



# BUSIGN

Innovative Interdisciplinary Solution

Business | Design | Architecture | Tech

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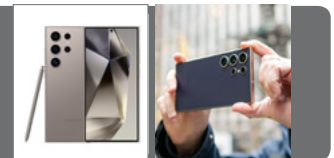
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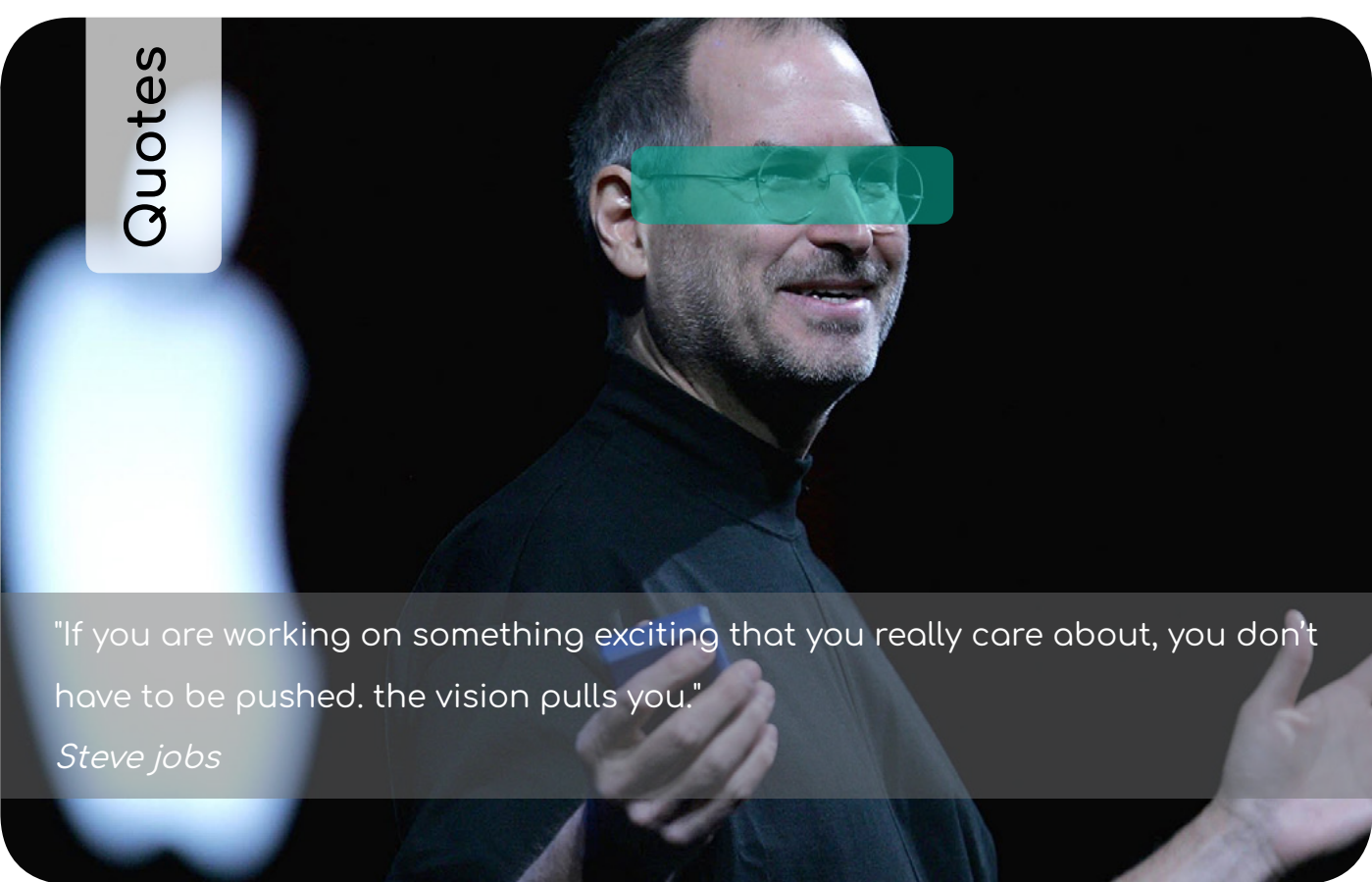
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## Quotes

A photograph of Steve Jobs, wearing his signature black turtleneck and glasses, holding a blue device. A teal rectangular bar obscures his eyes.

"If you are working on something exciting that you really care about, you don't have to be pushed. the vision pulls you."

