

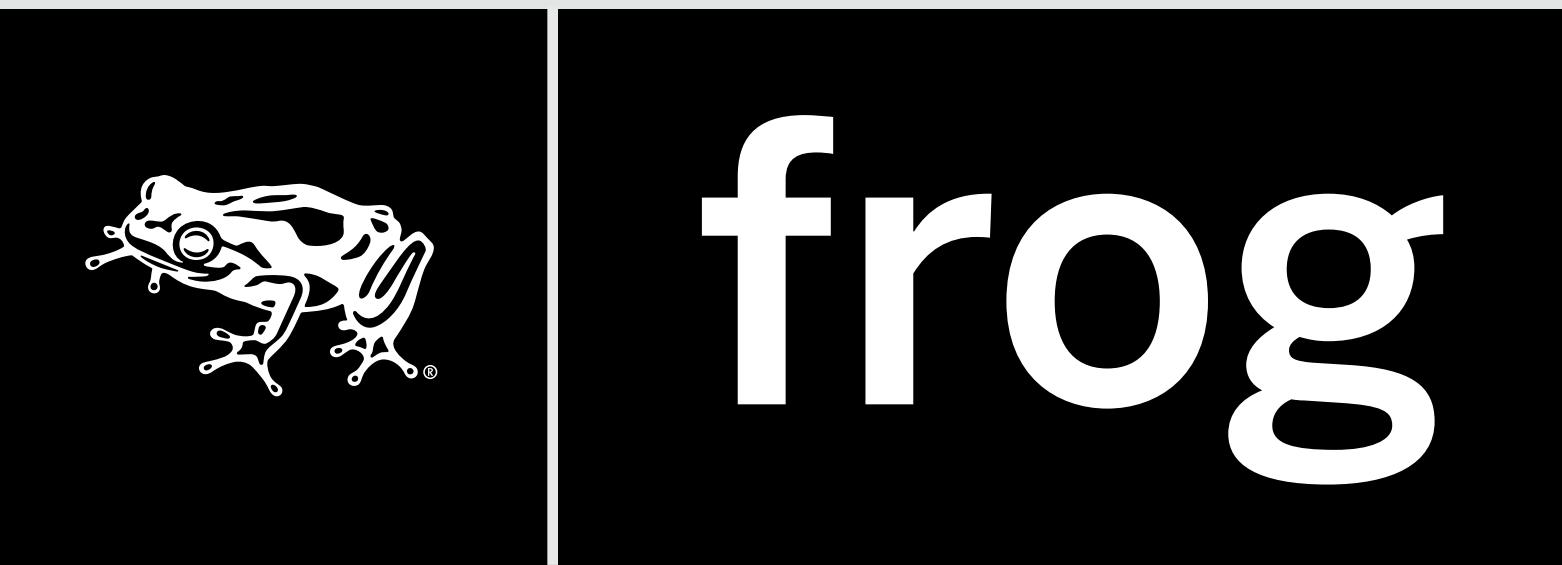
# PORTFOLIO SLAM

DO YOU HAVE WHAT IT TAKES TO BE A FROG?



