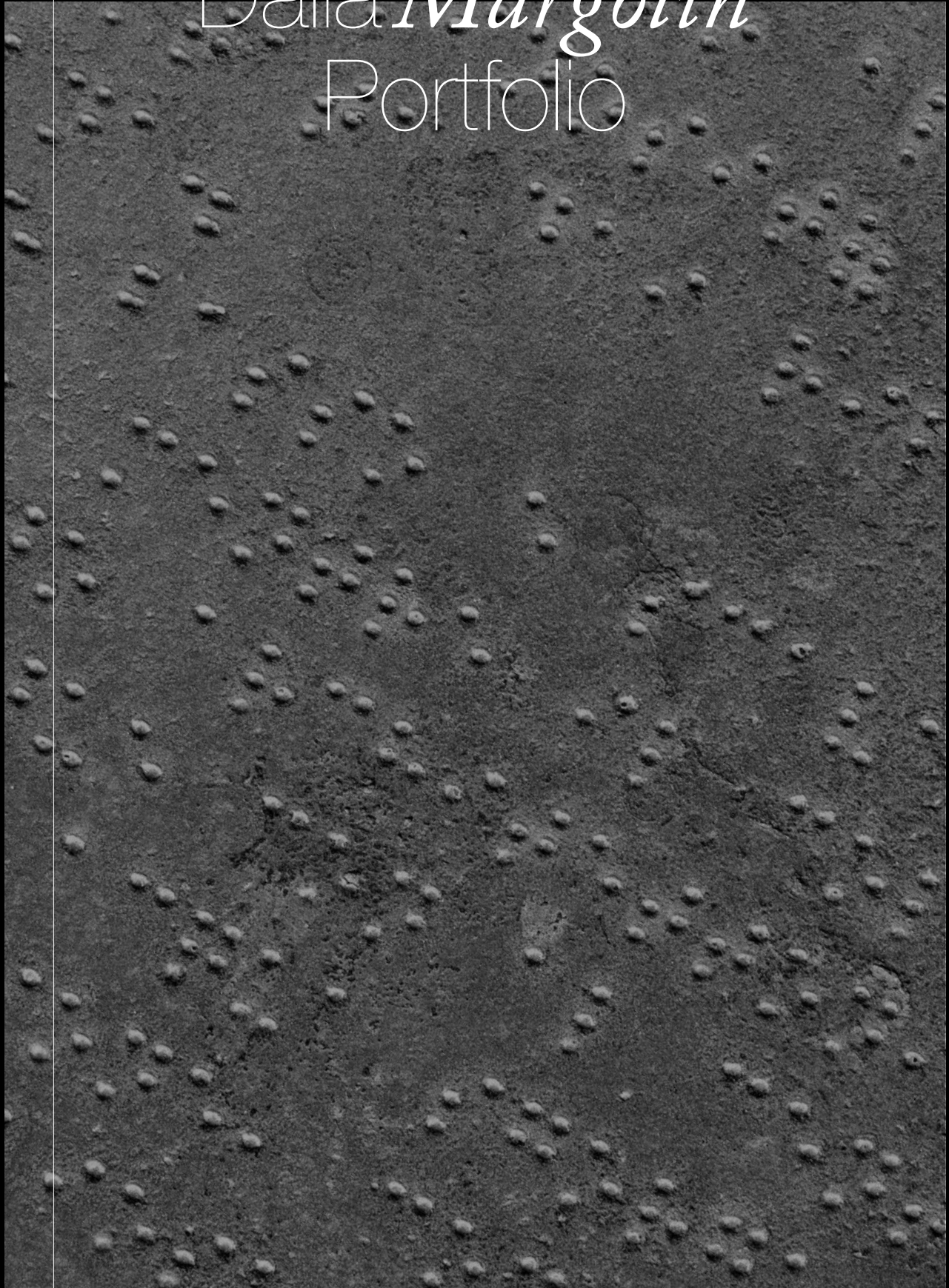


Dalia *Margolin* Portfolio

People—Centered Design

MX / MAD



Design creates culture. Culture shapes values. Values determine the future.

Paul Rand was right when he said ‘design is everything’. Every day we are in constant contact with it, it’s not necessary to take a look too far it’s enough to open our eyes to understand that in this world, everything that has been crafted by man, has gone through a design process.

So, if everything we see is design, our field extends infinitely in every direction, and the importance of what we do relies in the fact that we begin to understand the transcendence of our work.

And therein lies the greatness of our profession, in that every day our work gives us the chance to create projects capable of producing a positive impact on the world, which is why we are not only designers, but also agents of change.

Portfolio

Culture1.

Values2.

Future3.

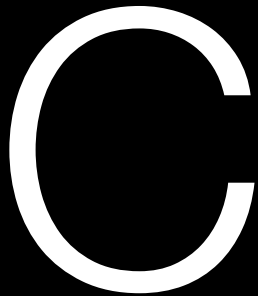
Design creates culture. Culture shapes values. Values determine the future.

Plant Squad 1.1

Casa Lumbre 1.2

Hábitat 1.3

Culture



1.1

Plant Squad

Plant Squad was born with the vision of three Mexican entrepreneurs who identified an opportunity to produce plant-based alternative proteins. That said, they faced a stigma of ‘products just for vegans,’ which impeded the business’s long-term growth and scalability. To change market perceptions, we consolidated a strategy to increase Plant Squad market penetration and growth. Under a focus on describing ‘the best of the Mexican,’ we created a new category, ‘alternative and inclusive proteins,’ that links to everyone who wants to start a healthy life without sacrificing taste and richness in their recipes, traditions and customs.

The objective at Plant Squad is to inspire a movement that embodies the best version of Mexico. This wellness revolution goes beyond offering healthy food options, and extends to a mentality level and values that celebrate the best of Mexico along three lines: consuming healthy and inclusive products; an offering of practical experiences with Mexican flavors and extolling pride in what is ours and who we are.

We worked on the brand redesign seeking not only to differentiate Plant Squad from other products but as well to transmit the feeling of Mexico community and modernity we are constructing. The new logo alludes to the common cause of a growing community interested not only in improving its health via balanced nutrition that doesn’t sacrifice flavor, but also in taking care of the planet.

To establish a strategic color palette, we incorporated familiar cues from carnivorous consumers, such as the color black, accompanied by Mexican pink as the standard of a contemporary country. To make our cause more tangible, we consolidated all product information into a single format, challenging the traditional approach of other market products. Additionally, instead of focusing on ingredients or alternative proteins, which may not resonate with uninformed users, we created a nomenclature using the Spanish word “SIN” (meaning “without” or “free”) as a banner (i.e. ‘milanesa without chicken’). Finally, we sparked curiosity and imagination by showcasing enticing servings of “final” recipes that combine our ingredients with Mexican creativity.

Year: 2021
Agency: Thrust ft. Bala
Role: Research / Creative and Strategic Direction / Service Design
Service: Product / Identity / Marcomm / Tools



Knowledge Gathering

13

Interviews with specific consumer profiles

06

Interviews with partners and collaborators

85

Analyzed documents and best practices

01

Survey

09

Supermarket visits and mystery shoppers

01

Tasting session

02

Creative moodboards for the new branding

07

Completely redesigned packaging

Design creates culture. Culture shapes values. Values determine the future.



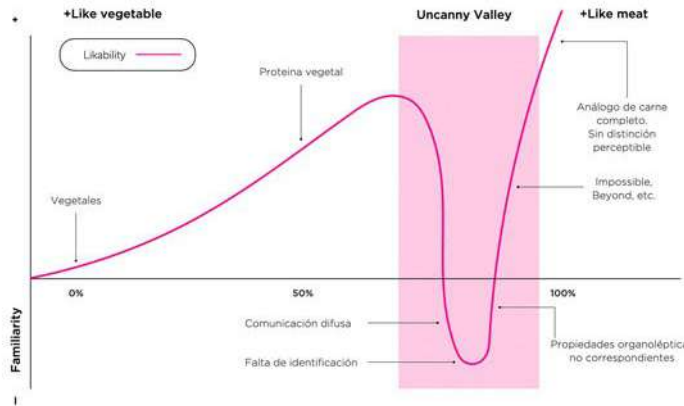
People—Centered Design

MX / MAD

CULTURE - 1.1
Design creates culture. Culture shapes values. Values determine the future.

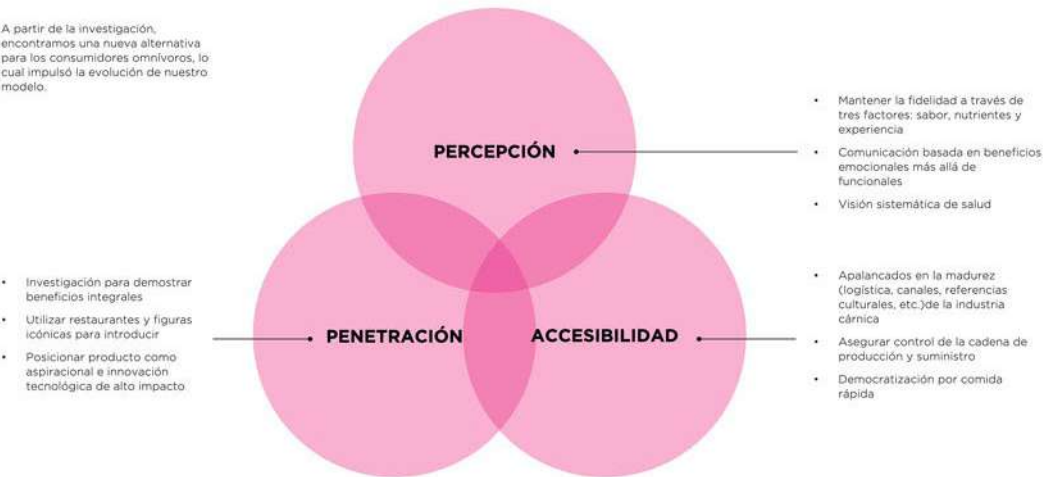
La estrategia de negocio de las proteínas alternativas requiere transformar la percepción que el consumidor le da a sus productos

- 1 A nivel neurológico se genera una clasificación basada en la familiaridad. La experiencia previa determina el gusto en una comida nueva.
- 2 La categoría pasó por un valle por no ofrecer un producto con el cual el consumidor pudiera identificarse. El refinamiento del producto y la comunicación a distintos drivers lo ha ido resolviendo. (Brown, 2019)
- 3 "The uncanny valley with alternative protein is that when you get to something that is highly sophisticated but not quite there yet, it forces your brain into relate with the original so it expects to behave exactly like the other food in every way, shape and form or it will reduce its likability." (Bouzari, 2018)
- 4 Líneas de producto con una estrategia basadas en la clasificación que quieren que le otorgue el consumidor. (Yamada et al., 2012)



Existen 3 factores que detonan la aceleración de la categoría pasando de un producto de nicho, a una opción para todos

A partir de la investigación, encontramos una nueva alternativa para los consumidores omnívoros, lo cual impulsó la evolución de nuestro modelo.



