



kicker

KICKER. [KIK-er] noun. 1. One who kicks. 2. An unexpected twist. 3. In poker, a high-value card used as a tie-breaker. 4. In football, the player who drills it though the uprights when the game is on the line. 5. In extreme sports, a ramp used to launch off of. 6. In design, a brief phrase or sentence lead-in to a story or chapter. **7. In product design, a consulting firm that smashes through convention.**



kicker

Introduction to Immersion

by Kicker Studio

October 31, 2008

kicker capabilities

We combine the distinct perspectives and complementary skill sets of several specialties to design the entire product experience:

- Industrial Design
- Interaction Design
- Interface Design
- Branding and Identity
- Product and Market Strategy
- Mechanical Engineering

the kicker team



Dan Saffer

Principal

dan@kickerstudio.com

- Author of *Designing for Interaction* and *Designing Gestural Interfaces*
- Former Design Director at Adaptive Path
- International writer, speaker, and teacher
- Over a decade designing interactive products used by millions daily
- Clients include Time Warner, IBM, Lucent Technologies, and Nokia
- Holds 5 patents for technology innovations
- Masters in Interaction Design from Carnegie Mellon

Tom Maiorana

Principal

tom@kickerstudio.com

- Responsible for New Product Development at Match.com
- Developed interface elements for Adobe's CS4
- Creative Strategist for several green start-ups
- Masters in Product Design from Stanford University
- Part of d.school Exec Ed Teaching Team





Jody Medich

Principal

jody@kickerstudio.com

- Acted as Creative Lead for Global Brands including Cadillac, Yahoo!, Playstation, and Nissan
- Worked for a multitude of advertising and design agencies including tbwa/chiat/day and Adaptive Path
- Developed branding and creative strategy for numerous start-ups
- Masters degree in Painting/Design & Technology from San Francisco Art Institute
- Builds robots and rockets

Mike Scully

Vice-President

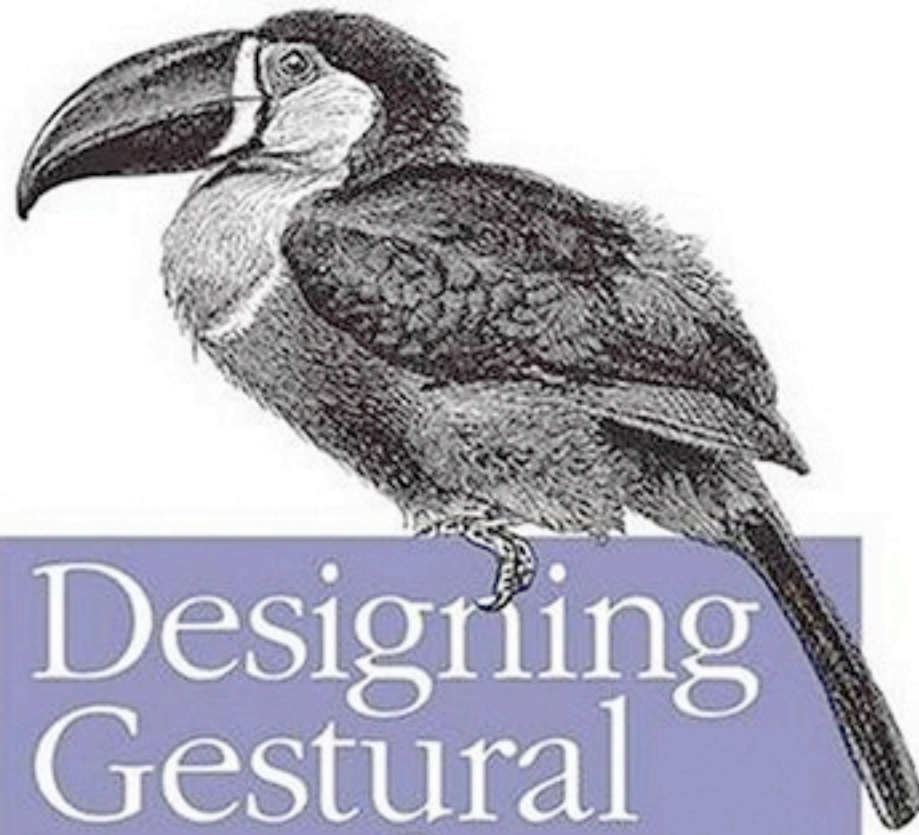
mike@kickerstudio.com

- Industrial designer and engineer
- Founder of Design Guild San Francisco
- Formerly at Argyle Associates and IBM
- Clients include Compaq, Ergo, and QuVIS
- Masters in Industrial Design and Bachelors in Mechanical Engineering from North Carolina State



domain expertise + strategy + impact

domain expertise



Designing Gestural Interfaces

O'REILLY®

Dan Saffer

seeNote

Project for Microsoft Mobile Computing Group for capturing small bits of information like a digital post-it note.



