

How to package your value as a business

Neil Whitehead

25th November 2024

Enterprising
Futures at **LSBU**

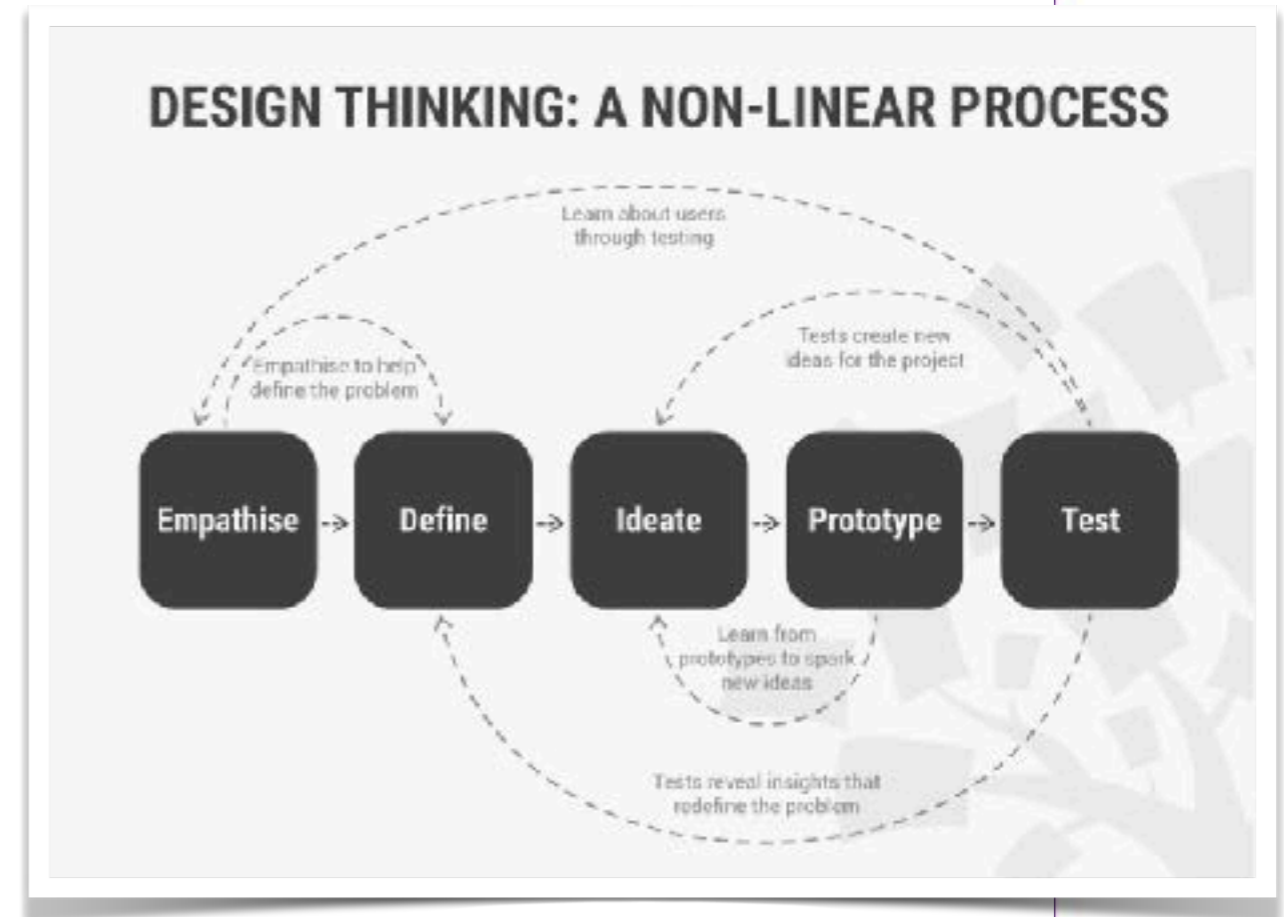


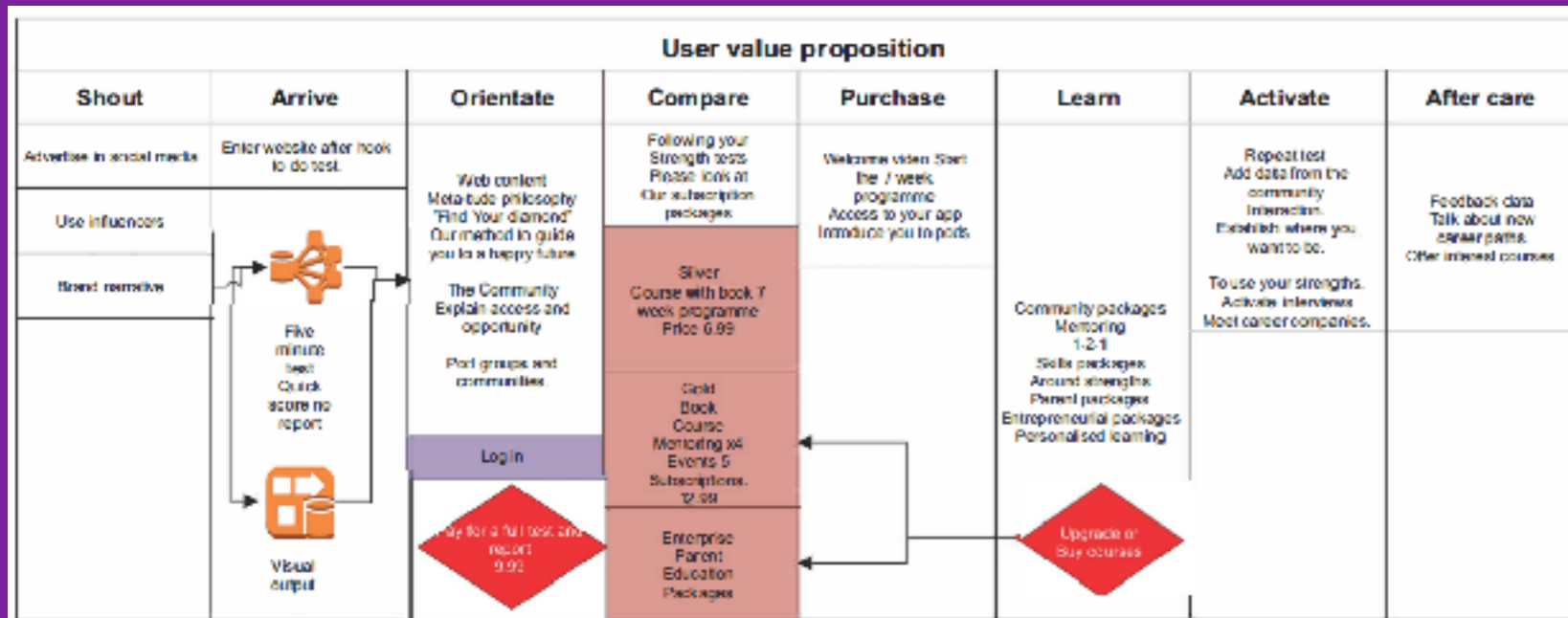
The power of design

Stand out from the crowd

Stuff International Design 2022

View on original thought





Customer value proposition

Customer value proposition

Response	Value	Value	Good price	Great start	Brilliant mentors	Wow what opportunities	Constant touch
Wow this is interesting I wonder what my strengths are? Quick test - lets see.	Interesting test. Always knew I was creative. This is worth having a look at.	Wow this is interesting I wonder if I can talk to a professional? Will be great to talk to my favorite influencer. 5.55 seems great for a full test and report. But how you pay for this please?	Wow that's brilliant. Going to do this 7 week course and see what happens. I think 6.99 for a year is good and cheaper if I get it in one go.	Really enjoyed the introduction. Looking forward to our 7 week programme. Got a book worth 15.99 in the package. Saw that there are special offers for long term packages. I might upgrade my package.	Great people and offers in the community. Like the concept of workshops. I can't wait to meet people who are similar to me. Made some good friends. Good value.	Wow there is so much available which I never thought about! I did not appreciate how many my job needed. I think with help for guiding us through. The process Arthur was great. Also I have so many contacts.	It's great they keep in touch and show me interest groups. And tell me about new industries. They are tremendous company. I love my App! 3.55 just to keep in touch.
Repeat of a school leaver	Feel good about helping their children find a way in life.	This is a lot cheaper than the test we had done 7 years.	By comparison to other products very cheap.	He enjoyed the start of the Programme.	Has built a great online support structure. His self-retain has grown.	Great to meet other parents. On the podcast SHARON SIMILAR PROGRAM with my children.	Glad to have been of help. He is on his way now.
ask why now	This product will be great. For understanding our network of freelancers and advisors traders. We can get a view of their strengths. A few years.	This is a good value product and they will organize programmes to train our team using Next, a new Drawing package. Brilliant.	For a tailored training package this is brilliant.	Well organized programme aimed at solo-entrepreneurs we are working together.	Well organized programme aimed at solo-entrepreneurs. We are all on the same programme and enjoying working together.	I loved the train package. Really helped our remote work bond. Our productivity is better now with the training.	We are going to offer the programme to new comers.
