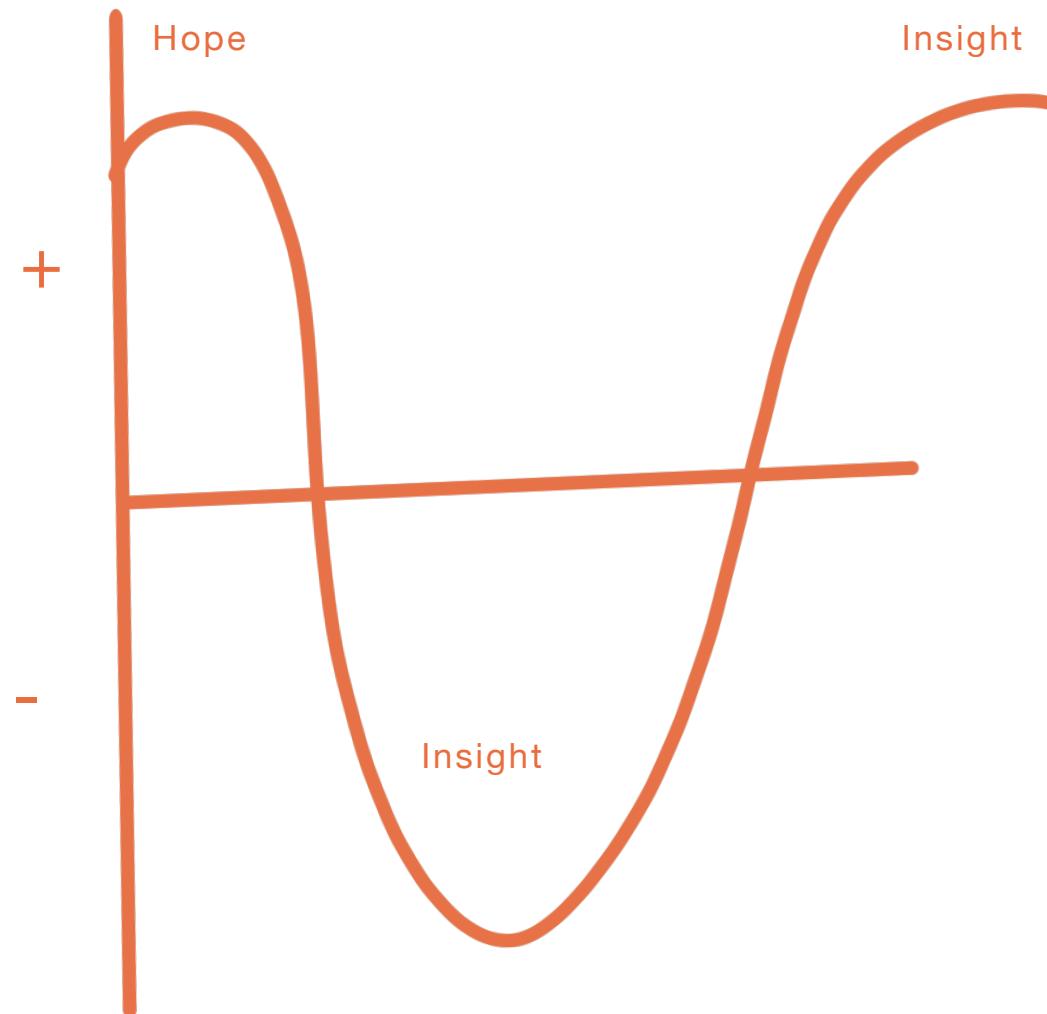
Watch Out For

- > Bias
- > Assumptions
- > Observer Effect
- > Leading Questions
- > Confirmation Bias



