

## Research-based, student-powered design solutions



We're a student-powered design agency located in downtown Kent, OH.

## Our design process is tailored to you.

Discover Design Refine

Our targeted user research methods empower you to more effectively address your users' needs.

Our design strategies deliver custom solutions that promote both business and user needs.

Our advanced user testing tools, including in-person and remote methods can evaluate existing designs.

[Read more about our process.](#)

## Tried-and-true.

Our process delivers, no matter what industry or design challenge.



<<Project Teaser>>

<<Project Teaser>>

<<Project Teaser>>

[See our other projects.](#)

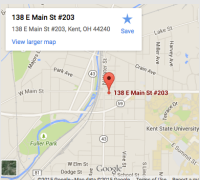
## Let's talk.

The solution to your design problems starts here. Get in touch today.

### Contact us



info@ideabasekent.com  
P: 330.672.7300  
F: 330.672.7373



or

### Send us a message

Name

Phone

Email

Service

Message

Our design process  
is tailored to you.

## Discover

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## Design

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## Refine

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Our comprehensive  
service offering:

### Discover

- Competitive Analysis
- Interviews
- Surveys
- Persona Development

### Design

- Brand Identity
- Visual/Graphic Design
- Web Development
- Video Production
- Environmental Design
- Social Media & Public Relations
- Interactive Prototypes

### Refine

- Tobii Eye-Tracking
- In-Person User Testing
- Remote User Testing
- Testing in Device Lab

See our process in action. View our [recent projects](#)

Helping our  
students succeed.


At IdeaBase, we want our student employees to succeed. That's why we partner with Glyphix to teach the next generation through studio experiences. Our students develop and exercise skills in marketing, design, research, and more.

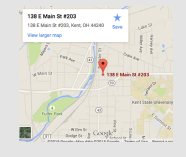
Learn about our [transformative classroom experiences](#)

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## Tried-and-true.

Our process delivers, but don't take our word for it, check out our case studies and client testimonials below.

### Recent Project

[Read more](#)

### Recent Project

[Read more](#)

"Insert powerful client testimonial here."

### Recent Project

[Read more](#)

### Recent Project

[Read more](#)

### Award Information

"Insert powerful client testimonial here."

### Recent Project

[Read more](#)

### Recent Project

[Read more](#)

## How we're making a difference.

We make a positive impact on your design, and our student designers.

Case Study #1

Case Study #2

Case Study #2

<<Case Study Teaser>>

<<Case Study Teaser>>

<<Case Study Teaser>>

[Visit our blog](#) to read more case studies.

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## State Library of Ohio

### Project Picture #1

We redesigned the State Library of Ohio website in May 2015. The site features a new interface, improved site navigation, and enhanced search functionality. [View the video](#) to see the site in action, or visit the site to learn more.

You can also [view our blog post](#) that describes the process of creating the website.

### Project Picture #2

#### Related Projects

Recent  
Project

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Project

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Project

<<Project  
Teaser>>

<<Project  
Teaser>>

<<Project  
Teaser>>

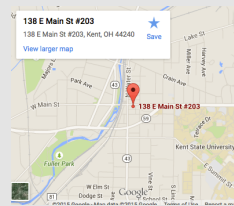
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Powered by Kent State students.

Process

Projects

People

Our people are  
passionate about design.

Leadership

Student  
Employees

Advisory Board



Name:  
Bio:



Name:  
Bio:



Name:  
Bio:



Name:  
Bio:

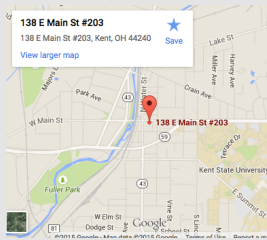
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