

dux05

Conference on Designing  
for User eXperience

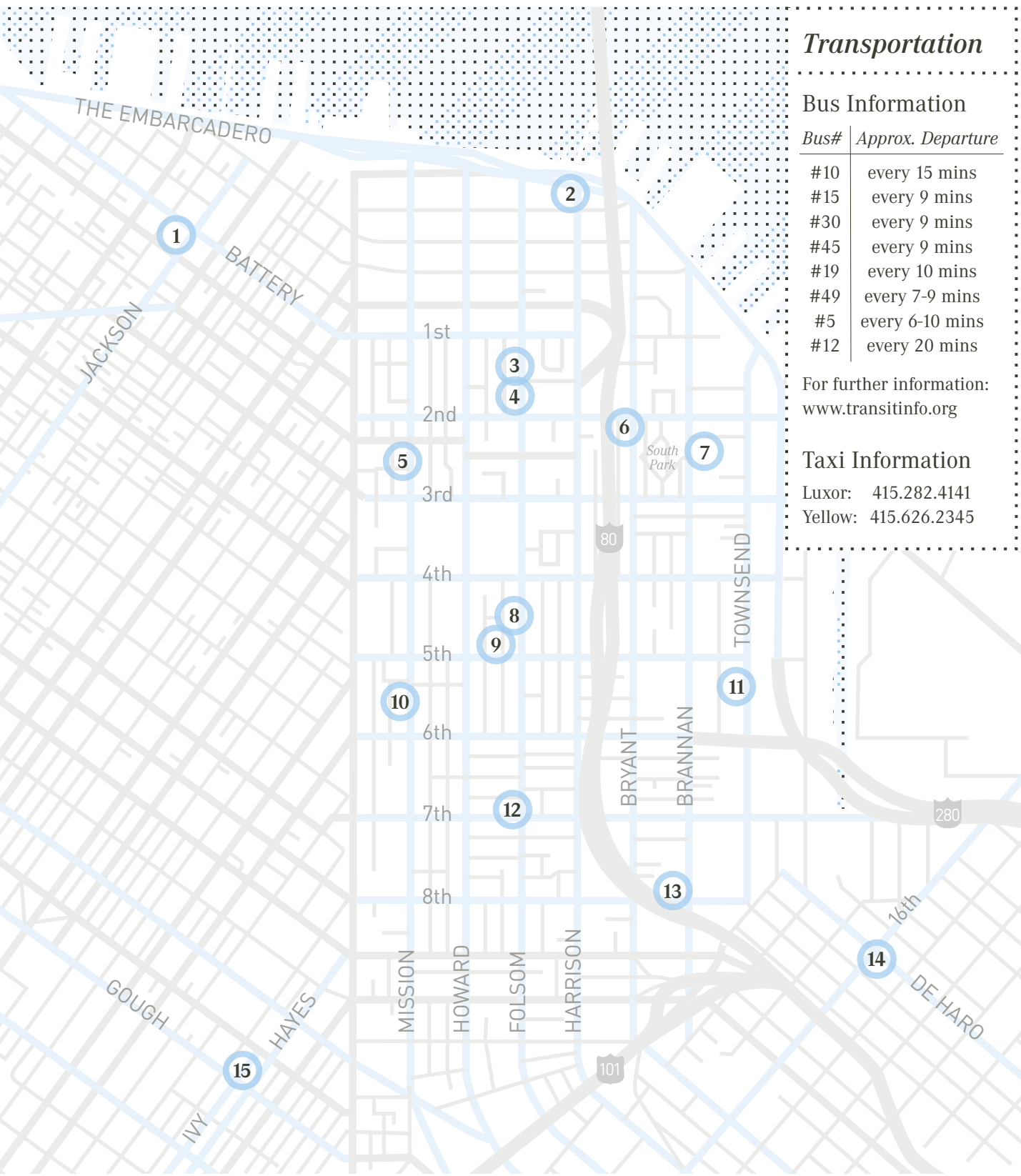
Studio Tour - November 3, 2005  
San Fransisco, CA

*A warm welcome to the Designing for User eXperience (DUX 2005) Studio Tours! We have selected 15 studios to showcase the rich and exciting variety of practices in San Francisco. This will be a unique chance to meet talented peers in the burgeoning arena of user experience design, and to experience their inspiring cultures and work environments first-hand.*