*Steve jobs*

A portrait of Scott Belsky, wearing a checkered shirt and a grey jacket. A teal rectangular bar obscures his eyes.

"It's not about ideas. It's about making ideas happen."

*Scott Belsky, American entrepreneur*

# What's New On Blog?

## Experience Chain



*Majid Ahmadi Khoshbakht*  
CEO of MAKH



10 min read

Today, people's lives are affected by the rapid transformation of technology in various sectors. From the workplace to the home, from the place of education to the recreation and entertainment centers, from restaurants to the hospitals, and in general, it can be said that all the points of contact and communication of a person with his external environment are influenced by technology. Technology has grown significantly in the digital and physical worlds and transformation has taken place in both sectors. The technologies of today and the future connect physical and digital products and try to respond to the needs of the audience and create a new experience according to their lifestyle and work. It is not possible to define a clear distinction between the daily activities that are aimed at meeting the needs of the physical and digital worlds.

Now, in the digital world, as expected from various programs and applications, there is a chain of communication to create experience and provide answers to user needs.

It is not possible to review, design, and present any specialized digital program independently of other programs in the process of creating user experience.

### Connection of experiences

The process of life is changing in such a way that the boundary between independent activities and parts is being removed. Activities are not independent of each other over time as in the past. It may come to mind that many activities are still going on independently and are unrelated to each other in nature and function, such as: driving, watching movies, reading,

using different applications and even cooking.

At first glance, it looks like this. But it should be seen that if we examine more deeply the contact points of people with the outside world, we still reach the same conclusion. Can you imagine that when you are using a specialized application in the field of cooking and you enjoy creating a unique experience and its design, it has nothing to do with an online payment application?

If we see both as a journey for the customer in two different specialized worlds in two separate applications, it is thought that they are not related to each other, but this is not the case.

To better understand the relationship between two independent activities, let's look at a real-world example.

Suppose you went to a restaurant to eat with your friends or family. Apart



from the quality of the food and drinks, which must be good, the service you receive from the restaurant staff before, during, and after serving the food will greatly impact your pleasant feeling from that memorable night. It means that what has become memorable for you is the good quality of the food, the behavior of the staff, and providing excellent service to create a good experience.

Now, after the restaurant, you go with your friends and family to see a good theater in the Theater Center Complex to see the show of your favorite director and professional actors. You have checked the things that are necessary to see a quality theater. What will happen if you do not receive good service when you enter the complex and face

the staff to buy tickets, pass the entrance, and be directed to the theater? What if the staff, which is the first point of contact of the amphitheater complex, is far from your expectations?

With what confused mind do you see your favorite theater?

Is it possible to see the interaction of the staff at the entrance of the hall separately from the moments of seeing a quality theater?

If we see the issue of restaurants and theaters in general. Do the experiences created at the end of the night in two different locations influence each other?

The important thing is that you compare the quality of service and the way people treat you in the theater with the respect they show you in the restau-



rant: that is, in your subconscious, you create a connection between two events in two different locations and situations based on the created experience and You compare them with each other. Based on the path that people take during the day and night at different contact points, the connection of experiences is created.

