

Designing the ways we design everything

NOVA FCT TALK

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Rui Quinta

Design
Brand Strategy



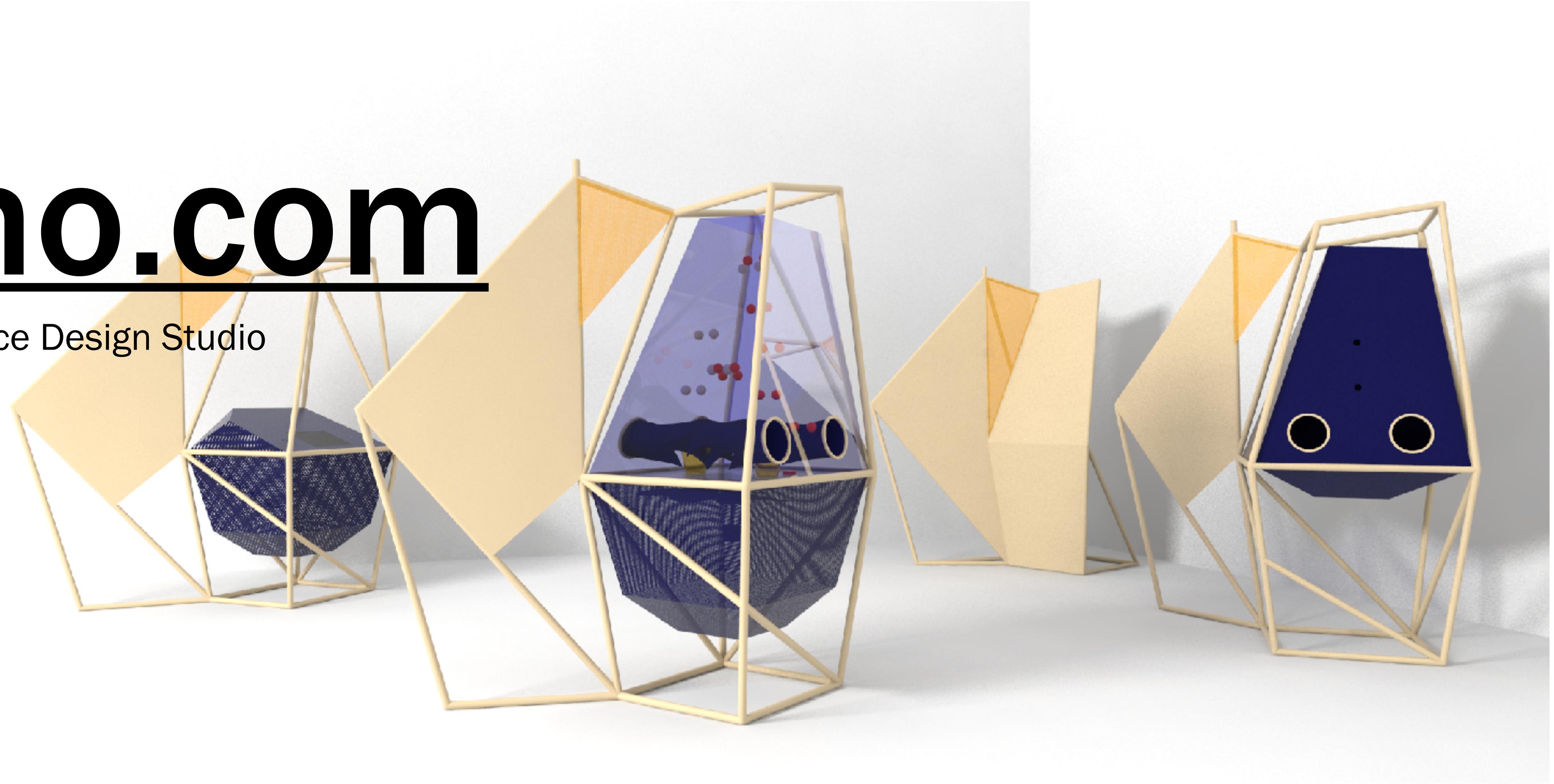
Rui Quinta

Design

Entrepreneurship
Brand Strategy

toyno.com

Space Experience Design Studio



www.toyno.com

Peixaria Cen^{en}ária

Fish Shop

www.instagram.com/peixariacentenaria



With Company

Strategic Design Consultancy



www.with-company.com

All of that, after this:



16
Designers
among |

A photograph of a speaker, a man with a beard, standing at a podium and speaking into a microphone. He is holding a small yellow book or folder. The audience consists of approximately 170 people, mostly young adults, seated in rows of chairs, facing the speaker. The setting appears to be a lecture hall or conference room.

16
Designers
among | **170 People**

where I've met **this guy**

Summary – 4th day

By Rui Quinta
March 15, 2012

—
Frameworks, Research,
Syntheses, Video

—
[Leave a comment](#)



<https://fishingforideas.wordpress.com/2012/03/15/summary-4th-day/>

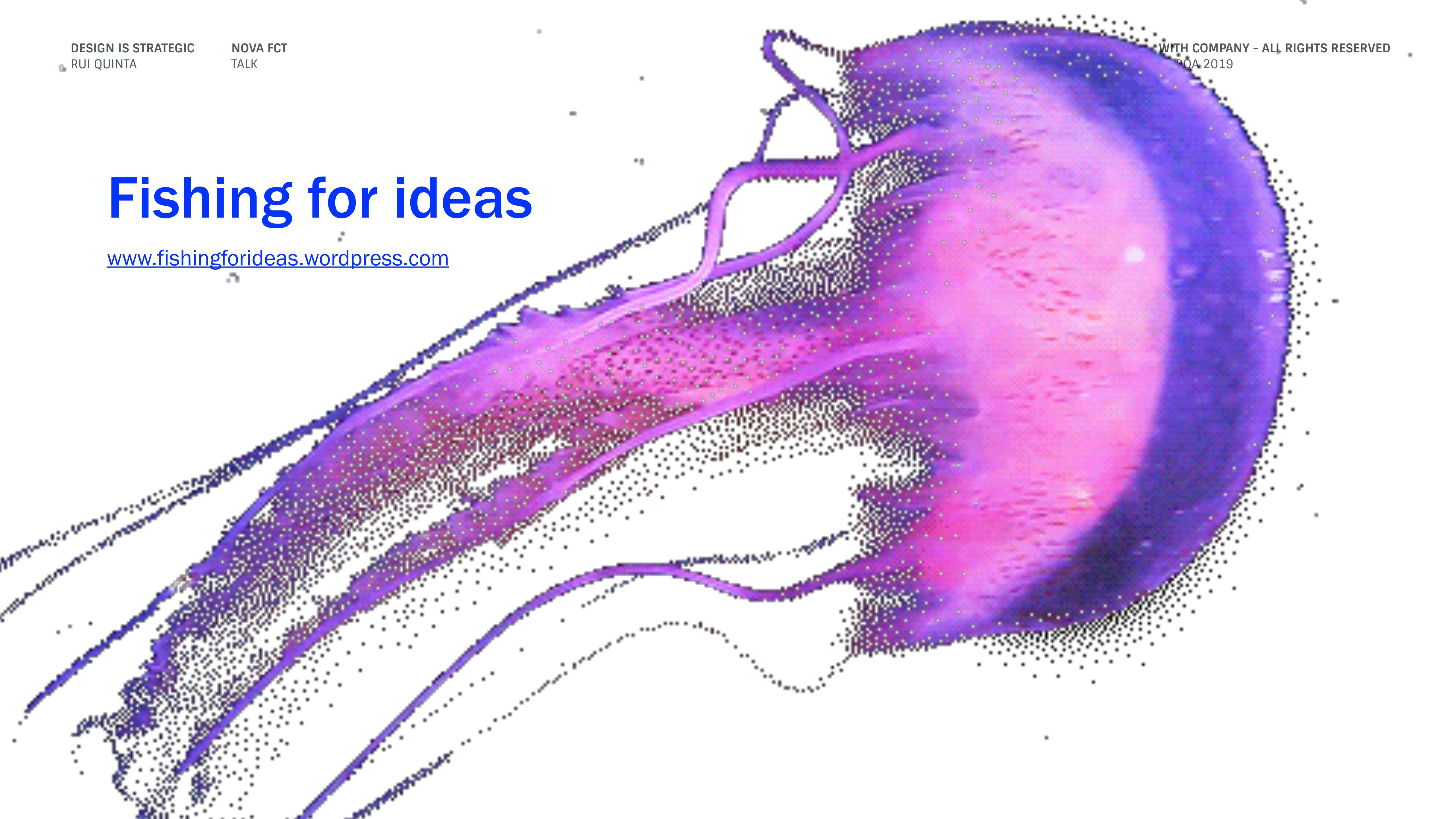
from our looks,
it was already a few years ago

