

Designing the Brand Design Vision: Helping small to medium enterprises communicate their client's brand

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This bachelor assignment was done for TRICAS Industrial Design & Engineering, an industrial design company in Zwolle. They specialize in multidisciplinary, innovative products where they combine their disciplines of design, engineering and electronics.

Tricas has developed a tool that they use for the exterior design of products. During the researcher's internship with Tricas, she came in contact with this tool and felt like an addition could be made to it, which was the start for this bachelor assignment.

To find out more about the tool, semi-structured interviews were conducted with several employees of Tricas. These employees work in different disciplines, ranging from management to development. This enabled the researcher to get views from multiple angles of the tool. The asked questions ranged from what they believe the tool does, to if they think something needs to be changed, and if so, what. From this research, there were several areas that could be improved, such as usability, user experience and brand identity. A practical wish from TRICAS was to work on the function and placement of the tool in the design process.

It was decided that this bachelor assignment would focus on the brand identity and the function and placement of the tool. For this, the following research question was formulated:

"How can we help enterprises devise and implement a Brand Design Vision into their design processes?"

To answer the found issues, the Brand Design Vision was designed. The Brand Design Vision will help TRICAS with learning about their client's brand in several aspects. Learning about the brand will, in turn, make it easier for TRICAS to implement the brand identity into the product they are designing.

The Brand Design Vision is divided into three sections:

- The client's current design approach, which is determined by the explicit cues of the brand. Explicit cues are features of a product that make the product recognizable for a customer without showing a name or a logo.
- The brand proposition, which is determined by the implicit cues of the brand. These cues are very subtle and probably not noticed by uninformed customers, but are important nevertheless. They express the brand message to the customer and it communicates specific associations people have with the overall reputation of a brand.
- The future strategic vision, consisting of the brand values, the brand vision, the company strategy and the target audience. Having this information helps the designer understand the client's goal for the product and design accordingly.

In the thesis, it is explained how these three sections can be researched to shape a complete Brand Design Vision. How to devise the Brand Design Vision is shown in figure 1. The designer starts with gathering as much information as possible from several sources, such as the website and the company social media channels, to get to know more about the three sections that are defined above. Using this information, the designer can ask the client specific questions to fill in any information gaps that are still present after the research. After the meeting with the client,

the designer organises the gathered information and shapes it into the Brand Design Vision. An example of this layout is shown in figure 2 where the result of the case study of KitchenAid is shown.

Research was also done into the implementation of the tool already designed by TRICAS and it was concluded that the tool belongs in the preliminary design phase, before doing ideation. The Brand Design Vision can be seen as an addition to the tool and it can be used together or separately. The output of both processes together would be the final design guidelines, which serves as input for the ideation phase (figure 3).

