



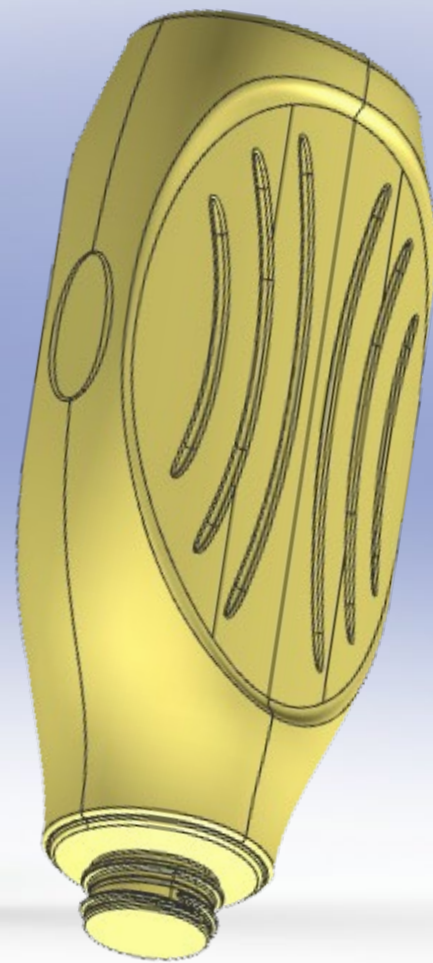
Product
Design



Service
Design

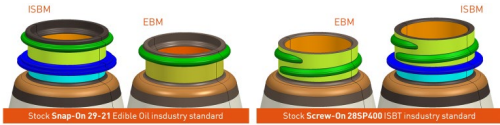
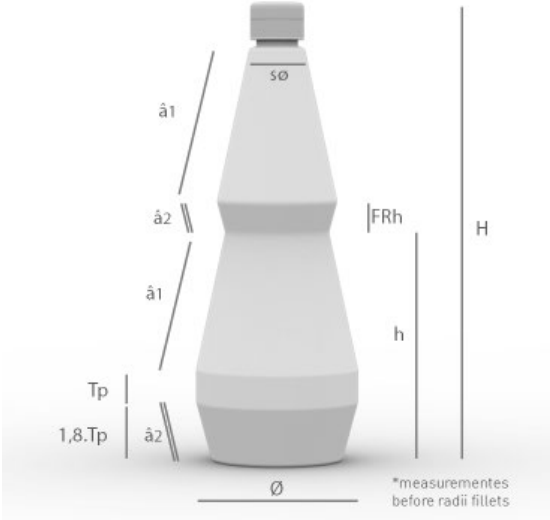


Systemic
Design

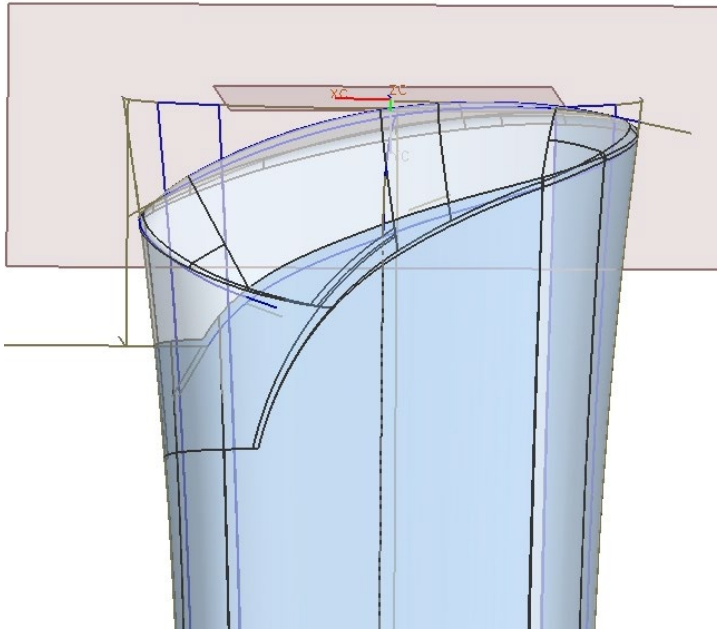




GLOCAL



Productos
diseñados



Experiencias
diseñadas





La persona



NAME

Leia Organa
Princess

"Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!"