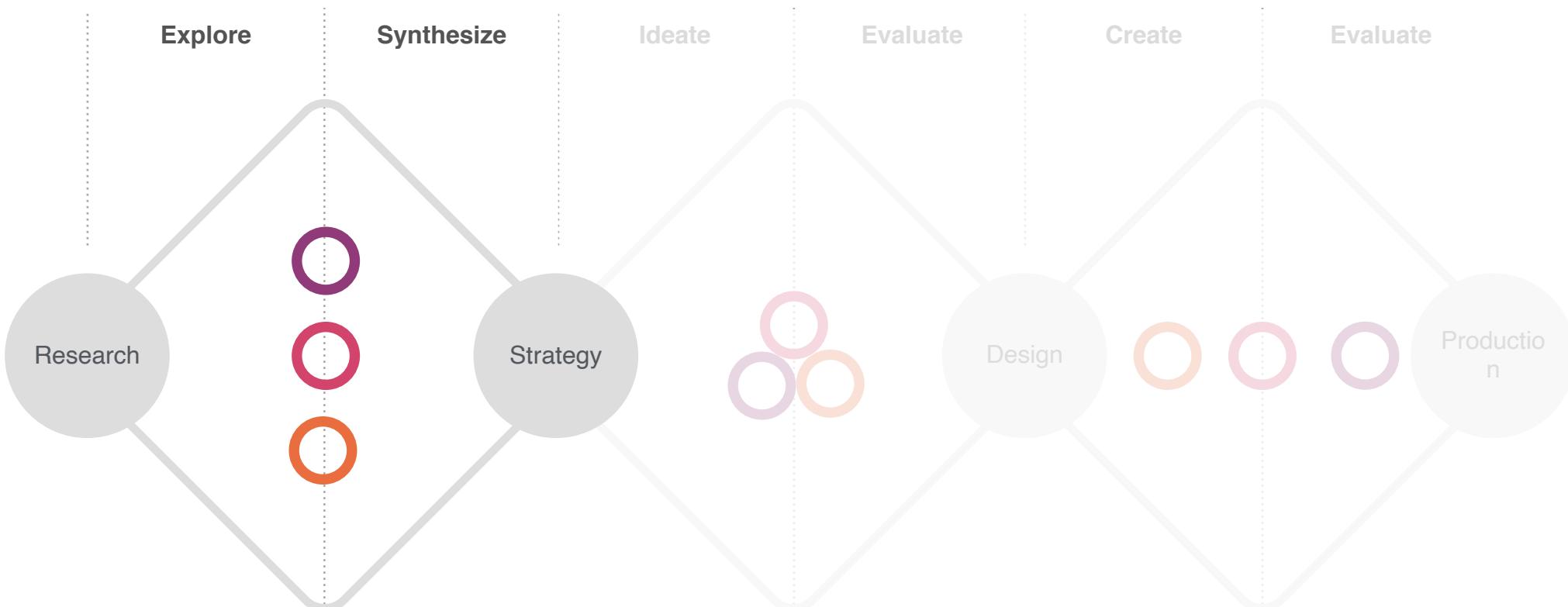
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Valley of Insights.



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Synthesizing Insights



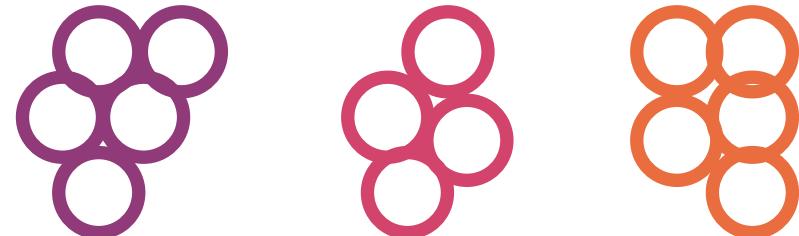
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3.0

Synthesis + Insights

- > Sift, Sort & Rank
- > Find themes
- > Swim in nuances
- > Developing ‘How Might We....’