Upgrade skills	Who can I find as a coach to help me advance my career? Meta-code has great one-to-one coaching.	Who can I find as a coach to help me advance my career? Meta-code has great one-to-one coaching.	Monthly subscription is really worth it. I have new friends in the community.	Good start	First mentor was OK but the second one Peter K was brilliant.	Great to be coached by someone who has been there and done it.	He gave me some great coaching. Thanks that helped him in his career. That's what I am going to do.

CUSTOMER JOURNEY AND VALUE PROPOSITION

Goals :

We want to make each of our customers feel like a superstar.

We want our customers to feel comfortable while shopping in our store...sumptuous surroundings with fantastic changing rooms.

We want to make all our customers feel important.

- Exclusive customer invite to events
- Exclusive nights to pre-try collections
- Invited to two key events a year which could be a sale or new range.
- All around the elegant changing area.
- Invite to key events where the whole store is closed except for customers with an invite only.
- Receive special offers before the shop is open to the public.
- Keep all customers aware of fashion trends...create a magazine called "In touch"

Make sure that while the fashion collections are current they fit in with brand values of :

- Independence
- Femininity
- Elegance

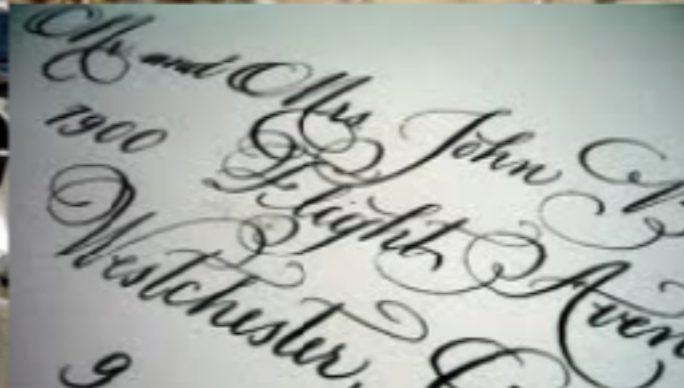
Keep everyone in touch with the fashion world on a down to earth level.

Purpose :

Create an offering that will make all customers feel important and talk to everyone on their level.

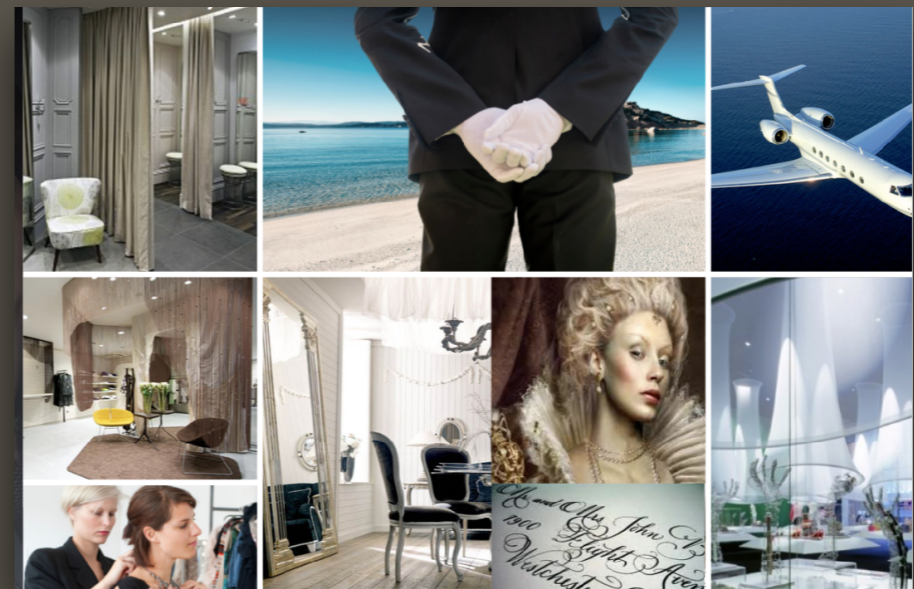
Create dialogue, give tips and advise on all aspects of fashion from makeup to styling

Create the best customer interface area - changing rooms, seating areas, makeover areas etc.



create a master vision

- * it is critical to create a vision that you can explain to customer, investors, and your teams.



3. Ideate

Ideate



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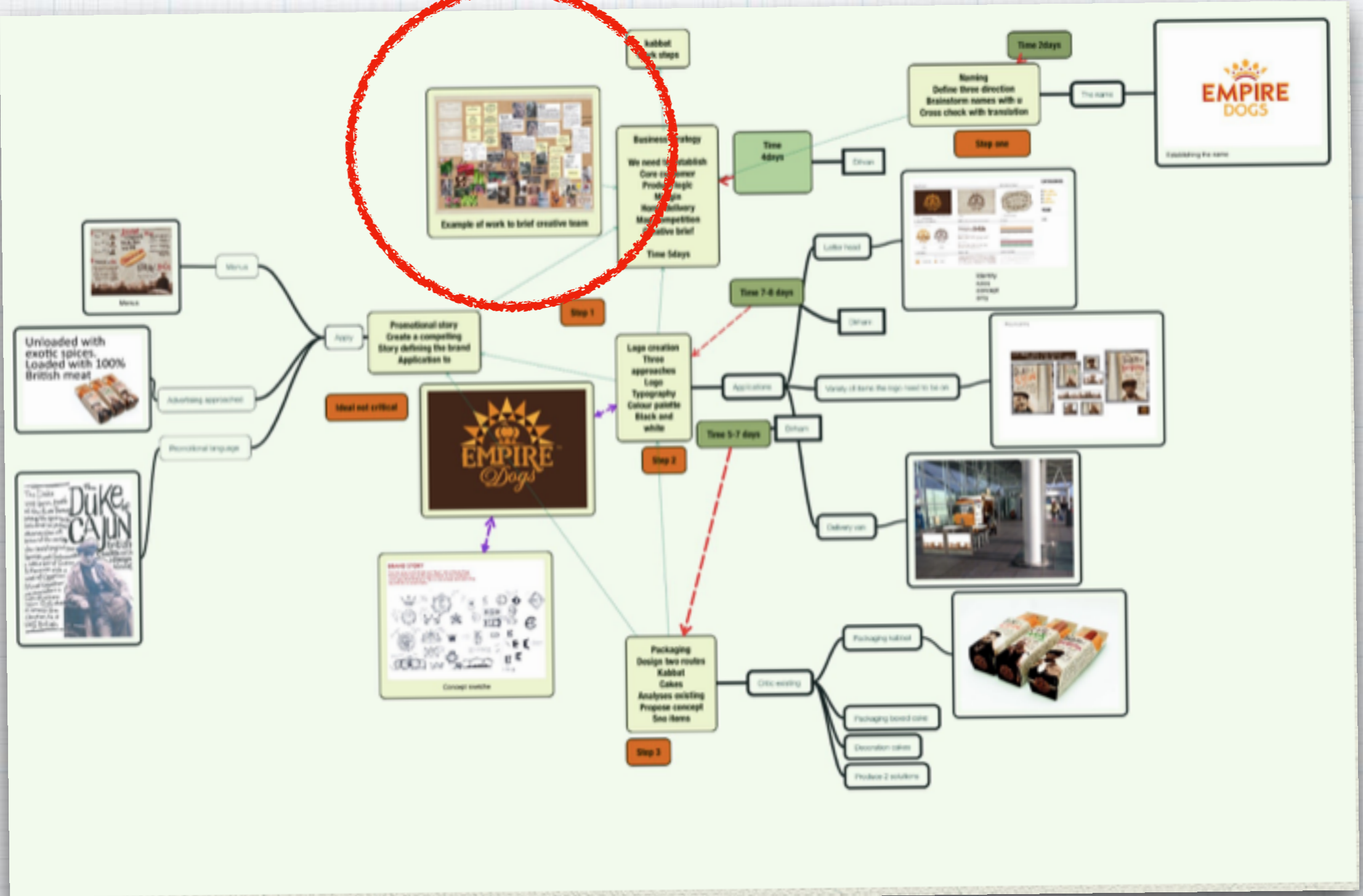
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During the third stage of the Design Thinking process, designers are ready to start generating ideas. You've grown to understand your users and their needs in the Empathise stage, and you've analysed and synthesised your observations in the Define stage, and ended up with a human-centered problem statement. With this solid background, you and your team members can start to "think outside the box" to identify new solutions to the problem statement you've created, and you can start to look for alternative ways of viewing the problem. There are hundreds of [Ideation](#) techniques such as Brainstorm, Brainwrite, [Worst Possible Idea](#), and [SCAMPER](#). Brainstorm and Worst Possible Idea sessions are typically used to stimulate free thinking and to expand the problem space. It is important to get as many ideas or problem solutions as possible at the beginning of the Ideation phase. You should pick some other Ideation techniques by the end of the Ideation phase to help you investigate and test your ideas so you can find the best way to either solve a problem or provide the elements required to circumvent it.

