

Product Design

TREND
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Multiple sources of innovation

The current revolution in materials and fabrication methods will push products in new directions. So will tech developments that improve the qualities and metrics buyers value. An important product design focus will be on prototypes that can be tailored to specific markets without undue expense. Yet those markets are a growing source of ideas for new products. Large cities in particular serve as

micro-markets for products, with an outside influence on consumers elsewhere. As such, they function as innovation hubs. This is why firms are locating their innovation labs where the action is, rather than closer to home. As the Internet of Things gets traction, products will be "in conversation" with other products and systems, and with companies that maintain, repair, or replace them.



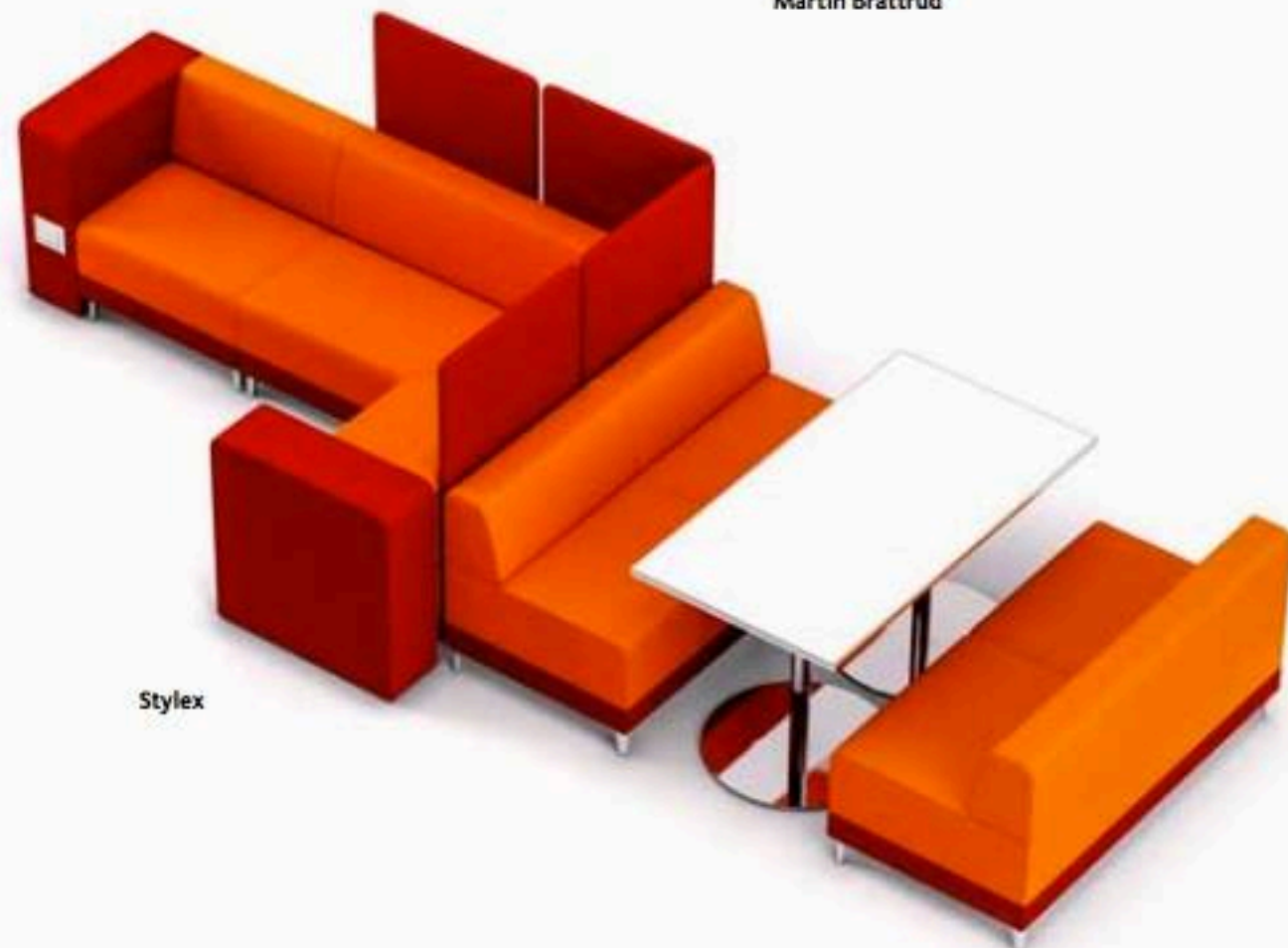
Luxo



HBF



Martin Bratrud



Stylex



Leland



Leland



Leland



Datesweiser



HBF



Halcon

DESIGNING FOR THE END USER

As strategists and designers, we work with manufacturers to bring a unique, experiential, user-based perspective to product design. Our growing catalogue of products reflects our knowledge of end-user trends across sectors and borders.



Tuohy



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