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3.0

Brand Strategy

- > Why | How | What
- > Values
- > Characters
- > Voice
- > Audience



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3.0

Why | How | What

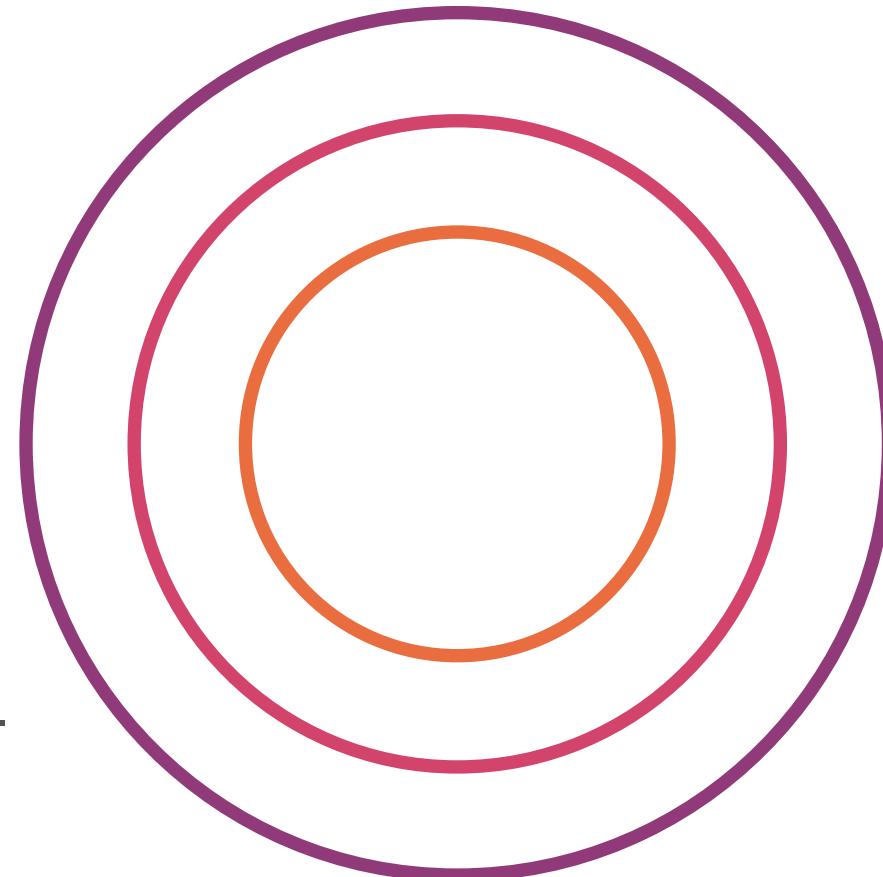
> Simon Sinek's Golden Circle

Why: Rallying cry for 'why' the organization exist.

How: The 'how' are ways the 'why' gets accomplished.

What: Actual product that is being exchanged.

> Helps align the organizations central vision & Mission.



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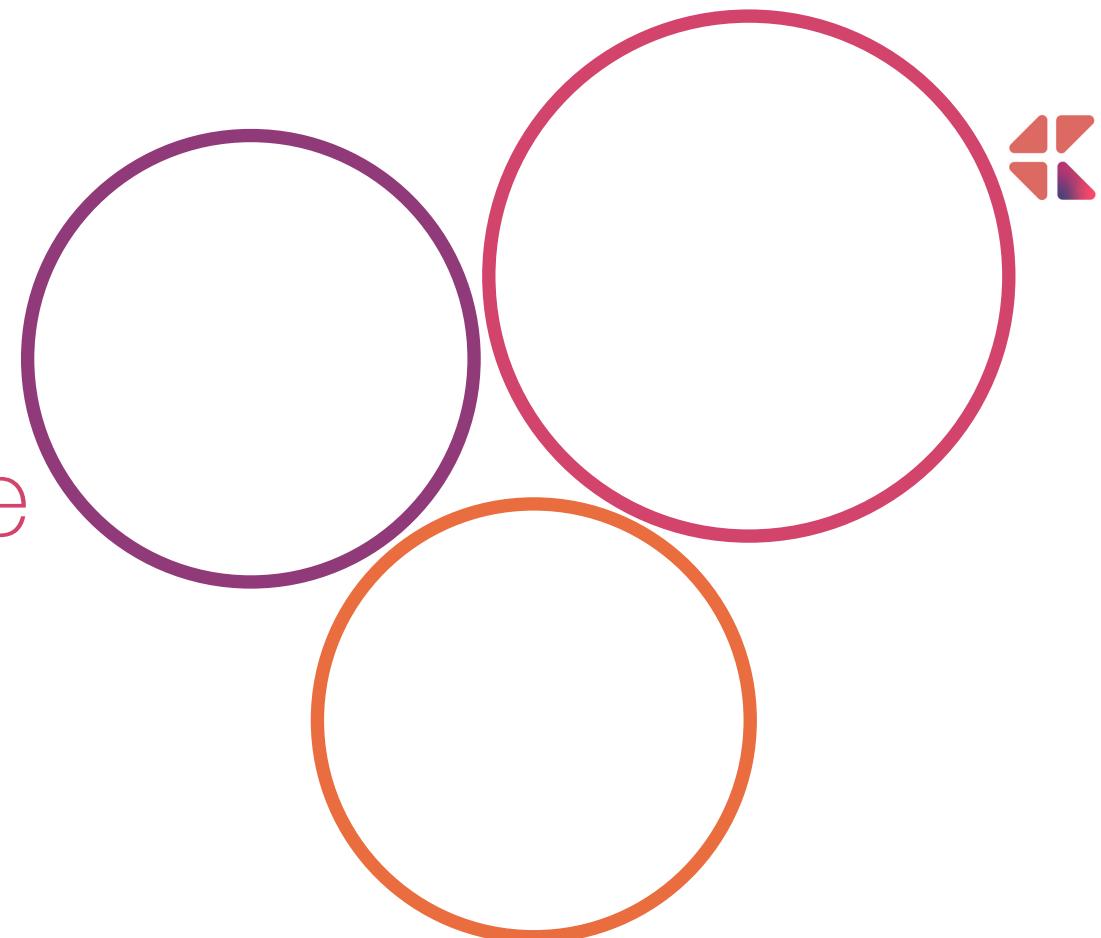
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Values | Characters | Voice