Fun times.

Will it work in the real world?

Fishing for ideas

www.fishingforideas.wordpress.com



**Wholesale company
drowning.
Fishing Industry**



Their needs

Their needs

Online Platform?

Their needs

Automation?
Online Platform?

Their needs

Big Data?
Automation?
Online Platform?

Their needs

An App?
Big Data?
Automation?
Online Platform?

It was a bit
more challenging

They needed

They needed help

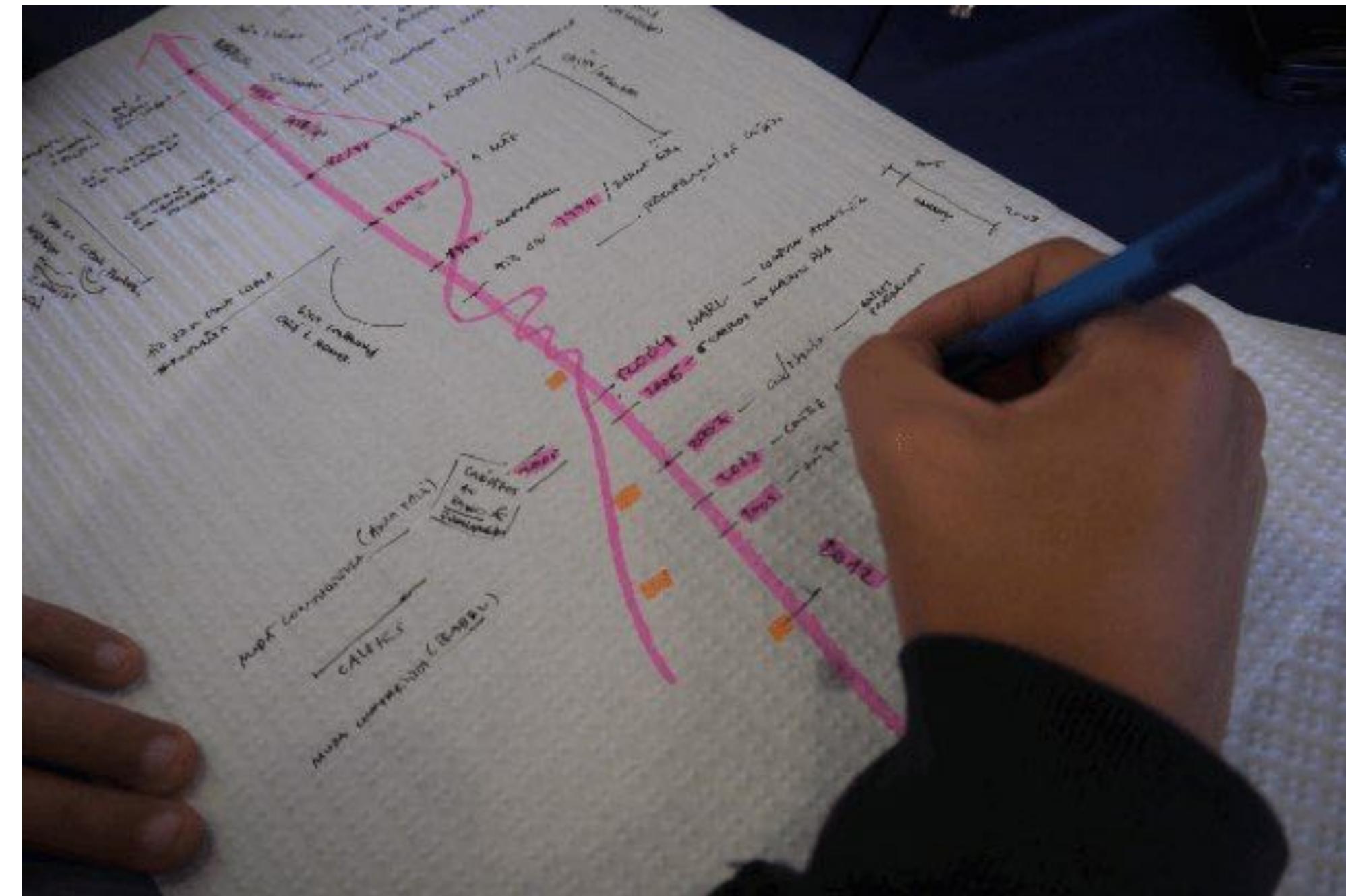
**People who could look
at all the aspects
of their business**

**And help them
reconnect with
their purpose**

**Here's what we did
for about 3 months**

Started right from
the beginning.

