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**Strategy, Design and
Art Direction Portfolio**

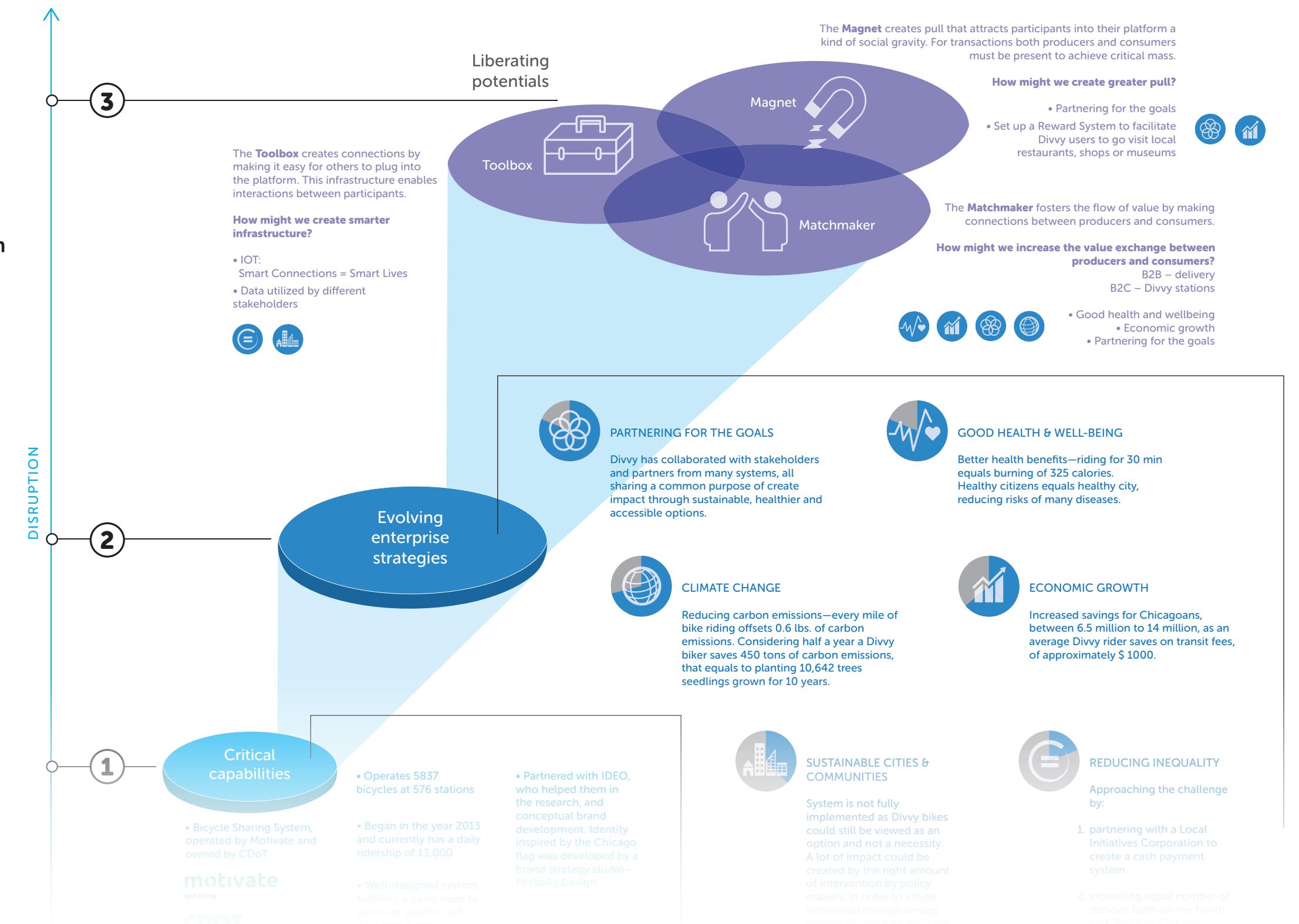
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What's Next?

'What if' possibilities based upon DIVVY's current sharing ecosystem



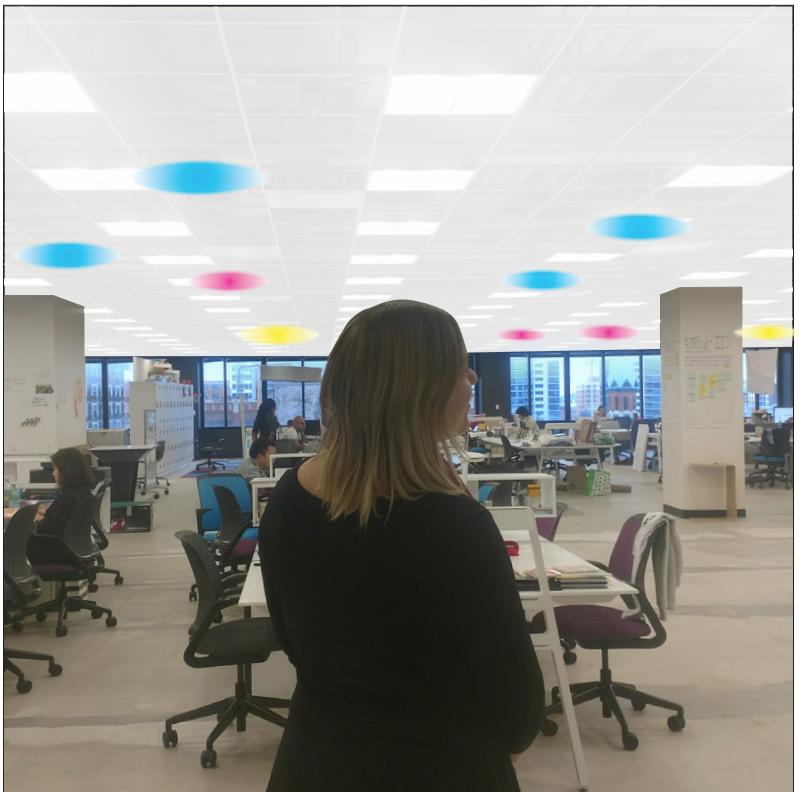
DIVVY Chicago's bike sharing service business ecosystem analysis.