If only there was a way to destroy the Death Star and defeat the Empire once and for all..."

QUOTE

#KEYWORD

Bold

Leader

Courageous

AGE

21

TECH-SAVVY

* because she's
from the future

5

/ 5

FRUSTRATION(S)

The Empire destroyed
her home planet

She doesn't know how to
destroy the Death Star

GOAL(S)

To defeat the Empire

To restore democracy
within the Galactic
senate

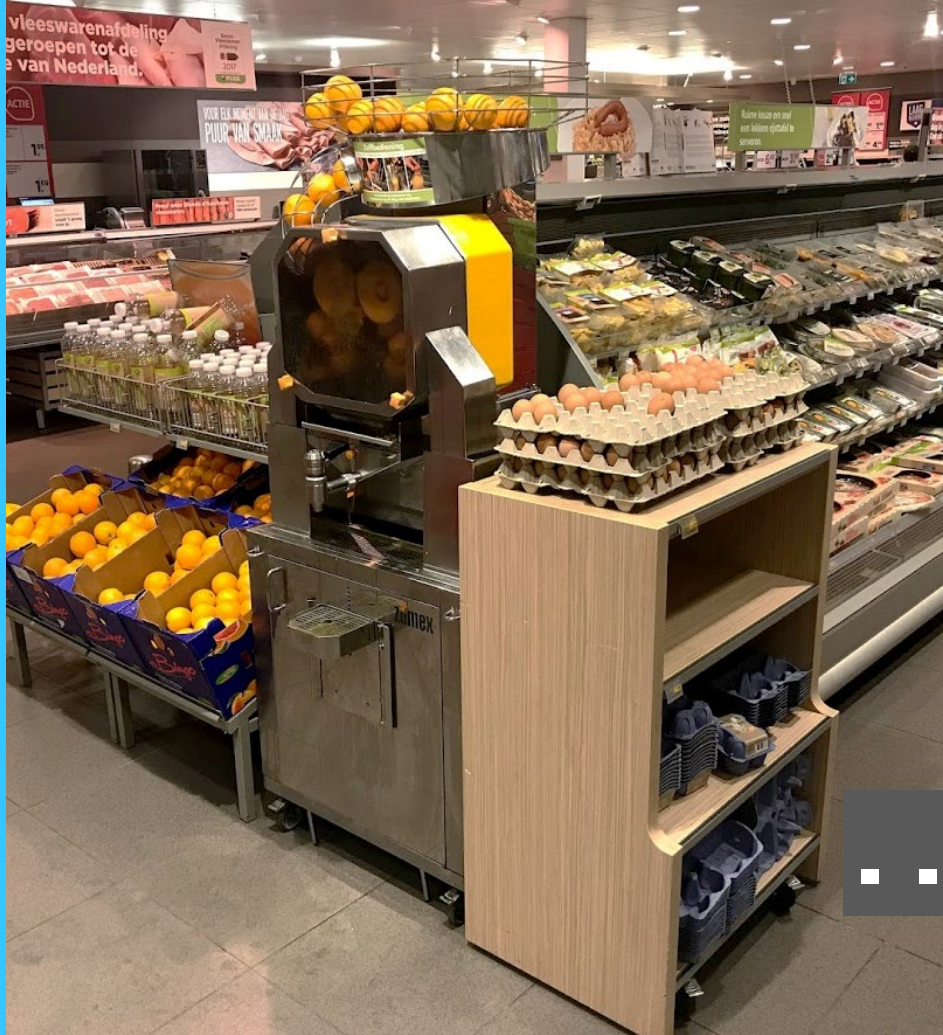
La ocasión







El canal



...y si cambia?