- > Values
- > Characters
- > Voice

Note

- > Pursue the tension points.
- > Have people think about these before.



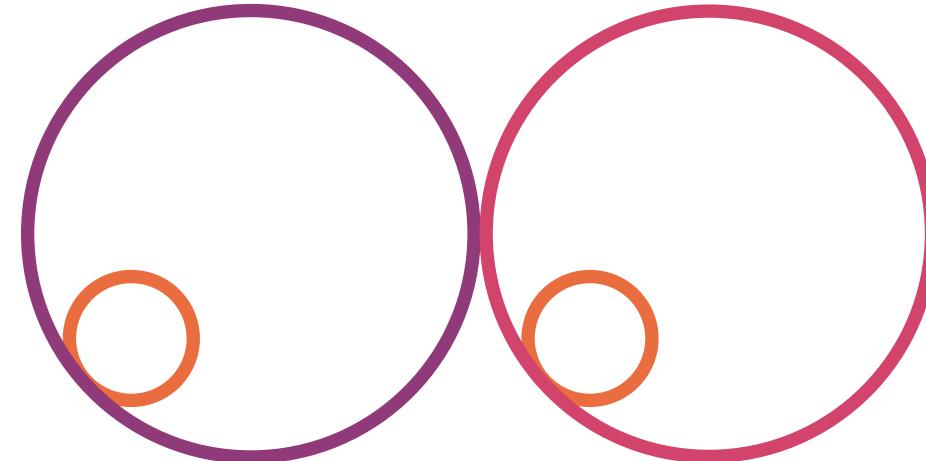
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3.0

Audience

> Who are you speaking to?
Motivation and Expectation



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Example



Kathryn

"At least I don't have to be in class."

GRADE 11 | AGE 16 | BURNABY SOUTH SECONDARY

EXPECTATIONS

- Be provided with information to complete her homework
- Understand what the lives of the Japanese Canadians were like
- Be tele-transported to that time period
- Interact with the people and space