*Studios will share their stories, explaining how their philosophy and process shape their unique approach. Through examples of their work they will illustrate how they merge research, design and branding to create compelling experiences for different media: from physical to digital, and from two-dimensional to fully immersive.*

*A range of methods and disciplines come into play when designing for different experiences. The studios look forward to meeting you, and to exchanging insights on how real-world business value can be added through communication and design.*





## Transportation

### Bus Information

Bus#	Approx. Departure
#10	every 15 mins
#15	every 9 mins
#30	every 9 mins
#45	every 9 mins
#19	every 10 mins
#49	every 7-9 mins
#5	every 6-10 mins
#12	every 20 mins

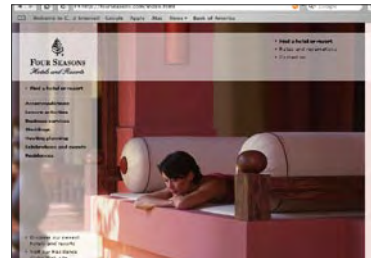
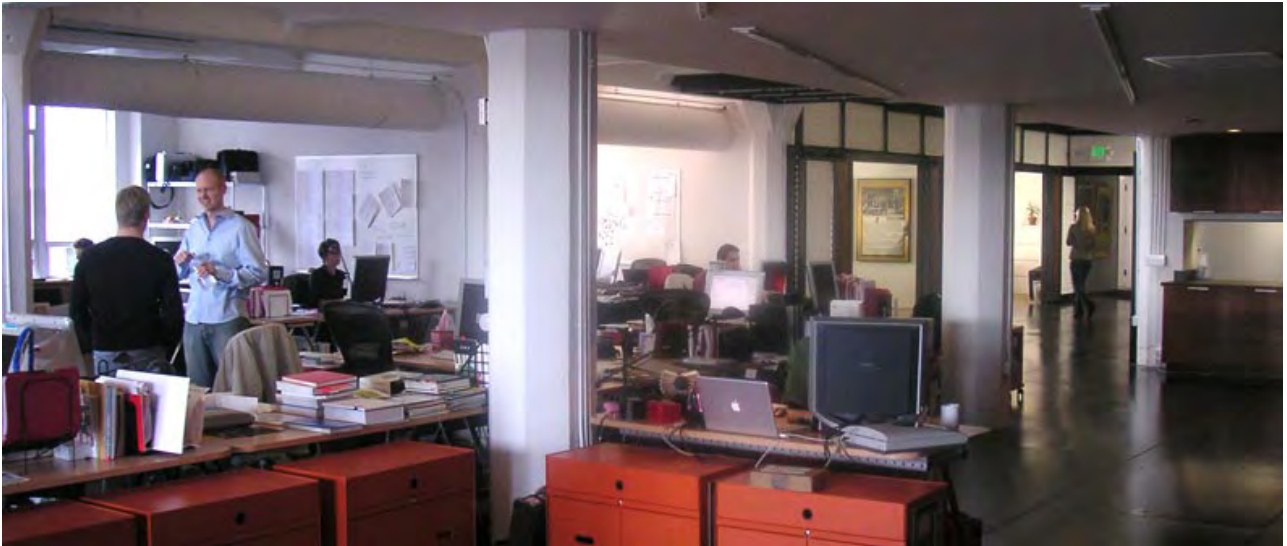
For further information:  
[www.transitinfo.org](http://www.transitinfo.org)

### Taxi Information

Luxor: 415.282.4141  
 Yellow: 415.626.2345

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# Studios



## 1. MetaDesign

*Studio:* MetaDesign is an international design firm that creates useful, usable and desirable experiences through identity and interaction design. We help our clients effectively communicate with their customers in ways that can be ultimately measured in business terms.

*Visit:* We believe Design is both a noun and a verb. As a noun, we design artifacts and experiences that are useful, usable and desirable; as a verb, we design dynamic systems that allow them to live, grow and evolve.

During the site visit, we will present several examples of design solutions based on our framework of strategy, process, organization and talent. Included in the discussion will be the business opportunity or challenge, the design, experience and systems that resulted, and the business results that were generated.