LA REVOLUCIÓN DE LA COMIDA MEXICANA.

"Enhancement" cultural + Salud + Para todos

Reinventar la comida mexicana incluyendo el elemento de salud a través de un portafolio de productos hechos a base de plantas y que al mismo tiempo honren la tradición de los platillos mexicanos, sus sabores y formatos característicos.

INSIGHT CLAVE

Los mexicanos buscan mejorar sus hábitos alimenticios sin sacrificar el sabor y placer de la cocina mexicana.

¿A QUIÉN LE VAMOS A VENDER?

- Universo: 100,750,000 personas
- Frecuencia: +++ (4 - 6 por semana)
- Margen: -5 ó -10%
- Perfiles: Self rational
- Explorer
- Care Taker

¿QUÉ RESUELVE?

- B2C:** no tener que decidir entre sabor y saludable
 - Sabor
 - Beneficios nutrimentales
 - Inclusivo
 - Práctico
 - Accesible
- B2B:** asegurar el tráfico en tienda y consumo de productos
 - Oferta única y diferenciada
 - Atracción de un segmento ignorado
 - Anticipación a tendencia d2c

¿CÓMO NOS BENEFICIA?

- Un territorio estratégico: representatividad en el mercado a través de la creación de una nueva categoría dirigida a un mercado mixto
- Participación en el mercado: mayor frecuencia de consumo y mayor reconocimiento de marca
- Posicionamiento diferenciado: construir barreras de entrada frente a los competidores internacionales desde dos frentes: relevancia local y entendimiento gastronómico

IMPLICACIONES

- Producto**
 1. Ampliar el portafolio enfocado en la dieta mexicana para atender a las necesidades durante el desayuno, comida y cena, así como los formatos listos para comer.
 2. Mejorar el sabor y cuestiones organolépticas de los productos para que respondan a las exigencias de la gastronomía mexicana
- MKT + Comm.**
 1. Resaltar el enfoque de la cocina mexicana
 2. Utilizar estrategias de penetración relacionadas con la gastronomía tradicional mexicana para dar a conocer el producto
 3. Apalancarnos de líderes de opinión expertos en la gastronomía mexicana del mercado omnívoro
 4. Quitarle protagonismo a la mención del uso de proteínas tradicionales veganas
 5. El rol de la marca es "disruptivo" ya que viene a generar una nueva categoría
- Operaciones**
 1. Abrir una planta que nos permita satisfacer la demanda y garantizar la disponibilidad de los productos

La mejor versión de lo mexicano

Es el eje rector sobre el cual construimos nuestra estrategia. Rige nuestros procesos, operaciones, oferta y nos posiciona en un territorio único dentro del mercado para satisfacer las necesidades no resueltas de nuestras audiencias clave.

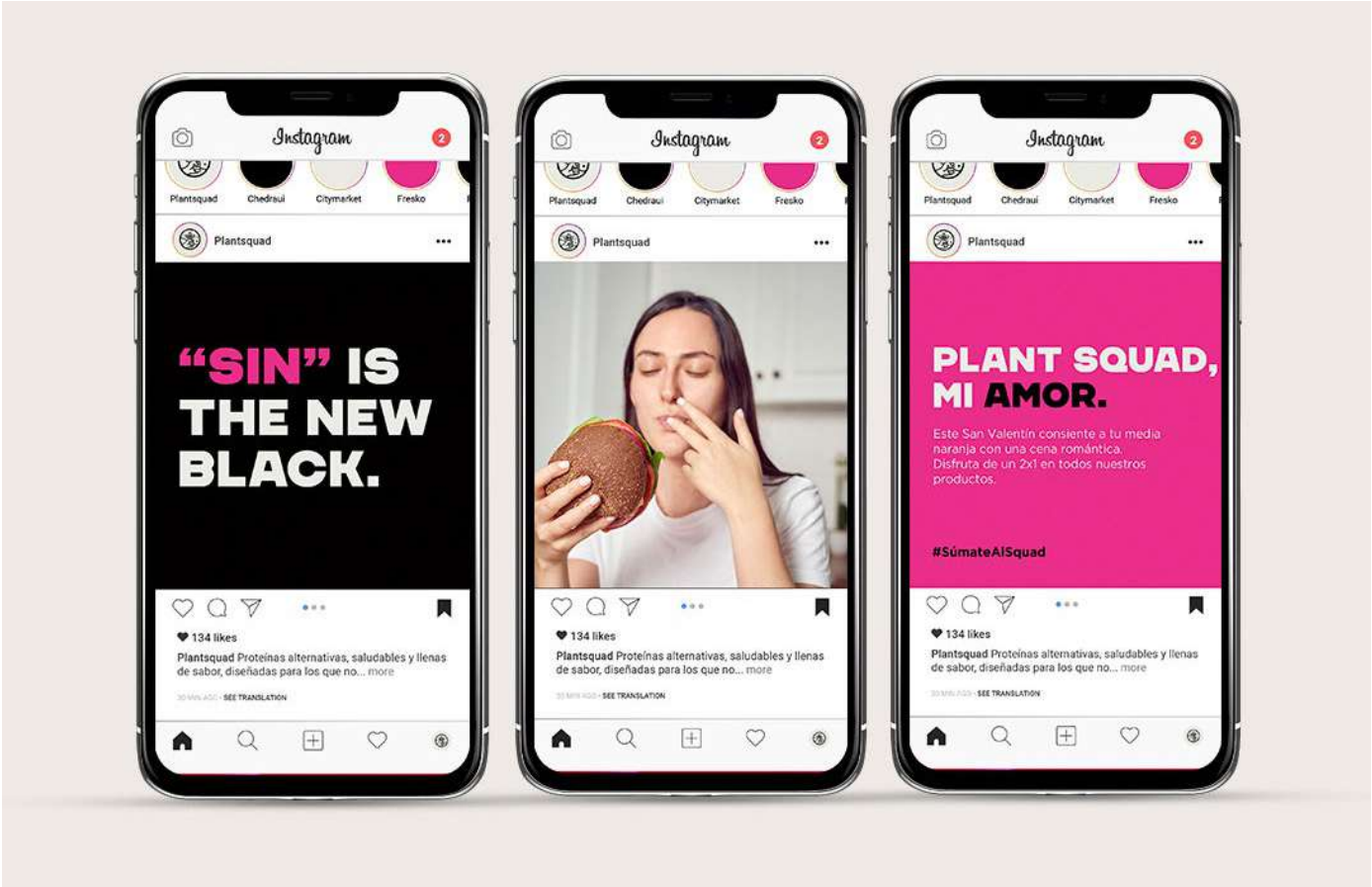
Para los que creen que siempre se puede lograr una mejor versión de nosotros mismos. Para los que no se conforman y exigen mejores experiencias. Para los que buscan una alternativa de comida saludable sin perder el verdadero sabor —y magia— de la comida mexicana. En todas las comidas y para todos los momentos. Para ti, para los tuyos, para todos.



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CULTURE - 1.1
Design creates culture. Culture shapes values. Values determine the future.



1.2

Casa Lumbre

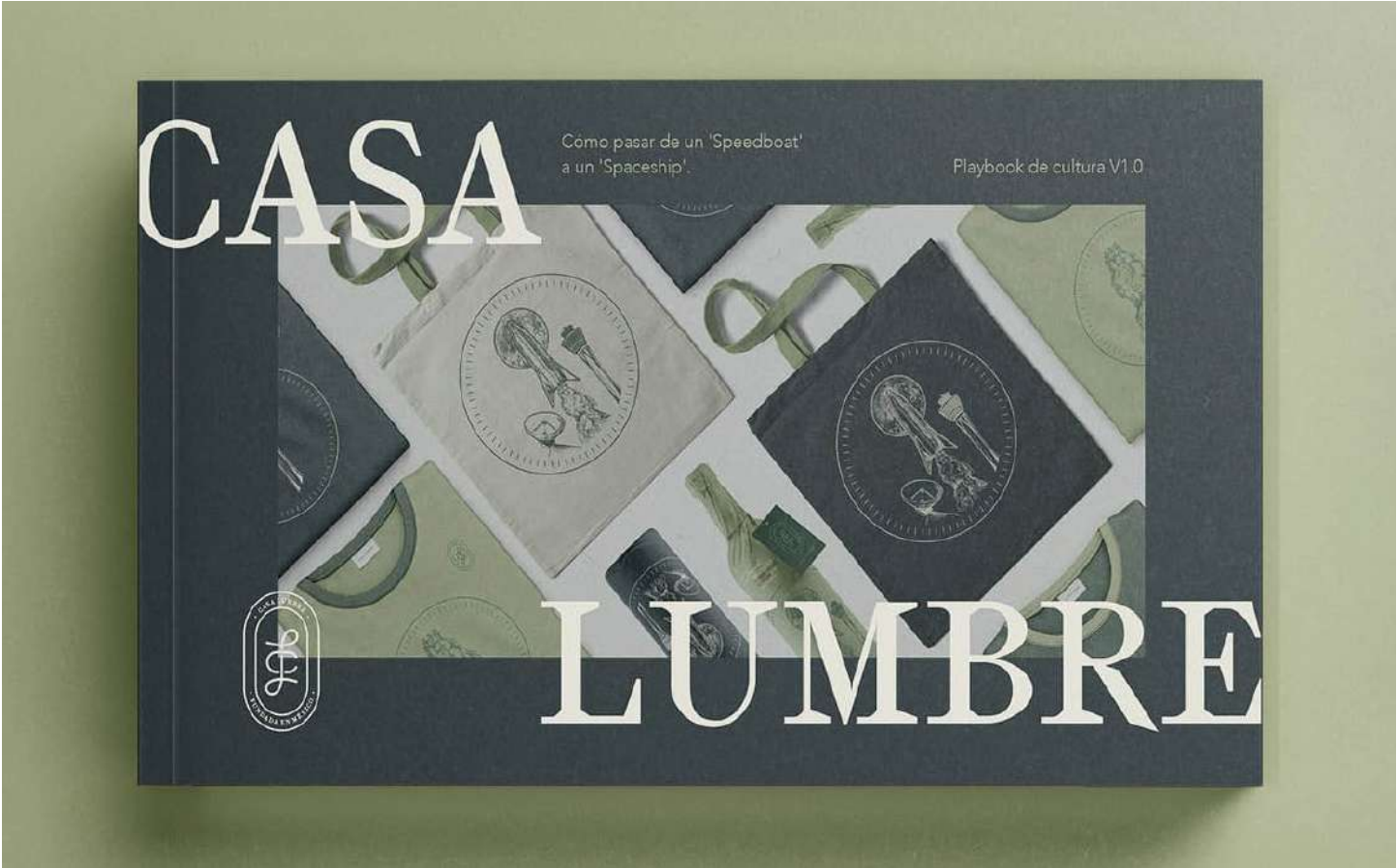
Based in Mexico, Casa Lumbre is one of the few companies with a serial entrepreneurship model in the distilled spirits industry. The company was established in 2016 with a bold and clear purpose in mind: to challenge the industry's limits creating the new generation of unique and culturally iconic brands. To this day, they've created solid and disruptive brands with relevant commercial presence in over 40 countries. Some of these brands include Ancho Reyes, Abasolo, Montelobos and Ojo de Tigre.