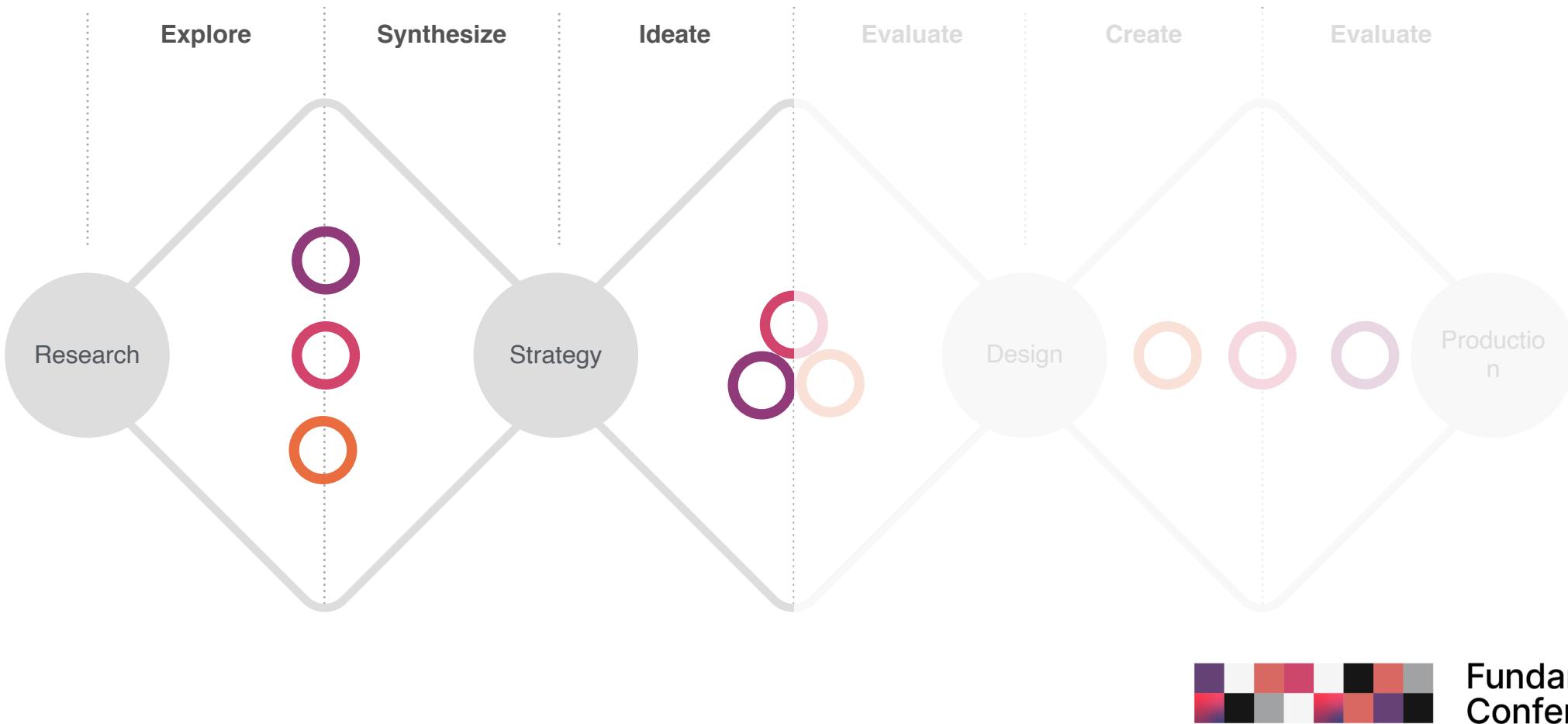
MOTIVATIONS

- Get a better understanding of the history of her country
- Hang out with friends
- Update her social media feed
- Get out of school



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Visualizing Brand Strategy



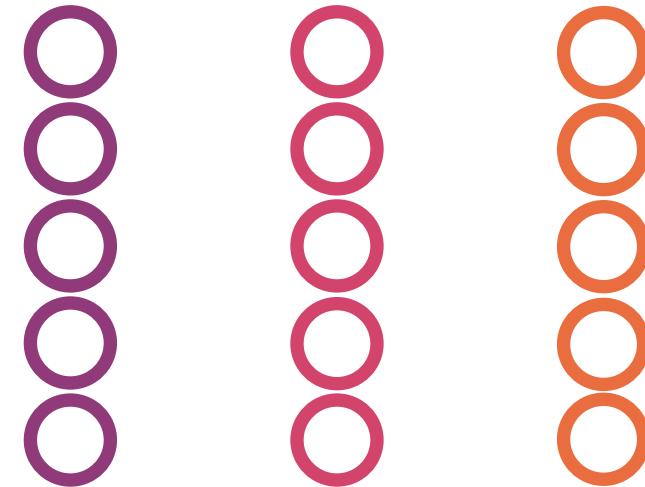
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4.0

