The Design Thinking Process

Discover   **Define**   **Develop**   **Deliver**
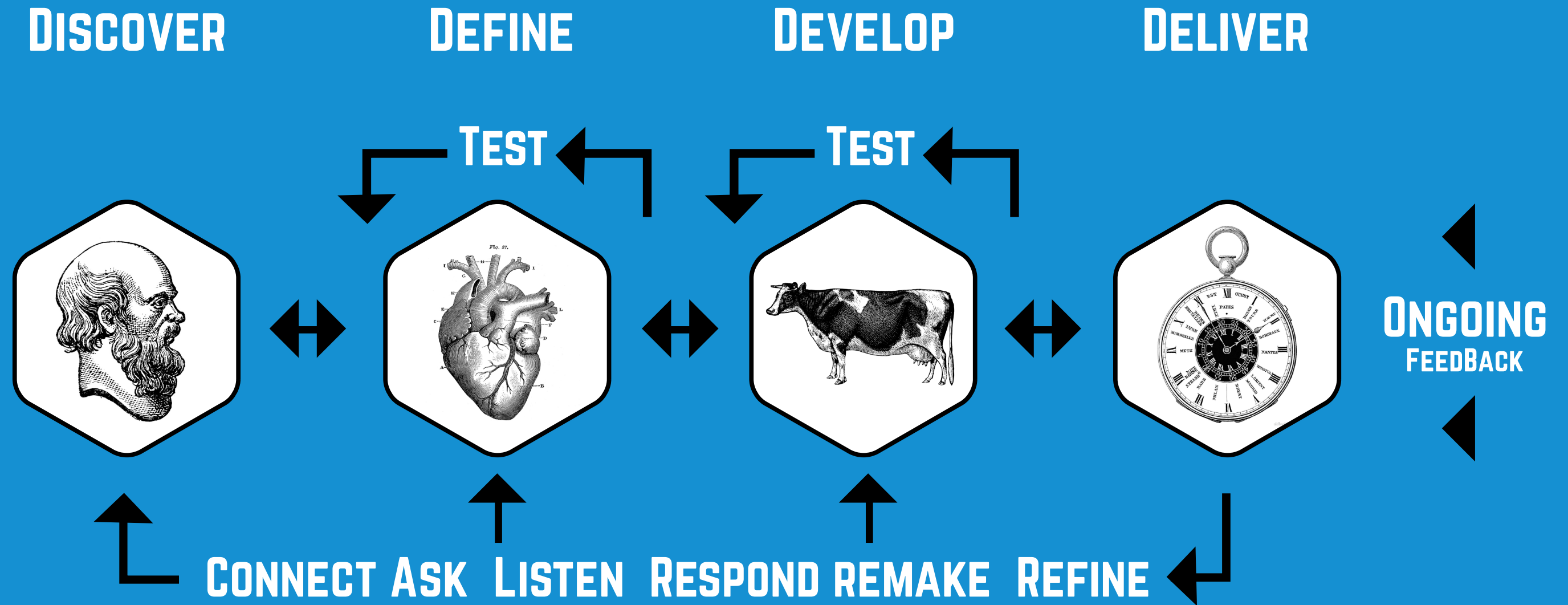
Test   Test

Ongoing
Feedback

Connect Ask Listen Respond remake Refine

I use a variation of the Design Thinking Process but it's been adapted specifically for branding. The key steps are the same but I've refined the process to ensure it allows for ongoing brand development. This is used in conjunction with various tools that help me dissect & develop a brand.

THE AGILE WAY

THINK

hack

audit

IDEA

Agile
Iterative

Always
Evolving

TEST

MAKE

share

research

On some projects, especially when working with start-ups, it's better to work in a more agile way. When a client has a wonderful new idea they just want to get out there and share with the world, making changes as they go along, an Agile method is used.