



GENERATION**DESIGN**®  
we create future

# #we create future

[www.generationdesign.de](http://www.generationdesign.de)

## WHAT ENSURES LASTING SUCCESS?

### WE INNOVATE

The development of a vibrant culture of innovation and design is an essential factor for the future success of your business. We have the appropriate procedures and structured processes to do so. We accelerate the implementation of innovative ideas and solutions with our comprehensive design competencies and through many years of experience with companies and organisations from different industries.

## HOW DO YOU PLAN FOR TOMORROW, TODAY?

### WE ADVISE

Together we develop clear strategies and concepts for innovative projects to secure your future sustainability. We provide individual consulting and structured work with our excellent methodical framework "GD Innovation-Roadmap®" offering new chances and ways for your company.

## HOW IS DIFFERENTIATION POSSIBLE?

### WE CREATE

Today, design is the decisive economic and differentiating factor. Our design quality in the areas of Industrial Design, Communication Design and Interaction/Experience Design is documented by over 100 international awards. We design customer-centric, brand-compatible and successful design solutions on the basis of a comprehensive problem and benefit analysis.

## HOW DO IDEAS COME TO LIFE?

### WE IMPLEMENT

The strategy is designed, the concepts are developed and the briefings are prepared. In order to inspire your customers, we will help you with the professional implementation.

With our interdisciplinary team of design, communications and media experts, we realise your project plan - from the idea to the finished implementation. Target group-oriented, cross-media and efficient.

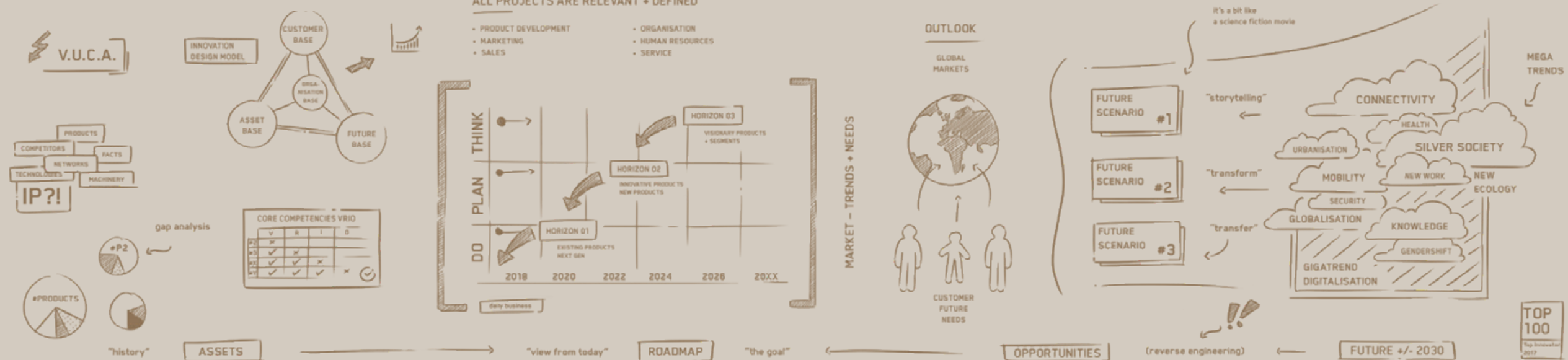




## INNOVATION ROADMAP®

### METHODS AND PROCESS OVERVIEW CHART

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### ASSET ANALYSIS

The asset analysis gives us an insight into the know-how of your company. With the help of the VRIO method we refine your core competencies and your unique selling proposition.



### GAP ANALYSIS

The gap analysis is the starting point for a systematic and objective evaluation to optimise your future development and potentials.



### ROADMAP

The roadmap is the centre of our "GD Innovation-Roadmap®". In it we combine the vision, the strategy and the operative activities in the Horizon model, to guarantee you the necessary overview.



### CUSTOMER NEEDS

Only if you know the needs of your customers you can develop suitable solutions, services or products for your target groups. With the help of customer journey, persona descriptions, target group profiles or Limbic® Map we help you to determine customer needs.



### FUTURE SCENARIOS

With the help of future scenarios we describe a possible future of your customers and your markets. This is where our knowledge about anticipated changes in technology, ecology, politics, culture and the economy comes in.



### FUTURE BASE

We dare to look into the distant future by looking at the megatrends. Megatrends describe far-reaching, long-term changes that encompass every person and every level of society.

## WORK

At GENERATIONDESIGN people with high levels of expertise design your projects with great passion and determination. Our interdisciplinary teams combine the ability to solve complex problems with creativity and critical thinking.

With over 100 international awards; we have regularly received international awards for our services for many years.



GERMAN  
DESIGN  
AWARD  
WINNER



product  
design  
award



reddot design award



PLUS X AWARD®



TOP  
100  
Top-Innovator



WILKINSON - Quattro Vintage  
Product design



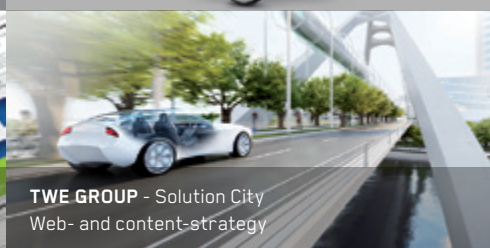
C4C - GenEwalker  
Product development



JENOPTIK - Civil Security  
Animation



KOSTAL - Solar App  
UX design



TWE GROUP - Solution City  
Web- and content-strategy



SCAN ME!

For more references on:

[www.generationdesign.de](http://www.generationdesign.de)

## SERVICES

THINK  
Innovation  
Design strategy

Change management consultation  
Innovation strategy  
Future strategy  
Innovation management  
  
Management consultation  
Organisation development  
Business model development

Brand development  
Content marketing strategy  
Portfolio strategy  
  
Product management  
Design management

PLAN  
Conception  
Design process

Design mission statement development  
Corporate Design development  
Employer branding  
  
Innovation processes  
Change processes

Design and communication strategy  
Design concepts and processes  
  
Coaching, Teaching  
Future Design Thinking

DO  
Creation & realisation  
Design doings

Digital application design  
3D animation and film  
Virtual photography (CGI)  
Real-time 3D, VR, AR  
  
Brand and product communication  
Online and offline communication  
Web and shop design  
Corporate communication

Industrial design  
Interface design (UX/UI Design)  
Packaging and PoS  
  
Experience design  
Trade fair and showroom



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GENERATIONDESIGN GmbH  
MORITZSTRASSE 14  
D - 42117 WUPPERTAL

T +49 202 / 75 80 10-0  
F +49 202 / 75 80 10-99



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