Listening to people
History
Planning
Business context



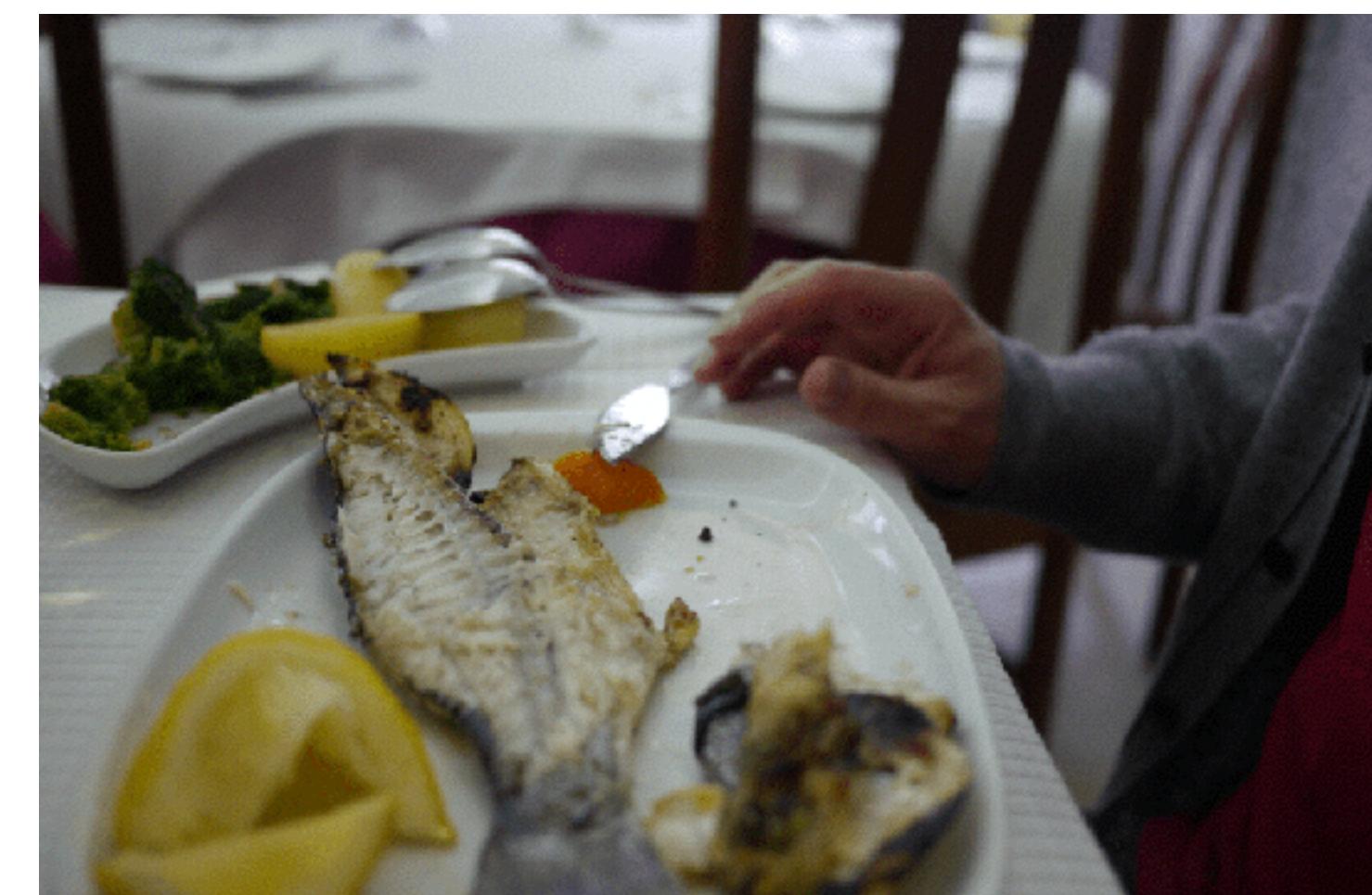


Discovering their environment

Empathy. Rings a bell?
Where?
Who?
What?
How?

Looking elsewhere

