

PRODUCT DEVELOPMENT UNDER ONE ROOF

With a team of 60 unique specialists, our team collaborates to offer a vast number of capabilities. In a 50,000 sq. ft. space, this knowledge, skillset, and machinery come together for a powerful combination that can turn an idea into a real market solution.



RESEARCH

GENERATIVE TECHNIQUES

- Generative Research
- Co-Creation
- In-context Observational Research

EVALUATIVE TECHNIQUES

- Formative Usability
- Summative Usability
- User Experience Testing
- Concept Evaluation
- Competitive Capabilities Audit
- uFMEA Facilitation
- Competitive Testing
- Heuristic Evaluations

STRATEGY

VISUAL BRAND LANGUAGE

- Consumer Segmentation
- Product Positioning
- Competitive Product Design Audit
- Visual Trend Analysis
- Brand Archetype Definition
- Guiding Principles Identification
- Visual Brand Language Creation
 - Identity/logo Creation
 - Brand Standards Creation
 - Product Application
 - Packaging Design
 - Point of Purchase Design
 - Brand Interface Standards
 - Sound Design
 - Brand Experience Design
- Heuristic Evaluations

DESIGN

INDUSTRIAL DESIGN

- User Workflows & Storyboards
- Brainstorming
- Product Exploration
- Product Definition
- Aesthetic design exploration
- Rapid Conceptualization
- 2D Concept Visualization
- 3D Concept Visualization
- Product Animations

UX/UI

- Task flows, User Flows, Work Flows
- Information Architecture
- Wireframes
- Graphic User Interface Design
- UI Prototypes

SOUND DESIGN

- Earcons - Sound Concept Creation

ENGINEERING

MECHANICAL ENGINEERING

- Invention
- Mechanism Design
- Part/Assembly Design
- Electro-Mechanical Systems
- Advanced Surfacing
- Detail Drawings & Tolerancing
- Materials & Technology Exploration
- Proof of Concept Models & Evaluation
- Development & Validation Testing
- Data Visualization & Analysis
- Finite Element Analysis (FEA)
- Vendor Communication

ELECTRICAL & SOFTWARE ENGINEERING

- Digital and Analog Circuit Design
- Schematic Capture
- PCB Layout and Assembly
- Component Sourcing
- Embedded Firmware and Software
- Secure Internet of Things (IoT)
- Connected Devices

PROTOTYPING

ITERATIVE PROTOTYPES

- Foam Model
- Proof-of-Concept
- Appearance Prototype
- Engineering Prototype
- Electronic Prototype
- Functional Prototype

CAPABILITIES

- Casting & Molding
- Machining
- Metalworking
- Finishing & Painting
- Soft-Goods Prototyping
- Medical Device Prototyping
- Electronic Prototype
- Short-Run Production
- Vacuum Forming Services
- 3D Printing Services
- Laser Cutting Services
- Prototype Repair Services