This diagram was part of a group project for a course titled Sustainable Solutions. The objective here was to map the interconnectivity of flows and platforms that shape circumstances of a given enterprise. We chose to analyze DIVVY—a bike sharing system, by adopting a framework as

mentioned in the article published by Deloitte in the Business Trends Report (Kelly, E. 2015). Inspired by the phrase the “art of the possible” is expanding—we have analyzed DIVVY using the business ecosystem trends, identifying current/evolving strategies, as well as, liberating potentials.

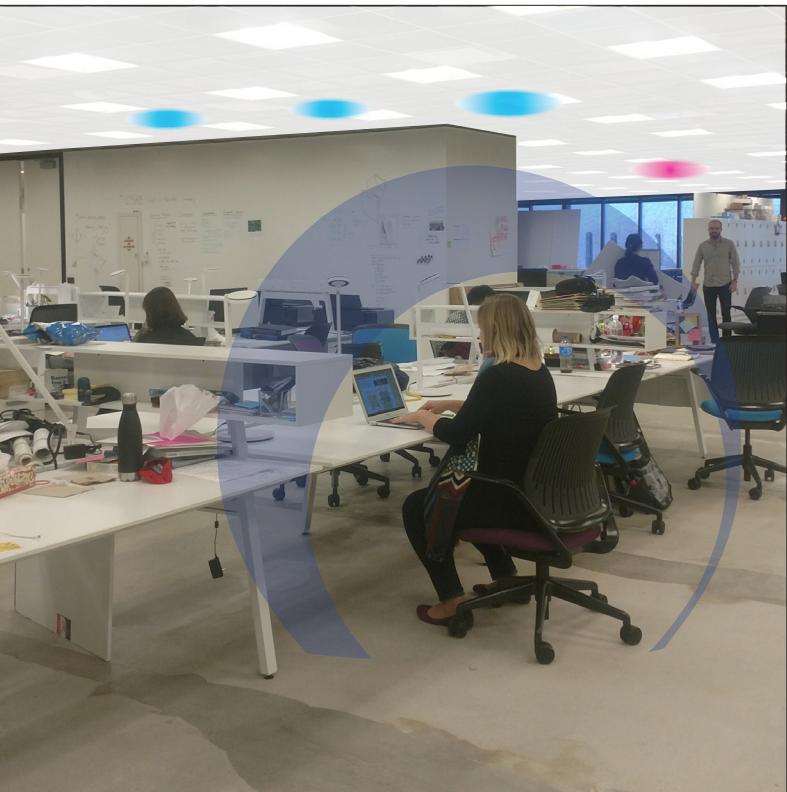
ENTER

When a student enters the studio, she surveys the room to find a place that accommodates her needs. Because she is seeking quiet to do some solo work, she looks at the **overhead lights**. The blue ones indicate a quiet space, so she heads over there to take a seat.