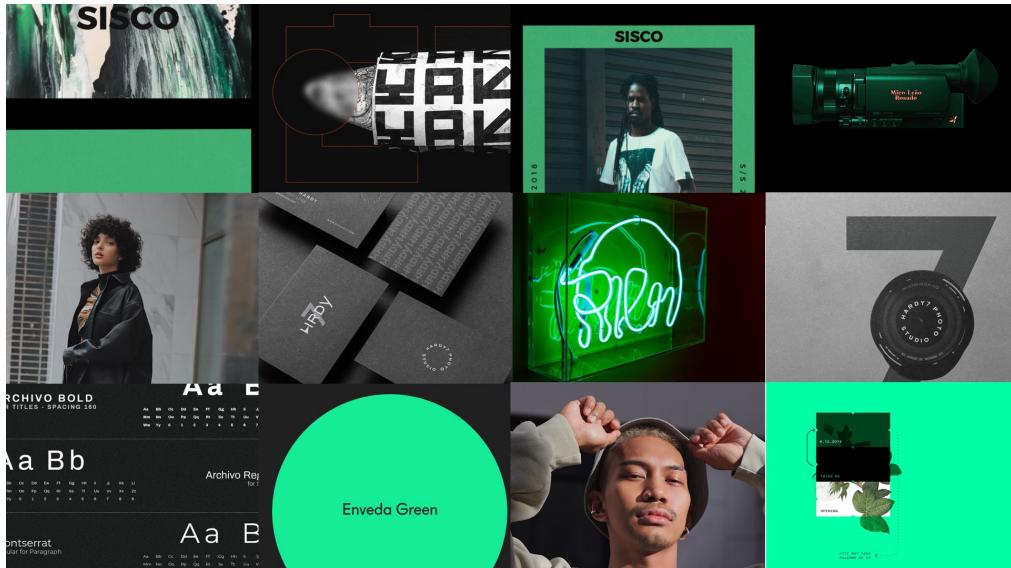
Visual Language

- > Design for feedback
- > Be committed to the work and not attached to the idea



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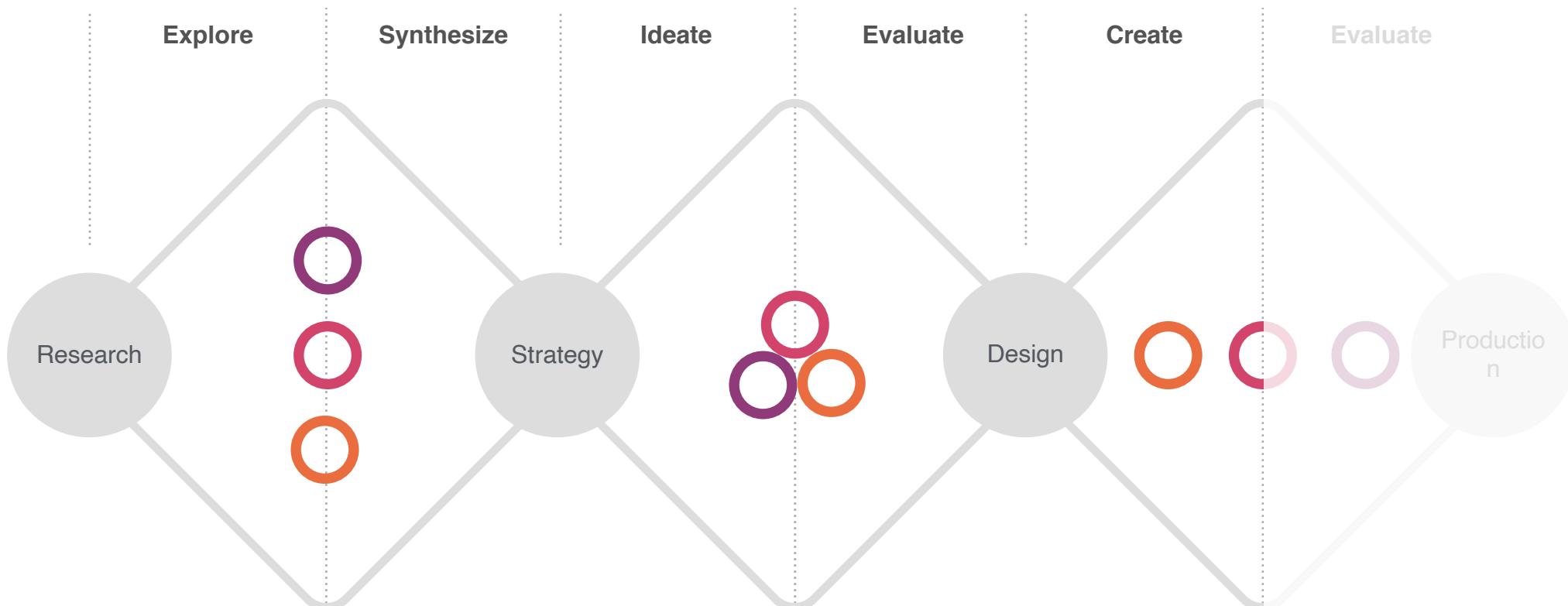
Examples



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Designing



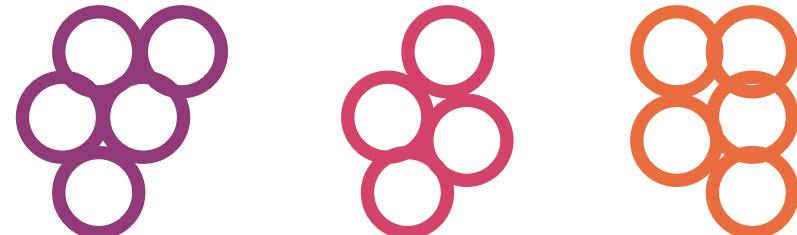
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5.0

Insights to Ideas

- > Get inspired by constraints
- > Design Warm-ups
- > Brainstorm sessions
- > Vote: Most Innovative vs Most Likely to Succeed



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Constraints are
creativity launchpads.