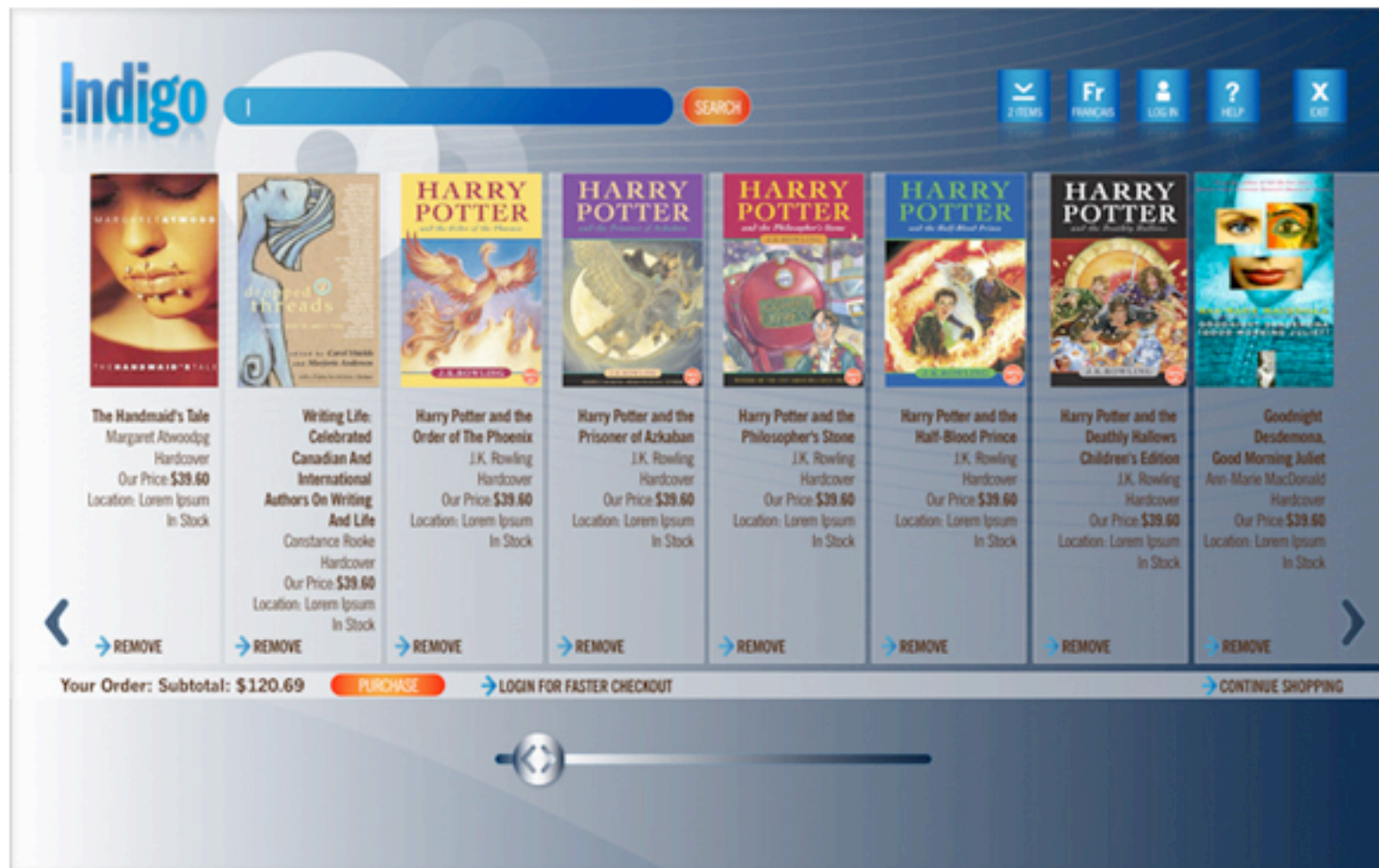
Nokia

Project for Nokia redesigning internet suite for N-series touchscreen phones.



!Indigo Retail Kiosk

A large touchscreen kiosk for Canada's largest bookseller.





Dossier

A lightweight touchscreen e-reader that employs e-ink technology.

Charmr

A tiny touchscreen device for controlling an insulin pump and helping manage diabetes.



strategy

Walmart

Using research to break sustainability into bite-sized chunks.

"I contacted the facilities guy about recycling, but he doesn't know me... why would he call me back? He doesn't know that it's part of this initiative."



"I get about 100 emails a day about this. It's all happening so fast that I don't have the time to find out the best person for them. I know I'm a bottleneck, but I only have so much time..."



disneyland

Going beyond language.



match.com

User research to drive brand and product initiatives.



match.com

User research to drive brand and product initiatives.



impact

Strategic emotion.