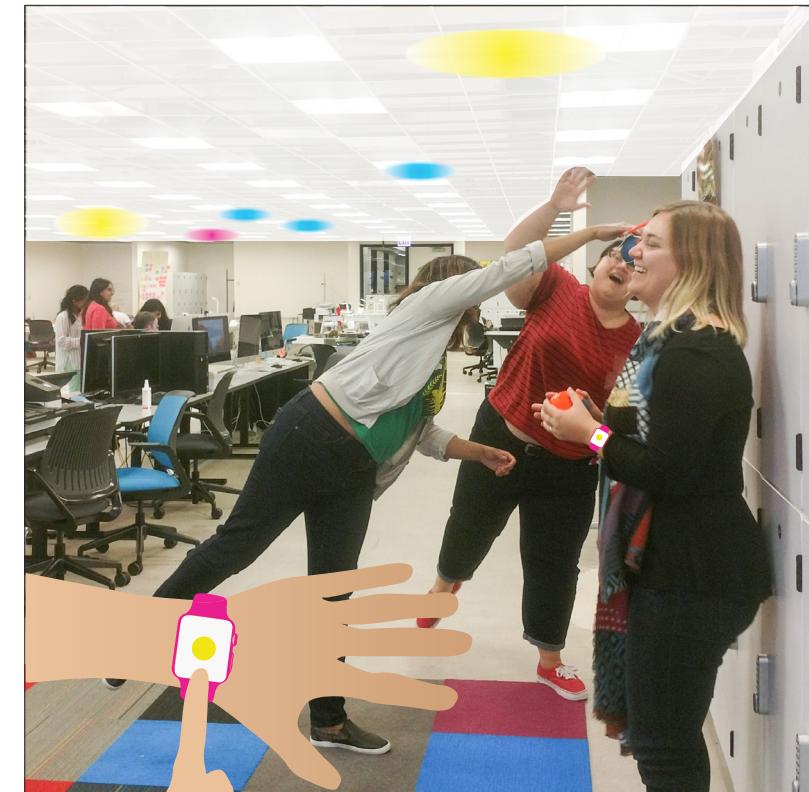
SOLO WORK

The **Immersive Bubble** will emerge once a student has selected "focus" as their primary need for visiting the studio. A slightly tinted but transparent, sphere-shaped bubble allows for silence without distracting other students around her.



SOCIALIZING

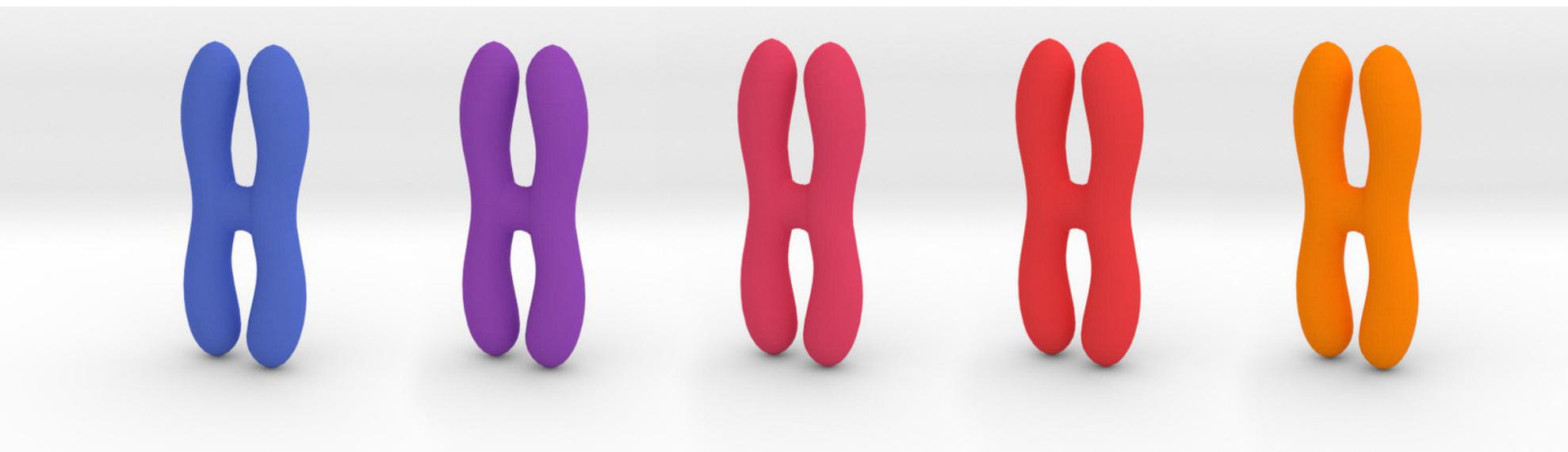
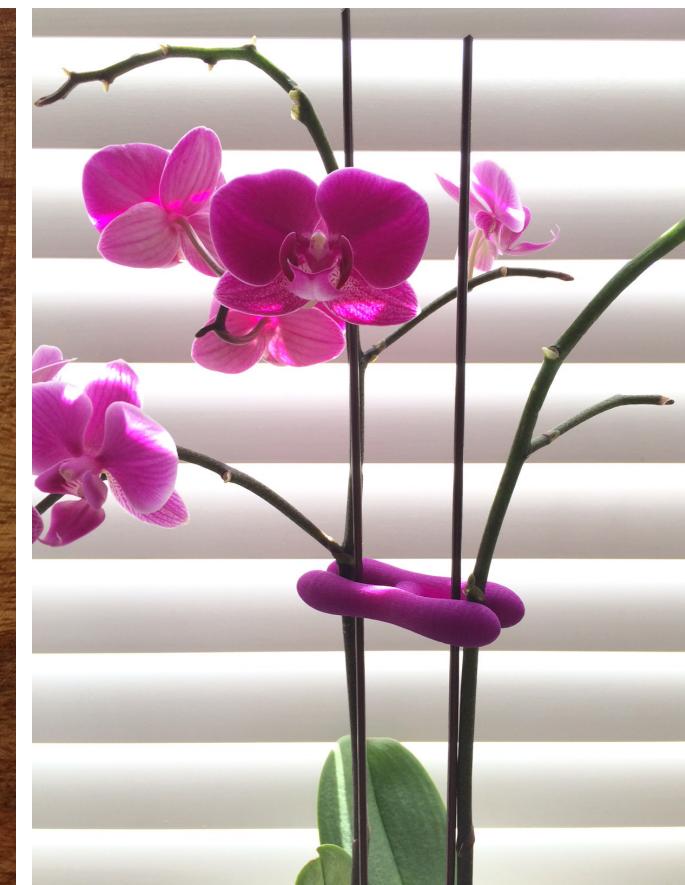