Behaviour
Competitors
End Consumers
Food Trends
Experts



Making sense along the way

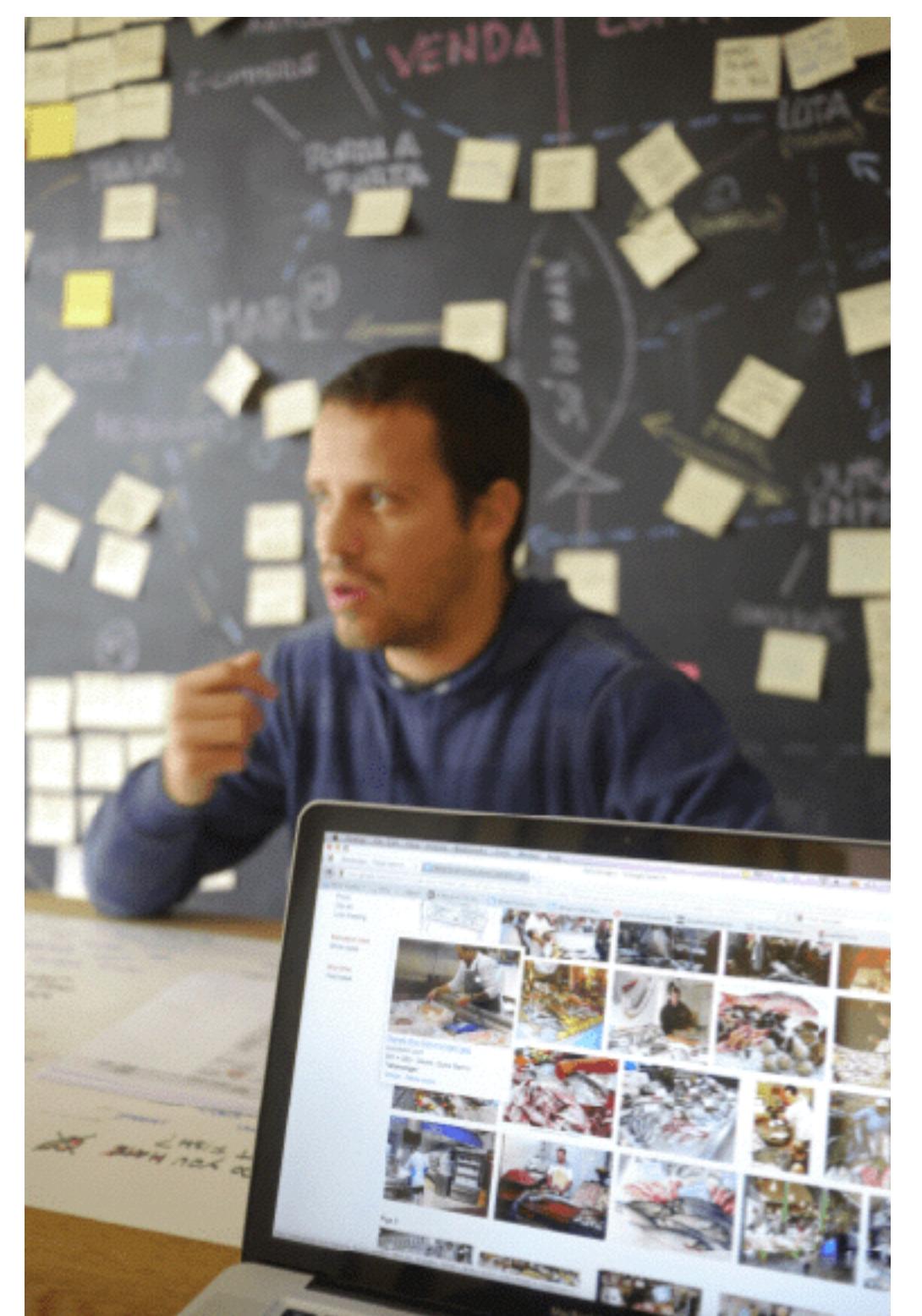
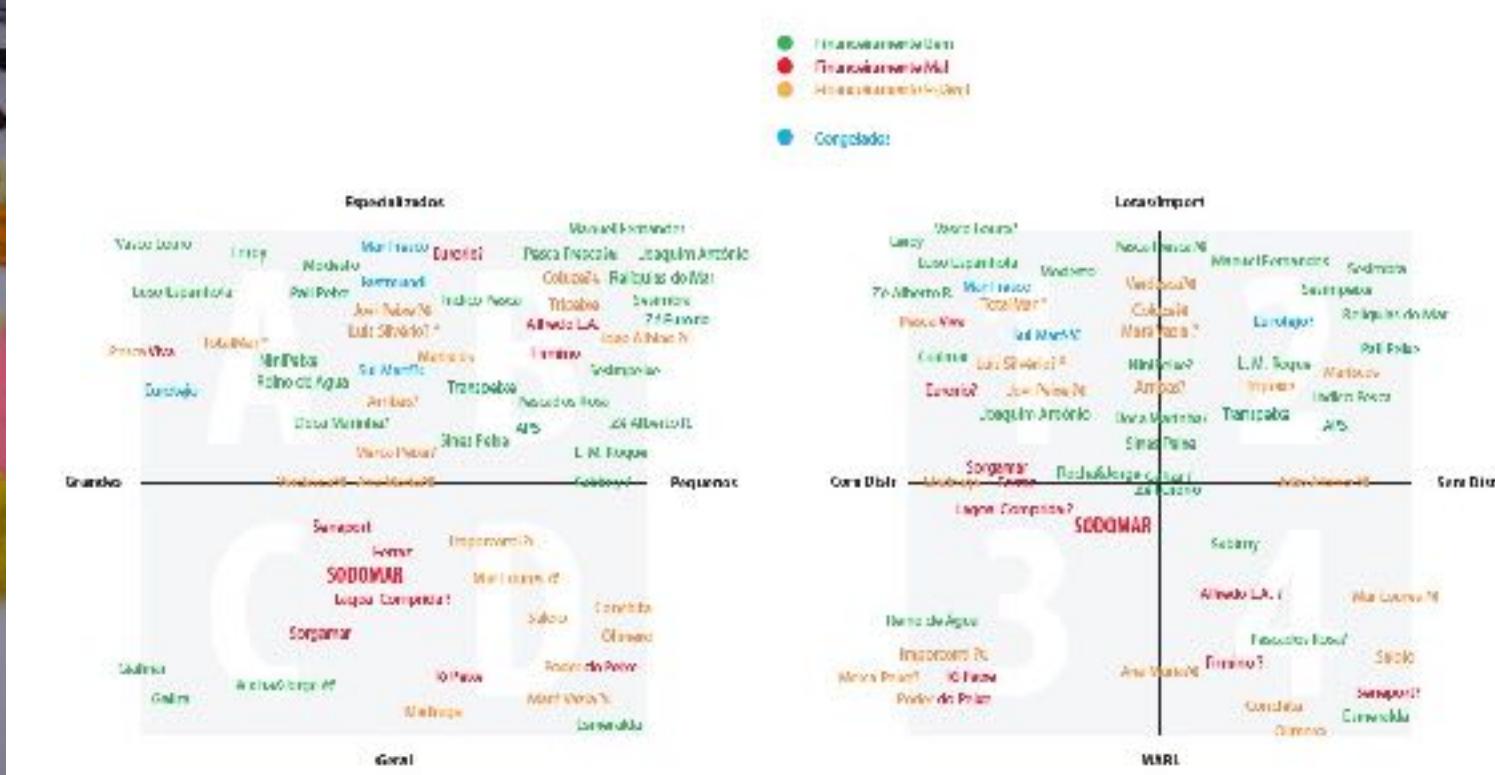
Visibility > Redundancy > Memory