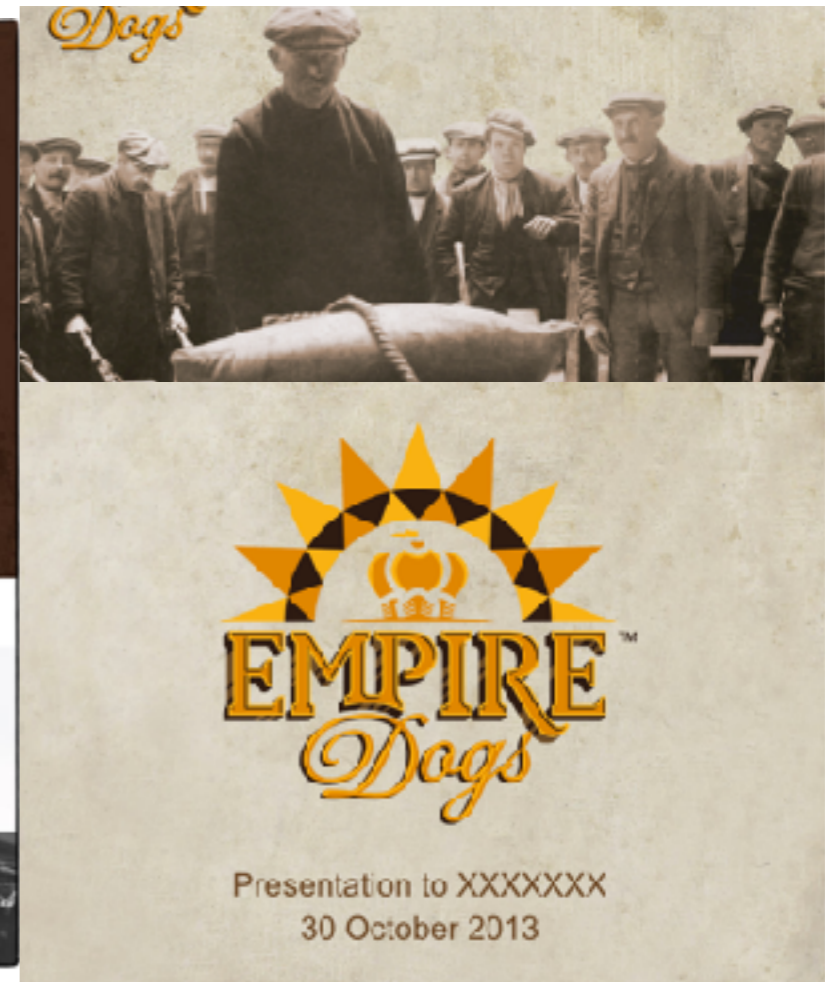
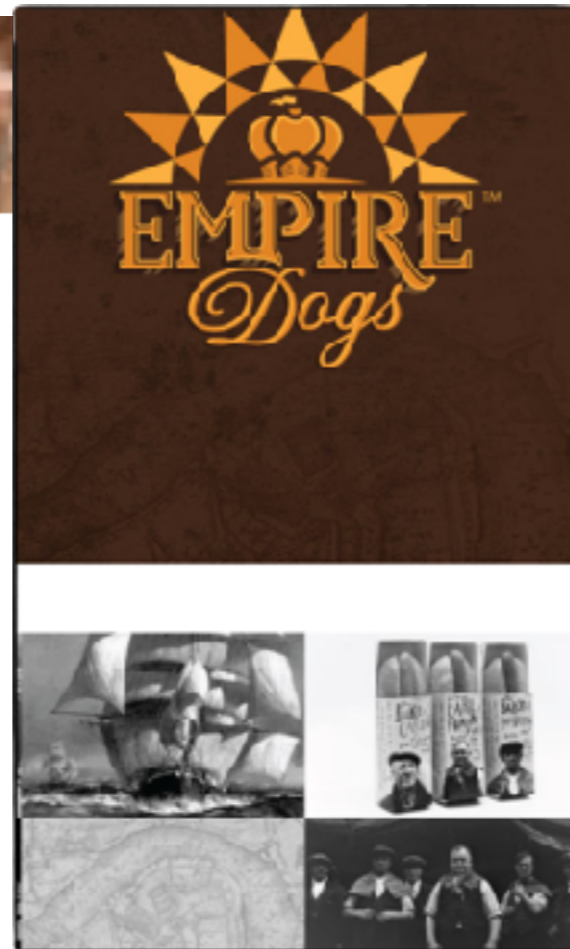