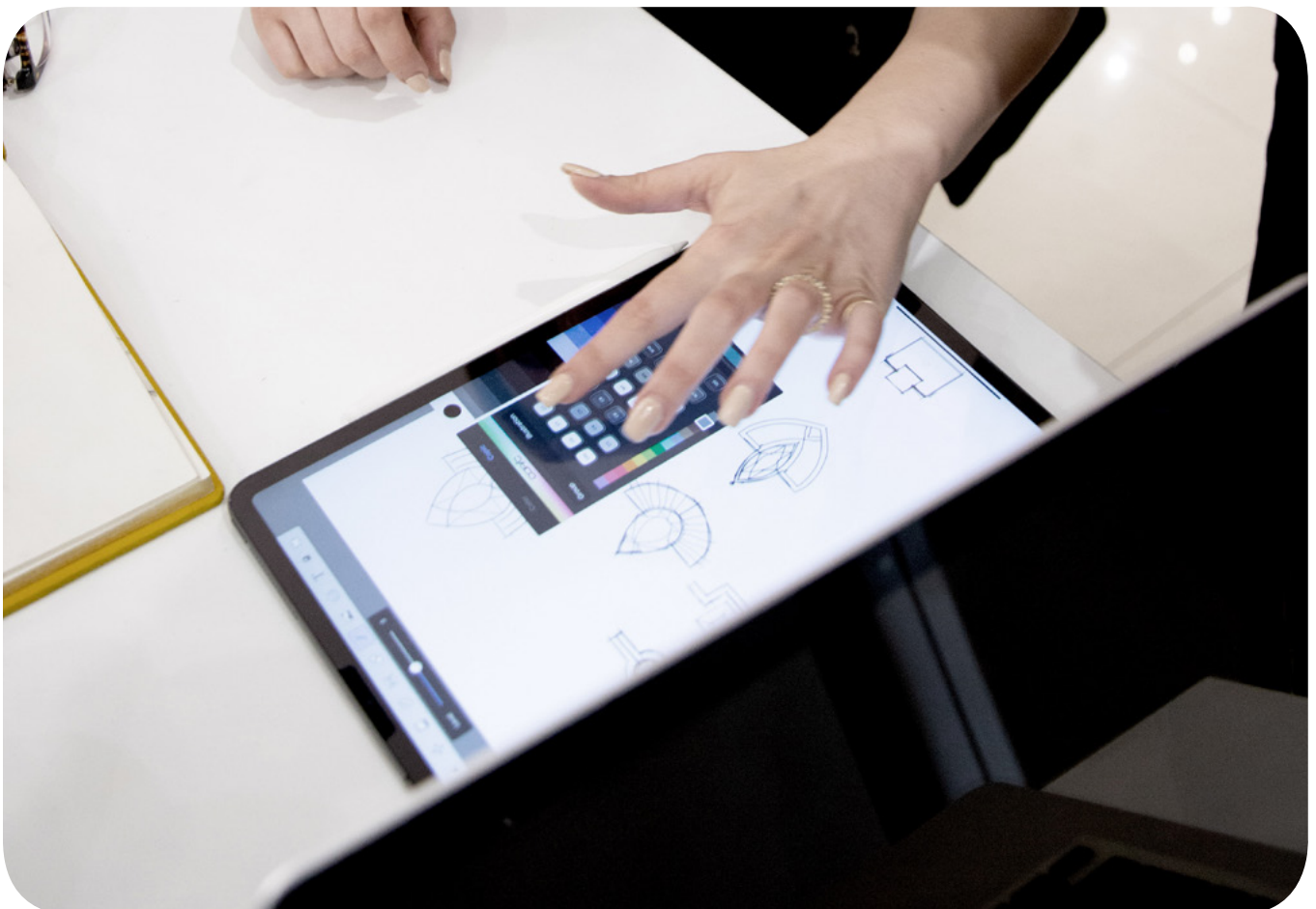
## Experience the digital world

Just as in the physical world, when receiving services, the level of pleasantness and satisfaction is important to us based on creating a new experience, so it is in the digital world. In a series of daily activities, the contact points that people with different expertise have to receive different services are also related to different applications.

With this point in the digital world, it is more possible to compare and make connections between the services you receive from different applications.

The main reason is the platform and situation through which the user interacts with the service mobile phone or any other electronic device.

If an online food ordering application has designed a creative process, then the user can easily order his food. The UI and UX path provided by the application leads to a pleasant feeling and satisfaction from the service that is received at the end of the operation.



Now, the same person, based on the circumstances, needs to transfer money to one of his friends. When he faces various errors while using the application, and sees a poor user interface and user experience, he subconsciously compares his experience with his experience and level of satisfaction with the food ordering application.

It is indeed receiving service in two different industries, but considering that both are in the digital world and in line with providing online service and are in the chain of people's daily operations, they are compared to each other in a completely conscious way. In fact, in the service chain that people are receiving for their lives, different specialties are involved. But all of them are being compared with one important value:

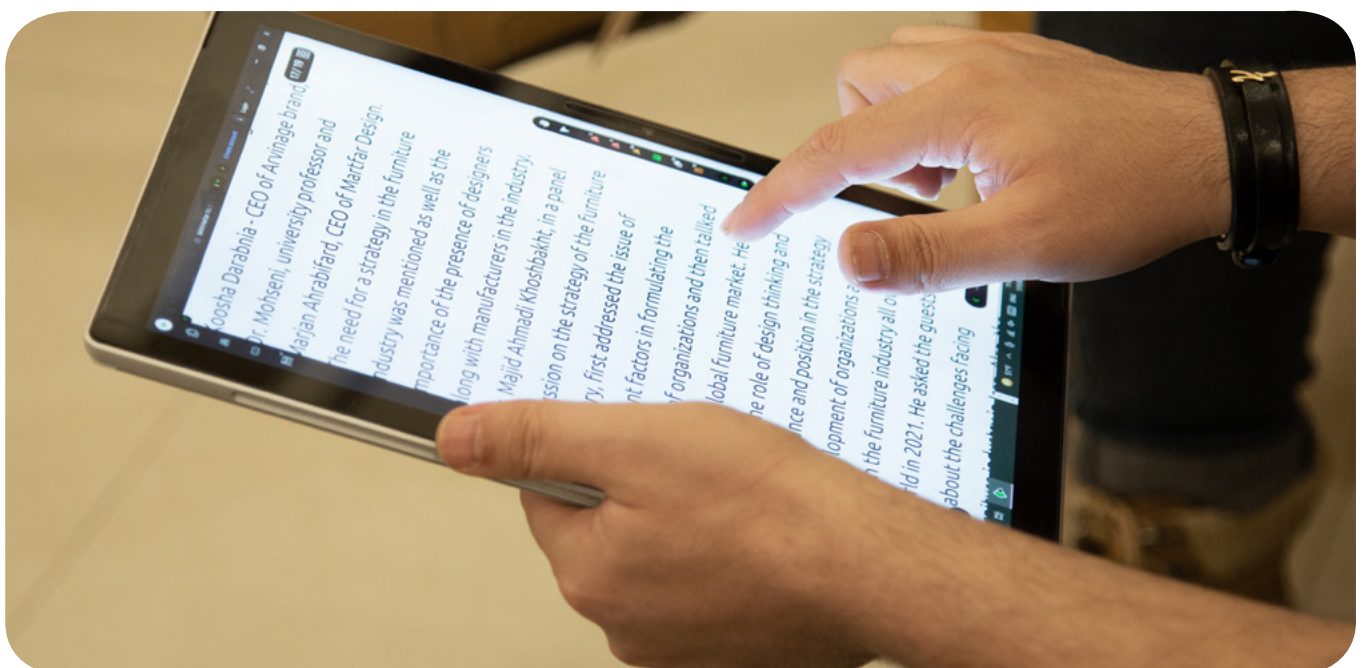
**creating a unique and enjoyable experience.**

## Conclusion

Therefore, knowing this, a chain of experiences has been created for the user throughout the day and night. If we fail to create the right experience and value for our user and consumer persona in this chain, we are automatically compared to other specialties and receive a negative score.

The point that should be focused on is this point leads different teams to study and benchmark beyond their industry when designing a new service or product. We need to look at the customer journey beyond our industry and product.

In responding to the customer's needs, compare and improve our services with the best services that the customer receives from other specialties in his chain of experience. In today's world, businesses can create new experiences and value by offering their service level at the highest level in the user experience chain.





# News

## Samsung Galaxy S24



4 min read

Samsung has always been a brand that is known for its innovative technology and advanced features. The Samsung S24 is no exception to this rule. This monitor has a lot of interesting and innovative features that make it stand out from the crowd. One of the most impressive features of the Samsung S24 is its ultra-thin design. This monitor is only 10mm thick, which means it takes up very little desk space. Despite its slim design, the S24 still delivers high-quality visuals with its Full HD resolution and 178-degree viewing angle

Another interesting feature of the Samsung S24 is its Eye Saver mode. This mode reduces blue light emissions, which can cause eye strain and fatigue. This feature makes the S24 ideal for long work sessions or gaming marathons.

The S24 also has a unique feature called MagicAngle, which adjusts the color and brightness of the screen based on your viewing angle. This ensures that you get optimal picture quality no matter where you are sitting.

Another interesting feature of the Samsung S24 is its Eco Saving Plus mode. This mode reduces power consumption by up to 10%, which can save you money on your energy bill. It also has a built-in timer that turns off the monitor when it's not in use, further reducing energy consumption.



The S24 also comes with a range of software features, such as Samsung's Easy Setting Box, which allows you to split the screen into multiple windows for multitasking. It also has Picture-by-Picture and Picture-in-Picture modes, which let you view multiple inputs at once.

Samsung S24 is specially equipped with the latest technologies related to artificial intelligence, this feature has made this phone become a digital device with the most up-to-date technologies, some of these features are:

- Live Translate of voice calls helps to completely translate the conversation in writing for you by choosing the language of the contact and the language you want to be translated into, if you call a person who does not speak your language during a conversation be translated.
- Android Auto is a program that groups incoming messages according to its intelligent classification and recognizes the subject of the message you received and offers you a number of responses.
- Circle in search is a feature designed in collaboration with Google and it is enough to press the home button for a long time, and then to get search results, you can draw a line on anything, select and finally click on Tap the screen.