THINKING
(FRAMING)

HEARING

SEEING

FEELING
(MOTIVATIONS)

DEVICE

DOING
(BEHAVIOR)

TIME RELATIONSHIPS PLACE

(CONTEXT)

Decisión /
Compra

Preparar

Cocción

Disfrutar

Limpiar /
Mañana



Capturar INSIGHTS



USE

SHOP

STORE

DECIDE TO BAKE

ORGANIZE

MEASURE 2 DOSE

NIX

FOR HUNG

904

100

DO

INSIGHTS

OPP



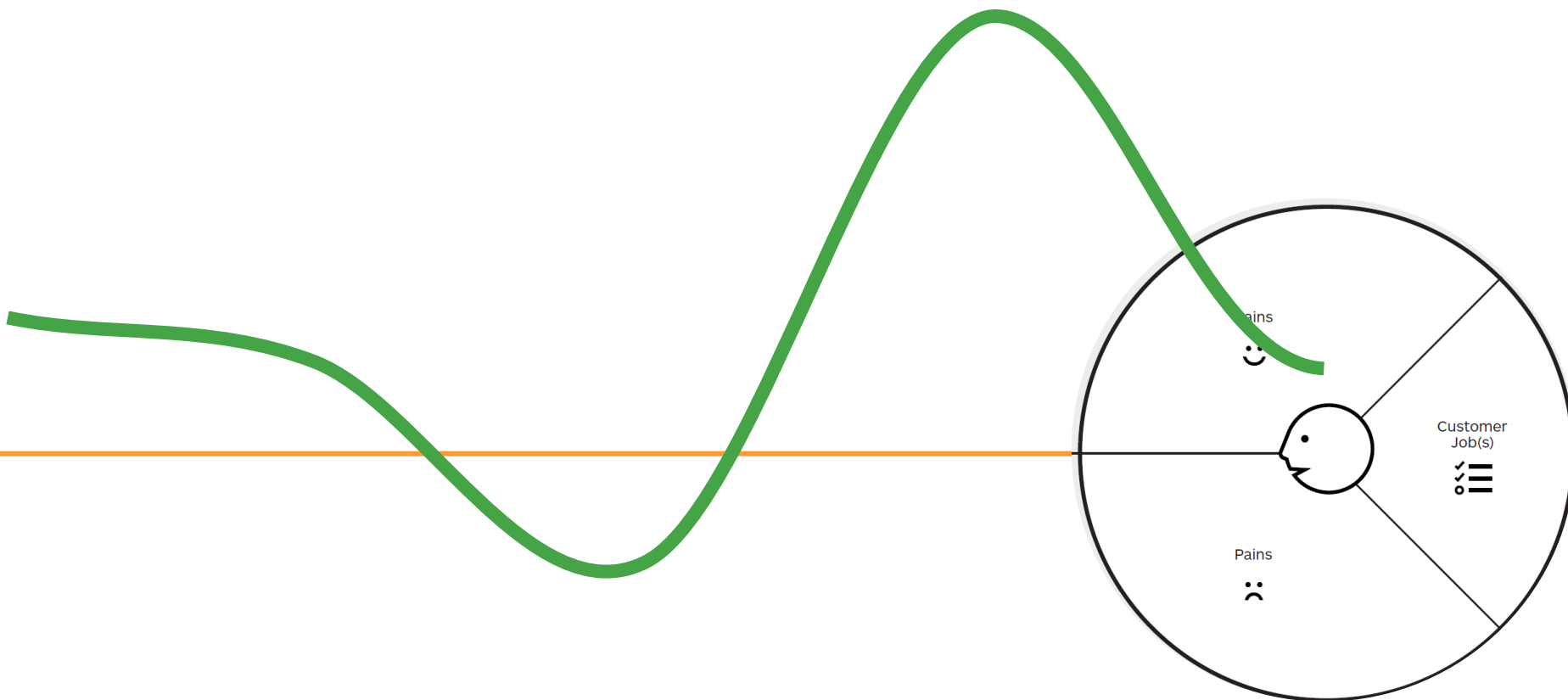
Comprar

Guardar

Preparar

Disfrutar

Tirar



ATTRACT ENGAGE SELL DELIVER DELIGHT DISPOSE







A white bowl filled with a mixture of rice, yellow corn, red bell peppers, and dark meat, likely beef or chicken. The dish is served on a wooden surface.



A white bowl containing a meal of rice, vegetables, and meat, with a white plastic fork resting on top. A red and yellow packet of 'Mei Mei' brand instant noodles is visible in the background.