*Address:* 615 Battery St., Sixth Floor  
San Francisco, CA 94111

*Telephone:* 415.627.0790

*Website:* [www.metadesign.com](http://www.metadesign.com)

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## 2. Gensler

*Studio:* Gensler is a global architecture, design, planning, and strategic consulting firm that specializes in a wide range of building and facilities owned or used by businesses, institutions, and public agencies. Since 1965, the firm has grown from one office to a broad-based organization with excess of 2,000 people. Gensler's goal is to harness design's ability to empower people and transform organizations. Our multi-textured expertise drives a focused exploration of how people experience the world around them; Gensler teams then use that knowledge to create design solutions that give clients a fresh, competitive edge.

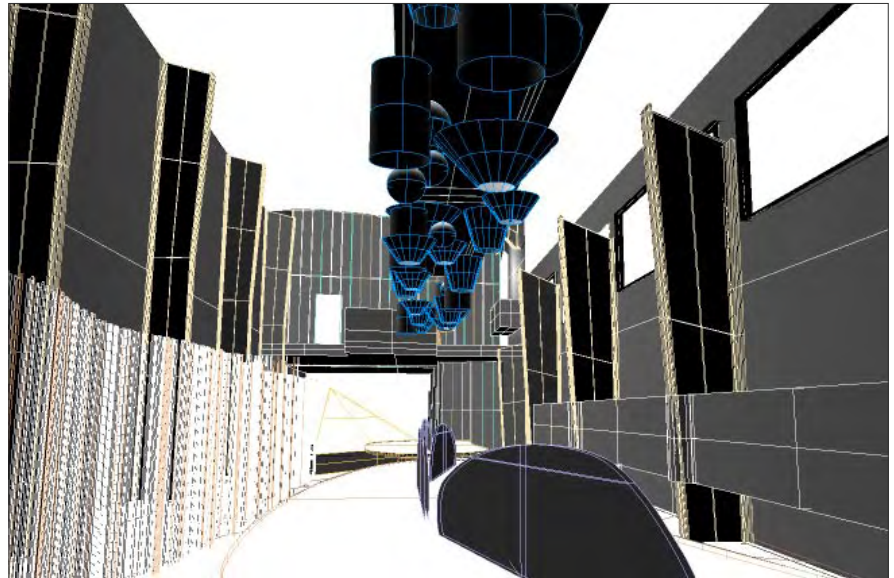
*Visit:* "How do you design your own office to become a destination?" The design and planning of Gensler's San Francisco office had two objectives: to organize all the enclosed spaces in the center of the plan so everyone has access to the stunning views of the Bay; and to bring clients into the firm's creative process. Collaboration areas are plentiful, of different sizes, distributed across the space with pin up walls and staging areas where project teams can leave their palates and finishes, creating continuous brainstorming areas for the duration of their projects. These creative work studios were designed to invite clients to participate in the design process and become active project team members. Additional benefits flow from the casual learning that occurs from exposing the design process to everyone. Our office shows the breadth of our practice - incorporating the feel of a hospitality space while showcasing our architecture, interiors, graphic design and product design capabilities. For a firm whose culture is based on collaboration, both internally and with clients, the space invites everyone to the table and into the creative process.



*Address:* Hills Plaza, Two Harrison Street, Suite 400  
San Francisco, CA 94105

*Telephone:* 415.433.3700

*Website:* [www.gensler.com](http://www.gensler.com)



### 3. fuseproject

*Studio:* Founded in 1999 by Yves Béhar, fuseproject is an award-winning San Francisco-based industrial design and branding firm. Working across a wide array of industries from beauty and fashion to furniture and technology, the studio takes a long-term strategic approach to developing and enhancing brands. Through its unique approach to product design and branding, fuseproject helps companies deliver innovation by creating an emotional connection between product and consumer.

*Visit:* In the marketplace, products are the true agents of a company's brand, and design a tool used to communicate its message. But between the two is a gap that's often overlooked: connection—the place where consumer and product meet on an experiential and emotional level.

At fuseproject, we believe that without connecting user and object on an emotional level, the lifespan of a design is limited. By focusing on design as experiential, and not purely functional or aesthetic, we can successfully build brands people love.

To complement the DUX lineup, we will explain how our unique story-telling approach to design is used to connect product and consumer, and how this approach benefits all involved – from end user to a company's bottom line.