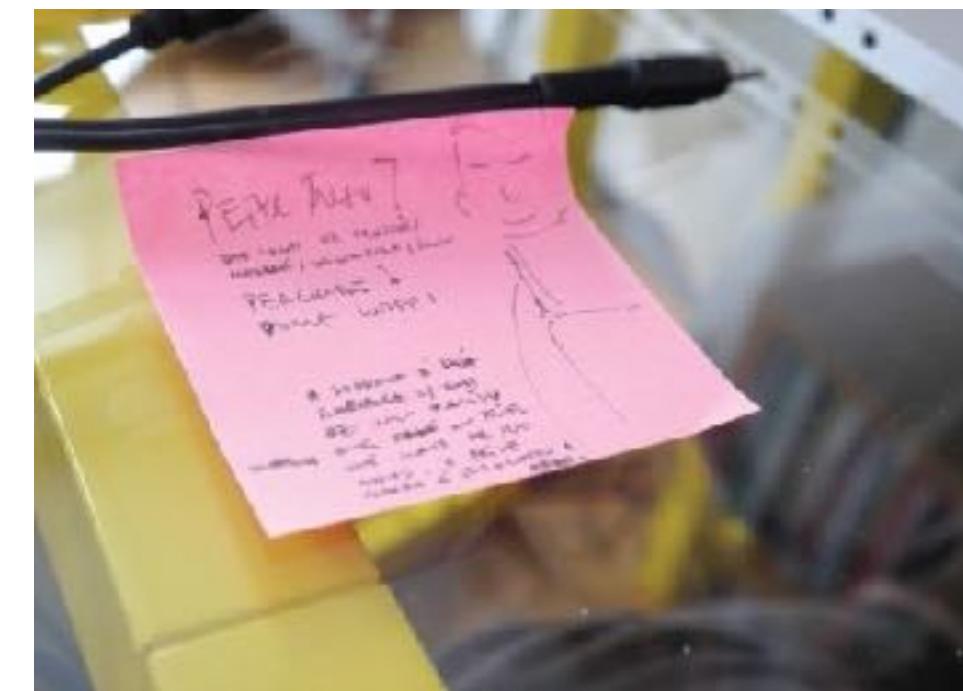
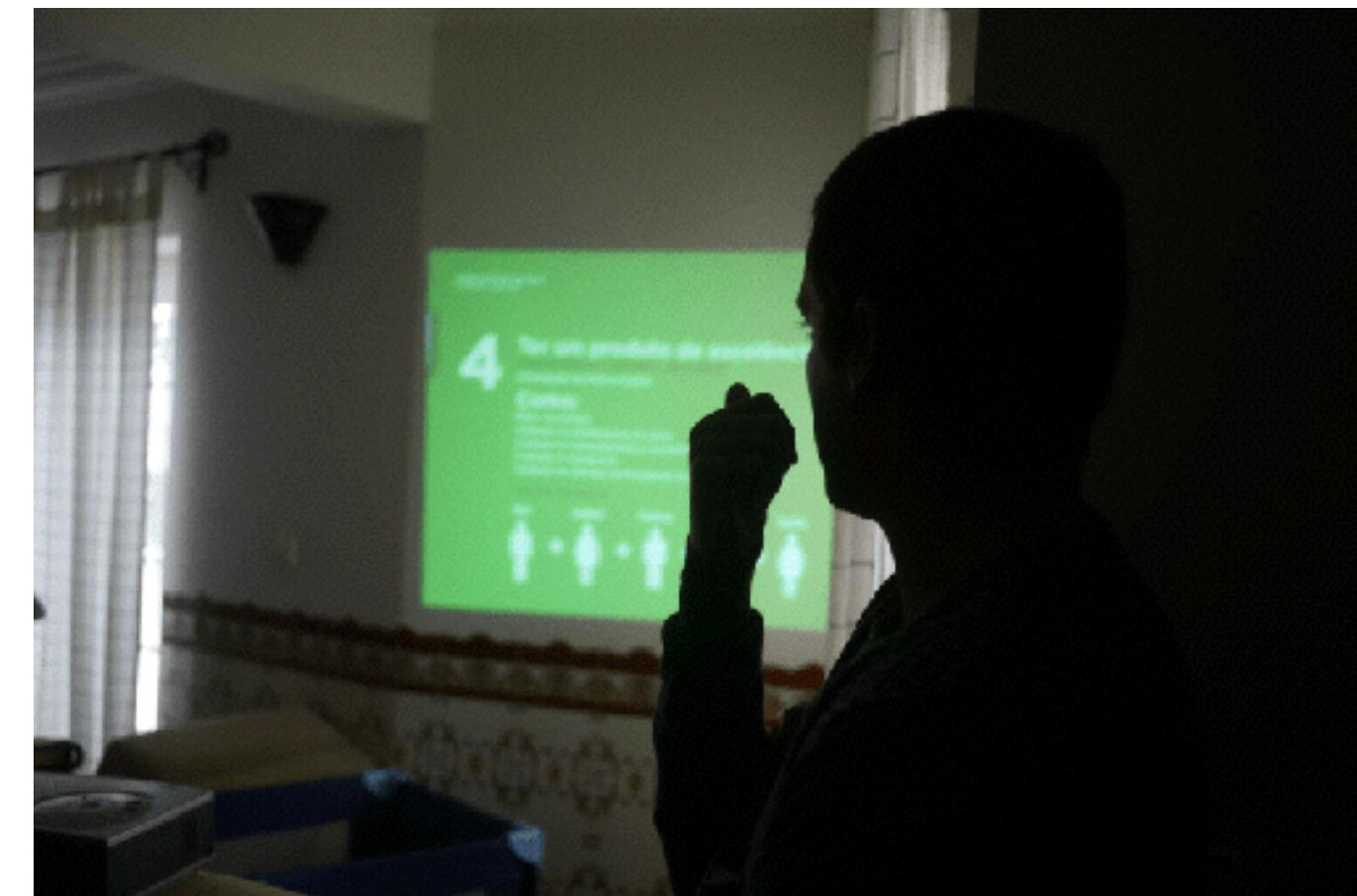
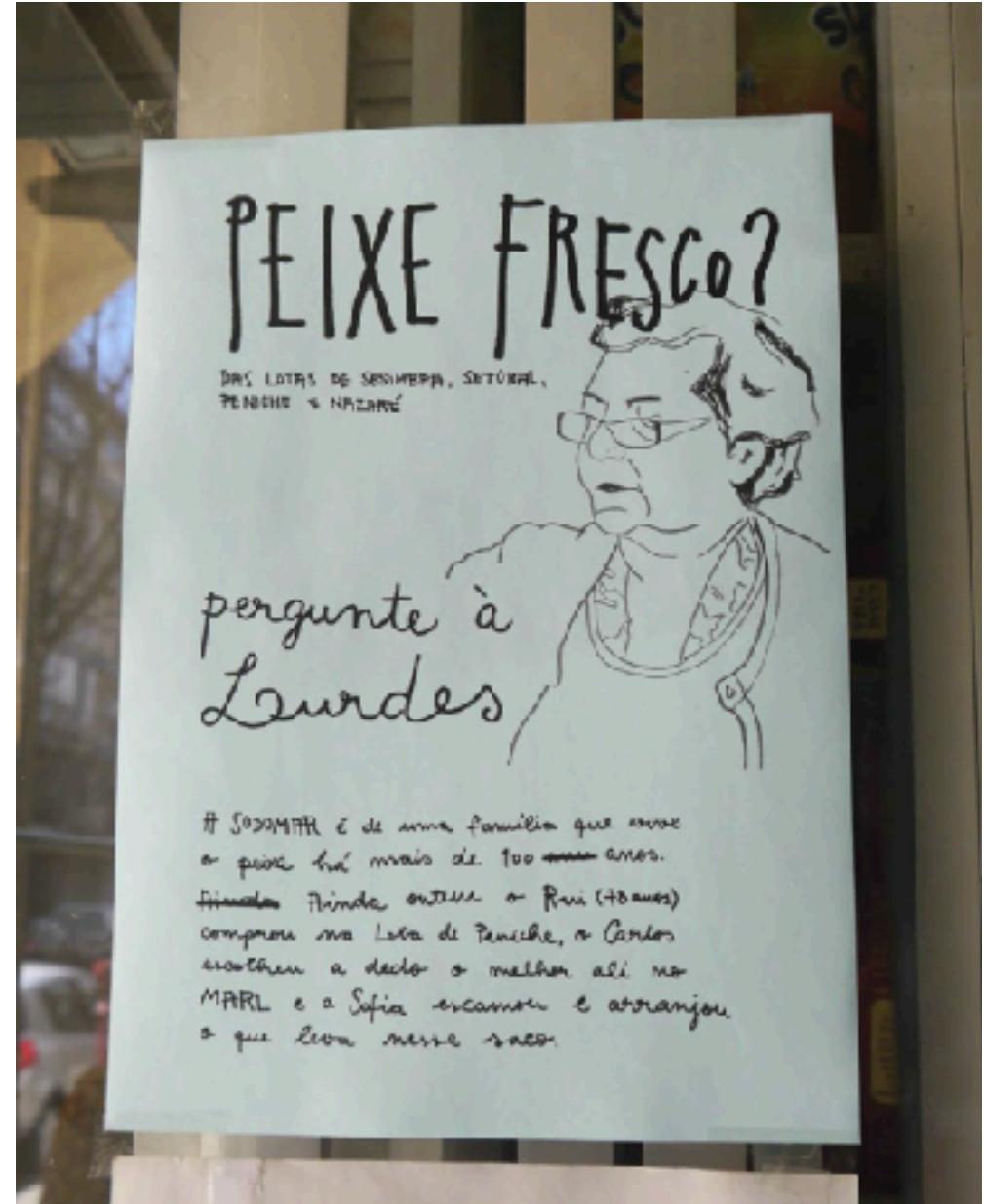
Survey Analysis