In 2020, Casa Lumbre and Thrust worked hand in hand to design a multi-tribal culture that considers different profiles and types of contribution of all the teams involved in the process.

We developed a comprehensive framework that empowers employees to take charge of their own growth. This includes a playbook that serves as an onboarding tool, ensuring smooth assimilation of our culture across all levels. Each operating area has been transformed into a distinct 'house,' embodying their unique values and skills while fostering a sense of collective contribution.

The color palette helps us convey the artisanal and natural process under which the drinks are made, while the illustrations help us make the concept tangible and tell stories of Mexican values from a contemporary perspective.

Year: 2021
Agency: Thrust
Role: Creative Direction / Concept Design / Editorial Design
Service: Marcomm / Tools



Knowledge Gathering

18

Interviews with
specific profiles

08

Interviews with the
management team

140

Analyzed responses from
tribal pulses

24

Hours invested
in workshops

06

Plant, field and office
visits

10

Cultural activation
tools

01

Playbook

02

Ideation sessions to design
practices, rites and rituals



1.3

Hábitat

Books are essential for acquiring knowledge and understanding the world. They provide tools for personal development and building a better future. However, despite their importance, the average number of books read per person in Mexico is estimated to be only 3.8 per year.

In a society where education is limited, designers play a crucial role in creating books that not only share knowledge but also inspire readers to continue learning.

To raise awareness about the natural world in urban areas, I developed the book 'Habitat: A World of 380,000 m²' for the Universidad Anáhuac México. This project aims to captivate and encourage readers to explore and appreciate the flora and fauna surrounding their school.

To achieve our goal, I crafted a compelling narrative that appeals to all students. The publication takes form of a research book with collectible and interchangeable stamps, engaging the entire community and offering a dynamic and entertaining publication. Through inserts, spreads, brochures, pop-up maps, and more, the book is filled with surprises, all with the ultimate purpose of making reading enjoyable and motivating Mexicans to read more.

Year: 2017
Agency: Freelance
Role: Research / Creative Direction / Storytelling / Concept Design / Editorial Design
Service: Editorial Design



Knowledge Gathering

+15

Didactic tools included in the book

02

Ideation workshops for concept development

10k

College students members of the University

80

Immersion hours within the university

10

University visits

300

Research hours

01

Concept validation session with end user

+50

Species studied, observed and analyzed



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MX / MAD



CULTURE - 1.3
Design creates culture. Culture shapes values. Values determine the future.

Xertica

2.1

Endémika

2.2

Carlos Castro

2.3

Values

V

2.1

Xertica

Xertica, a consultancy that came out of a merger between three companies with presence in four Latin American nations, was born with the idea of helping the region’s businesses transition to digital operations. With help from Thrust, Xertica went from a consultancy model focused on moving software to a true strategic partner that, above all, walks with and empowers business leaders to implement technological solutions in their enterprises.

To empower Xertica as a team of game-changers, we designed a new identity steered toward demonstrating Xertica not only sold software but measured impact as well. The new logo represents the transformation process by which Xertica takes clients and Latin America to the next level, expressed through the ‘X’ and the arrow formed within it. The color palette is inspired by the cultural diversity of the team and the persevering and intense spirit of Latin America. When these tones are combined with an off-black color, which has an intensity of less than 100%, the result is a personality that combines the dynamism of a technology company with the commitment of a business consultancy. The multicolored gradient communicates the concept of Digital Transformation, as well as the diversity of experiences and visions that coexist within the international team. To convey the purpose of ‘Taking Latin America to the next level’, we designed a visual language based on geometric shapes that, when merged, become organic figures that evoke constant transformation.

Finally, to trigger the new culture, we redesigned the corporate offices based on our research and employee’s journey, creating a collaboration space that provides the right environment, tools and conditions to promote the new habits, practices and values of the new Xertica Way. To achieve an easy appropriation, we developed the space under the Olympic Village concept, which, through key tools and elements, manages to activate, concentrate and inspire collaborators, in addition to turning the space into an authentic and memorable experience.

Year: 2020
Agency: Thrust ft. Sociedad Anónima
Role: Creative and Strategic Direction / Experience Design
Service: Experience / Service Design / Identity / Tools / Sales Narrative



Knowledge Gathering

03

Countries involved in the project

+11k

Kilometers traveled

36

Interviews with collaborators and C-Level members

132

Immersion hours within the offices

12

Redesigned office experiences

09

Detected emotions to be triggered within the new spaces

46

Surveys to understand user needs

01

Central concept for experience, branding and employee’s culture

People—Centered Design

MX / MAD

VALUES - 2.1

Design creates culture. Culture shapes values. Values determine the future.



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VALUES - 2.1

Design creates culture. Culture shapes values. Values determine the future.

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VALUES - 2.1
Design creates culture. Culture shapes values. Values determine the future.

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VALUES - 2.1
Design creates culture. Culture shapes values. Values determine the future.



2.2

Endémika

The Mexican countryside is one of the enormous pending issues of the nation’s development agenda. Low wages, lack of educational and work-related opportunities, insecurity and migration are some of the sector’s longstanding challenges. In 2009, with a vision of doing something to change this reality, three UNAM biologists students founded Cosechando Natural, known today as Endémika. What began as a modestly scaled project to sell plants and agricultural products is today—thanks to Thrust consultancy—a complex and robust business model that activates rural value in the communities where it does business.

Coming out of Thrust’s insights and research, Endémika discovered its true market niche: selling endemic plants and training agricultural producers about what they grow. The model translated to three important categories: process, product and service. It functioned like a defined-growth roadmap both to align initiatives and discard those that strayed from the reason behind the transformation: to activate rural value.

For the new transformation era, we developed a new name that helped us communicate directly our daily work. Likewise, we worked on the redesign of the identity seeking, through various elements, to humanize, dignify and form a community of local producers, exalting the Mexican countryside.

Now Endémika is a platform that trains and connects rural producers with national and international customers. To put it one way, we can say it became the ‘Uber’ of plants. Thanks to its model, local producers have found an alternative to migration that lets them work and serve their communities. Their success is based on pillars such as transferal of scientific knowledge; endemic Mexican plants’ environmental revival and fomenting fair trade.

Year: 2020
Agency: Thrust
Role: Creative and Strategic Direction / Graphic Design / Experience Design
Service: Naming / Identity / Marcomm / Tools



Knowledge Gathering

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VALUES - 2.2

Design creates culture. Culture shapes values. Values determine the future.

01

Field visit

13

In-depth interviews

03

Naming workshops

12

Hours invested in validation workshops

02

Documentaries studied

03

Expert biologists interviewed

08

Co-creative sessions

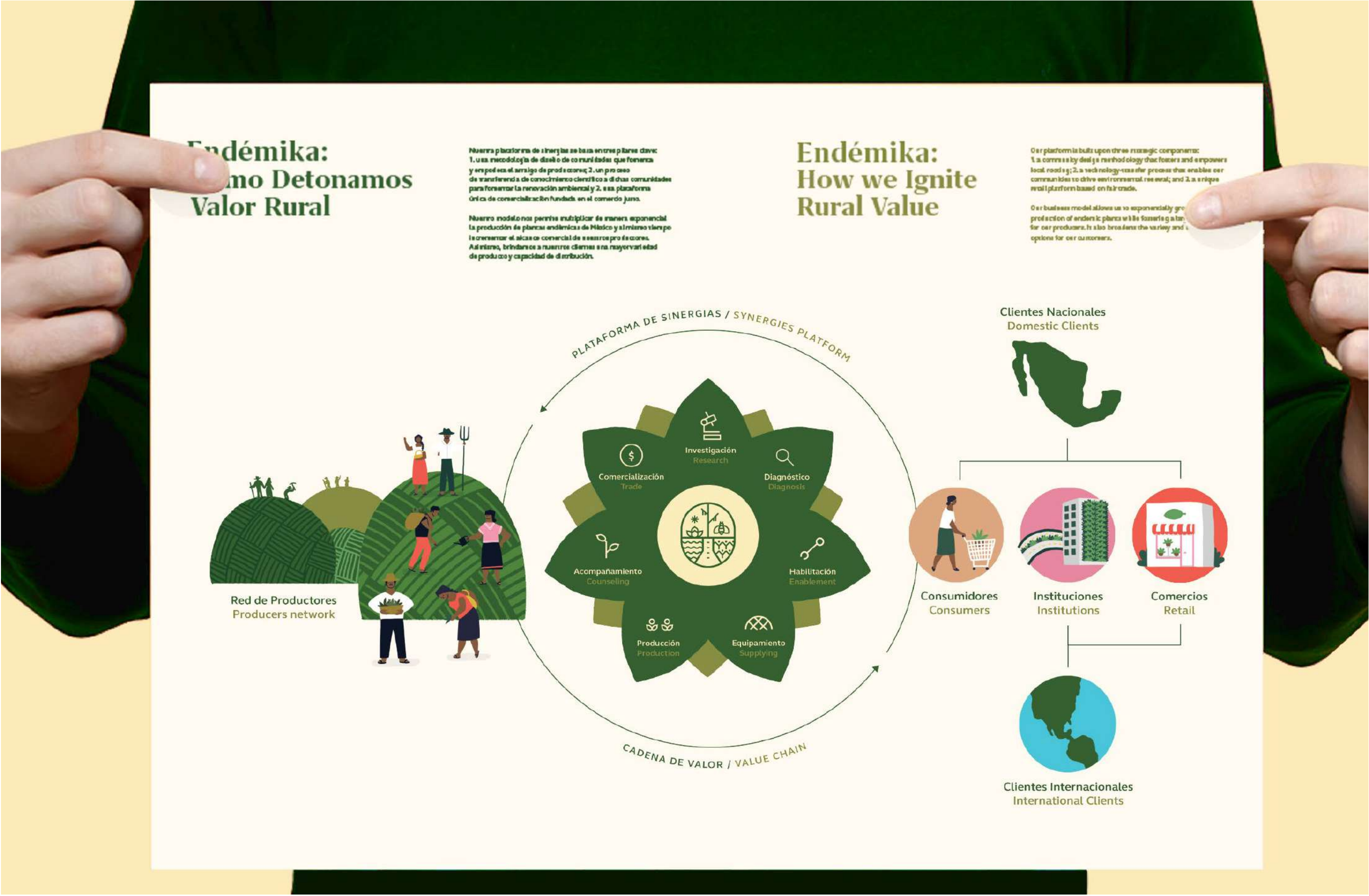
11

Completely redesigned touchpoints

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VALUES - 2.2
Design creates culture. Culture shapes values. Values determine the future.