creative concept

empire dog is born south of the river

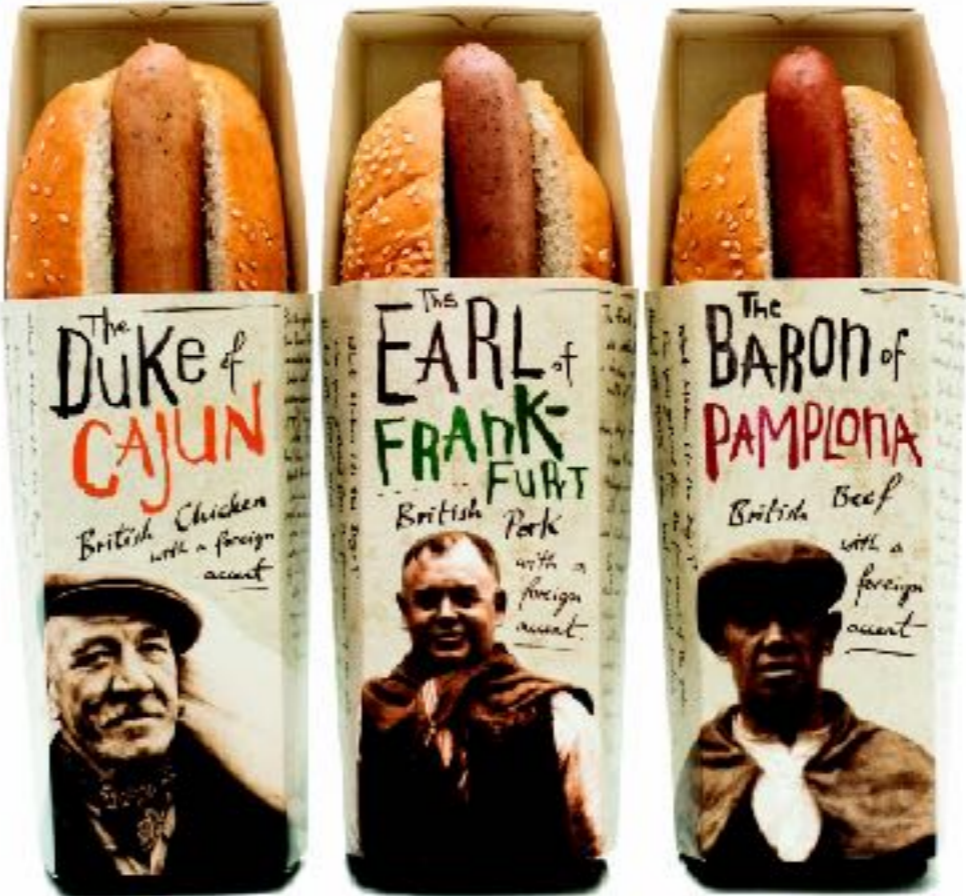


INSPIRED DIRECTION





VISUALISATION



Design process

2. Define (the Problem)



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During the Define stage, you put together the information you have created and gathered during the Empathise stage. This is where you will analyse your observations and synthesise them in order to define the core problems that you and your team have identified up to this point. You should seek to define the problem as a **problem statement** in a human-centred manner.

To illustrate, instead of **defining the problem** as your own wish or a need of the company such as, "We need to increase our food-product market share among young teenage girls by 5%," a much better way to define the problem would be, "Teenage girls need to eat nutritious food in order to thrive, be healthy and grow."

NAW

THE JOURNEY

- Creative variable and options.





TARGET MARKET

The Professional Market



PROFESSIONAL

NAL



ONE STOP SHOP FOR PAINTERS

- The unique position should be to make El Sallab THE ONE STOP SHOP for painters for the best quality paint at the best price.
- We will focus on the needs of the painter or contractor by delivering a core range of product for all foundation work, fillers, putty, emulsions, acrylic, and most popular colours only.
- Top-up delivery service: to prevent you running out of paint on the job.
- Additional services and products: We will provide the best tools for hire to do the job more effectively, including the latest spray guns, sanders, ladders, etc.





Team workwear

Hire top spray gear



We are in it together



REAL DEAL BOLD GRAPHICS TO THE POINT.

HOW MUCH
DO YOU
BUILD
WEI
MR.
DIRECTED BY
NOBBERTO LOPEZ
AMADO & CARLOS

HOW MUCH DO YOU BUILD WEI MR. DIRECTED BY NOBBERTO LOPEZ AMADO & CARLOS

BANG BANG

As performed by "THE AVETT BROTHERS" for 2014's "Swain"

AN ALL-STAR CAST INCLUDING BETH AVETT, JOHN AVETT, BOB BRANSHAW, AND THE CYNTH

PRODUCED BY RICK SHERIN - RECORDED AND MIXED BY DANA NEFFEN - FEATURING KRISTIE WILMORON

©

DON'T
AGREE
WITH
YOUR
SELF
ALL
TIME.

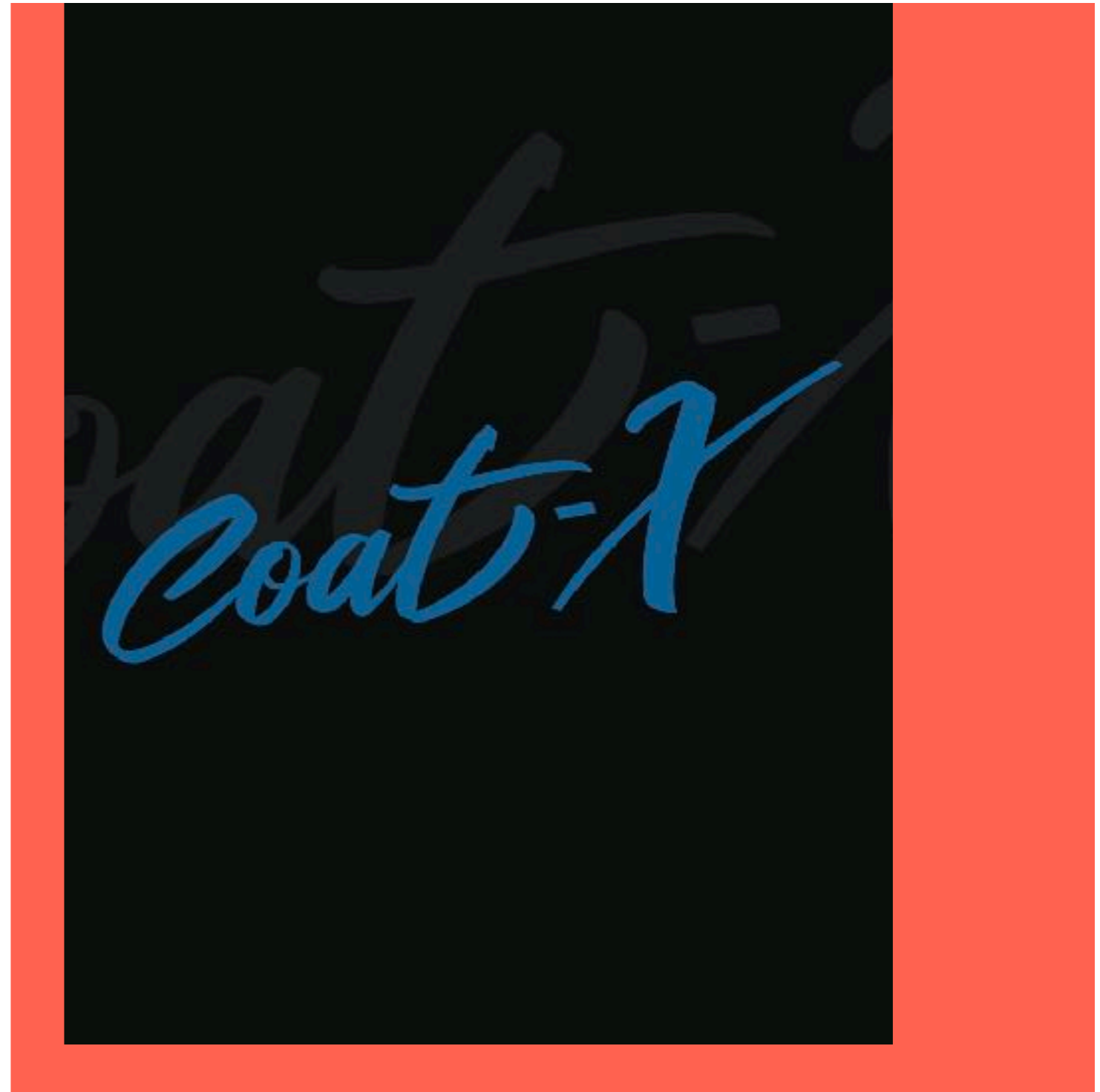
HONEST DIRECT BOLD SIMPLE



STUFFID

ROUTE ONE SIGNATURE

- Join our professional team
- We sign up to a top level professional service.





SIGN UP WITH THE COAT-X TEAM



Coat-K

STUFF ID

X APPLICATION FOR IMPACT

solution variable



STUFF ID

DISRUPTIVE SOLUTION IS NEEDED

- The way forward to create a unique X which will be to core to the brand and product.
- We are using roman lettering for the product categorisation.