Swot

Competitors Positioning

Journey Maps





Exploring opportunities

Co-creating with the world
Prototyping immediately
Testing with real clients
Presenting all along

Human Centred Design?

Encomendas

Human Centred Design?

Considering everyone
and making things easier for adoption.

Encomendas

This is what
we achieved
in the end

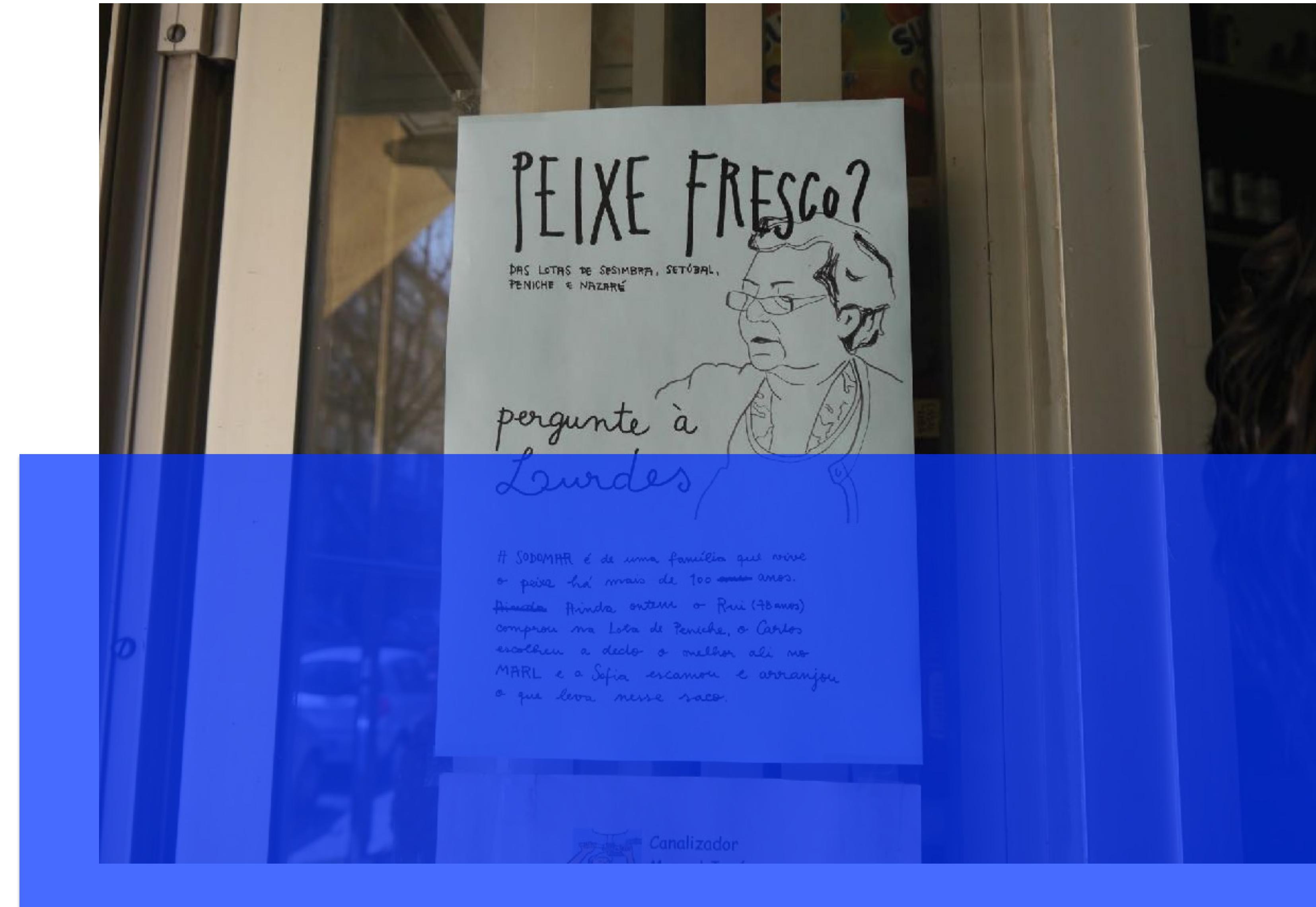
Optimised processes

management &
communication



Identified new channels

sales & distribution

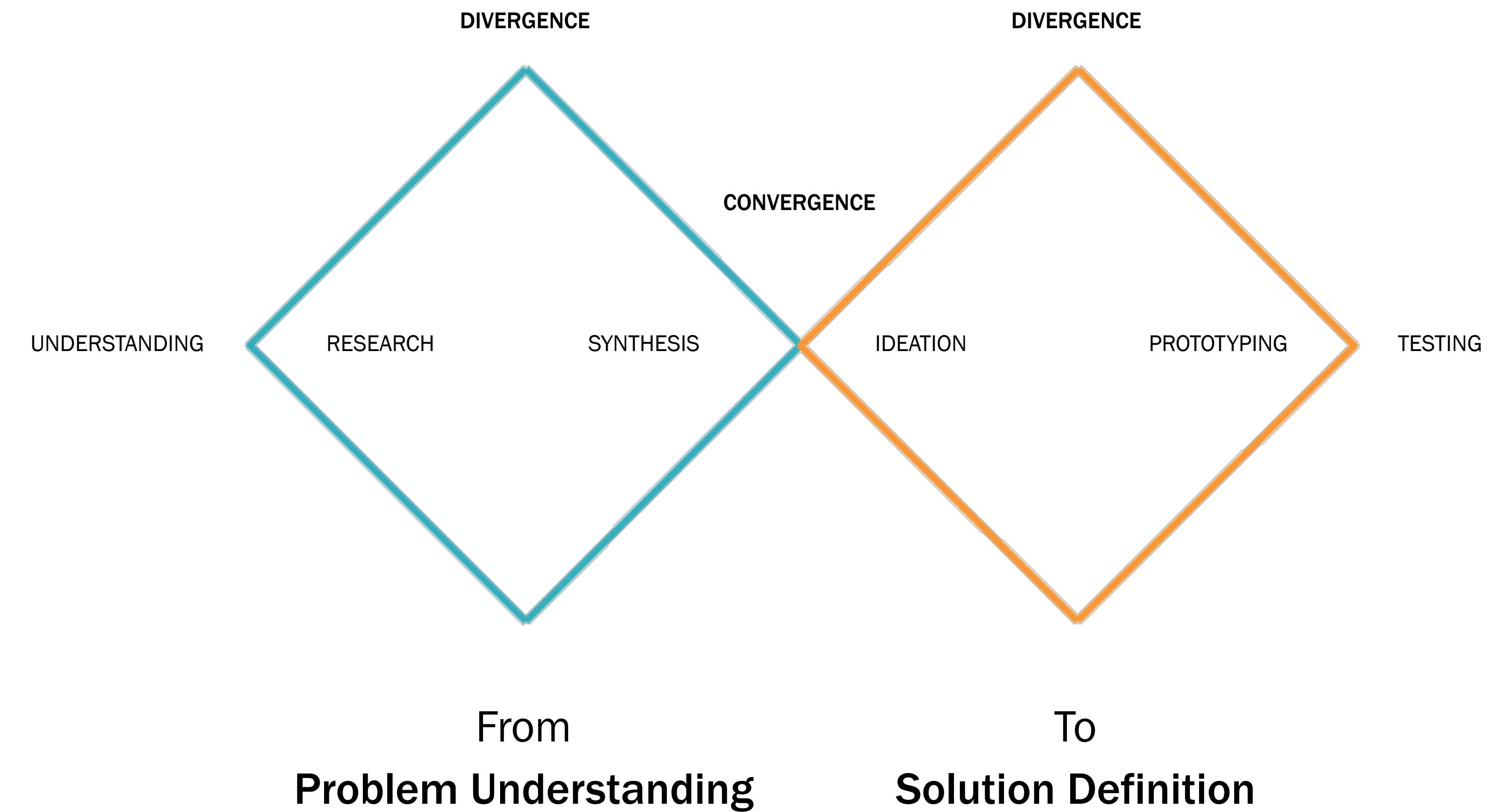


Reduced
2/3 of their
debt

negotiation & business
control tools

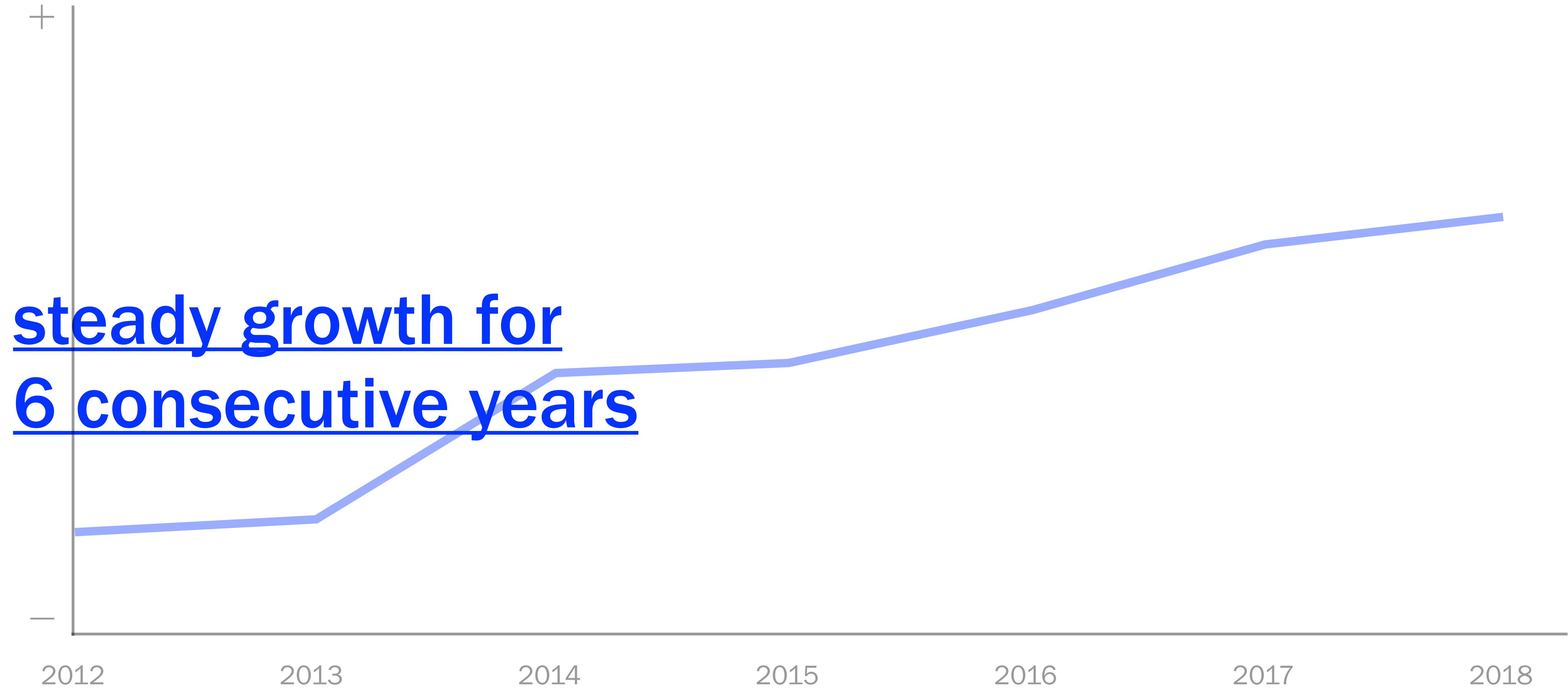


**the process looks
like this:**



and...