2.3

Carlos Castro

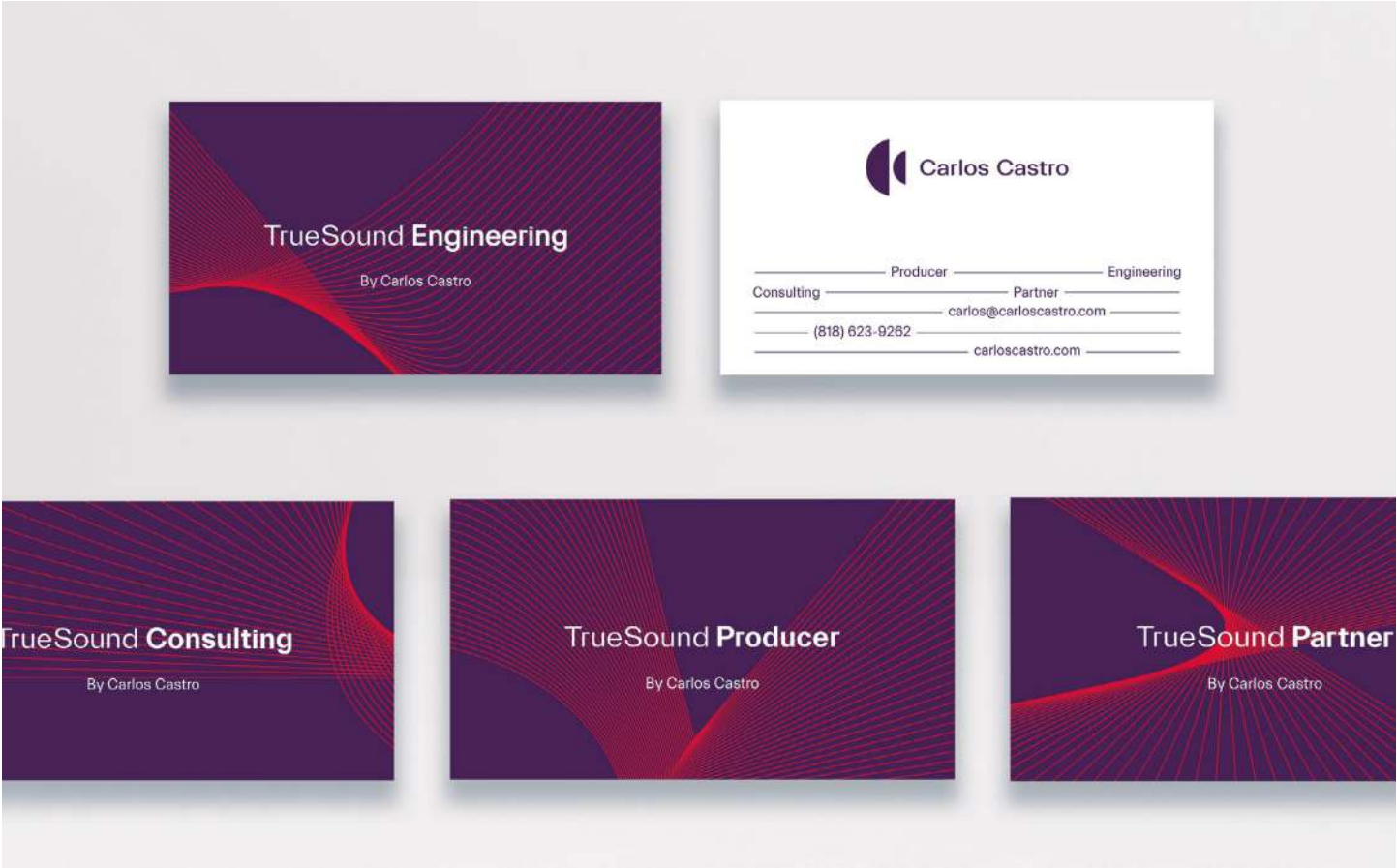
Carlos Castro is an LA-based music producer, mixer and audio engineer. He has thirty years’ experience in which he’s scored dozens of awards and recognitions from major international music organizations, including 13 Grammy nominations. Even at that, big tech changes—from how the business of music gets done to how it’s produced and consumed—has obliged producers to play different roles and streamline processes to meet artist, music label and representatives’ demands.

We understood the need to redefine the producer’s role and to design a new business model that would package a variety of services, thanks to the producer’s many separate talents. This led us to develop a model of hybrid services that fuses digital and analogue tools, which allows offering highly personalized and agile projects for a wide-ranging client roster including everyone from independent songwriters like Lara Mrgic to huge pop acts like Luis Miguel, Selena Gómez and Demi Lovato.

To articulate this service model we developed a signature methodology —Called TrueSound— that allows Carlos to unveil every project’s musical essence with engineering, technology and coaching solutions.

For the new identity, we combined the elements of a personal brand with an accessible and inclusive approach, in order to not only differentiate Carlos from other players in the category, but to convey his sense of precision, responsiveness, passion and fidelity of sound. Likewise, we built together a journey of experience where we identified different emotions artists feel over the course of their processes, for instance, anxiety or nerves days before a recording session. Based on that information, we designed moments, messages and specific points of contact that don’t just help mitigate anxieties —problems that later translate into long, stressful processes— but also creating a memorable experience and kicking off a long-term relationship.

Year: 2021
Agency: Thrust
Role: Research / Creative and Strategic Direction / Graphic Design / Service and Experience Design
Service: Identity / Marcomm / Tools



Knowledge Gathering

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VALUES - 2.3
Design creates culture. Culture shapes values. Values determine the future.