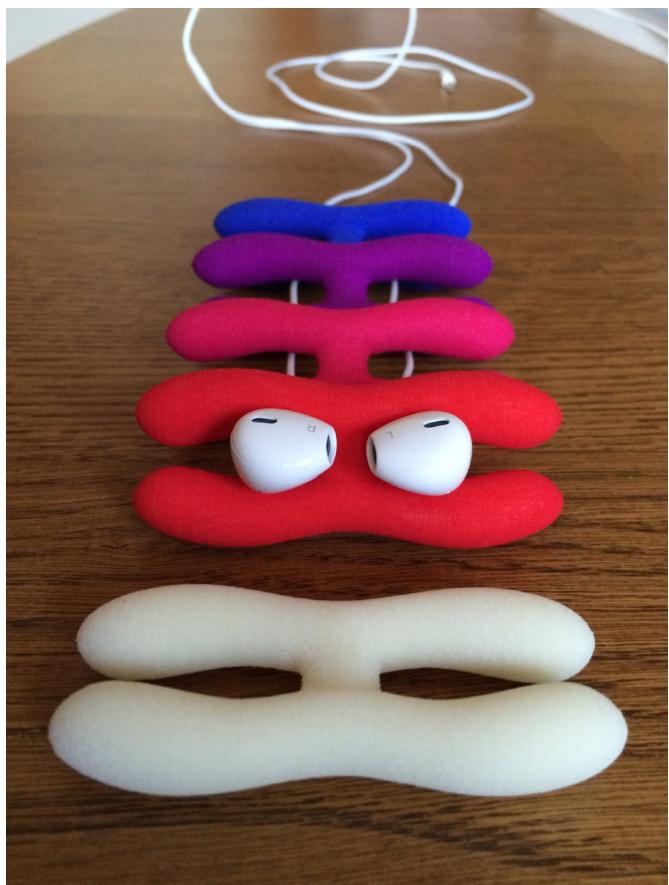
Now that she is ready for a break, she changes the settings on her **smartwatch to social**. Yellow lights on the ceiling indicate a couple of friends are playing a casual game of Nerf basketball. As she walks over to join them, the space gradually expands to make more room for her, and others that decide to join.