*Address:* 528 Folsom Street  
San Francisco, CA 94105

*Telephone:* 415.908.1492

*Website:* [www.fuseproject.com](http://www.fuseproject.com)



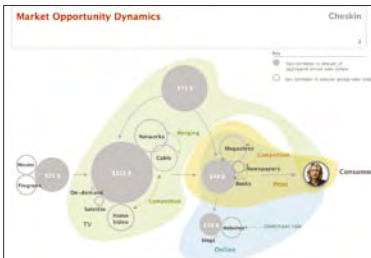
## 4. Cheskin

*Studio:* Cheskin is a consulting firm that guides innovation through its deep understanding of people, cultures and change. From a perspective grounded in research, design and marketing, Cheskin helps companies identify new markets, develop new products and services, and enhance brand experience.

We relate customer experience to real business issues, and have been fortunate to work with world-class clients such as Nokia, Microsoft, Unilever, Gap and eBay. Our diverse multilingual staff is highly regarded for an ability to uncover the meaningful experiences that create competitive advantage.

*Visit:* One of the most important—and elusive—aspects of developing experiences around products and services is the dimension of meaning. It is deeply personal, but surprisingly, underlies a universality that relates to all people around the world. Meaning is the top of a spectrum of significance to users and participants and is a key dimension that makes experiences successful. Meaning represents the deepest point at which developers can touch their users through the experiences they design and the deepest point at which a company can develop a relationship with its customers.

But how are meaningful experiences uncovered and how can products be developed with meaning as a foundation? Cheskin will present an overview of meaning, its importance to people and how it can be integrated into a development process. We will show how companies are already building and delivering meaningful products, services, and other experiences for their customers.



*Address:* 576 Folsom St., First Floor  
San Francisco, CA 94105

*Telephone:* 650.802.2100

*Website:* [www.cheskin.com](http://www.cheskin.com)





## 5. ODA

*Studio:* ODA is a San Francisco-based creative services agency that specializes in brand development and marketing communications. We work with dynamic companies to cultivate inspirational brands and create unique voices that resonate.

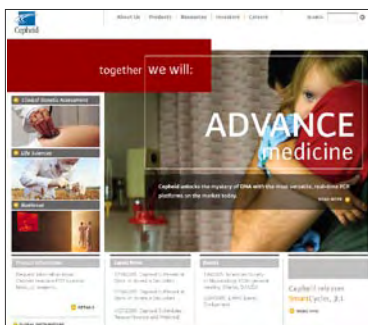
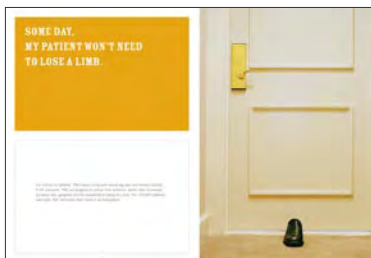
ODA's clients range from venture-backed startups to well-established Fortune 500 companies and span multiple verticals from high tech to healthcare, covering both business-to-business firms and consumer product companies. Our creative services include brand positioning, identity, print collateral, advertising, and interactive.

*Visit:* We wish our client's timelines and budgets allowed for the influence of thoughtful user experience design in the Brand Development process. They don't. So, how do we leverage the principles of experience design under the guise of Brand Platform Development to help our clients create a more effective connection with their customers? Discover ODA's unique approach to Brand Development when working with clients who are both time and budget challenged.

*Address:* 660 Mission Street, Suite 440  
San Francisco, CA 94105

*Telephone:* 415.882.7700

*Website:* [www.odasf.com](http://www.odasf.com)



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## 6. frog design

*Studio:* Founded in the Black Forest of Germany in 1969, frog design created landmark products for companies such as Wega, Sony, and Apple. Today, frog works with Fortune 500 clients to identify emerging market opportunities and transform ideas into compelling products. Recent clients include Hewlett-Packard, Nextel, Microsoft, Motorola, Disney, Tupperware, T-Mobile, and Yahoo! to name just a few.

*Visit:* Good design is culturally relevant. It inspires. It evokes passionate brand loyalty. Good design connects with people on a profound, emotional level. Consumers welcome good design into their lives—their environment, activities, interactions, and thoughts. At frog, good design comes from combining our skill, experience, and intuition with a deep understanding of peoples' needs and motivations. Our skill, experience, and intuition come from 35 years of creativity and innovation. Our understanding of peoples' needs comes from people themselves—by integrating them into our design process.