VARIATIONS

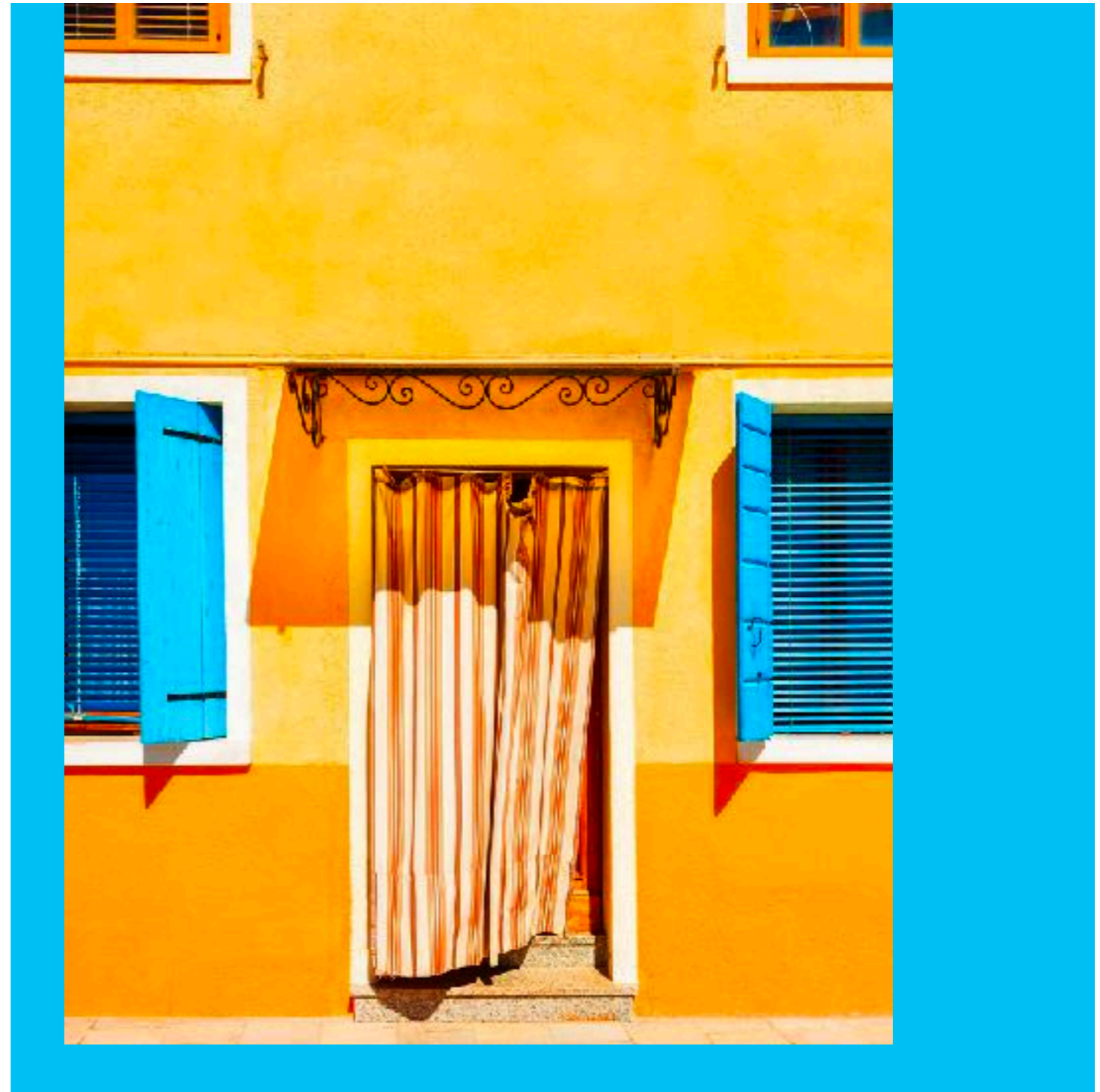




NAW

THE JOURNEY

- Firm up on design solution.





Product labelling solution

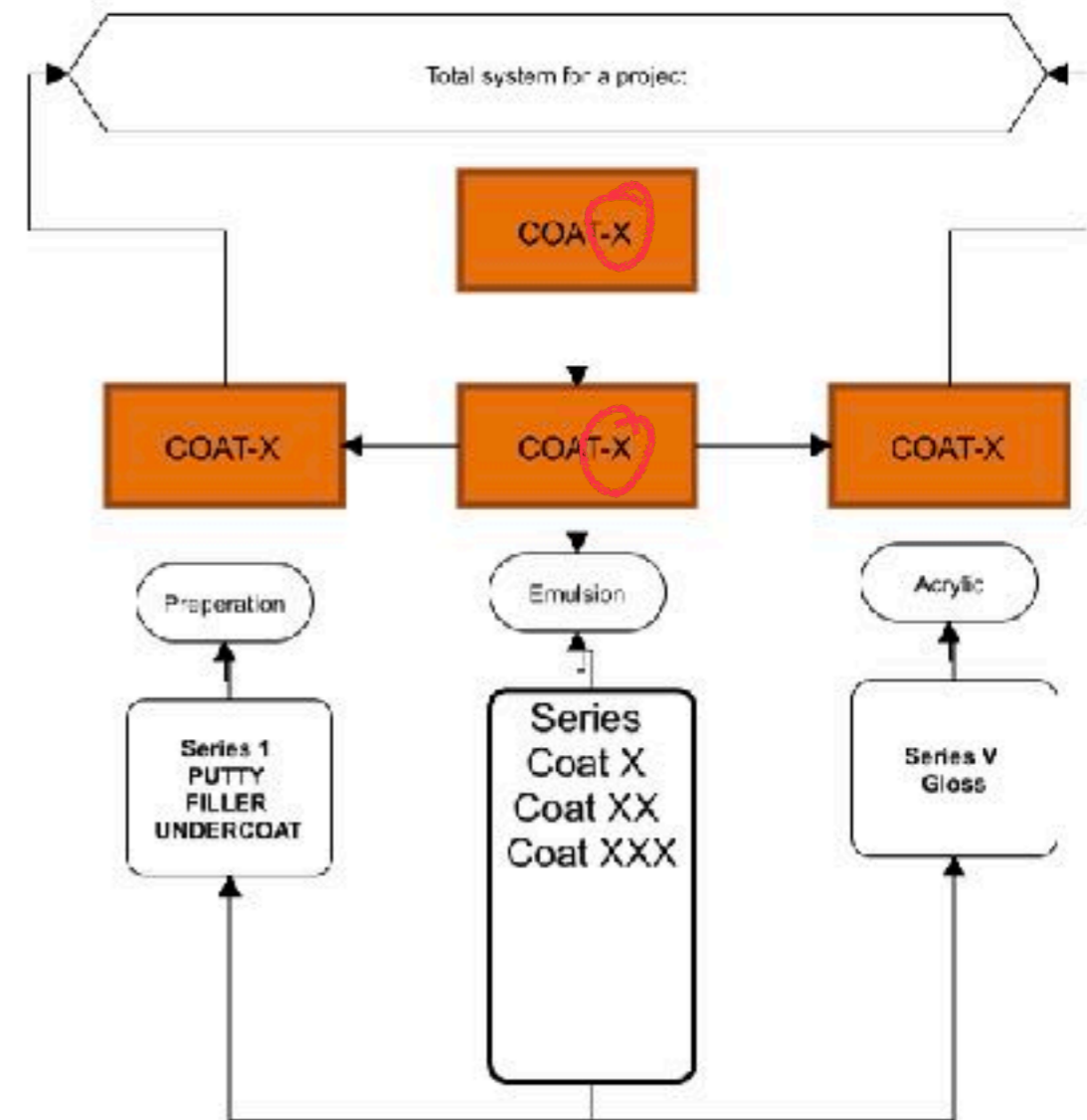


Category label



PACHAGING ARCHITECTURE NUMBERING SYSTEM

- This is the numbering system
- We need to differentiate the three categories
- Cans must have an impact