ID Studio Concept for a connected school studio space.

Above is a snippet of ideas developed as team for a project/course around imagining Interactive Spaces. The space we have chosen to observe was the IIT Institute of Design campus studio (or ID Studio). As we considered ubiquitous computing, we were interested in exploring how a studio space

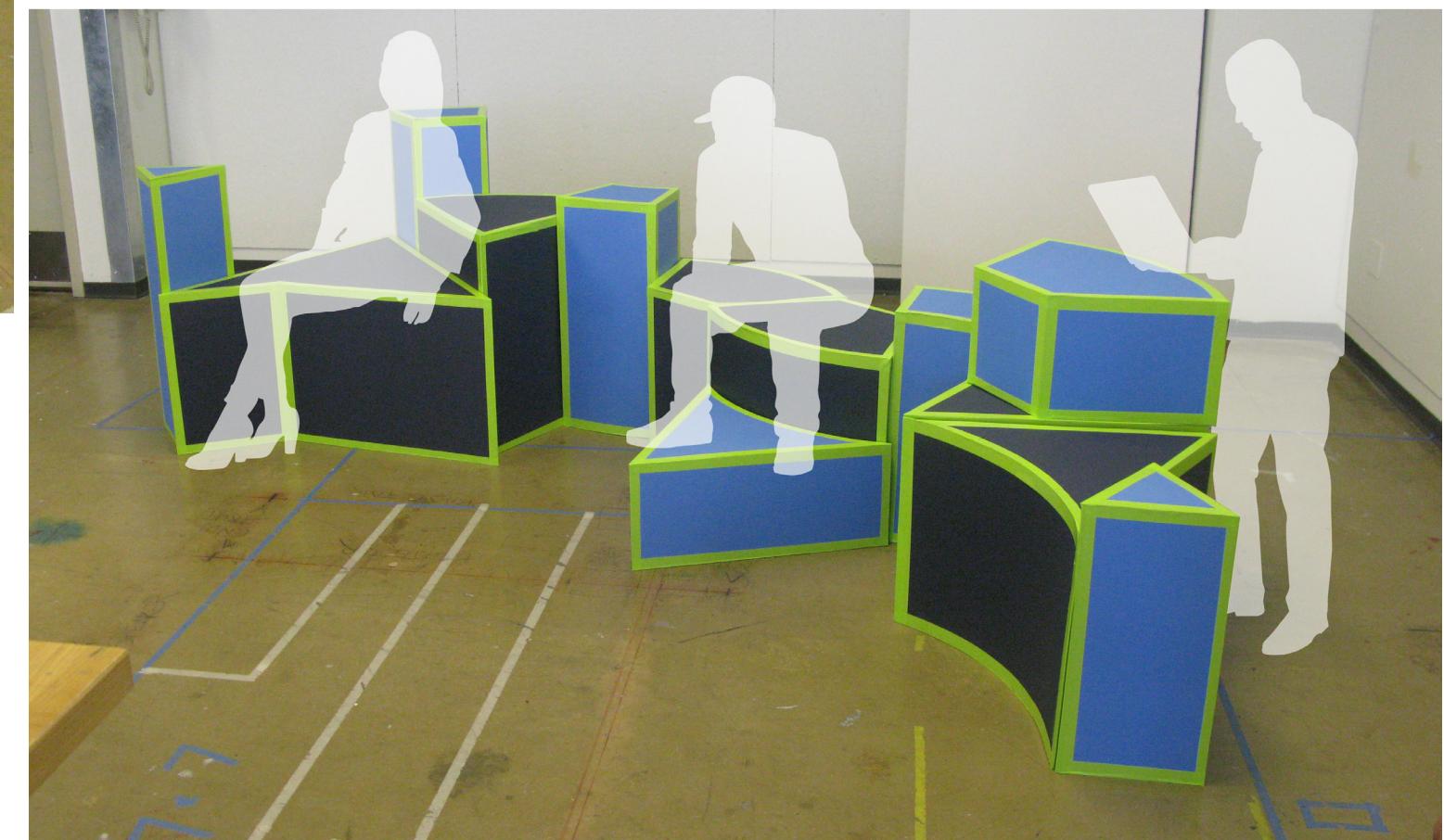
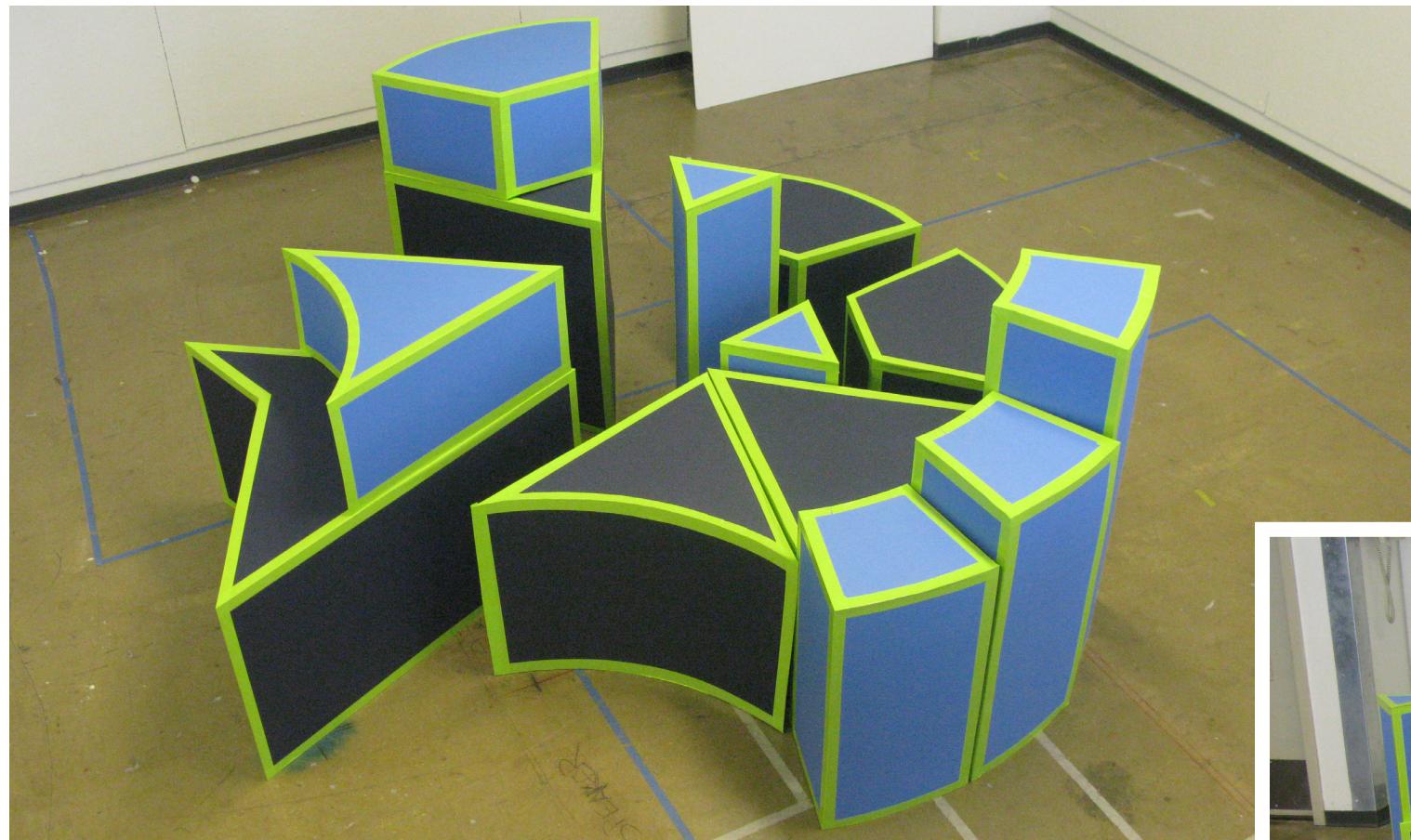
could leverage technology to become more adaptive to students' ever-changing need states. We envisioned **The Connected Studio**, which uses IoT (Internet of Things) to help the studio react to its inhabitants instead.



