

People Design

People Design helps businesses conceive and produce innovative customer experiences.

We work with leaders to develop insights into customer behavior, then we design tools to support the touchpoints between the business and its customers.

Rooted in empathy for people, our work results in smart strategies that connect our clients with their customers and foster loyalty.

People Design Inc

616 459 4444
peopledesign.com

648 Monroe Ave NW
Suite 212
Grand Rapids MI 49503

Founded in 1997
Privately held by two owners
20 full-time employees

Listed in Encyclopedia
Britannica under *Graphic Design:
The Digital Revolution*

Speaking and juries include
The Mexican National Design
Conference, ReBrand;
Potlatch Annual Report Show;
AIGA in Detroit, Las Vegas,
Nebraska, and Chicago;
Art Directors Club of Cincinnati,
Cleveland, Houston, and
New York.

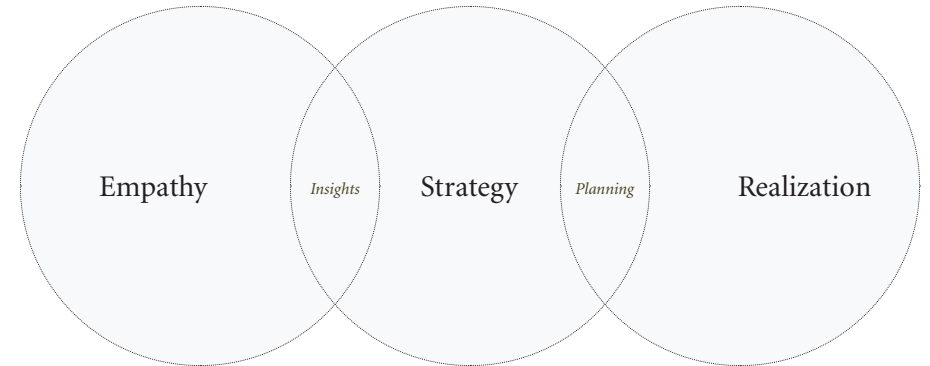
Recognition from international
design organizations such
as AIGA, Communication Arts,
Dwell Magazine, and Graphis.

Featured in more than 20 books
on design and business.

Clients

Amway
Creative Byline
Gordon Food Service
Grand Rapids Art Museum
Grand Valley State University
Herman Miller
Hon
izzy
McGarry Bair
Multi-Packaging Solutions
Ogilvy & Mather (Jaguar Cars)
Outrider Investors
Philip Anthony Salon
Southstar Properties
Spartan Stores
Spectrum Health
Spout.com
Steelcase
Stiles Machinery
UICA
Whirlpool Corporation
X-Rite

Engagement framework



Customer insights

What are your customers thinking, feeling, and doing as they approach decisions about your offering?

Understanding what your customers value is the critical first step in Customer Experience Innovation.

- Innovation framing
- Contextual research
- Analysis and synthesis
- Opportunity identification
- Insights report

Planning experiences

We identify opportunities where your customers' values and your business goals converge, then we plan the ideal customer experience.

- Positioning
- Touchpoint strategy
- Tool strategy
- Experience plan

Refined execution

The ideal customer experience is one your customers will value. Delivering such an experience builds loyalty.

We make the ideal experience real through compelling stories, informed creative direction, and mastery of craft.

- Identity/story development
- Program design & management
- Graphic design
- Interaction design
- Web development
- Writing