frog

您好 & Welcome to



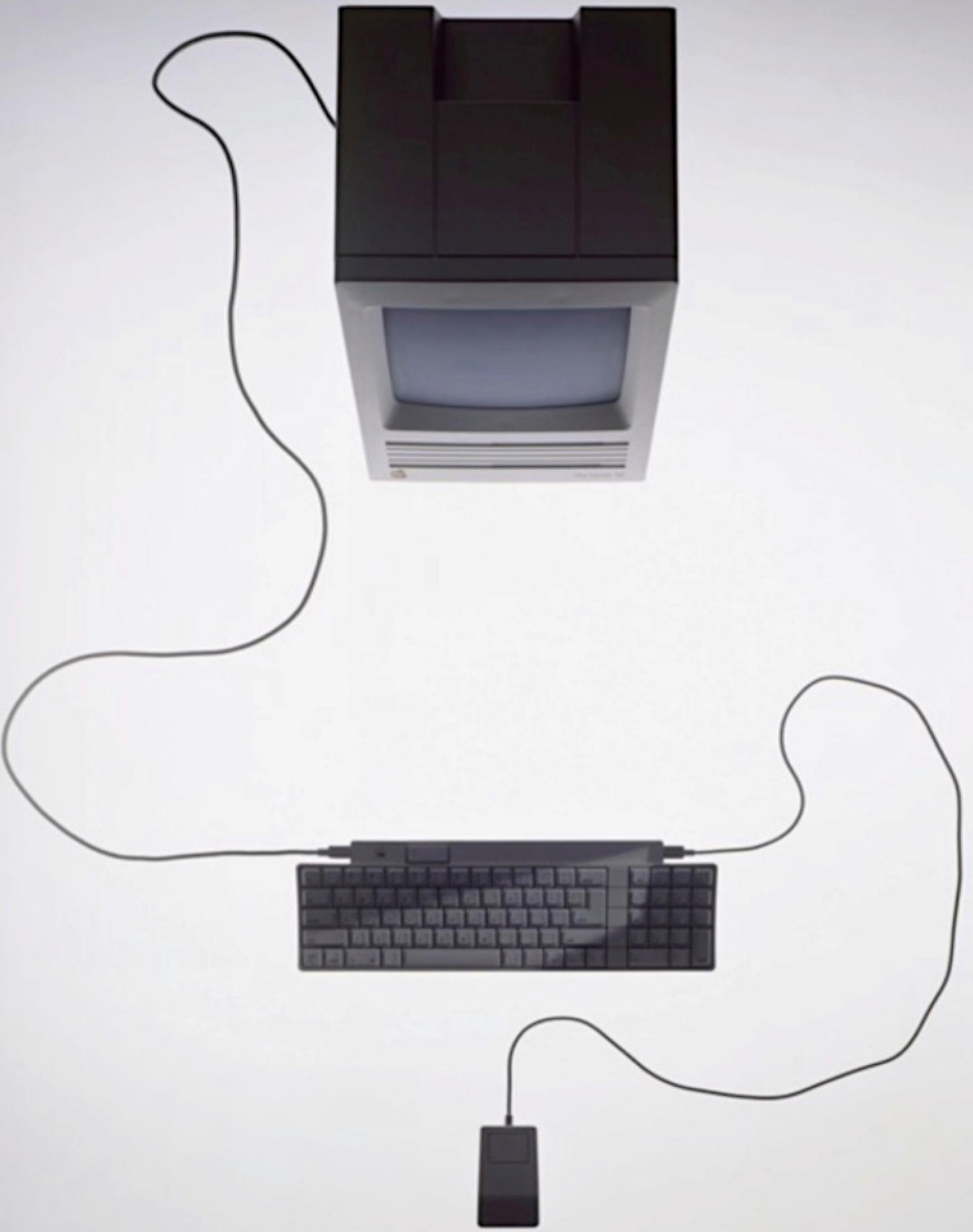
in Shanghai

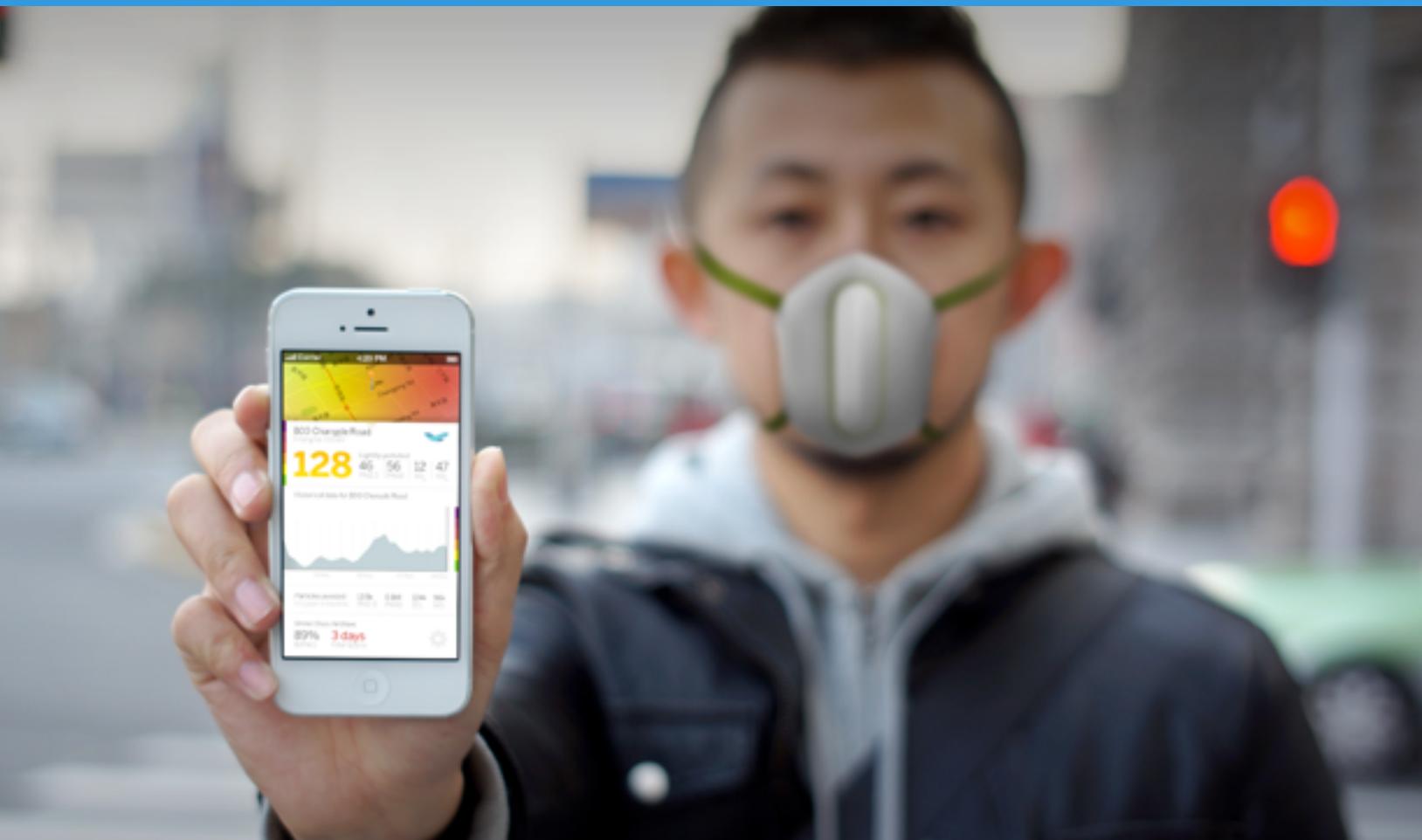
# ABOUT FROG



# FROG IS A GLOBAL DESIGN AND STRATEGY FIRM

We transform businesses at scale by creating systems of brand, product and service that deliver a distinctly better experience.





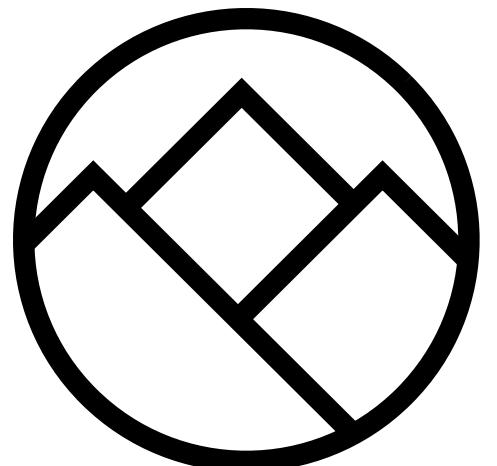
# REACH

We are more than 500 strategists, researchers, designers, and technologists who partner with clients across industries and geographies.



# SERVICES

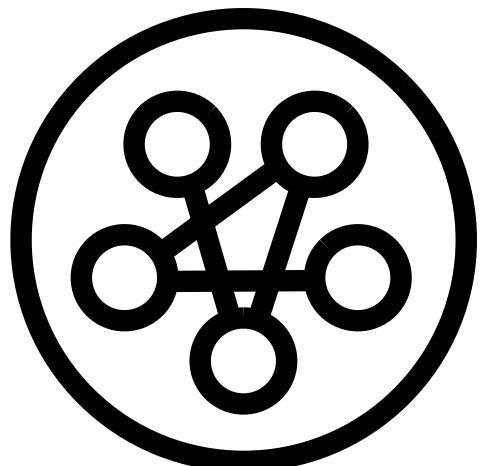
We identify opportunities, create great products, and design meaningful experiences to grow brands and delight customers. We break this down into four services:



## GROWTH STRATEGY

Tools and capabilities that help our clients capture value by identifying untapped opportunities in the market and converting them into meaningful strategies.