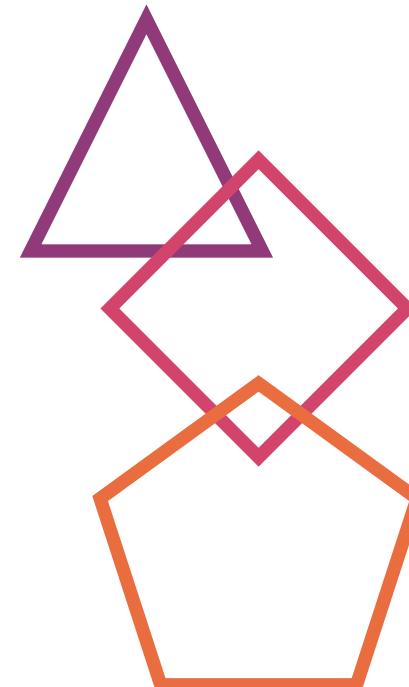
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Design

- > How does your design behave?
- > Same voice different tone.



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Getting Unstuck

- > Bad ideas
- > Inspiration from other industry
- > Revisit the problem
- > Take a walk

SOLUTIONS START
REVEALING THEMSELVES
WITHIN THE PROBLEM



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5.0

Prototype V0.Crap

- > Pen & paper
- > Develop criteria
- > Tool to learn, not to succeed
- > Iterate quickly

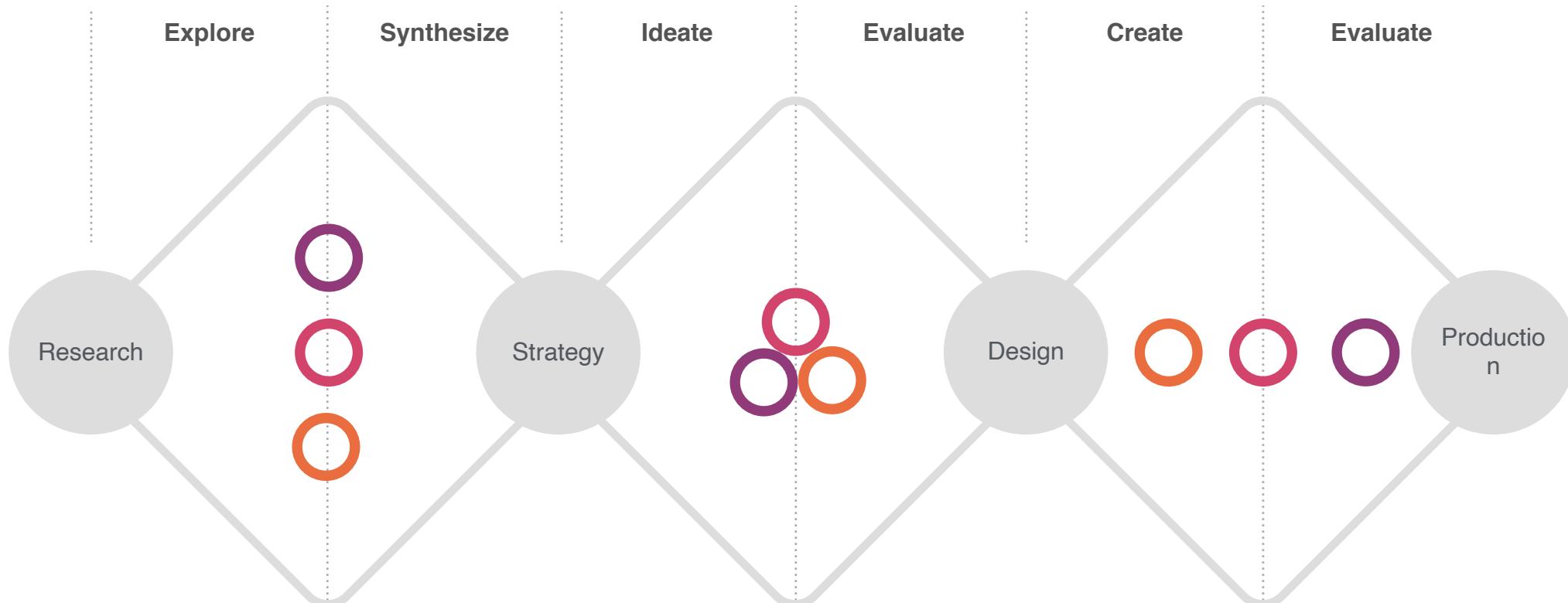
Emotional
Engaging
Educate
Extend
Everyone