H.HOLD Bracket for multi-purpose use.

This bracket was originally designed out of a personal necessity—for storing away earphones quickly and tangle free. I wanted something that would work great with all different kinds of earphones and wouldn't require any complicated cord feeding through any loops or grooves. Something quick on

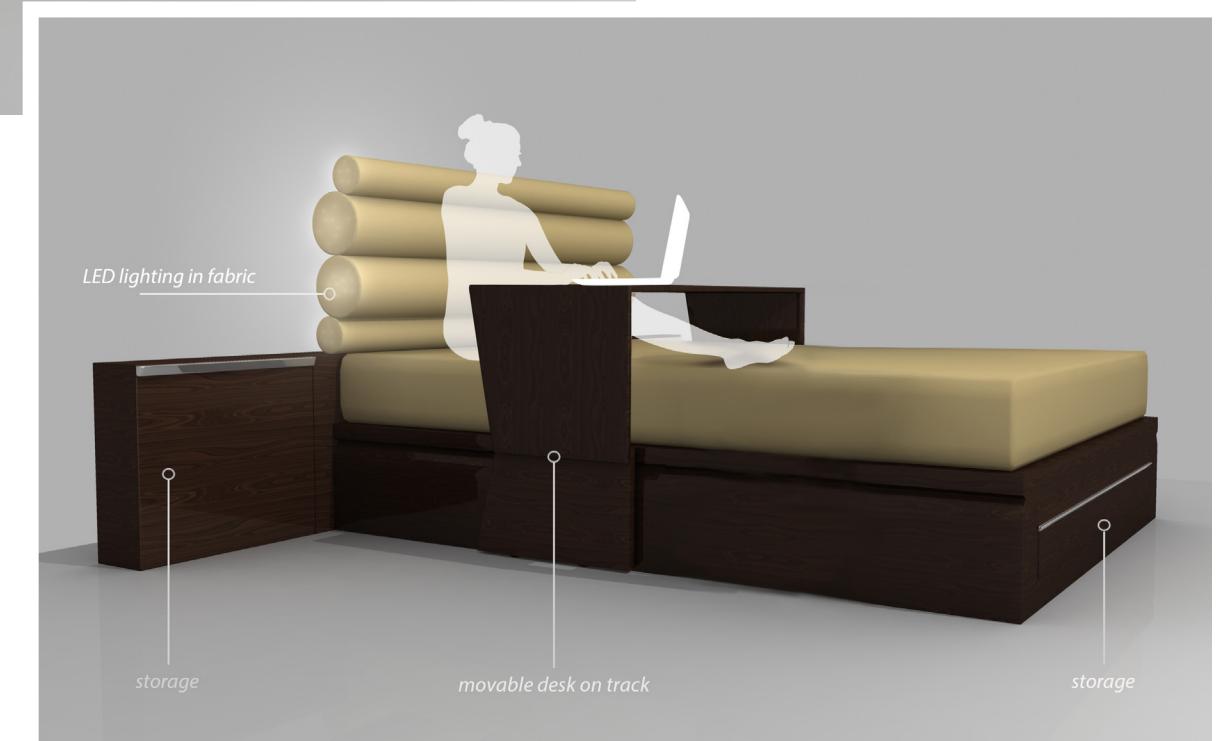