04

Interviews with specific profiles

06

Developed archetypes

450

Desk research hours

01

Journey mapping

01

Designed methodology

04

Redesigned experiences based on research findings

76

Songs integrated to the website

03

Creative moodboards for the development of the new branding

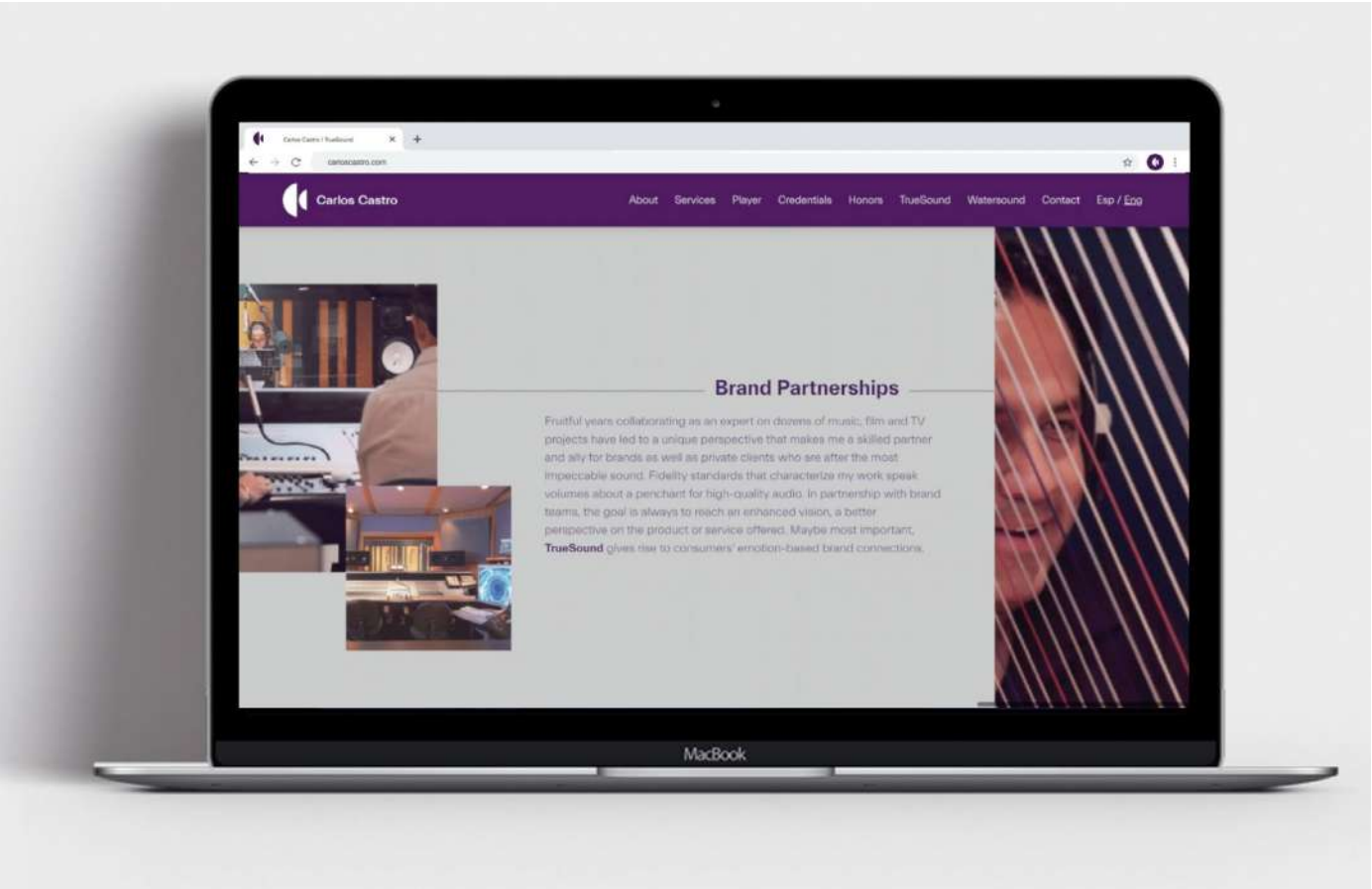
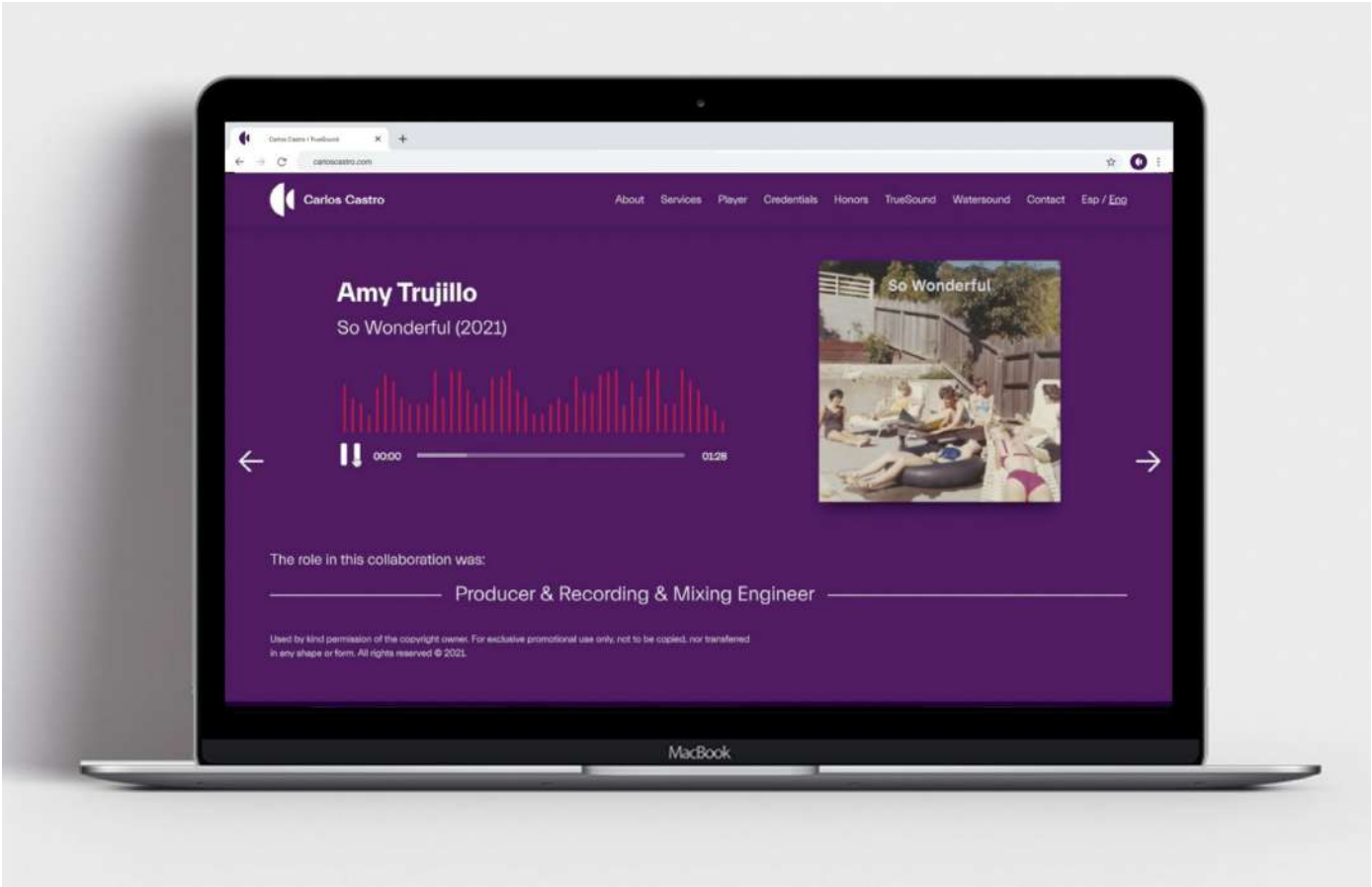
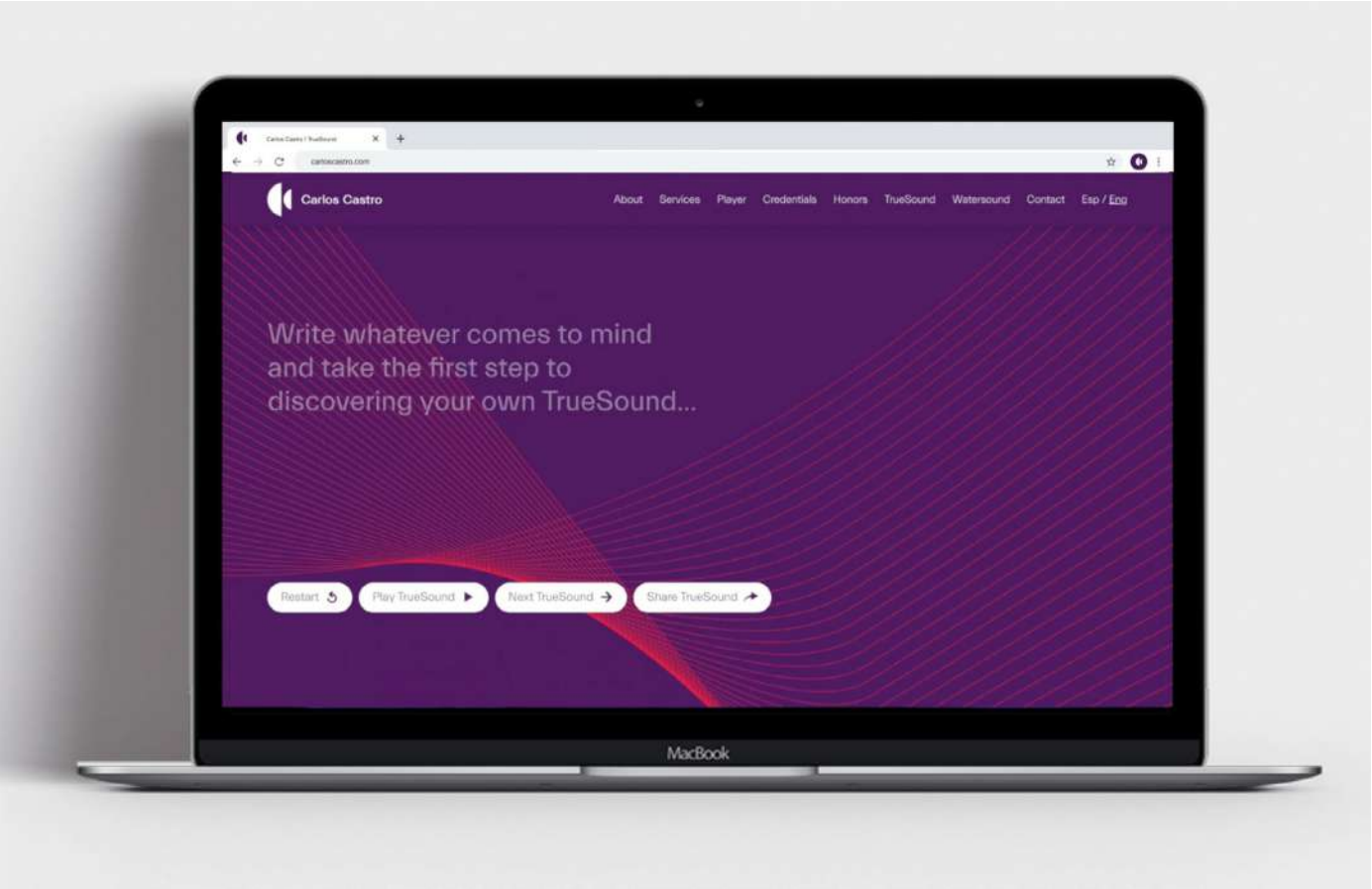
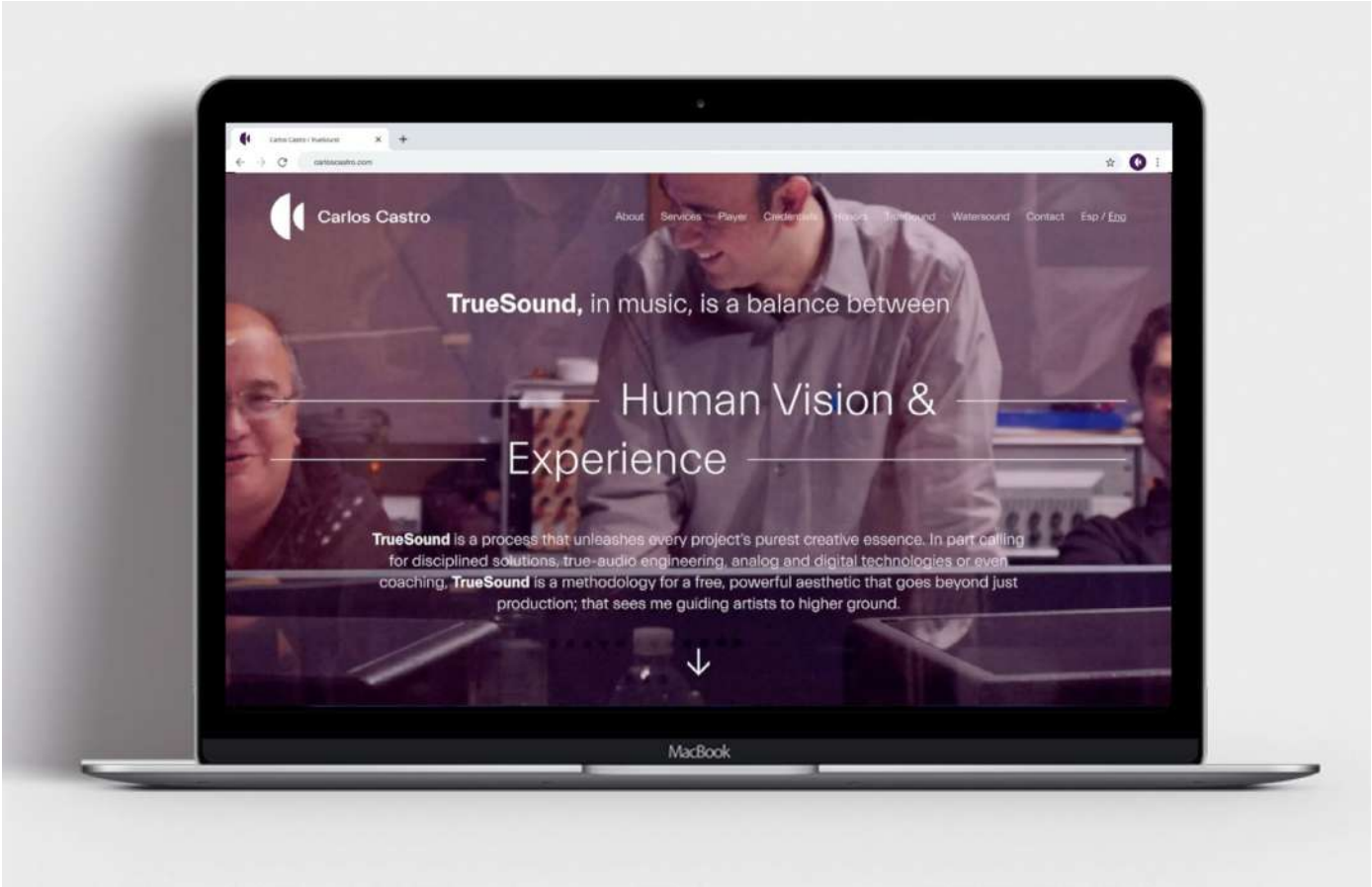




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MX / MAD

VALUES - 2.3
Design creates culture. Culture shapes values. Values determine the future.