In this studio tour, you will see how frog's design philosophy of "form follows emotion" has remained constant through 35 years of industry and technology changes. We will discuss our approach to convergent design and show examples of design success stories.

*Address:* 420 Bryant Street  
San Francisco, CA 94107

*Telephone:* 415.489.2900

*Website:* [www.frogdesign.com](http://www.frogdesign.com)



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## 7. Adaptive Path

*Studio:* Adaptive Path is an industry-leading user experience firm, founded in 2001. Our mission is to advance the field of user experience design for the Web. We do this by developing open relationships with clients and other peers in the industry. By collaborating with clients, we find that our understanding deepens and our methods improve.

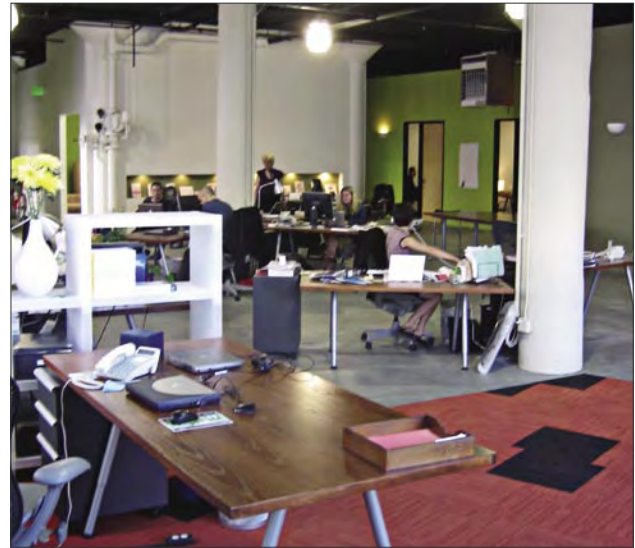
We are committed to delivering business value. We know that companies flourish when they employ user-centered methods to solve business problems. Rather than simply designing for design's sake, our aim is always to understand what value our work can contribute to your business, and then to deliver on those expectations. Adaptive Path has an array of techniques and methodologies that enable us to approach each project based on the specific needs of the client and its users. The outcome is a solid approach, from strategy through design, grounded in the realities of user needs, business needs, and brand positioning. We provide tailored solutions informed by extensive experience and authoritative research.

*Visit:* We will give an overview of Adaptive Path's history. We will also be discussing Web 2.0 and giving a demonstration of our new product, Measure Map.

*Address:* 363 Brannan Street  
San Francisco, CA 94107

*Telephone:* 415.495.8270

*Website:* [www.adaptivepath.com](http://www.adaptivepath.com)





## 8. Hot Studio

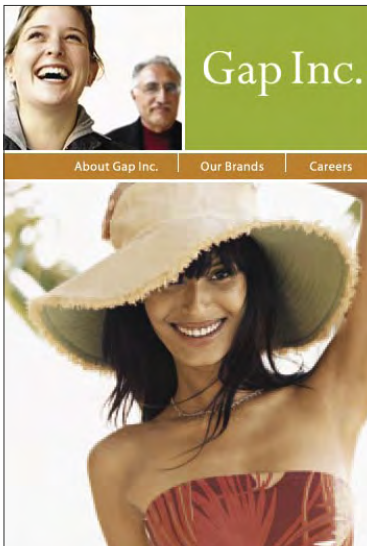
*Studio:* Hot Studio is a research-driven, human-centered design studio. Founded in 1997 by Maria Giudice, Hot Studio is an award-winning provider of integrated visual design, information design, and strategic thinking with a reputation for high quality, clear communication, and high-touch service. Whether creating an intuitive web site, an enlightening book, or a stunning logo, Hot Studio is driven by a passion for producing intelligent and thought-provoking work. We make the complex beautifully clear.

*Visit:* Meet the staff at Hot Studio—a talented group of user experience architects, visual designers, project managers, and technologists. Learn what we do and how we collaborate in our design work. We'll share projects we've recently worked on, and walk you through the process that we used to get to our final design. You will have a chance to talk one-on-one with our staff and ask your most burning questions.