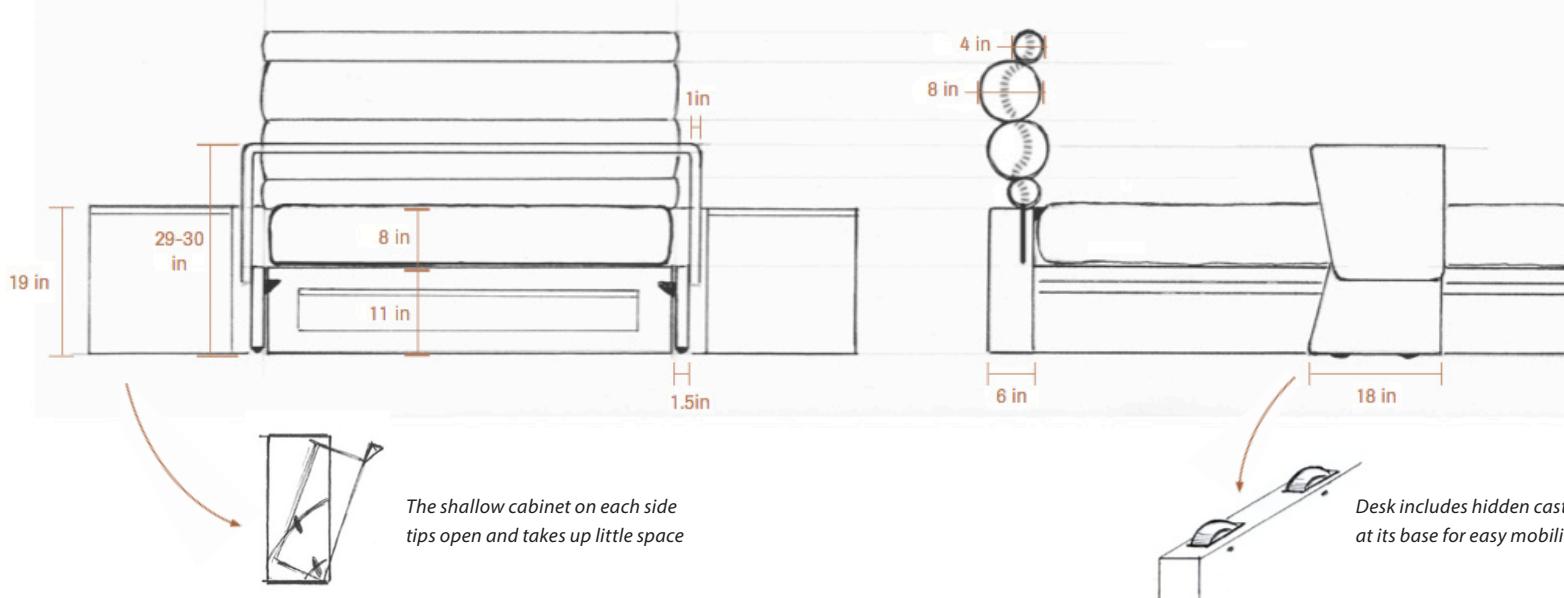
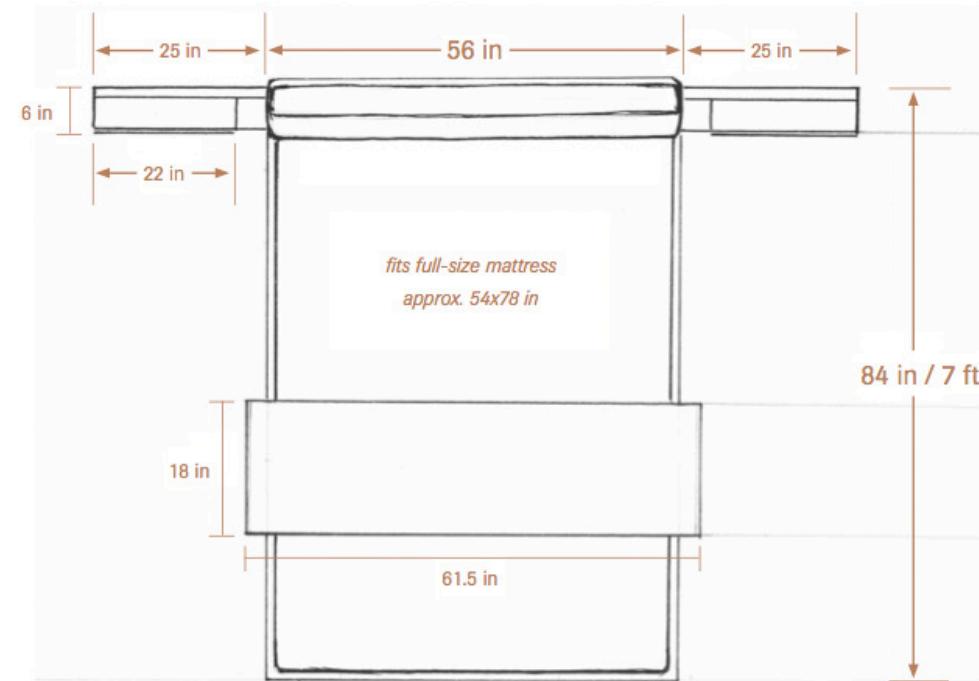
the go. Over time, I found that the nature of this bracket has also come in handy in other applications—like holding my plants in place while they grow. Its organic aesthetic blends right in with nature. The 3D printed model is available on shapeways.com