works
like this:



A few learnings

1. It works And it's loads
of work

A few learnings

- 1. It works** And it's loads of work
- 2. More about people than a process** Mindset VS Methodology

A few learnings

- 1. It works** And it's loads of work
- 2. More about people than a process** Mindset VS Methodology
- 3. Company culture depends on the conditions** Give VS Get

and

we've learned to be more open

and in good company
I've designed and opened

PEIXARIA CENTENÁRIA

fish shop

It's about this tendency designers have
to reach out and understand others

DESIGN IS STRATEGIC
RUI QUINTA

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TALK

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LISBOA 2019

Fixe?

Fish

Not over yet.

Put your **gloves** on

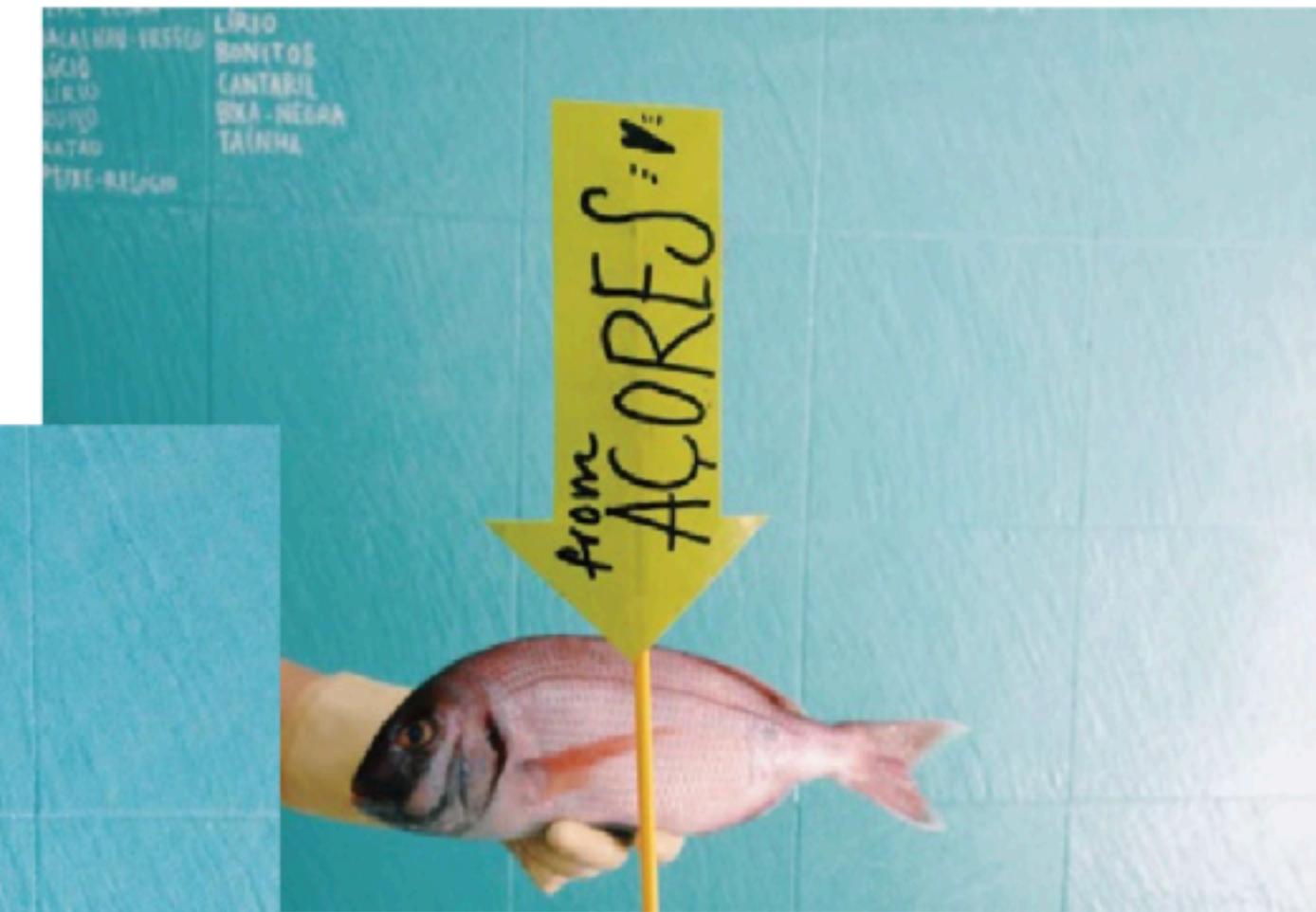
www.instagram.com/peixariacentenaria



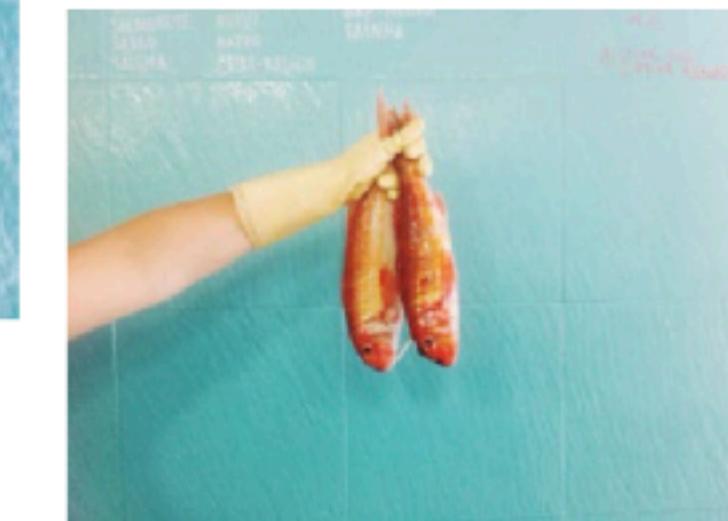
Variety



Quality



Origin





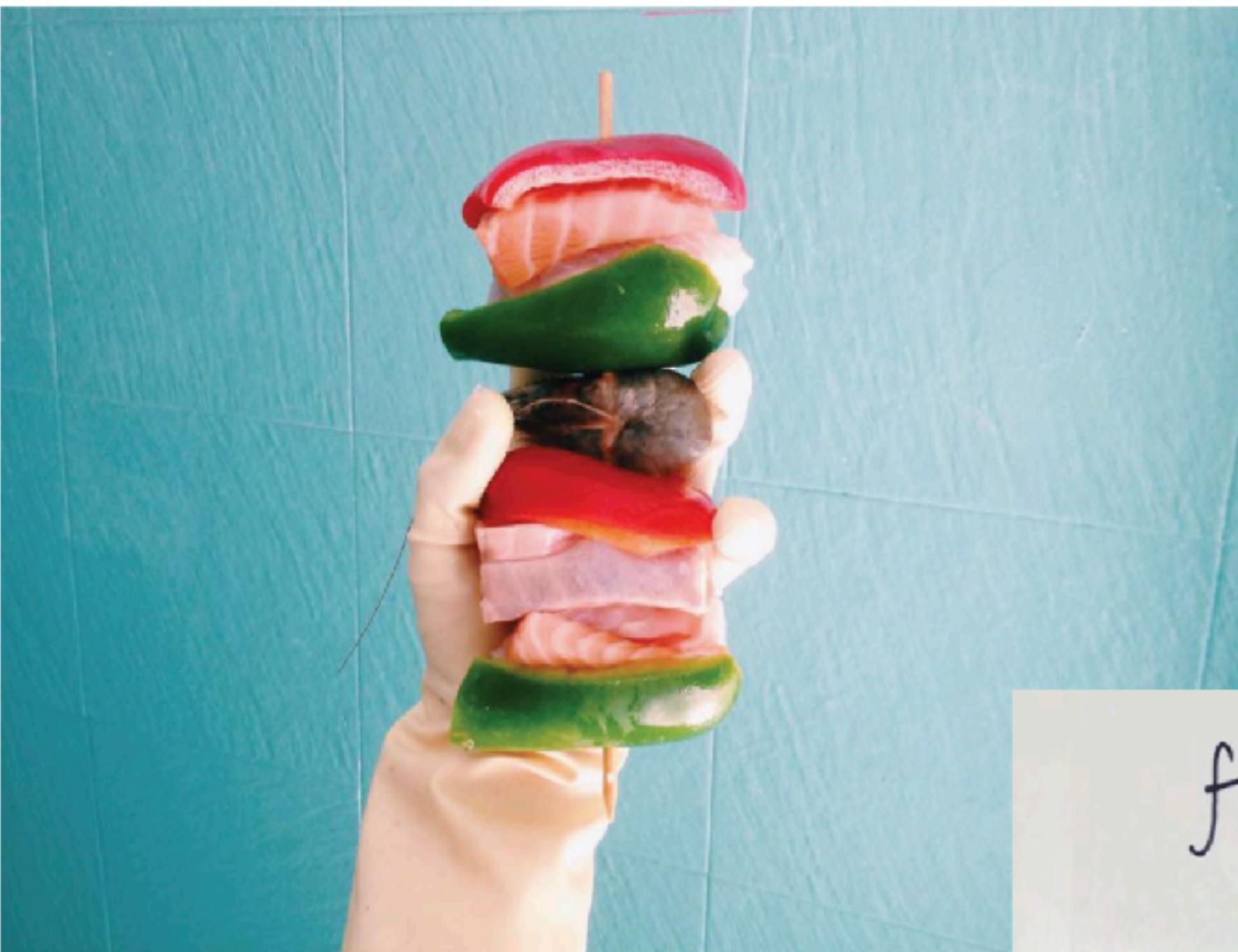
Fresh - Welcoming



Love



For families



For the lazy ones.



For the new consumer



For the kids



To make things easier



To make things perfect







Everlasting curiosity



Everlasting fun



Continuos prototype



Break