*Address:* 848 Folsom Street, Suite 201  
San Francisco, CA 94107

*Telephone:* 415.284.7250

*Website:* [www.hotstudio.com](http://www.hotstudio.com)



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## 9. Pentagram

*Studio:* Pentagram is an international design partnership providing services to a wide variety of businesses and institutions worldwide.

Formed in 1972, there are now 19 partners and over 190 staff members operating from subsidiary offices in San Francisco, New York, Berlin, Austin, and London. Pentagram services national and multi-national corporations and institutions the world over. Project management is tailored to ensure availability of the most appropriate Pentagram talents, with many international clients being served by two or three offices worldwide.

Pentagram's approach is multidisciplinary. We utilize all our tools—product design, interaction design, graphic design, and architecture—to define and create products and services that delight customers and express distinctive personalities for our clients.

Pentagram is organized and run so that designers may achieve their best. To that end, we remain independent and owned by our partners, who are all designers.

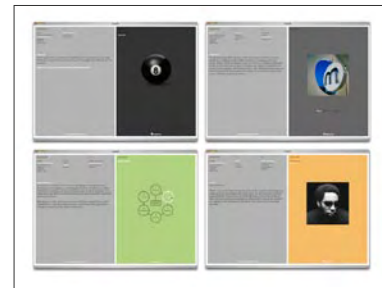
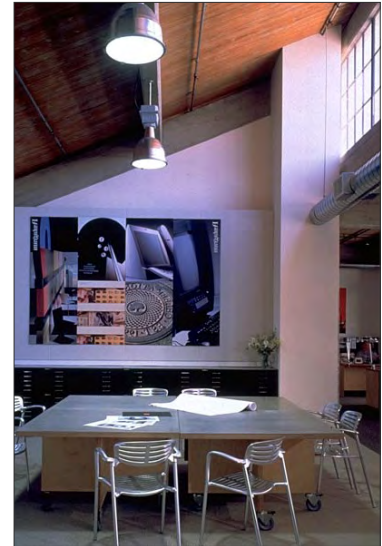
While Pentagram's strengths are diverse across all aspects of design, our real expertise is in the area of using design to communicate to people. Our approach is to create exciting experiences for customers that communicate about the unique proposition and brand of our clients. This is where we truly add value.

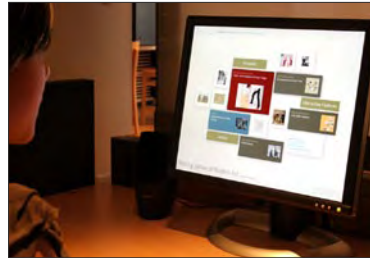
*Visit:* The tour will consist of a brief presentation regarding the work, process and clients of the company, a question and answer session, then a walk through of our studio.

*Address:* 387 Tehama Street  
San Francisco, CA 94103

*Telephone:* 415.896.0499

*Website:* [www.pentagram.com](http://www.pentagram.com)