Overall, the Samsung S24 is an impressive phone with a range of innovative features, making it a great choice for anyone looking for a high-quality phone.



# Coming Up Events

## Stockholm Design Week

5-11 February 2024  
Stockholm, Sweden

The 2024 edition of design festival Stockholm Design Week hosts exhibitions, installations, open studios and talks across seven days.

One of the largest events taking place during the festival is Stockholm Furniture Fair, which presents around 200 designers and brands from 6 to 10 February.

This year's event is the 22nd edition of the design week, which takes place across central Stockholm, with some fringe events located on the outskirts of the city.

The events welcome designers, architects, collectors and design enthusiasts. To read more about the event please click on the link below.

<https://www.stockholmdesignweek.com/>



## Stockholm Furniture Fair

6-10 February 2024  
Stockholm, Sweden

Stockholm Furniture Fair returns for 2024 with a programme of exhibitions, talks and awards, as well as the guest of honour installation by Italian design studio Formafantasma.

The latest edition showcases around 200 exhibitors over five days from the indoor and outdoor furniture, lighting, textiles and surfaces sectors.

Introduced in 2024, the New Ventures exhibition presents the work of upcoming designers and brands, including Stamuli, NM3, Niko June, Ekbacken Studios and Swedish Girls.

The fair is one of the largest events taking part in the Stockholm Design Week programme.



## Design Doha

24 February - 5 August 2024

Doha, Qatar

Design Doha debuts its first biennale in 2024, showcasing design from the Middle East and North Africa (MENA) region.

The festival hosts a series of events in its first week from 24 to 28 February – including exhibitions on weaving, architecture and Arabic posters, as well as a coaching programme for designers. Exhibitions will then continue until 5 August.

The events take place in Doha Design District, which is located in the Msheireb neighbourhood of the city.

<https://designdoha.org.qa/en/>



## Mobile World Congress

26 - 29 February 2024  
Barcelona, Spain

From February 26 - 29, 2024, the Mobile World Congress will take place in Barcelona - the world's largest and most influential mobile communications event. Executives from major international companies, government institutions and pioneering technology companies will come together under one roof.

"As Intelligent Connectivity experts, we support companies worldwide when it comes to future-proofing their networks. In the mobile sector, our particular focus is on Private 5G and the associated managed services.

Logicalis, together with ituma and siticom, is pleased to be represented with a stand to present the latest developments in the field of Private 5G and wireless connectivity. The focus of the trade fair appearance will be on the numerous opportunities that arise for companies through the use of Private 5G - from the seamless networking of people, machines and sensors to latency-free transmission for demanding applications."



## Web Summit Qatar

26 - 29 February 2024

Doha, Qatar

In February 2024, thousands of international entrepreneurs, investors and leaders will gather at the Doha Exhibition and Convention Center (DECC) to connect the tech world at our brand new event: Web Summit Qatar.

In the current global climate, upskilling has never been more important. Web Summit Qatar's educational stage talks, informative masterclasses and innovative roundtables enable attendees to expand their professional skillsets and bring valuable information back to the office.



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**DOHA, QATAR · FEBRUARY 26-29, 2024**



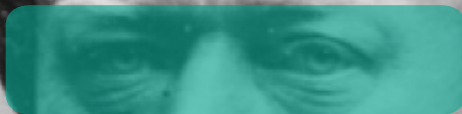
## Coming up Birthdays



### Mario Bellini

1 February 1935

Mario Bellini is an Italian architect and designer born in 1935. He studied architecture at the Politecnico di Milano. He worked for Olivetti as a designer in the 1960s and designed the iconic Olivetti Valentine typewriter. He established his own design studio in Milan in 1973 and has since designed a wide range of products, from furniture to buildings. He has won numerous awards for his work. Bellini's designs are characterized by their simplicity, elegance, and functionality.