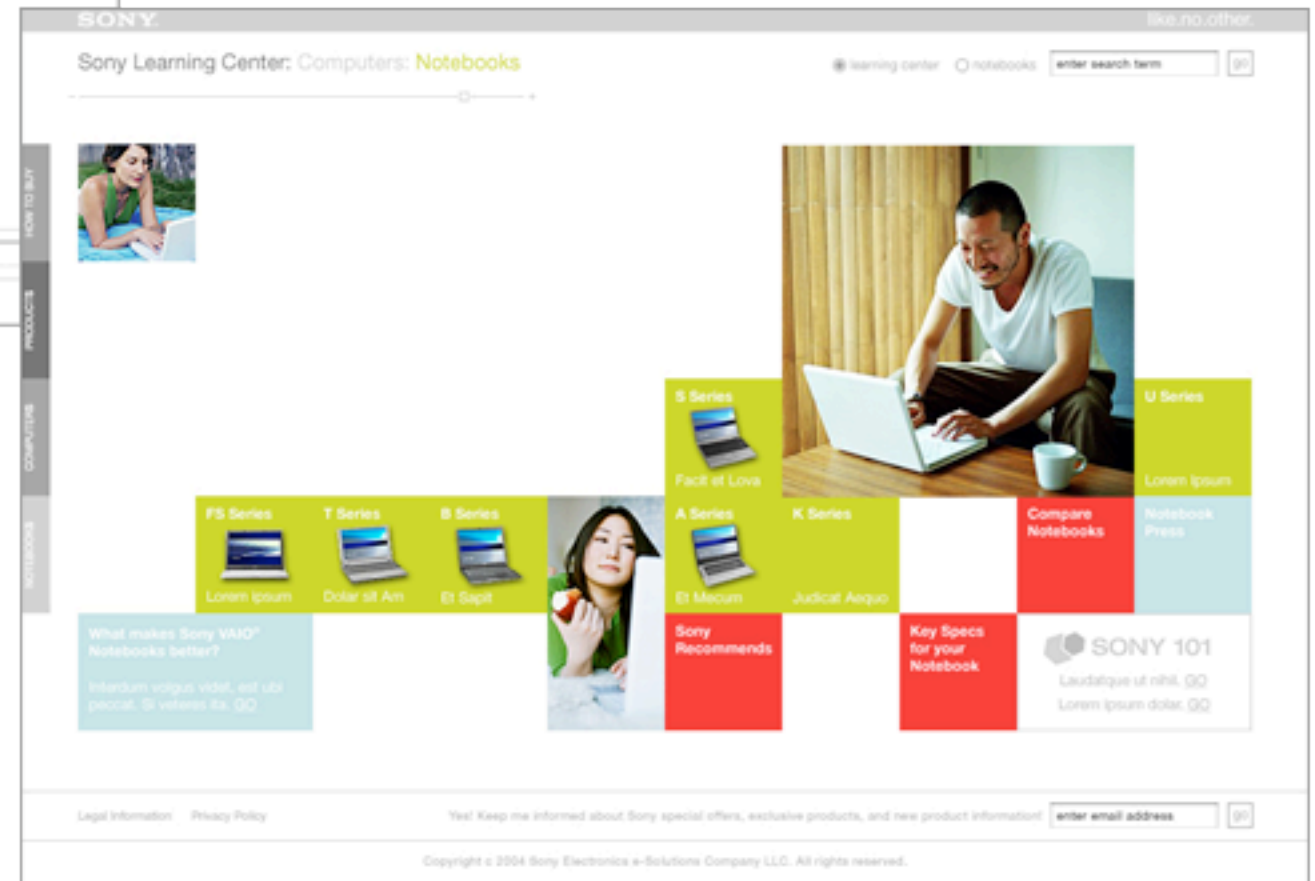
7 Paths

Crafting the story of a brand.



Sony

Communicating to a new demographic.



kicker commitment

- We're interface geeks, and this is cutting edge.
- Touchscreens and haptics are our business
- We (and our clients) are the target audience
- We're a collaborative firm, so we like sharing knowledge

project plan

Research

Discovery
Needs Assessment

User Research
Materials Exploration

Visual Cultural Context

Strategy

Brand Strategy
Product Strategy
Market Strategy

Storytelling
Form Exploration

Metaphor Development
Visual Exploration

Design

Interface Design

Interaction Design

Industrial Design

Prototype

Prototyping
Revising

Collaborating
Document

Delivery

development & manufacturing oversight

FPPO

thank you!

Kicker Studio
427 Bryant Street
San Francisco, CA 94107

ph. 415-462-6310
fax. 415-462-6317

www.kickerstudio.com