

# ABOUT US

We are a group of passionate designers with a mission to help our clients develop better products and services using our people-oriented, informed design process.

We launched Pivot in 1998 with a mission to help organizations strengthen their products and services by using our Informed Design process. With insight and imagination we use design as research to communicate with impact.

Our process is grounded by user behaviour research, communications audits, and stakeholder interviews so we can experience your organizations as your customers and clients do. Pivot is about real people understanding real people. Pivot is about design as research.

## OUR SERVICES

Whether you are launching a new product or service in the mobile space, arming your sales team, or taking your social message to the streets, Pivot's designers can provide everything from memorable identity programs to immersive web sites, compelling collateral materials and integrated mobile applications. Using our informed design process, we take the time to understand the people involved in all aspects of the project so your organization's voice is clear, consistent and persuasive.

### Design Research

- > Task & Scenario Visualization
- > Experience Mapping
- > Mind Mapping
- > Profiles (Audience modeling)
- > Competitive Landscape Review
- > Client Material Audit
- > Field Research & Observation
- > Audience/Stakeholder Interviews

### Digital Design

- > Web Sites & Portals
- > Mobility: Applications, ePub
- > Software UI, GUI
- > Social Networking

### Print Design

- > Brand Identity Programs
- > Naming, Positioning & Messaging
- > Communication Materials & Collateral
- > Brand Guidelines Document
- > Packaging
- > Exhibit & Tradeshow Design



*“Since launching our rebranded website, traffic on our website has sky-rocketed, requests for information from the public, media and health departments are increasing and applications for our fundraising events, volunteers and research programs continue to grow. Pivot has been instrumental in elevating the Canadian Digestive Health Foundation and empowering Canadians to take control of their digestive health with confidence and optimism.”*



Catherine Mulvale  
Executive Director  
Canadian Digestive Health Foundation



## OUR APPROACH

Pivot's informed design philosophy involves people throughout the design process. Based on User Centered Design principles, we consider the needs, wants and limitations of a product or service from a customer's perspective at every phase of the design process. We've learned from CEOs and sales reps, students and health care professionals. In every case, we've injected these insights into our discovery phase to design better products and services.

Our informed design process flows through three phases: Discover, Design, Deliver. These principles represent a proven method capable of delivering remarkable product and service experiences for customers and businesses.

During the ideation, creation and development processes, we rely deeply on what we've learned and heard from the people who use your product or service. We manage their input with specific techniques geared to distill their varied experiences into creative insights.

## USER CENTERED DESIGN (UCD) PRINCIPLES

Our approach to design is iterative and multi-disciplinary, which means that our designers must consider:

**Organization:** knowing the business goals and marketplace

**Audience:** knowing the people who will be using the materials

**Context:** the physical environment, cultural, commercial & social circumstances surrounding the audience

## SAMPLE WORK



Te Aro Roasted identity and package design



SciCan packaging



Mobile applications



Strata Health website



Canadian Breast Cancer Foundation 2009 annual report

## CALL US TO DISCUSS YOUR PROJECT

We'd love to hear from you! We offer complimentary phone reviews. Please call to inquire 416.203.1660 or contact us by email: [hello@pivotdesigngroup.com](mailto:hello@pivotdesigngroup.com)

**informed design**  
[www.pivotdesigngroup.com](http://www.pivotdesigngroup.com)