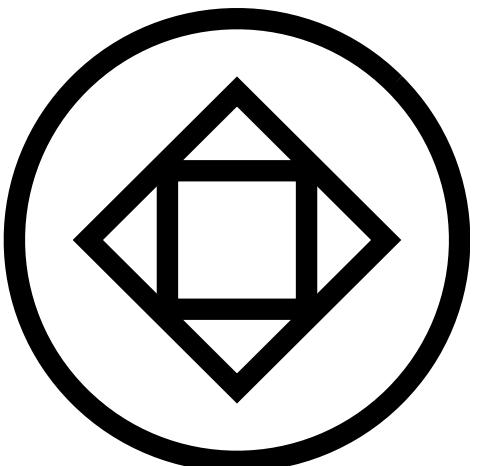
User Insights  
Market Insights  
Product Strategy  
Partner Strategy  
Brand Strategy



## EXPERIENCE STRATEGY

Strategy and design that choreographs interactions between people and a brand's products and services over extended time.

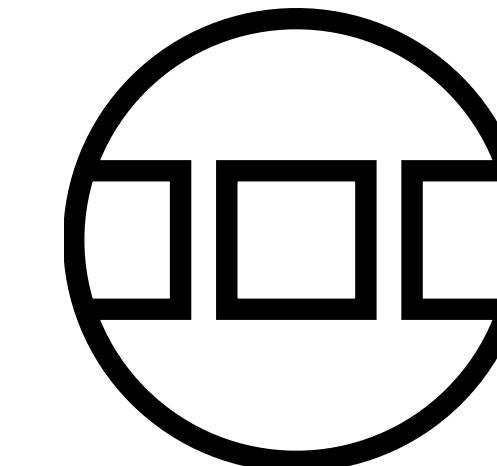
Experience Evaluation  
Experience Envisioning  
Experience Architecture  
Experience Planning



## PRODUCT AND SERVICE DESIGN

The concepting, planning and engineering of products and services that connect on a functional and emotional level.

Physical Design  
Digital Design  
Brand Design



## PRODUCT REALIZATION

Helping our clients get their products to market quickly by supporting internal development and manufacturing processes.

Design for Manufacturing  
Software Development  
Realization Management



# PLATFORMS

Beyond design consulting, we facilitate practical education for our clients and engage in provocative innovation through our labs. We launch new ventures and design for social impact. Through these platforms we combine, grow, and share our skills with partners and clients.

FROGVENTURES



FROGIMPACT



FROGCAMP



FROGLABS



+

# NEW MATTER

## frogVentures

frog partnered with the founders of New Matter to co-develop the company's experience strategy and design – from branding and identity system to the design of the printer, marketplace, and application.

[Click here](#) to read the full case study.



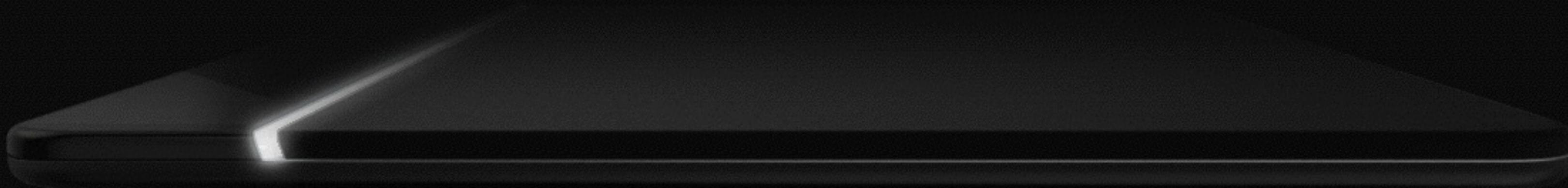
+

# SENSEL MORPH

## frogVentures

frog partnered with the founders of Sensel to develop the startup's brand vision and go-to-market strategy around Morph, its breakthrough force-sensing technology.

Click here to read the full case study.





**UNICEF**  
**frogImpact**

Unicef, MDG Health Alliance, and frog worked with more than 60 organizations to design a comprehensive toolkit to empower and activate Community Health Workers (CHW). Backpack PLUS promises to improve CHW effectiveness and engagement, resulting in more lives saved.

[Click here to read the full case study.](#)



+

## GSMA mAGRI frogCamp

GSMA has asked frog to team up with them and mAgri programme partners to work closely with 6 mobile network operators and their agriculture partners. Over the course of 2 years, frog will bring human-centred design methodology into the organisations to design mobile services that meet the needs of farmers and the agriculture sector.

[Click here to read the full story.](#)



◆ FOLLOW US ON ◆



@frogChina



frog

◆ FOR MORE INFORMATION ◆

visit [www.frogdesign.cn](http://www.frogdesign.cn)  
or email [business@frogdesign.com](mailto:business@frogdesign.com)