### Carlo Bugatti

2 February 1856

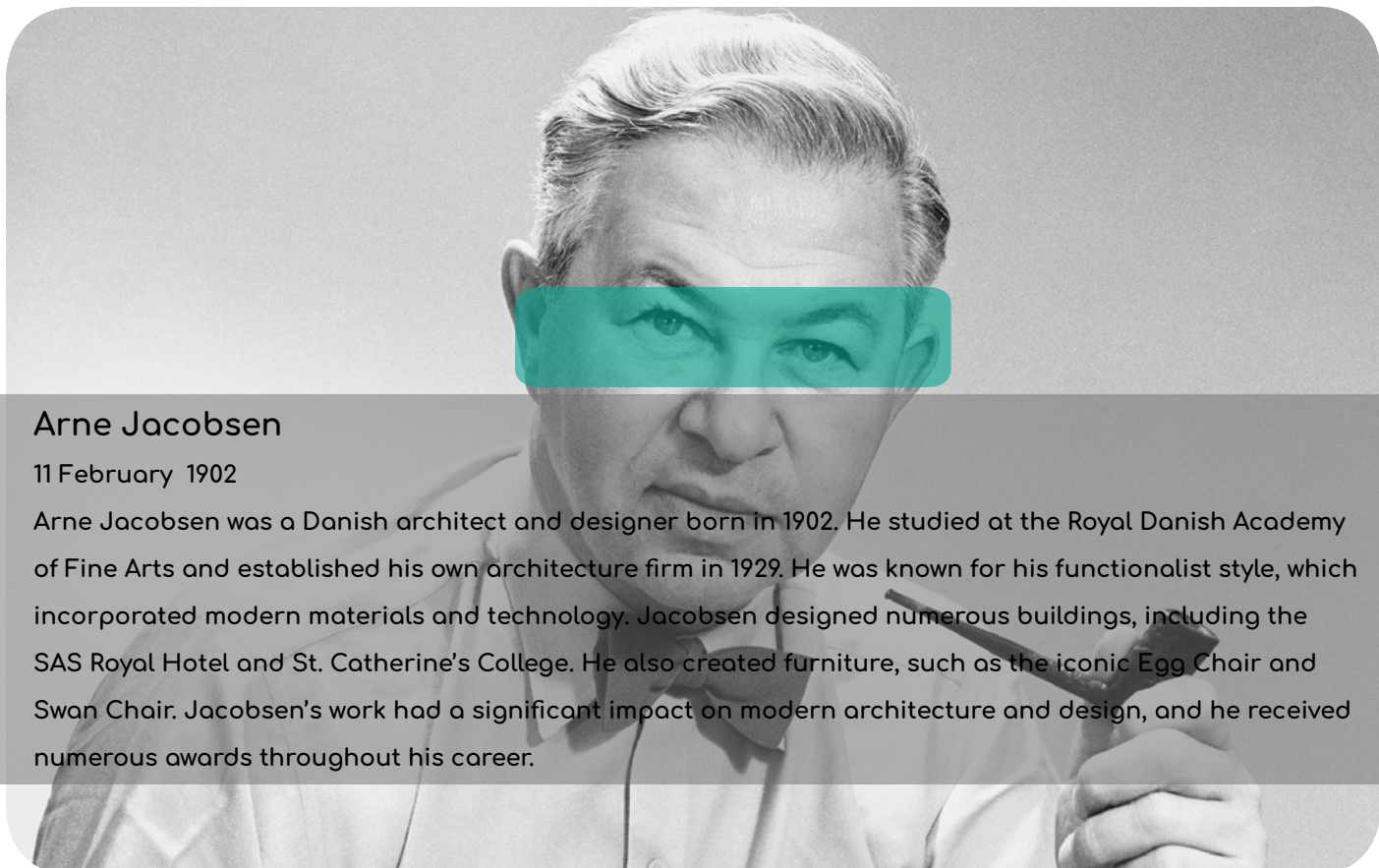
Carlo Bugatti, an Italian designer came from a family of artists and designers and studied at the Accademia di Belle Arti in Milan. He worked as an architect and designer, creating furniture, ceramics, and metalwork. He was known for his unique, eclectic style that combined elements of Art Nouveau, Gothic, and Islamic design. His work was exhibited at the 1900 Paris Exposition Universelle and he won a gold medal for his designs. He continued to work until his death in 1940, leaving behind a legacy of innovative and influential designs.