Bamba3.1

Azteca+Jenner3.2

Trybü3.3

Future

F

3.1

Bamba

In Mexico, about 2.1 million people work taking care of other people’s houses. Of those, 97% lack governmental social security. In 2016, Comunidad 4Uno was born, a platform that for four years offered a private healthcare model, with discounts and accident insurance for women domestic workers through their employers.

We conducted a study to understand perceptions on the part of the two principal audiences at which Comunidad 4Uno services were aimed: the women employers and the women that worked as domestics. Along the way, the pandemic made evident the vulnerable situation women domestic workers share with 30 million Mexicans who work without medical or labor protection plans. The first big wow moment was understanding the mission at Comunidad 4Uno, now Bamba, had the potential to impact fifteen times more human lives than we had originally contemplated.

As a part of our identity strategy, C41 evolved into Bamba whose purpose is protecting the entire Mexico labor force so that it can get ahead while leveraging three development pillars, specifically work, health and finances. To get there, the business strategy had to enable a multi-channel care system that would offer peace-of-mind to employers as well as workers.

To respond and connect to all the emotional and functional needs of the two main audiences—workers and employers—we created an identity strategy that humanizes and simplifies users’ experience with the service. We chose illustrations that would help demystify the world of health and lending, balanced with a visual system that would reflect reliability, security, and validity. The logo symbolizes the role that Bamba has as a bridge to join the abyss to reality, accompanying users in their growth and personal improvement. We came up with sales tools and service rituals for clients, in line with key moments on the Bamba experience journey, in everything from explaining product benefits or their purchase and renovation to trying to anticipate problems.

Year: 2021
Agency: Thrust
Role: Creative and Strategic Direction / Graphic Design / Service Design
Service: Naming / Identity / Marcomm / Tools



Knowledge Gathering

10

In-depth interviews
with domestic workers

12

Competitors analyzed

01

Website revamp

+20

Redesigned experiences
based on research findings

02

Naming workshops

01

Journey map

08

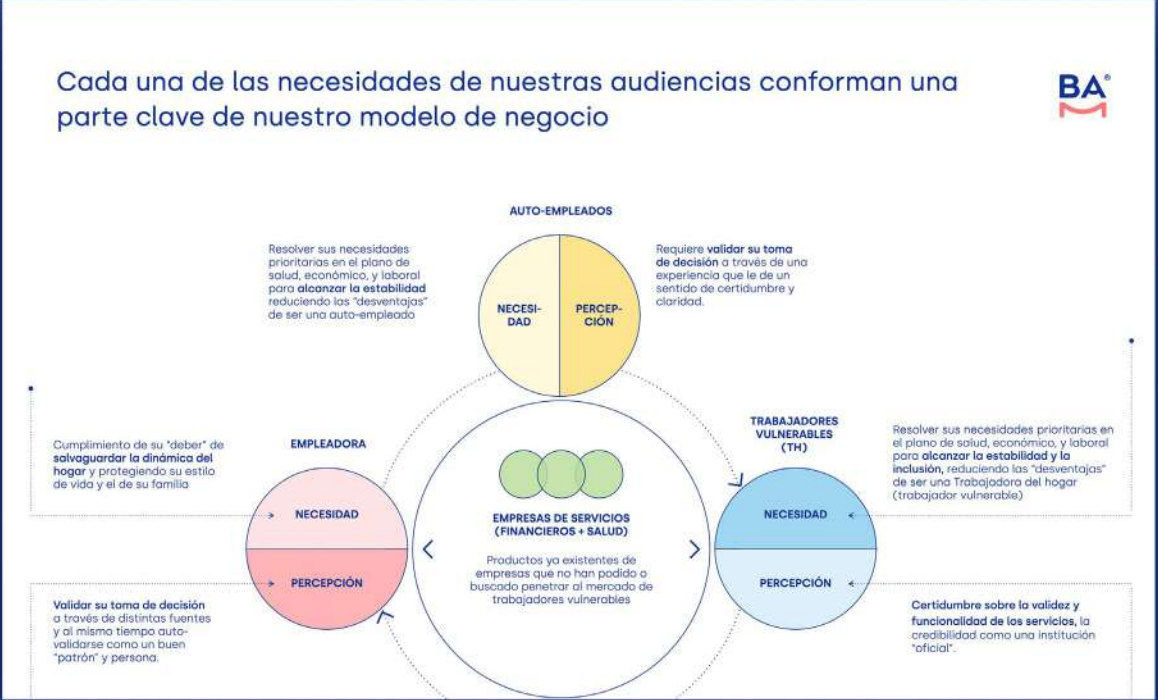
Interviews with partners
and collaborators

03

Creative moodboards for the
development of the new branding

Design creates culture. Culture shapes values. Values determine the future.





Nuestra propuesta de valor es el eje rector sobre el cual tomamos cada decisión de crecimiento y mejora

BA[®]

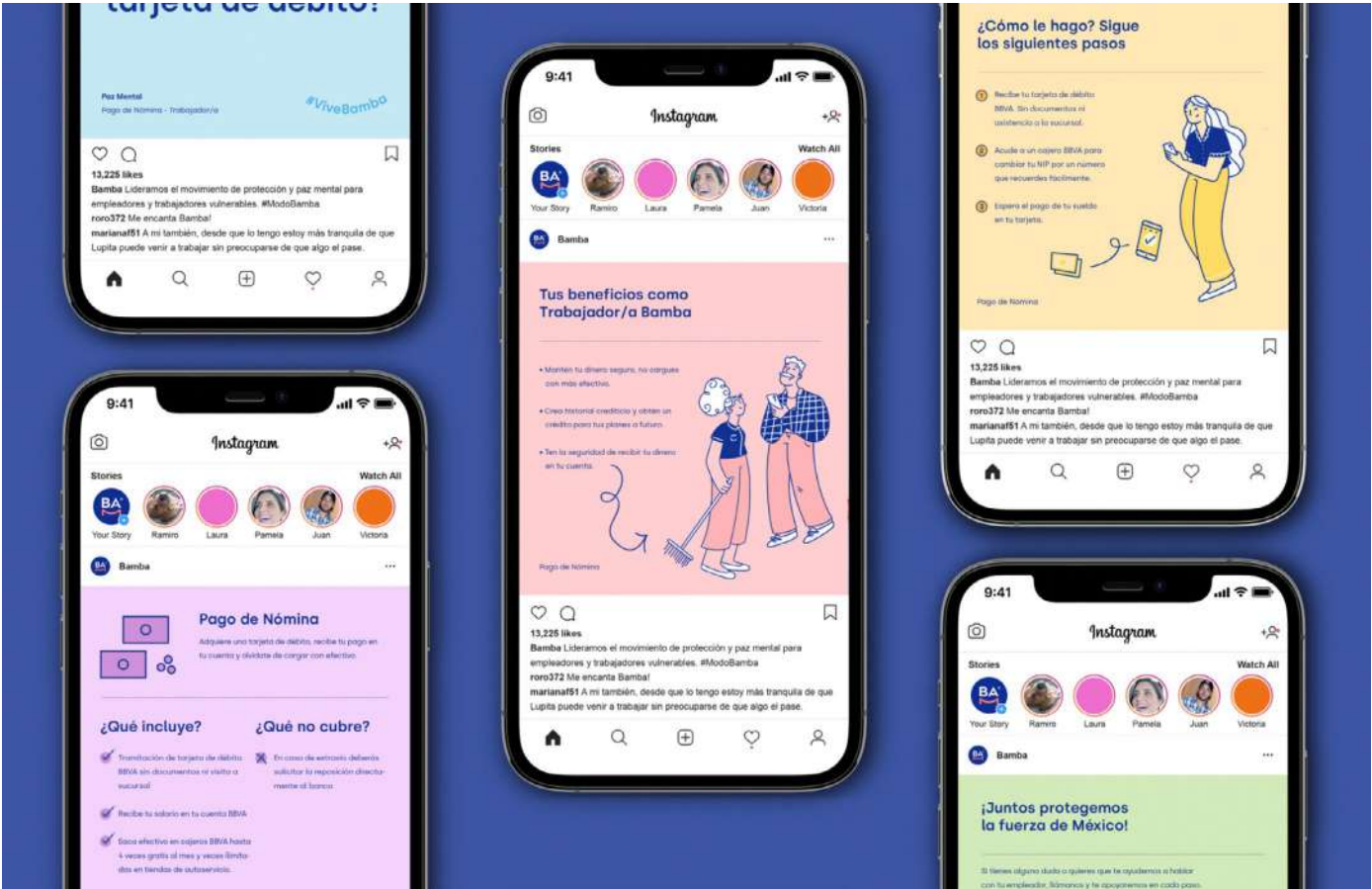
MTP	Protegemos la fuerza de México		
Propuesta de valor	Somos la primera plataforma en México diseñada para conectar a más de 30 millones de personas (empleadores y trabajadores vulnerables) con servicios de protección para fortalecer los tres pilares del desarrollo: salud + trabajo y finanzas. Un motor de inclusión y empoderamiento económico con un modelo único de integración de productos y servicios de instituciones sólidas que le brinda la oportunidad a los empleadores mexicanos a diseñar paquetes de protección para ellos y sus trabajadores a la medida de sus necesidades específicas, fortaleciendo y elevando el nivel de resiliencia de la fuerza trabajadora que impulsa el desarrollo del país.		
Pilares diferenciadores	Soluciones de protección	Plataforma de integración	Inclusión social
Principios de diseño	Elocuente + Institucional	Práctico + Intuitivo	Humano + Empático

Es importante cumplir nuestra promesa en cada momento de la experiencia del cliente, de principio a fin