Untitled Modular seating prototype.

This was a quick study and a group project I worked on during a Product Design Intensive course at the School of the Art Institute of Chicago (SAIC). Working as a group, we had to define and prototype a testable seating solution that could support more than one person. What we came up with

was a modular, reconfigurable seating prototype that we envisioned could exist in public spaces; anything from a gallery to a playground. Different finishes would be considered depending on the intended space.



DOKK Furniture concept for a small, home workspace.

This was a concept I developed during another product design course I took at SAIC. Let's face it, in this connected world, many of us answer emails and work until we're about to go to sleep. The objective here was to design a piece of original bedroom furniture that addressed the need for workspace

while not taking too much space. After exploring multiple concepts and pulling inspiration from office furniture, I arrived at a bed unit with a movable desk. The unit also included an adjustable cylinder headboard for back support and LED lighting in the fabric that would emit soft background light.



Results Newsletter for Acuity Group's clients and prospects.

Award winning (GD USA) series of newsletters which I did design for and art directed illustrators to do custom artwork for the main featured article/case study. Above is just a small sample; this was a quarterly newsletter that was printed and sent out to clients and prospects. In addition, there was an email

announcement as well as a custom site developed which I updated on a regular basis. More examples are available at acuitygroupresults.com

IMPROVING DIGITAL EXPERIENCES THROUGH:

User-Centered Design & Ethnographic Research



Due to ever-increasing competition in global markets, companies are making focused forays into the research and development of more culturally responsive marketing, attempting to embed distinct behavioral advantages in their products. This means learning—and sticking to—a User-Centered Design Process that includes research, analysis, ideation, prototyping and testing.

What is User-Centered Design (UCD)?

User-Centered Design, also known as Human-Centered Design, is a process. The specifics may vary but it usually starts with research—**immersing yourself in your users' worlds** to understand what they do and why they do it. UCD emphasizes experience over efficiency and has a more **humanistic approach** with the involvement of the user throughout the development of a product or system.

The Godfather of UCD



The term *User-Centered Design* was first coined by design theorist Donald Norman. The practice started to evolve around the late 1980s. User testing became less about usability and more about a **user's interests and needs**. Norman favored user-control, making things visible, and designing for error.

Why use UCD?

It inspires innovation. Most of the evolution of design has come from the private business sector.



SOURCES:
dilberg.com/blog/User-Centered-Design; Applying lessons from successful product companies to development, November 2013; Forrester Research, Inc. [Top 10 Ways To Improve Digital Experiences, July 2012]; ithinkdesign.wordpress.com [A Brief History of Design Thinking: How Design Thinking Came to Be, June 2012]; brentsaalik.wordpress.com [The Origins of Modern Human-Centered Design, March 2012]; Bloomberg, April 2013 [Is Design Too Important To Be Left Only To Designers? April 2009]; Harvard Business Review [Ethnographic Research: A Key to Strategy, March 2009]; ethnographymatters.net, quora.com

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RESEARCH

■ Document customer insights in Personas and Journey Maps.

▼ **Personas** are fictional characters that embody your target customers' key behaviors, attributes, motivations and goals.



Journey Maps visually illustrate a particular persona's activities over time—like discovering, evaluating, buying, using and getting support for a product or service.

Recognizing the Need

As Steve Jobs famously asserted, "true innovation comes from recognizing an unmet need and designing a creative way to fill it." Best way to start is to begin with ample observation. Customers can't tell what they want, but they certainly can tell what doesn't work for them currently. It's in customers' unmet needs that the real opportunity to build the next great business exists.

Innovations by Observations



Technology Product Social Good

SOURCES:
dilberg.com/blog/User-Centered-Design; Applying lessons from successful product companies to development, November 2013; Forrester Research, Inc. [Top 10 Ways To Improve Digital Experiences, July 2012]; ithinkdesign.wordpress.com [A Brief History of Design Thinking: How Design Thinking Came to Be, June 2012]; brentsaalik.wordpress.com [The Origins of Modern Human-Centered Design, March 2012]; Bloomberg, April 2013 [Is Design Too Important To Be Left Only To Designers? April 2009]; Harvard Business Review [Ethnographic Research: A Key to Strategy, March 2009]; ethnographymatters.net, quora.com

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BIG IS THE NEW — BIG

DISRUPTORS IN THEIR OWN RIGHT

Established global brands see the disruption generated by digital-first companies such as:

Tesco

A global supermarket chain, Tesco created interactive grocery stores in airports and subway stations. It also expanded into new industries, offering movie streaming, e-books, and even its own 7-inch tablet priced as low as \$91.

*** General Electric**

In business since 1892, GE is betting on the industrial Internet, connecting machines via remote sensors, mobile communications and analytics. The digital information flow feeds advanced products and services and the people who work on them, leading to higher performance in major industries such as energy and aviation.

PayPal's WEARABLE WALLET

This is currently being tested at a coffee shop on the company's corporate campus, it uses beacon signals and smartwatches to facilitate transactions. When a customer enters the store, a beacon sends push notifications to the user's device, which then checks-in the customer, who can tap on his/her smartwatch to buy coffee or get a reward.

Sony's EVOLUTION UI

It's a gamified onboarding experience. Instead of reading a phone manual you start off as a beginner with only a few features turned on. The more you use the phone, the more features are unlocked, and you level up from rookie to intermediate to master (think Candy Crush or Angry Birds), where the system slowly brings the user, who never needs to read a manual, up to more and more complex game play.

Source: <http://newsroom.cisco.com/feature-content?type=webcontent&articleId=1436274>
Used with the permission of <http://thenetwork.cisco.com/>.

People don't want to be marketed to; they want to be a part of the story. Continued innovation in these areas is what will keep marketers ahead of the curve — until the next trend breaks.

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Infographics Sample of information design.

This is just a short snippet of the type of infographics I've worked on for Acquity Group's blog posts.

More can be viewed at isabel-dec.com/infographics



EVOLVE Branding for Acuity Group's executive event.

This was a forum that was created as a way for executives to network, share perspective, and gain insight on topics that define the digital brand experience. Seth Godin was one of the main speakers. Over 100 executives attended. Leading up to the event, I was responsible for developing the logo



**Thank You for your time and
consideration.**

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