4. Prototype

Prototype

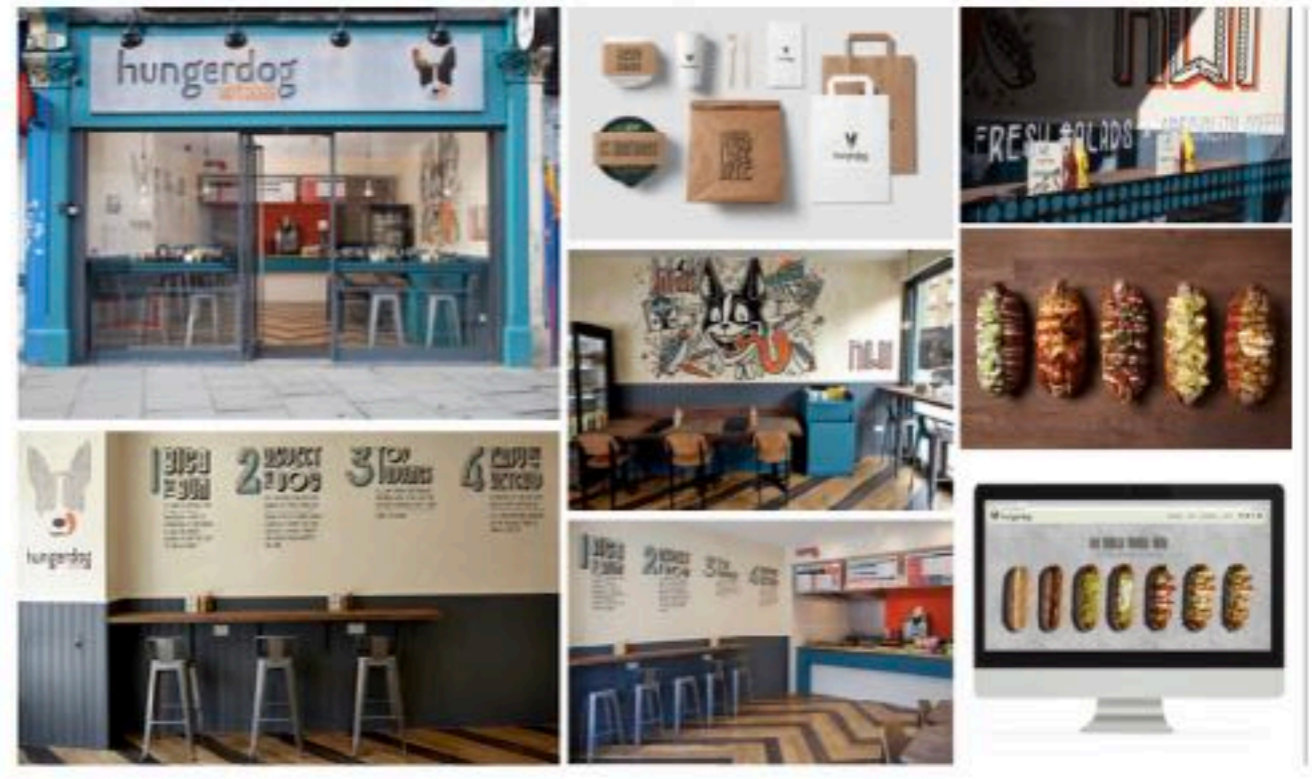


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The design team will now produce a number of inexpensive, scaled down versions of the product or specific features found within the product, so they can investigate the problem solutions generated in the previous stage. Prototypes may be shared and tested within the team itself, in other departments, or on a small group of people outside the design team. This is an experimental phase, and the aim is to identify the best possible solution for each of the problems identified during the first three stages. The solutions are implemented within the prototypes, and, one by one, they are investigated and either accepted, improved and re-examined, or rejected on the basis of the users' experiences. By the end of this stage, the design team will have a better idea of the constraints inherent to the product and the problems that are present, and have a clearer view of how real users would behave, think, and feel when interacting with the end product.

Stuff International Design Limited



Pachin is back

Once a leader in the Egyptian paint market Pachin had dropped to 4th place. Original thought will take it back to No.1.

Pachin, a client of Stuff International for over 20 years, our first work launched it into the No.1 spot in the Egyptian paint market. We did this by creating a strong family brand, but since then the company's products were overtaken by several other competitors.

Now in 4th place, our role was to focus on creating strong individual product brands, highlighting the specialist features and qualities of each product. The aim is to encourage each painter to buy a complete range of Pachin products for each project.





Final packaging family solutions

- Oleum = oil based
- Aqua = water based / emulsion
- Wood
- Prep = preparation / primer



Dyrup range of activity

The Corporate Brand identity



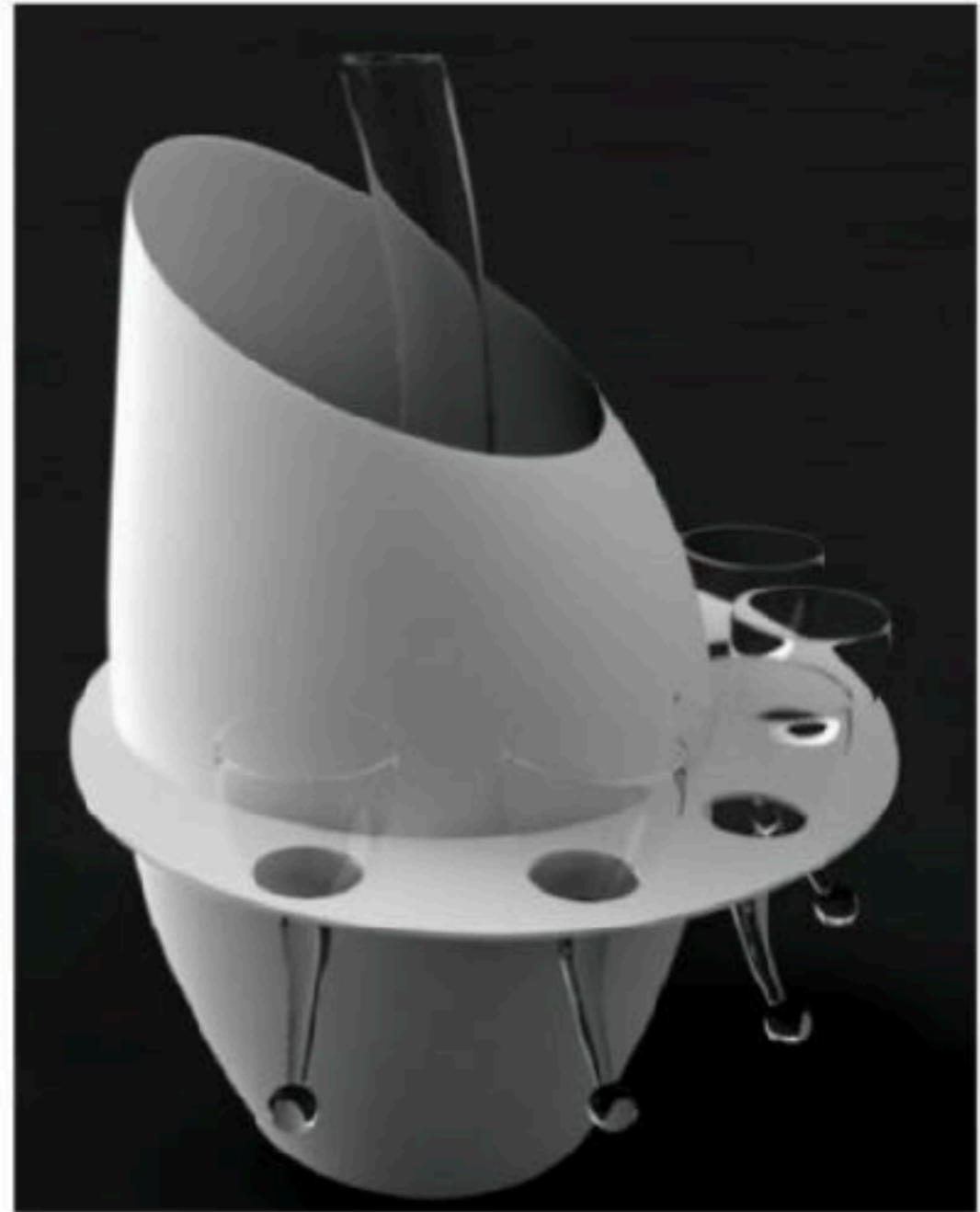
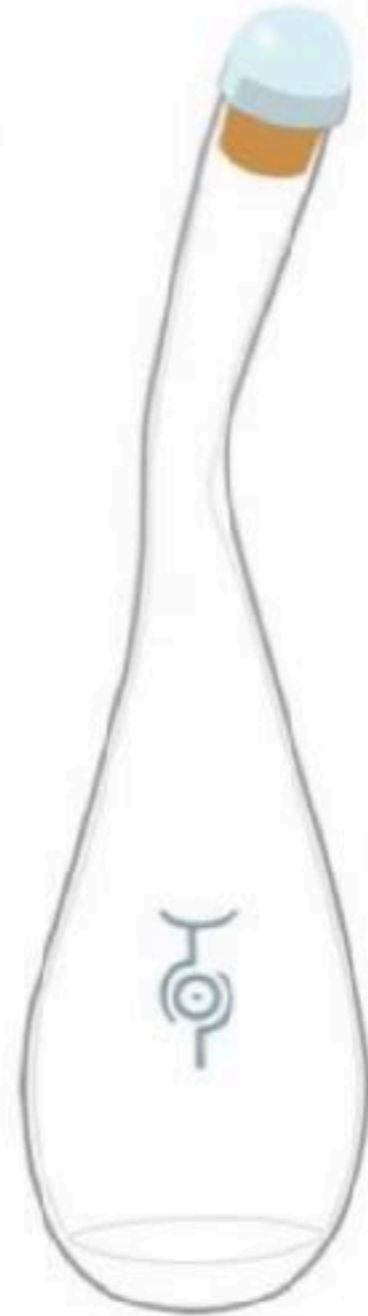
Dyrup: Spray gun packaging