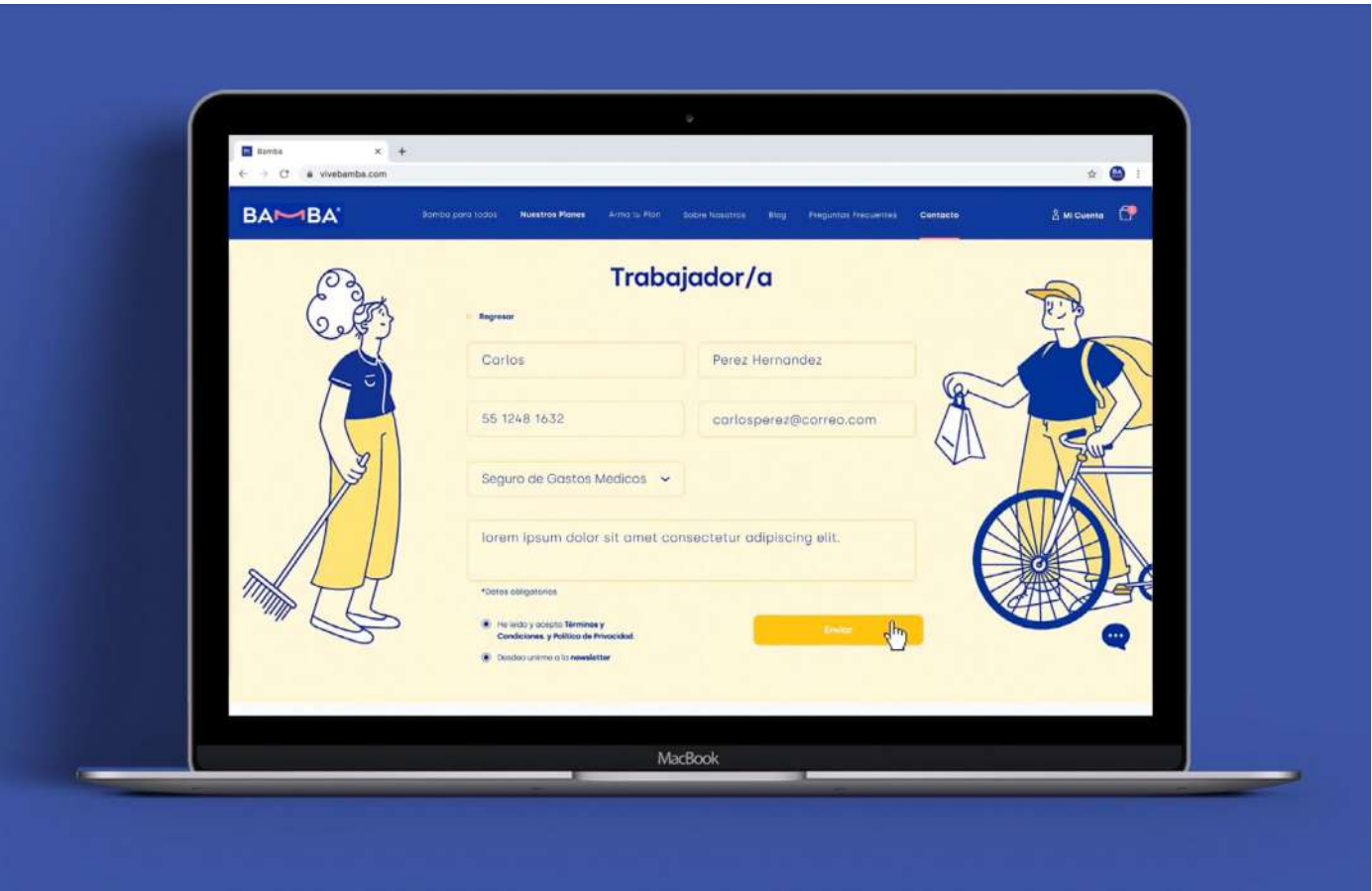
BA[®]

Etapas	Awareness	Aviso de contratación de servicio		Información 4Uuno			Servicios financieros	Servicios médicos	Recomendación	Fin de la ruta
		Aviso previo a contratación	Aviso después de la contratación	Peticion de datos por 4Uuno	Información de 4Uuno	Llamada de dudas				
Necesidad	• Información clara y precisa de qué es 4Uuno y su oferta (servicios, paquetes, costos). • Falsedad y carencia del buen funcionamiento del servicio.	• Información de cuál es el servicio y cuál es el beneficio inmediato.	• Tener certeza de que se podrán en contacto con ella para pedir datos y explicar beneficios.	• Tener claridad en los datos que debe proporcionar y el porque.	• Tener certidumbre del servicio. • Entender los beneficios y tener claridad de cómo usarlos.	• Trato amable y profesional que de confianza para extenuar dudas o pedir información. • Información clara y precisa.			• Conocer y entender los beneficios de manera que pueda explicarlos. • Experiencia con los beneficios.	• Periodo de gracia una vez que la piloto servicio o terminas de laborar. • Información de re-contrato. • Auto previo al vencimiento y en el vencimiento de la póliza.
Pensamientos	• ¿Le diré a mi patrón? ¿Le voy a gastar la idea? • No entiendo bien qué es ¿cuéngo que paga? • No creo que pueda, parece un gasto grande que no pueda hacer	• ¿Que buena persona es mi patrón, si se preocupa por mí.	• Si cumplió su palabra, ahora voy a tener el seguro que pensé le tenía. • ¿Cuándo me van a hablar? ¿Que les tengo que decir?	• ¿Qué debo de contestar? ¿Para que van a usar eso? • ¿Ustedé dudo todos mis datos bien? • ¿Que bueno que yo me hablaron, ya puedo usar mi seguro.	• ¿Que bueno que ya lo tengo, ahora sí puedo ir al doctor. • No entiendo bien como usarlo o cómo pedir las cosas.	• Tengo muchas dudas, espero entender lo que me digan. • Si no me quedó claro, ¿puedo preguntar otra vez?			• No creo que muchos de mis amigos les pueda servir, les voy a decir. • Espero que sus patrones les digan que sí, que no lo vean como un gasto más. • ¿Le dire a mi patrón?	• No me acuerdo cuando me dieron que se acabó ¿cómo preguntó? • ¿Puede contestar el servicio otra vez? ¿Le dire a mi patrón?
Emociones	• Felicidad • Entusiasmo • Duda • Temor • Resignación	• Emoción • Agradecimiento • Valoración	• Incredulidad • Sorpresa • Agradecimiento • Preocupación • Tranquilidad	• Preocupación • Temor • Alegría	• Alegría • Alivio • Agradecimiento • Preocupación • Valoración • Desconfianza	• Confusión • Tranquilidad • Desconfianza • Incredulidad			• Satisfacción • Temeridad	• Inquietud

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MX / MAD



3.2

Azteca+Jenner

Healthcare services aimed at the bottom of the pyramid (BoP) represent a huge area of opportunity in markets like Mexico. Nevertheless, many face a stigma that low cost implies inferior quality. As part of a 2019 reinvention effort Grupo Diagnóstico Aries (GDA) invited Thrust to review and evaluate the model for two of its laboratories, Azteca and Jenner, aimed at that segment. Together we began a journey to reimagine the experience at a diagnostic lab, in which a culture of personalization and service is the principle differentiating factor.

As a first step and after a detailed diagnostic study, our research revealed that none of the audiences had any kind of connection with the brand. There was neither familiarity nor favorability. Patients came in for reasons of convenient locations or for the low cost of their services, but not from any sense of loyalty. We proposed changing this reality as well as and increasing the patient market by implementing a model of warm, quality and low-cost service. The strategy ended up democratizing healthcare through solid clinical diagnoses for which the competition would not only be the same segment's laboratories, but others placed higher on the pyramid.

Thanks to our methodology, we discovered a patient's experience in a diagnostic laboratory is subject to various vulnerable moments. To mitigate those disquiets, we eliminated the generalized and recurring notion of treating the patient as yet another number. We designed a journey that included companionship and emotions-management; it consisted of joining welcome protocols, protocols for people to manage their time when waiting, and a number of strategies to mitigate anxiety during the clinical studies process.

Taking the above into consideration, we gave a twist on the stereotype of the lab as cold or tense space understanding that the role of Azteca+Jenner is of an emotion manager. For that, we worked on an institutional visual system that turned Azteca+Jenner clinics into community centers with an important emphasis on families. Inspired by proven practices from behavioral psychology, we developed a new logo, "Dr. Jenny," a symbol of companionship for patients during the diagnostic process. She and other Azteca+Jenner characters belong to a linking strategy that humanizes the service and has produced excellent outcomes.

Year: 2021
Agency: Thrust
Role: Research / Creative and Strategic Direction / Service and Experience Design
Service: Identity / Marcomm / Service Design / Experience / Transformation / Tools



Knowledge Gathering

People—Centered Design

MX / MAD

FUTURE - 3.2

Design creates culture. Culture shapes values. Values determine the future.

15

In-depth interviews with C-Level key profiles

08

Interviewed collaborators

07

Redesigned analysis lab experiences

04

Focus groups with end users

03

Read books

18

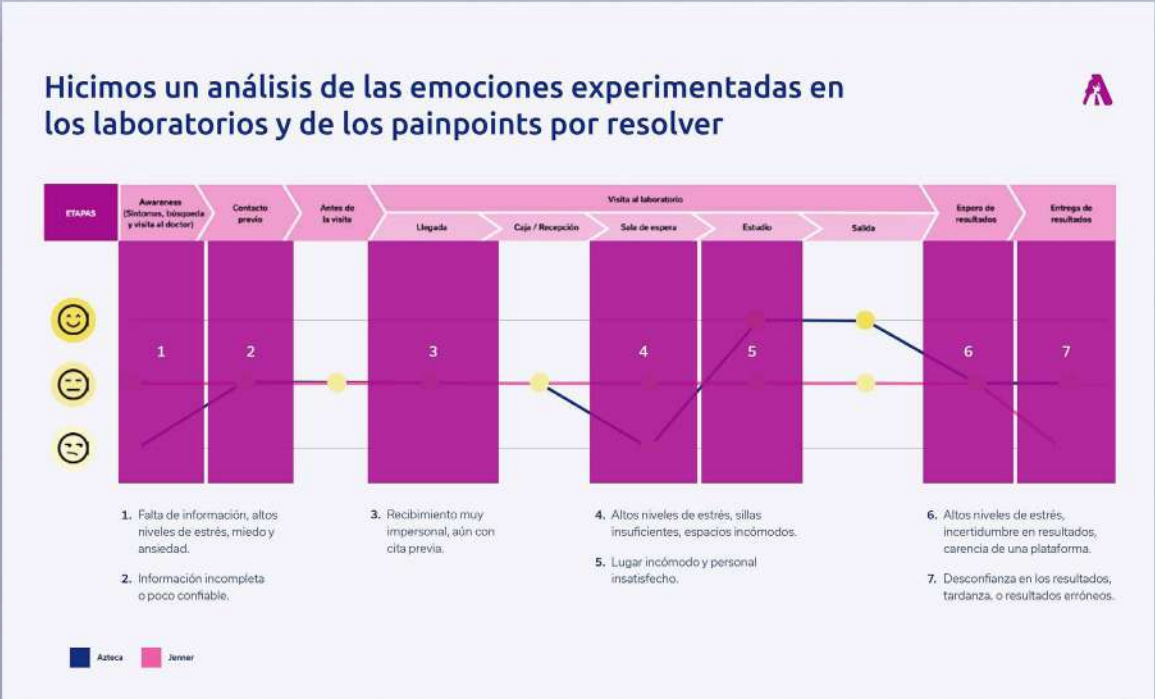
Mystery shoppers

03

Validation sessions for the journey mapping

07

Main identified pain points



People—Centered Design



MX / MAD



FUTURE - 3.2

Design creates culture. Culture shapes values. Values determine the future.

