

what we do

- > 1 DESIGN : BRAND. COMMUNICATION DESIGN. WEB AESTHETICS. PRODUCT FORM. POINT OF PURCHASE.
- > 2 ENGINEERING / SOFTWARE : WEBSITE DESIGN. DATABASE DESIGN. DIGITAL MEDIA.
- > 3 ENGINEERING / PRODUCT : INDUSTRIAL DESIGN. PRODUCT DESIGN. REAL WORLD MANUFACTURE.

help for your business

> Every business uses design as a tool. It is applied to products, to items for communication, or to systems. It is a systematic approach to achieve a goal.

Design within a company like yours likely involves how things work, and ultimately how and why people buy from you. People buy because the design (ie control of features) of your product or service simply ticks more boxes on buying day.

> Our job is to provide clever thinking, consistently applied to the projects we are commissioned with.

Part of our job is to maintain a loose, critical hold on competing concepts. We look for points of difference, and significant ideas that can make a difference to your customer and your sales.

We combine a planned design system approach with real world experience in the practical use of technology.

web words

In this issue we discuss taking your sales online.

You have that website requirement covered now - it's looking slick and ticks all the boxes: Social Networking enabled, Search Engine Optimised, CMS driven, Mobile friendly.

So what else can you do to increase engagement on your site ?

Well, an obvious, but often overlooked possibility is to extend the front-line of your business to the net and bring the business conveniently closer to customers. Probably the most typical example of this is online shopping. Customers can transact with most switched on retailers these days from the comfort of their home or from anywhere with their mobile phone. But online shopping is not a model that fits everyone. So what else is there?

The answer depends on your business and how you interact with customers. It might not always be directly sales-oriented, but is often a pre-cursor or an adjunct to it. Customers may, for example regularly request information, especially calculated information; other times it may be to seek answers to questions about your product within their particular

environment. If you are spending a significant amount of time dealing with customers, especially when it's not directly related to closing a sale, you may have a candidate for a business process that can be moved online.

Moving these processes online will bring the service to more customers and also free up your staff's time to attend to more profitable matters. A good example of such a process is quotations or estimates. These are often time-consuming to prepare and only a percentage of them eventually convert to a sale. But there are other opportunities that are made possible by online customer interaction that you may not have considered; for example: competitions, surveys, reviews, mailing list management, a game or a computation or calculation of some kind.

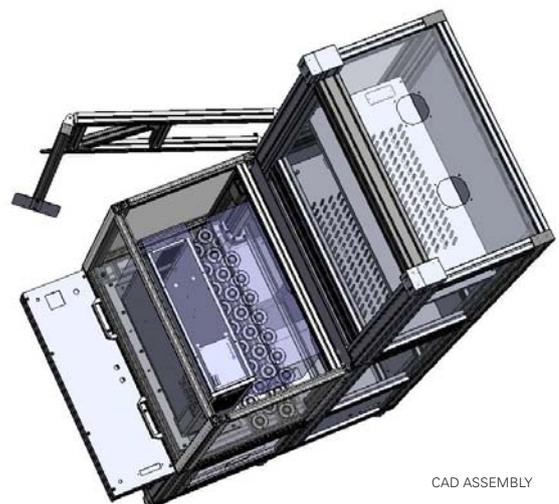
Online business processes can save you time and earn you money and can be a very worthwhile expansion of your online service offering. Get in touch for an informal chat about your business and to explore ways of automating some of your business processes or create new avenues for online customer interaction.

new. dynamic controls

We have completed two projects for Dynamic Controls in recent weeks. One involved work to provide a mechanical test bed for transformer testing.

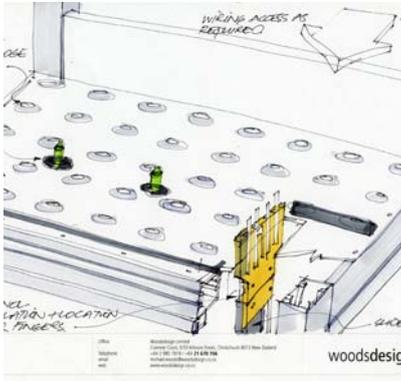
To produce the structure we utilised an American / German system called Minitec. It was chosen due to the highly reliable supply of component parts. We had a number of sliding elements including overcover plus multiple rams, all requiring accuracy *and* adjustment for placement. In addition we were completing two machines simultaneously with no prototype. This puts more pressure on to ensure first time fit accuracy.

We CNC machined numbers of custom components to complete the design. Machined parts was provided by Contex, McClay Tooling and CNC sheetmetal by Fielden Metalworks.

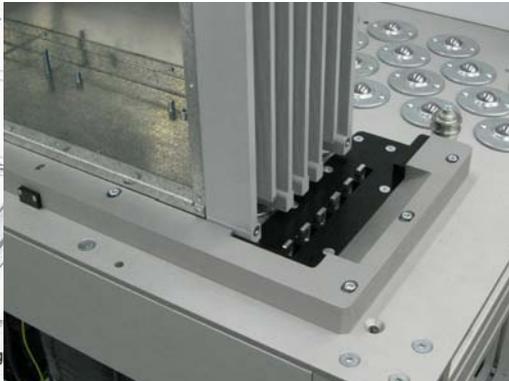


CAD ASSEMBLY

new. dynamic controls



CONCEPT



PRODUCTION

timeline. design work that lasts the distance



BRANDING: HANTZ HONEY, 2007



INDUSTRIAL DESIGN: SKOPE INDUSTRIES, 2008



WEB: JENNY BURTT FLORIST, 2009

new. awards 2011

At the recent Design Institute of New Zealand Best Awards we picked up a second award for industrial design work on the True Blue Auto Belay. This time a Silver Best Design Award. Client for this project was Clip n' Climb and Holmes Solutions.



contact

If you are interested in discussing a project in Product Design / Digital Media / Branding please use the contact details below:

MICHAEL WOODS
WOODSDESIGN / CHRISTCHURCH / NEW ZEALAND

MARIUS NABAL
WOODSDESIGN / ATHENS / GREECE

TELEPHONE +64 3 980 1919
MOBILE +64 21 670 766
EMAIL michael.woods@woodsdesign.co.nz
WEB www.woodsdesign.co.nz

MOBILE +30 694 9907955
EMAIL marius.nabal@woodsdesign.co.nz
WEB www.woodsdesign.co.nz