

PIVOT'S COMPASS™ SESSIONS

Imagine tapping into those responsible for delivering your brand experience to your customers so that they can contribute to improving your organization.

Our sessions can involve internal stakeholders who interface with the end-user and with customers who use your products and services. Pivot's Compass™ sessions are ideally suited to create tangible outcomes. We help your team develop a visual understanding of why you've chosen a strategy and what you're attempting to create with it. These sessions can bring a design thinking process to your business to help build consensus, collaboration and a sense of work fulfillment. Here are some of our Compass sessions:

SYNTHESIZE INTERNAL THINKING

Think before you design

We help you facilitate a design thinking session to tease out the internal teams' ideas in a collaborative and community-oriented way. Customer facing stakeholders hold valuable insight into what could be your 'next best idea', a product evolution idea, or a simple fix that could save you thousands of dollars in efficiencies. We do this in a 4-5 hour session that will help you see new opportunities.

UNLEASH YOUR POTENTIAL

Improve existing products and services

You know there are problems with a current service or product and are looking to begin improving them. We meet with your internal team to help imagine what the new product or service could be. Our goal is to motivate the internal stakeholders to ideate on the next generation of products.

MAPPING CUSTOMER EXPERIENCE

Discovering the future possibilities

Thinking openly about what your customer does or could do with your product or services we invite key company stakeholders to participate in rapid mapping of customer experience. We look for gaps and opportunities in the customer experience and ways to improve customer engagement.



“By involving people in your organization you are effectively using their knowledge and experience to evolve your business for a more successful future.”

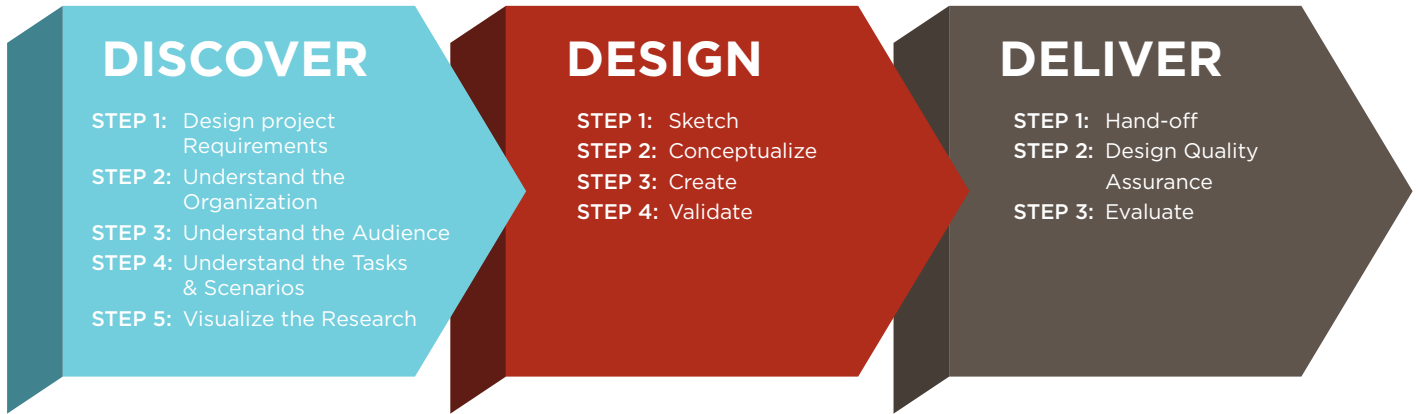
ADD-ONS

A list of potential extra elements and stimulators that could be added onto the basic session: i.e. graphic artist at the session; functional or metaphorical experts at the session; passionate consumers at the session; and pre-session interviews with consumers.

WHEN SHOULD I SCHEDULE PIVOT'S COMPASS SESSION?

Does this session Kick-Off the project at the beginning? Does it Accelerate the project in the middle? Or does it Energize the project for execution?

Call us and we can discuss how best to format the Pivot Compass™ session for your needs.



THE INFORMED DESIGN PROCESS

Pivot is a people-oriented informed design company. Our three-phase, Discover > Design > Deliver process combines insights and analyses about customer behaviour and business goals with our visual design expertise to create high-impact experiences.

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

Digital Design

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

Print Design

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

Service Design

- > Expert Evaluations
- > Field Research & Observation
- > Mind Mapping Exercises
- > Role-playing/Simulation Sessions (with props/prototypes)
- > Rapid Prototyping
- > Scenario Development

CALL US TO DISCUSS YOUR PROJECT

Interested in finding out more about Pivot's Compass™ sessions? We'd love to hear from you! With insight, imagination and impact we use informed design to create high-impact user experiences.

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