Ok.

Enough about fish

Closing with principles

Design from people

Governo de Portugal
A viable land for future
generations

Design from people Design the ways

Governo de Portugal
A viable land for future
generations

Liqui.do - Candor
A brand vision and digital service

Design from people

Governo de Portugal
A viable land for future
generations

Design the ways

Liqui.do - Candor
A brand vision and digital service

Design the middle

José de Mello Saúde
The doctor's office of the future

Design from people

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Design from ingenuity

Jerónimo Martins
The social shopping experience

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The social shopping experience

Design with everyone

Lisbon City Council
Maping the innovation ecosystem

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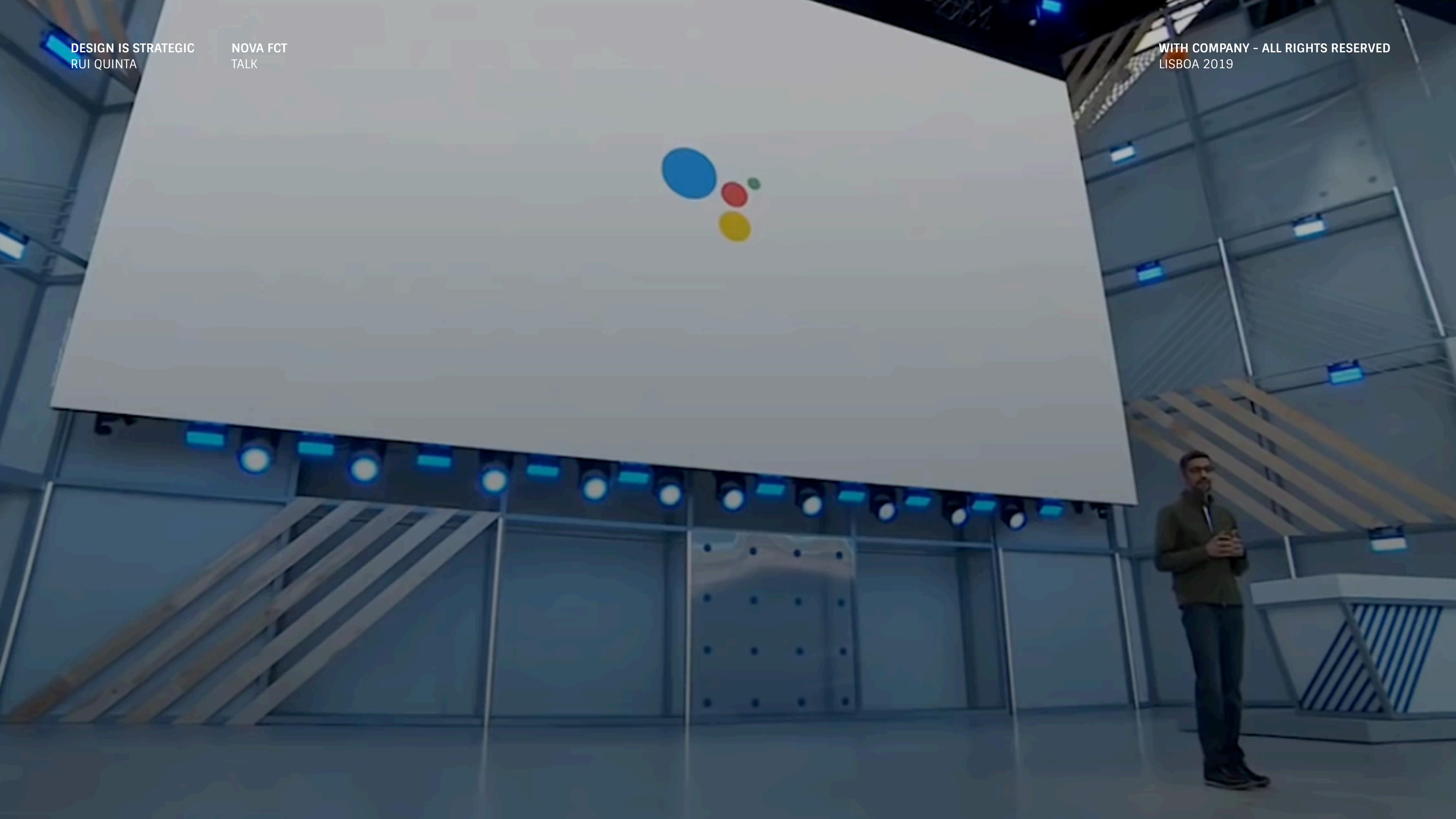
Jerónimo Martins
The social shopping experience

Design with everyone

Lisbon City Council
Maping the innovation ecosystem

Design inconsistencies

X-Team
Fighting depression
with remote workers





Welcome to the
Future



Welcome to the
Present



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