## 10. Method

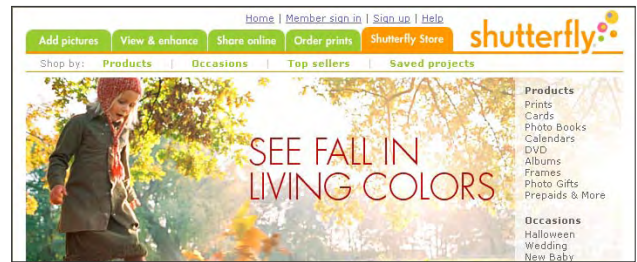
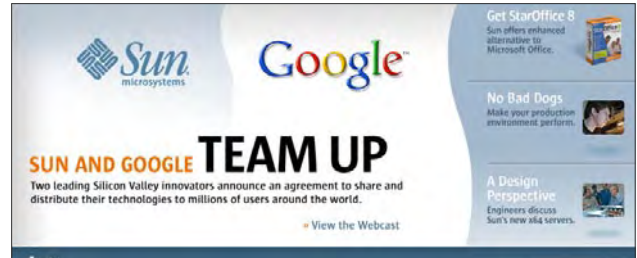
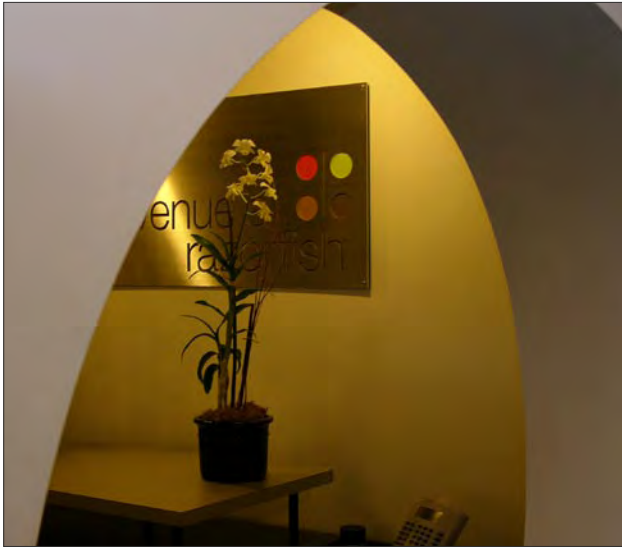
*Studio:* Founded in 1999, Method is a multi-disciplinary design firm offering an integrated mix of business and brand strategy, business storytelling, and design expertise. The company's services include brand and identity systems, print communications, interactive experiences, user research and strategy, software and product user interface design for both emerging and established businesses. Clients include American Apparel, Autodesk, BBC, Gucci, Hewlett-Packard, IDEO, Macromedia, Microsoft, MoMA, Nike, Nokia, Palm, Reuters, SFMOMA, Sun Microsystems, TiVo and Yahoo.

*Visit:* When examining the idea of 'holistic' branding, what are the kinds of skills and services that are necessary to provide value to businesses and great experiences for customers? We will explore a range of projects ranging from next-generation interfaces to brand systems to business storytelling artifacts to illustrate how our multi-disciplinary teams work together to create great experiences for our clients.

*Address:* 972 Mission Street, Second Floor  
San Francisco, CA 94133

*Telephone:* 415.901.6300

*Website:* [www.method.com](http://www.method.com)



## 11. Avenue A | Razorfish

*Studio:* Avenue A | Razorfish is the largest independent interactive services firm in North America that helps companies use the online channel as a marketing and business tool. We combine data, insight-driven design, leading technologies and rigorous optimization to build strong brands and improve relationships with customers, employees and partners. We specialize in bringing together multi-disciplinary teams to tackle some of the industry's most complex digital problems –social media, rich-internet applications, eCommerce and analytics. Our teams have created end-to-end experiences for the likes of Red Bull, Singapore Airlines, Shutterfly, Napster, MSN, Toyota and Genentech.

*Visit:* The interactive services industry has gone through extreme fragmentation over the past few years with an array of large companies and small boutiques becoming increasingly more specialized. Avenue A | Razorfish has taken a broader approach, distinguishing itself by applying a true multi-disciplinary approach (UX, creative, technology and strategy) to large, complex web-based applications. From device-driven UI to social networking, we have found that collaboration is the key. Avenue A | Razorfish will present a selection of our most recent projects and explore the iterative delivery methodologies, prototype explorations and innovations in the realm of social networking, rich-internet applications and intelligent eCommerce.

*Address:* 410 Townsend Street, Second Floor  
San Francisco, CA 94107

*Telephone:* 415.284.7070

*Website:* [www.avenuea-razorfish.com](http://www.avenuea-razorfish.com)



## 12. Smart Design

*Studio:* Smart Design has a 25-year history of turning insight and innovation into successful consumer products, communications and brands. Our multidisciplinary approach brings together experts in product, graphic and interaction design, business factors, engineering, and design research to ensure that our solutions connect with people. Smart Design's consistent results are delivered by its international staff of 65, working across offices in New York and San Francisco. Clients include: Hewlett-Packard, OXO International, XM Satellite Radio, Starbucks and Kaleidescape.