The packaging shows how the product can be used using a combination of photography, graphics and written instructions.



Kooluvka new product

KOOLUVKA™



Drinks branding



food branding



5. Test

Test



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Designers or evaluators rigorously test the complete product using the best solutions identified during the prototyping phase. This is the final stage of the 5 stage-model, but in an iterative process, the results generated during the testing phase are often used to *redefine* one or more problems and inform the *understanding* of the users, the conditions of use, how people think, behave, and feel, and to empathise. Even during this phase, alterations and refinements are made in order to rule out problem solutions and derive as deep an understanding of the product and its users as possible.

The Non-Linear Nature of Design Thinking

We may have outlined a direct and linear Design Thinking process in which one stage seemingly leads to the next with a logical conclusion at [user testing](#). However, in practice, the process is carried out in a more flexible and non-linear fashion. For example, different groups within the design team may conduct more than one stage concurrently, or the designers may collect information and prototype during the entire project so as to enable them to bring their ideas to life and visualise the problem solutions. Also, results from the testing phase may reveal some insights about users, which in turn may lead to another brainstorming session (Ideate) or the development of new prototypes (Prototype).

In the Market



Start ups



This is a screenshot of the EVOLVE website homepage. At the top, there is a navigation menu with links for HOME, WHY O-PRO, WHAT IS O-PRO, CASE STUDIES, ABOUT US, SUPPORT, and CONTACT. A search bar is located in the top right corner. The main heading reads 'EVOLVE' with 'PRO' in the dot-pattern graphic, followed by the tagline 'STANDING STILL IS A THING OF THE PAST'. Below this, a blue box contains the text: 'O-PRO – THE FIRST HIGHLY FLEXIBLE, INDEPENDENTLY SECURE, DOCUMENT CREATION AND AUTOMATION SYSTEM TO REQUIRE NO CODING'. Three bullet points follow: 'Would you like to create and automate the production of your documents quickly and easily?', 'Would you like to tailor a document creatively to specific client requirements?', and 'Would you like to be able to change the structure and content of automated documents to meet changing demands effortlessly and at low cost?'. A fourth bullet point asks: 'Have you looked at or used other automation software and found it complex, inflexible and expensive?'. Below this, another blue box states 'O-PRO IS UNIQUE – IT IS THE FIRST TO:'. Three circular callouts highlight key features: 'Require no coding' (with sub-points: speeding up and simplifying document creation), 'Be so easy to use you can do-it-yourself' (with 'CLICK DRAG DROP'), and 'Be highly flexible' (with 'offers unlimited freedom in creating complex structures and content of automated documents'). At the bottom, there are two columns of 'TESTIMONIALS' with quotes from various legal professionals.

This is a screenshot of the 'Why O-PRO' section on the website. It features the EVOLVE logo and tagline. The text asks: 'Would you recognize the potential business advantages of document automation and security, how you need any compliance into the picture? Or you choose to automate and optimize business processes? Would you not prefer to be able to do your own work, and not have to be piggybacked?' It lists benefits such as 'Do yourself a favor: high compliance, automatic document generation, automation, saving time in doing what you know best, quickly, yourself!' and 'Do government documents change in automated documents, so the process expense and effort?' It concludes with '... IF YES – EVOLVE WITH O-PRO'. A blue box highlights 'Unrivalled metadata system' with a list of features: 'Metadata built into each and every document', 'For example, see the list: - metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated', 'metadata for each document, even those that are not automated'.

This is a screenshot of the 'Why C-PRO' section on the website. It features the EVOLVE logo and tagline. The text asks: 'Would you recognize the potential business advantages of document automation and security, how you need any compliance into the picture? Or you choose to automate and optimize business processes? Would you not prefer to be able to do your own work, and not have to be piggybacked?' It lists benefits such as 'Do not think a marketing and process automation system using a programmer when there is no need to determine your requirements, yourself?' and 'Do you need to do less or make changes to automated documents, so that the process expense and effort?' It concludes with '... IF YES – EVOLVE WITH O-PRO'. A blue box highlights 'Very fast' with the text: 'Many have tested our automated way of documents that any other system. Update and modify them in minutes.'

Subtractive manufacturing



**CALM
ASSURED
PROTECTED**



**PROTECT YOUR WORLD
IN COSMOS TOTAL
SECURITY SYSTEMS**

**THREE SOLUTIONS
BUILT AROUND YOU**

WELL-BEINGING

SECURITY PHILOSOPHY

QUALITY

**TOTAL
SECURITY
FOR COMPLETE
PEACE OF MIND**

PRODUCTS AND PRICE



Puditor molis eossmil imperiam quationis dolum ex exped quasimus nate rerertere licat eaquo bea nobit esed magnat quam nossum veliquatem ea voluptatis et facil im coninimp erilate que corume nonsequi oriam ius aut aborehenti int voluptatum sit et venem quam fugit etur? Harupta tentur, quo conse simusciderum as nos est esequid erspers pelique inullen totam, ipsape et vent.

- | | |
|---|-------------------------|
| 1. Audio intercom - 10000 | 12. voluptatum |
| 2. Video inercom - 20000 | 13. que corume nonsequi |
| 3. Warning system - 30000 | 14. simusciderum |
| 4. Video observation - 50000 | 15. veliquatem |
| 5. Lifting gate- 50000 | 16. rerertere |
| 6. Gateway drive - 50000 | 17. imperiam |
| 7. Enhancing cell communication - 25000 | 18. exped quasimus |
| 8. Satellite television - 15000 | 19. voluptatum |
| 9. Lighting - 20000 | 20. eaquo bea nobit |
| 10. coninimp | 21. quasimus |
| 11. simusciderum | |



PROJECT: Comptoir Libanais

Tony Kitsou and Gabriel started talking about the challenge of developing the brand into a more restaurant experience. The result is the store at South Kensington.