## Alvar Aalto

3 February 1898

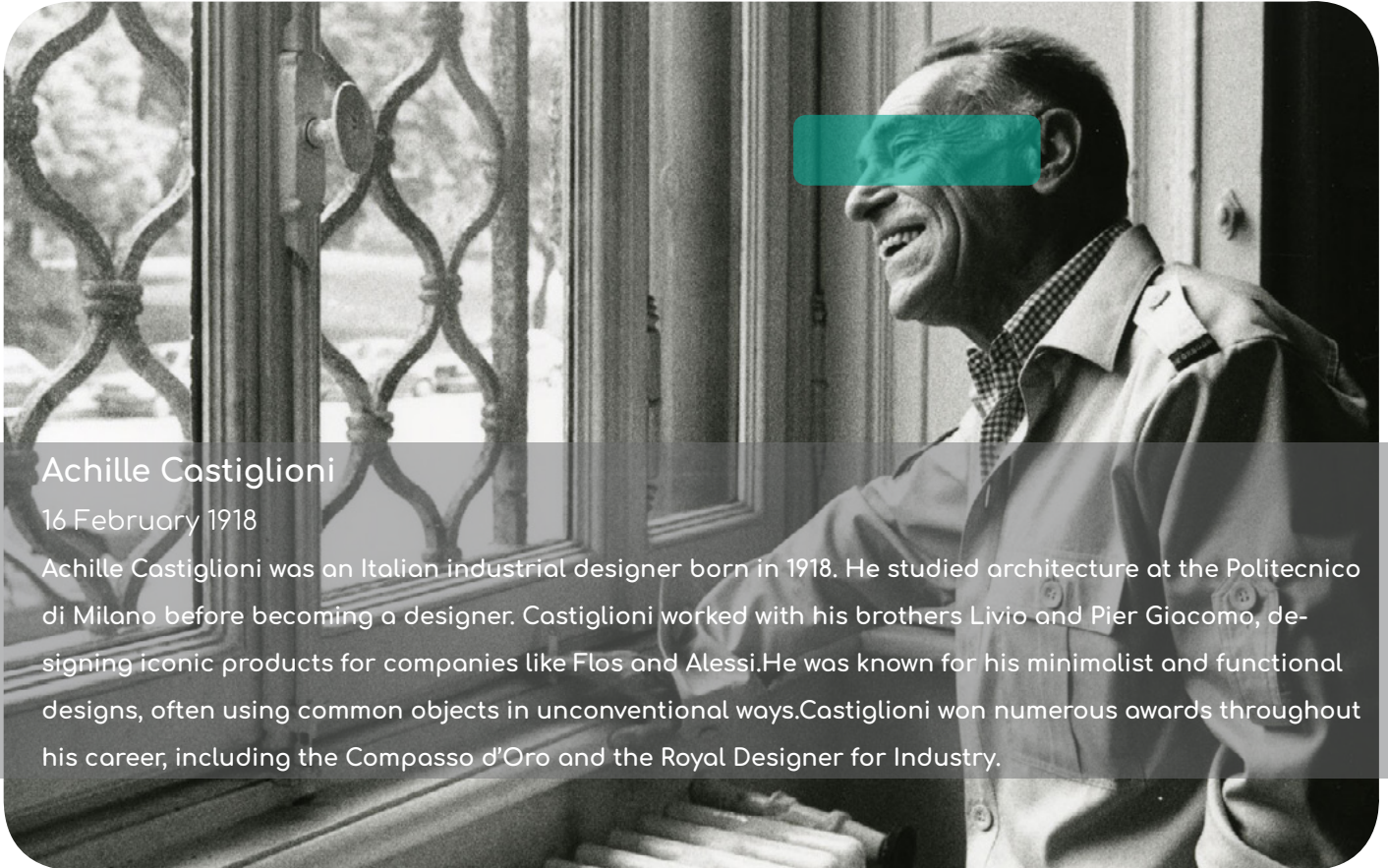
Alvar Aalto was a Finnish architect and designer born in 1898. He studied at the Helsinki University of Technology and established his own architecture firm in 1923. He was known for his modernist style, which incorporated elements of Finnish culture and nature. Aalto designed numerous buildings, including the Paimio Sanatorium and the Finlandia Hall. He also created furniture, glassware, and lighting fixtures. Aalto's work had a significant impact on modern architecture and design, and he received numerous awards throughout his career.



## Arne Jacobsen

11 February 1902

Arne Jacobsen was a Danish architect and designer born in 1902. He studied at the Royal Danish Academy of Fine Arts and established his own architecture firm in 1929. He was known for his functionalist style, which incorporated modern materials and technology. Jacobsen designed numerous buildings, including the SAS Royal Hotel and St. Catherine's College. He also created furniture, such as the iconic Egg Chair and Swan Chair. Jacobsen's work had a significant impact on modern architecture and design, and he received numerous awards throughout his career.