Devising the Brand Design Vision

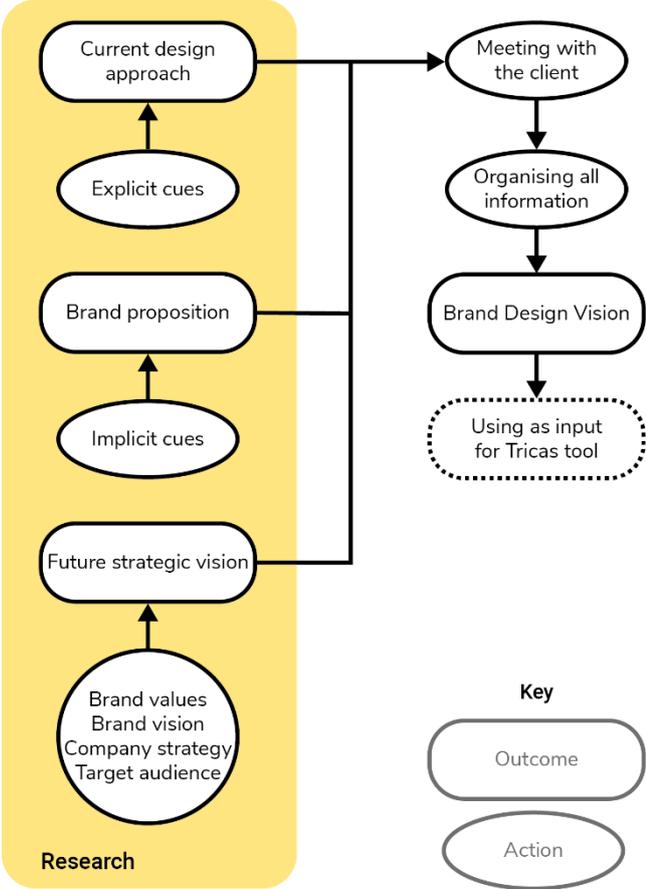


Figure 1

The Brand Design Vision in the Tricas tool

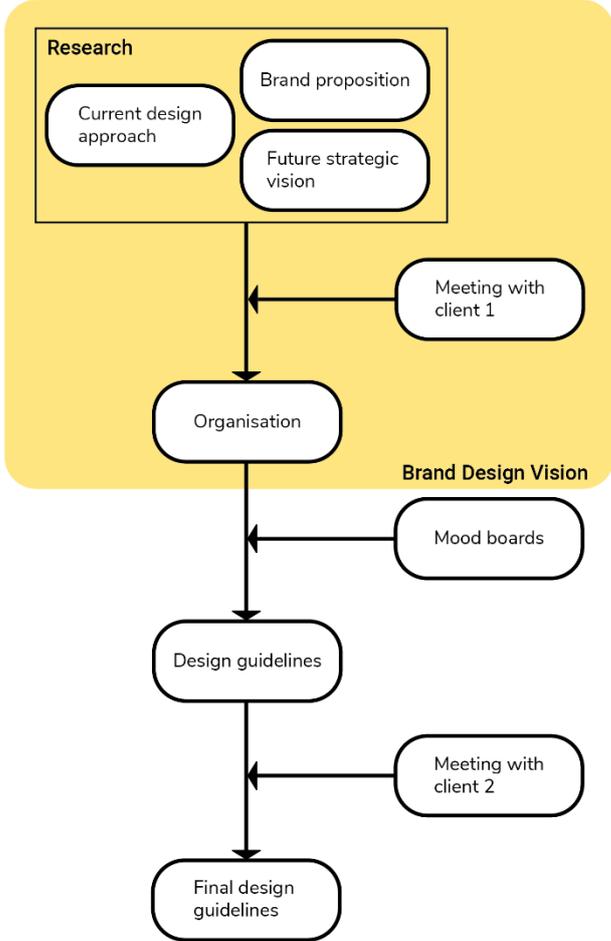


Figure 3

Brand Design Vision for KitchenAid

ARTISAN LINE

Brand Design Vision for KitchenAid

ARTISAN LINE

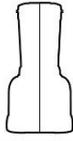
1

Current design strategy

Most typical product



Most typical features



SYMMETRICAL BODY



STAINLESS STEEL ACCENTS/BUTTONS

Strongest competitor



KitchenAid only features



STAINLESS STEEL ACCENT BAND



SOFT CHAMFERED BOTTOM

2

Brand proposition

Values put out by company

PROFESSIONAL
DURABLE
HIGH QUALITY
SOPHISTICATED
ICONIC DESIGN
ATTENTION TO DETAIL

Values perceived by the public

PROFESSIONAL (strongly)
HIGH QUALITY (strongly)
POWERFUL (strongly)
EXPENSIVE (strongly)
ATTENTION TO DETAIL (strongly)
HEAVY (strongly)
LUXURIOUS (strongly)
DURABLE
ICONIC DESIGN

Figure 2

3

Future design strategy

Brand values

SERIOUS ABOUT FOOD
PROFESSIONAL PERFORMANCE
ARTISAN QUALITY
ICONIC DESIGN
ATTENTION TO DETAIL
CONNECTED WITH CLIENTS

Brand vision

PROVIDING THE BEST KITCHEN TOOLS FOR THE BEST MAKERS.
ANYTHING YOU WANT TO DO IN THE KITCHEN, YOU CAN DO WITH KITCHENAID.

Company strategy

- PROVIDING CUSTOMERS WITH GREAT APPLIANCES
- HOLDING ONTO ICONIC DESIGN
- INTRODUCING NEW APPLIANCES

Target audience

RANGE OF HOME COOKS: OFFERING CONVENIENCE UPTO PROFESSIONAL EQUIPMENT
- WHOLE PRODUCT LINE OR LARGE APPLIANCES FOR ABOVE AVERAGE INCOME FAMILIES
- SINGLE PRODUCTS FOR AVERAGE INCOME PEOPLE