

THE VRD RESEARCH FACT SHEET

not everything is what it seems

'What we intent to do is focus on those opportunities in between lines,
on that apparently, non-obvious information...'

From "Strategy with Design" to "Design as Strategy"

VRDRESEARCH is an innovation and strategic design consultant. We cooperate with companies of any size, to develop strategies and business design decisions within a user-oriented methodology. We offer to all our clients an advanced process based on careful investigation of several key factors ranging from market tendencies to ethnographic user observation. This approach anticipates opportunities and helps our clients define their audience and the core of their market communications in order to create products to bear brand values, brand meanings

and users desires. Our vision is to change the way of conceiving design, enabling our clients to use design as a powerful tool in developing and managing their business. We share with our clients a rich background of experience, explaining that "an Industrial Designer is not a coiffure". We can prove the benefit of understanding that design is much more than about shape, it is about questioning, thinking, researching, discovering, delivering and converting products and services into "Business Ideas".

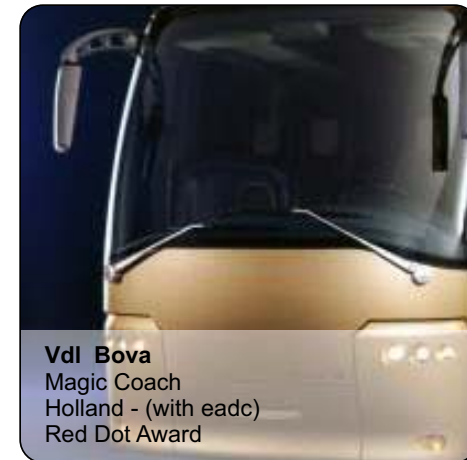


When does design becomes a strategy?

Design becomes a strategy when it is used to translate a costumer's needs and desires Into a plan to fulfill their expectations over a long period of time. A satisfied user, in terms of consumption, is an enormous competitive advantage in business today.

That's why "Design as Strategy" is a planning, creative process. It is sensitive not only to user information, but also to dynamic global or glocal market changes, trends and industrial needs and influences. It isn't limited to a marketing department or to

research and development, but rather it touches every part of the company because its outputs can be used to drive and to suggest functions, characteristics, language, industrialization, distribution and all matters related to product, as a means for creating a smooth integration and true integrity within brand and production.



Where are those opportunities and how to see them?

That is the most important question on strategic design, when the goal is to bring innovative solutions. Information is available for everyone and most of today's products respond to the same opportunities and gaps. What we do is focus on those non-obvious opportunities that are found only by deep research and reading in between the lines. It is about capturing all the details, as through a photo camera, and then improving the capacity of focusing on different levels of those details.

The challenge on "Design as Strategy" is to find inspiring opportunities to produce experiences, meanings and stories.



What do we do?

Product development:

Industrial design, transportation design, furniture design, product design, ergonomics & human factors, user interface, industrialization, modeling and prototyping.

Strategy development:

Product planning, consumer and market research, envisioning, innovation and strategy consulting.

Brand development:

Product language, identity, packaging, new platforms.

Product environments:

Events, retail experience, merchandising and product architecture.

Educational:

Workshops, methodology implementation, university programs and consultancies.

At VRDRESEARCH we are about sharing knowledge, we believe in reaching the limits, we create within a parallel thinking, we work on designing experience.

We've shared knowledge with:

Abet Laminati, Anam, Apogeo, Aprilia, Bn Bombardier, Bova, Burg, Cazzaro, Crai Supermarkets, DeLonghi, Electrolux Professional, Embraer, Universidad Politécnica de Valladolid, Fab, Fain, Fapa, Fiat Auto, Hayes Wheels, Istituto Europeo di Design, Imaginarium, Jaguar by Cazzaro, Johnson & Johnson, Kenwood, Leola, Loreal, Mercedes Benz, MNZLeather-Baadi Mobilegno, Nots, Open cristallux, Opes, Philips, Prefeitura de São Paulo, QuieroTv, Scavolini, Sergi Arola, Sist&matica, Smart Motion Technology, Timex, Tore Jakobson, Volpato Industries, Woosung.

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