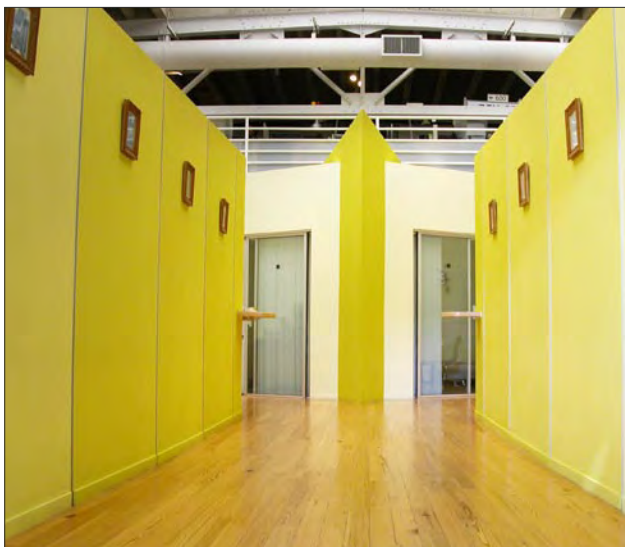
*Visit:* User experience exceeds the simple interaction between consumer and product. It begins with emotionally charged expectations and continues with a lasting connection. For this reason, researching the context surrounding a product and the people that use it, is crucial for developing informed and inspired solutions. How is the design of user experience at Smart reflecting this specific feature? During the Smart Design studio visit, people will be encouraged to take part in our unique product development process. Visitors will be involved in the review of representative products and participate in a mini prototyping experiment, experiencing first-hand our methodology and understanding its results.

*Address:* 285 7th Street  
San Francisco, CA 94103

*Telephone:* 415.255.7490

*Website:* [www.smartdesignusa.com](http://www.smartdesignusa.com)





### 13. Lunar Design

*Studio:* In business for more than 20 years, Lunar is a pioneer in the practice of product and packaging design in the San Francisco Bay Area. Lunar's international staff of more than thirty industrial designers, graphic designers, engineers and extended team are passionate about creating stunning products that are loved by the people who use them. Lunar works with its client companies to design creative, credible and competitive consumer products, medical devices and other commercial goods.

*Visit:* Drawing on examples from our work with Palm, Oral-B, Hewlett-Packard and Motorola, we will tour the Lunar way of melding leadership point-of-view with a collaborative work style to get great business results with and for our clients. In an open forum, we'll talk with guests about the challenges of inspiring designers to be their most creative within an innovation process structure that honors both sensibilities.

*Address:* 541 Eighth Street  
San Francisco, CA 94301

*Telephone:* 650.326.7788

*Website:* [www.lunar.com](http://www.lunar.com)



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## 14. Center for the Book

*Studio:* The San Francisco Center for the Book (SFCB) is a place where people can learn to make books—doing their own letterpress printing, artwork and binding—even if they’re never made a book before. The Center introduces and fosters the joys of books and bookmaking—their artistry, their history, their continuing presence in our culture and their enduring importance as a medium for self-expression and learning. We serve as a home for professional, amateur and student book artists in the Bay Area, as well as a place where a diverse, wider community can discover book arts. Increasingly, we also serve as a resource for youth outreach.

*Visit:* There will be an hour-long studio tour and talk by Artistic Director Steve Woodall about [1] the work done at the Center by practicing book artists, letterpress printers and binders and [2] the commingling of traditional craft and contemporary technology in today’s artists’ books.

*Address:* 300 De Haro Street  
San Francisco, CA 94103  
entrance at 16th Street

*Telephone:* 415.565.0545

*Website:* [www.sfcb.org](http://www.sfcb.org)





## 15. Odopod

*Studio:* Odopod is a design company with a talent for using new technologies in meaningful ways. By combining the emotional power of communications and entertainment with the discipline of software design, we create software experiences for the Web, desktop PCs, interactive television platforms and mobile devices. We strive to make every one of these experiences engaging and useful to its audience. We're a small 20-person studio that works with big clients, such as Nike, Target, Yahoo!, Red Bull, and Macromedia.

*Visit:* We prefer a world where everything is up for discussion. Please join us for two conversations: First, a “guaranteed no-jargon” discussion of recent projects like Nike Skateboarding, Nike Soccer, and the Red Bull Copilot Series. Second, we invite you to participate in our bi-weekly roundtable tech discussion, where we'll expose our geeky and vulnerable side while we try to find the humanity in things like WIKIs, Flash 8, and Ajax.

*Address:* 292 Ivy Street, Second Floor, Suite A  
San Francisco, CA 94102

*Telephone:* 415.436.9980

*Website:* [www.odopod.com](http://www.odopod.com)