3.3

Trybü

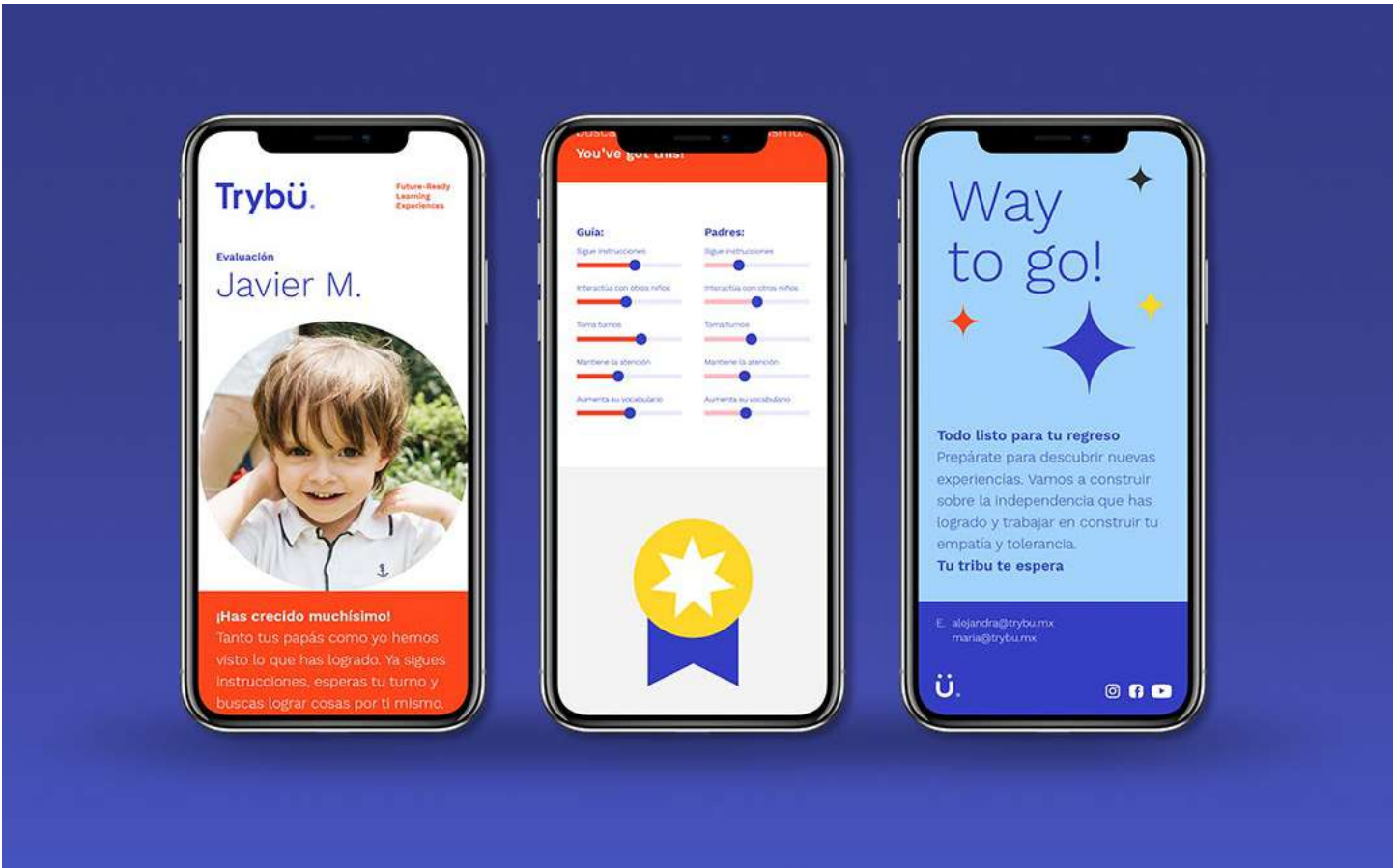
The future of work resides in developing abilities for deftly responding and adapting to change in environments. Facing a scarcity of children’s educational offering along those lines, Trybü launched in 2018 as a system of personalized, at-home classes. The vision called for closing the current soft-skills gap in Mexico.

While creating a strategic educational platform the first challenge we faced was to endow the educational proposal at Trybü with a theoretical-scientific support. Based on a 24-soft-skills framework proposed by Martin Siegelman—the father of positive psychology and the former president of the American Psychological Association—we created a proprietary learning methodology centered on developing wellness and achievement skills through play.

Likewise, our research revealed the current educational offering does not consider the real decision-makers’ —i.e., moms’ —necessities and anxieties. We came up with a set of archetypes focused on different lifestyles mothers cultivate and discovered that regardless of socioeconomic condition, all moms experienced some kind of guilt and anxiety scenario regarding their children’s educations. Helping them manage that stress through a model of multi-channel care became Trybü’s principal differentiator. We designed a service model with a series of encounter-points that linked the program to interest-groups’ needs, including those related to guides that conduct classes.

To make the service visible, we created a branding strategy designed with a hybrid discourse between elements that are attractive to children, alluding to a construction process, but at the same time maintaining a ‘lifestyle’ appearance so that the mom doesn’t perceive Trybü as her job, but as part of her life. To make our methodology evident, measurable and evolutionary, we designed an iconographic system that makes tangible the Core Life Skills that we seek to detonate. Among the points of contact developed, the EdTech evaluation system, the diploma and the experience kit for the guide stand out, with useful objects that help them fulfill their role.

Year: 2020
Agency: Thrust
Role: Graphic Design / Service Design
Service: Identity / Marcomm / Experience / Tools



Knowledge Gathering

People—Centered Design

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06

Interviews with experts

08

Educational reforms analyzed

01

Journey map

05

Service rituals

21

Interviews with end-user moms

02

Mystery shoppers

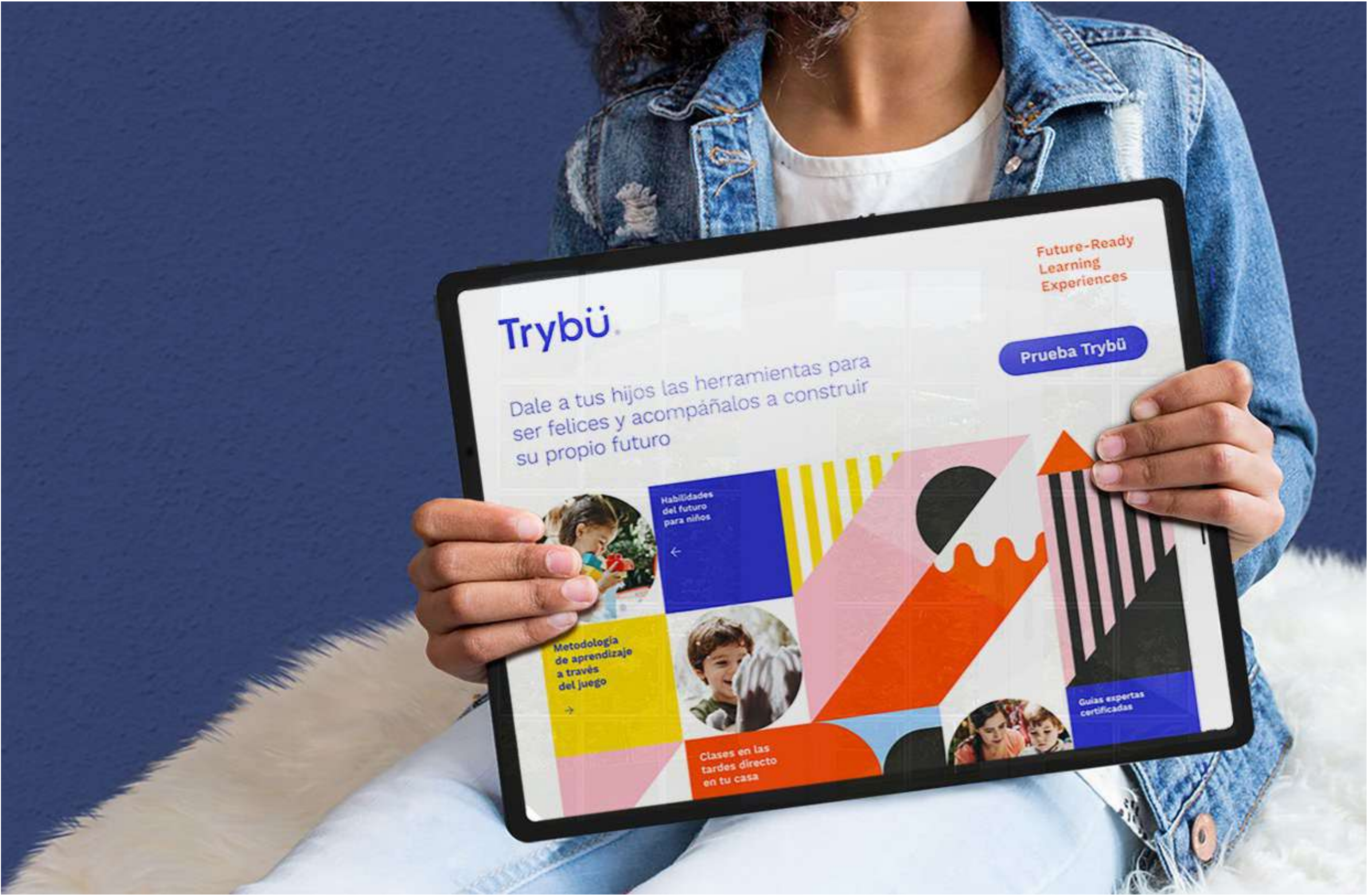
09

Redesigned experiences based on research findings

01

Key implications workshop

Design creates culture. Culture shapes values. Values determine the future.



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FUTURE - 3.3

Design creates culture. Culture shapes values. Values determine the future.

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