

NLISIS BV, THE NETHERLANDS

Best management of design of a first time design project



Figure 1: the brand is seen as the meeting point of identity and vision of the organisation on the one hand, and identity and vision of the end user on the other.



Figure 2: Diaries and creative sessions lead to brand insights.

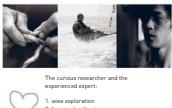


Figure 3: the identity of the organisation



Figure 4: the vision of the organisation

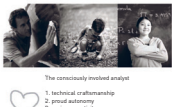


Figure 5: the identity of the end user



Figure 6: the vision of the end user



Figure 7: the meeting point of organisation and end user. NLISIS provides access to insight

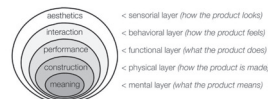


Figure 8: the layers of brand driven design

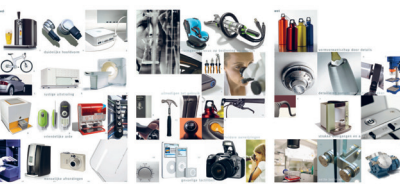


Figure 9: visual design guides for different design layers and disciplines.



Figure 10: touch point orchestration.

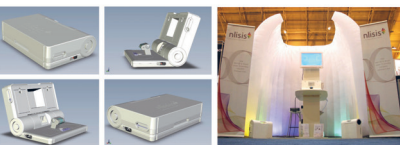


Figure 11: Various touch points that evolved from the NLISIS brand. Designs by Faes, Total Support, Nandooh, Designest, Fred Montijn, exit 170, tunnel-vision, and Gaudi Hoedaya.

Sources and suggested reading:
<http://www.nlisis.com>
<http://www.branddriveninnovation.com>
http://www.zilverinnovation.com/assets/downloads/brand_driven_innovation_dmi_08.pdf
 nlisis brand and design guide (entered in the competition next to this poster)

Design Management Europe award entry

Company: **NLISIS**

External design management consultants: **Zilver brand driven innovation and Designest**

about NLISIS

NLISIS (pronounced analysis) is a Dutch high-tech start up in the domain of gas chromatography, a chemical analysis technique. Gas chromatography is used for measuring the chemical components of substances, in laboratory environments or in the field, in the domains of health, environment safety and food. NLISIS is highly specialized and operates in an international B2B environment. The company was founded by Wil van Egmond, a veteran in the domain, and six partners, each entrepreneurs with their own specialisation.

the project

NLISIS approached Zilver/Designest in the spring of 2007. The challenge that Zilver/Designest gave us was to create a usable and inspiring brand for them that would help them convey their story of user centered innovation in the very traditional and technology dominated world of chemical analysis. Then the brand was to be used as springboard to develop the innovation and design strategy for the coming 5 years. As a third stage, Zilver/Designest was asked to manage the various people and agencies involved in creating the design touch points for the introduction of the brand to an international audience.

the process

The process Zilver/Designest employed for living up to this challenge is called Brand Driven Innovation (BDI). BDI was developed by Erik Roscam Abbing of Zilver, partly through academic research (EURIB, TU Delft) and partly through client work and case studies (see sources and suggested reading). The process is based on the insight that brands need product/service innovation to fulfill their promise, and that product/service innovation in turn requires the guiding vision branding has to offer. BDI, in short, connects the domains of branding and marketing to the domains of innovation and product development. Design is vital in establishing this connection. With NLISIS, the process was put to practice in its full scope of four phases:

1. brand usability
2. innovation strategy
3. design strategy
4. touch point orchestration

phase 1: brand usability

In order to get a deep understanding of the stakeholders of the brand (the founders of the company and a selected group of lead users), Zilver/Designest employed a technique called Context Mapping, developed at the TU Delft as a research technique that helps designers get a deep understanding of the user they design for. The results of lab-visits, diaries we sent around to the partners and the lead users, and the sessions we held were shared and interpreted with the client and developed further in a number of creative sessions. This resulted in the identity and vision of the organization and the identity and vision of the end-user, merging into a brand vision and a brand promise. Again, these were shared with and refined by the entire team

phase 2: the innovation strategy

In this step Zilver/Designest focused on merging the client's existing innovation strategy, which was impressively well developed, with the fresh brand insights. In informal sessions with the client, we explored the future of the client's market from the viewpoint of the brand: how can we continue to build a meaningful and authentic relationship with our end-users, given the choices we have made regarding our brand, and given the changes we forecast in the market we operate in? And we explored the way innovation should be organized in terms of partnerships, the use of existing infrastructure, and the ways different market segments should be targeted.

phase 3: the design strategy

In this step we translated the group's insights regarding brand and innovation into a design language comprising of a design vision per discipline and a set of guidelines per layer (figure 8 and 9). We developed these guidelines based on our own experience with multi-disciplinary design projects, but we also tested them with designers from different disciplines to ensure that they balanced direction with inspiration and that they were easy to understand and apply.

the 5 focus points for innovation for NLISIS:

1. virtual cluster, open funnel
2. complete solutions
3. end user driven
4. existing infrastructure
5. accessible products

phase 4: touchpoint orchestration

This step entailed the briefing and orchestration of a team of designers working on the company's first flagship product, the corporate identity (including logo, stationary, presentation template, posters, brochures, spec-sheets and tone-of-voice for texts), the website, a set of promotional videos, a trade fair booth, and even clothing (figure 10).

the result

The introduction of the new brand and its touch points was a success in a number of important aspects:

1. the company won two highly coveted awards for innovation.
2. the company was complimented by potential clients and peers on the well balanced daring and inviting look and feel of the entire offering.
3. Orders for the new product come in faster and in higher numbers than anyone dared to hope.
4. But what's most important, the company's founders are extremely proud of their venture, and are able to express this pride through their story and their offering alike.

the consultants

Zilver is a creative consultancy specialized in connecting the disciplines of branding, design, and innovation. Using its strong roots in industrial design engineering and design management, Zilver applies its expertise to make brands work. Zilver's focus is on ensuring that brands fulfil their promise through innovation and design, through a process called Brand Driven Innovation.

Designest is a multidisciplinary design management think tank. It is based on the belief that design disciplines should work together towards the common goal of bringing brands to life and making visionary ideas tangible. Besides the two founding members (Nandooh new media design management and Zilver brand driven innovation) and a physical nest in Rotterdam, the Netherlands, Designest is a project based organisation. This means that the Designest team organically adapts to the client and project at hand by inviting designers from all disciplines and backgrounds to the nest.

