

# [the facts]



## who

### scintilla [sin-til-uh]

*noun | a minute particle | spark | trace | a scintilla of an idea*

A design practice located in Sydney. We work with you to deliver design-led solutions that help you achieve your goals. We strive to be your strategic partner in innovation.

## what

product design | process design | strategic design | education

## how

### research

develop a deep understanding of users, customers, environments, technology, markets and behaviours

### strategy

develop a shared vision for the business, ensure alignment between market, business requirement and product | service

### design

develop exceptional products, services and experiences based on research and strategy to deliver business objectives

## delivery

consultation | partnerships | onsite or offsite | education | knowledge sharing | workshops | design sprints

**agile  
flexible  
adaptable**

*we work in different ways to best meet your needs*

## capabilities

- Design strategy* - high level application of design integration across an organisation
- Business strategy* - new business opportunities by design, vision, direction, alignment
- Creative thinking* - making connections for future possibilities
- Design thinking* - problem exploration and reframing, divergent thinking, innovation
- Design research* - ethnographic, market, technology, scenarios
- Capability assessment* - assess, identify gaps, ensure alignment of resources with needs
- Concept architecture* - concept exploration and design, concept evaluation
- User-centred design* - ergonomics, cognitive, physical, behavioural, emotional
- Product | service design* - detailed design, scenario and system mapping
- Product engineering* - mechanical and structural analysis
- Product visualisations* - CAD (3D and 2D), renders, graphics, animation
- Design documentation* - specifications, reports, proposals, test plans and results
- Models and prototypes* - proof of concept, non-functional, functional, aesthetic
- Manufacturing* - process selection, supplier selection, quality control, tooling
- Project management* - budget, timing, monitoring, planning, review
- Relationship management* - communication, growth

## benefits

tailored service | holistic solutions | trusted experience | building capability | responsive and responsible

## contact

hello@scintilladesign.com

**contact  
us today**

## web

http://scintilladesign.com