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Divergent & Convergent Process

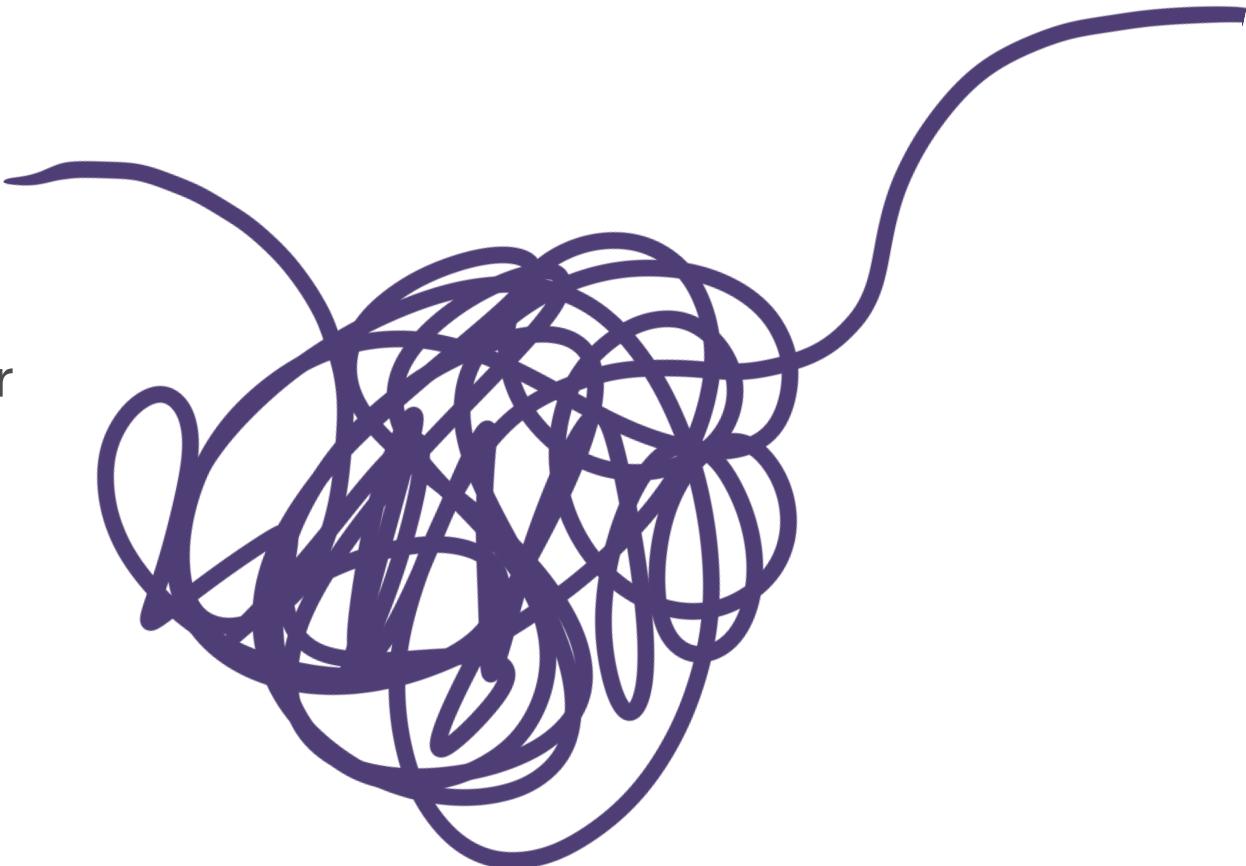


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In Practice

- > Never linear.... or circular for that matter
- > There is no rule book
- > Frustrating



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The journey isn't clear.



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Befriend the undefined



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Bye.

Thank You!

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