S48 stretched the brand to create a more authoritative Middle Eastern operation establishing visual display methods and merchandising techniques into the overall design.

Taking regional motifs S48 contemporised and brought them into a European mindset generating designs for balustrades and decorative elements

The design itself was to promote a total Souk Style melding hot food service with Middle Eastern bazarre aesthetics.



PROJECT: 'Smiths' of Smithfield, London, UK

In the heart of London's Smithfield meat market is S.O.S. The project was responsible for working directly with celebrity chef John Trode in the creation of the overall look and feel of the multi-level restaurant experience for the overall brand language material.

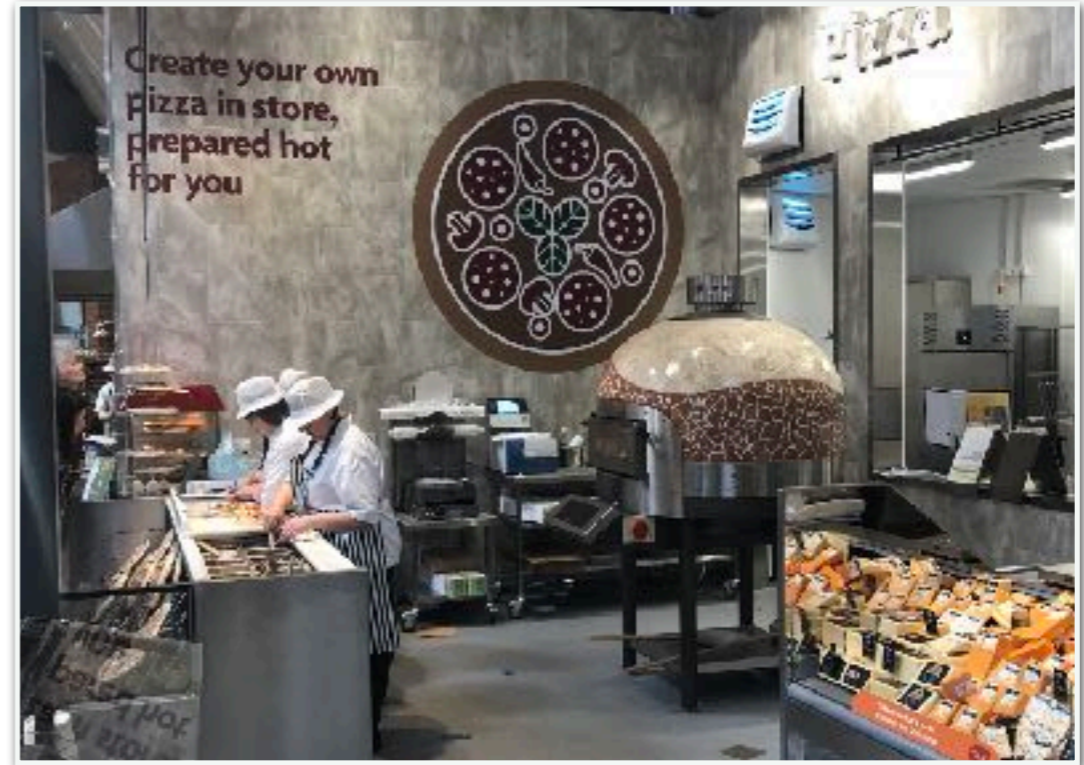
The restaurant exists over four floors - offering a ground floor brasserie, the first floor champagne bar Bubbles, a dining room on the 2nd floor and a large new-build restaurant on the

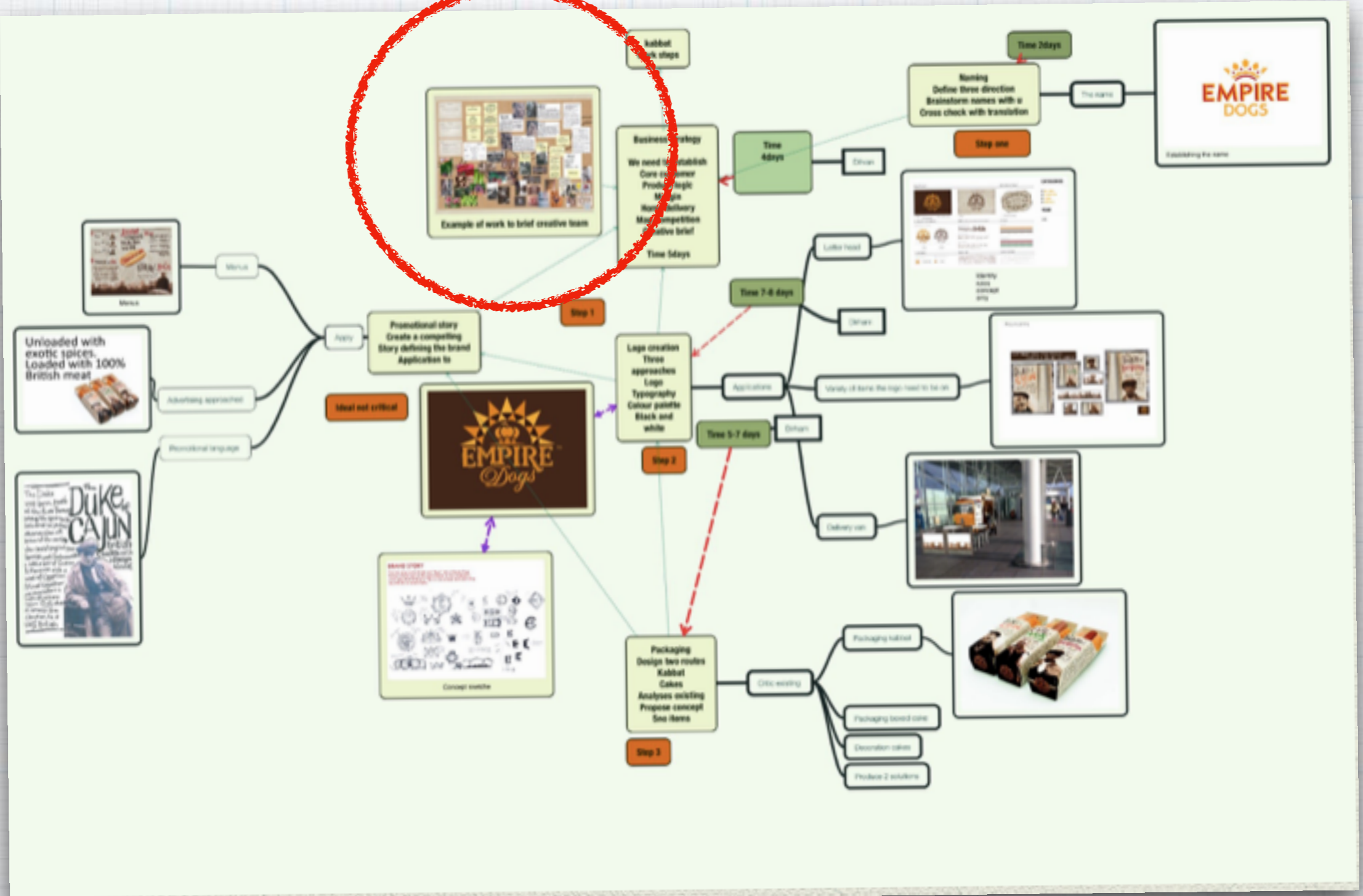
Vertical integration has yielded an impressive return on investment, where every square metre has been utilised for commercial return.











“Power of design”

Stuff international design

We only have 3 more feedbacks left !!!

2 prizes of £50 online voucher available

- Two winners will be announced on 17th of December 2024*.



- Scan the QR code
- Or access to survey via the link <https://bit.ly/feedback251124>

[*Terms and Conditions apply](#)