## Achille Castiglioni

16 February 1918

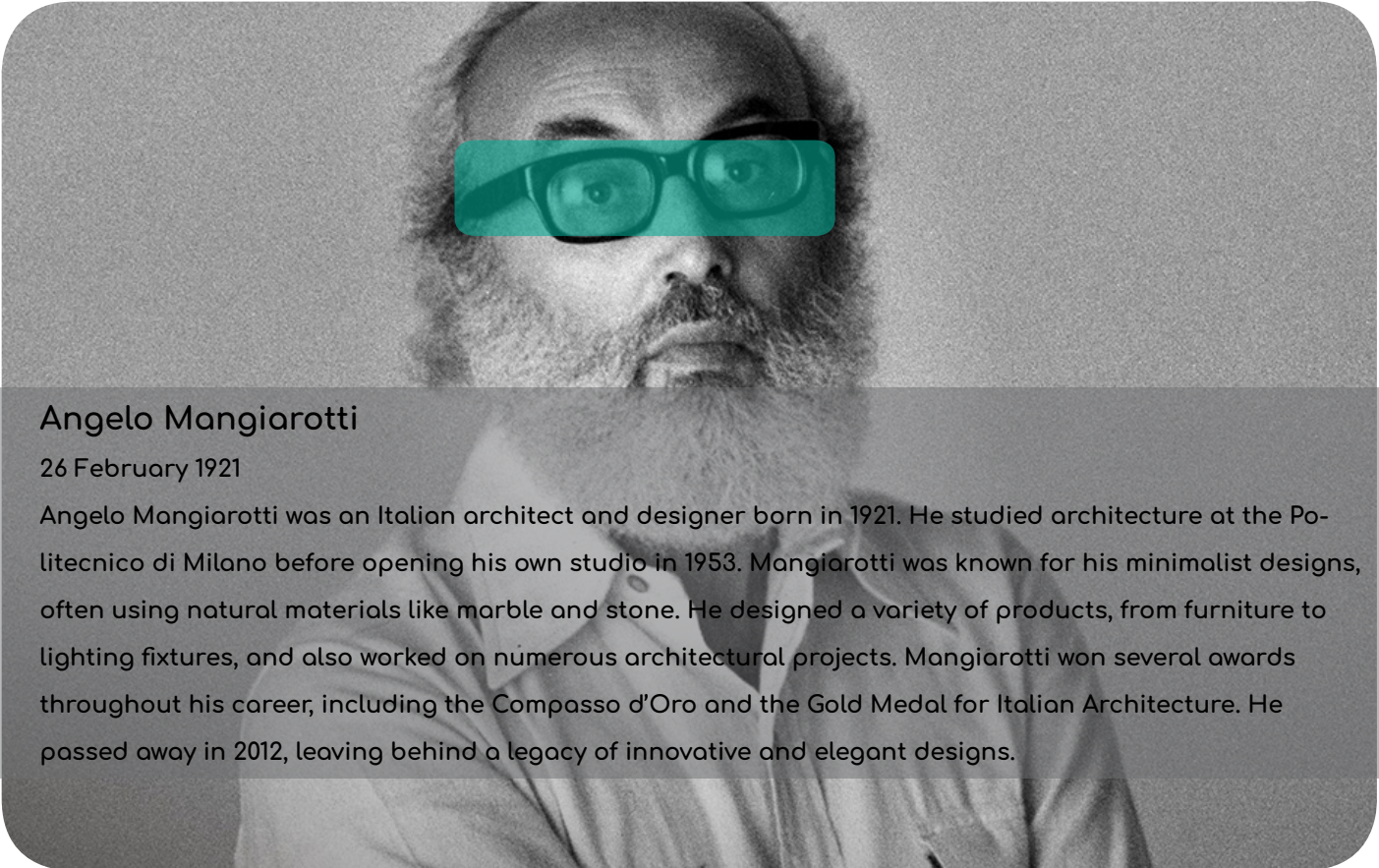
Achille Castiglioni was an Italian industrial designer born in 1918. He studied architecture at the Politecnico di Milano before becoming a designer. Castiglioni worked with his brothers Livio and Pier Giacomo, designing iconic products for companies like Flos and Alessi. He was known for his minimalist and functional designs, often using common objects in unconventional ways. Castiglioni won numerous awards throughout his career, including the Compasso d'Oro and the Royal Designer for Industry.



## Steve Jobs

24 February 1955

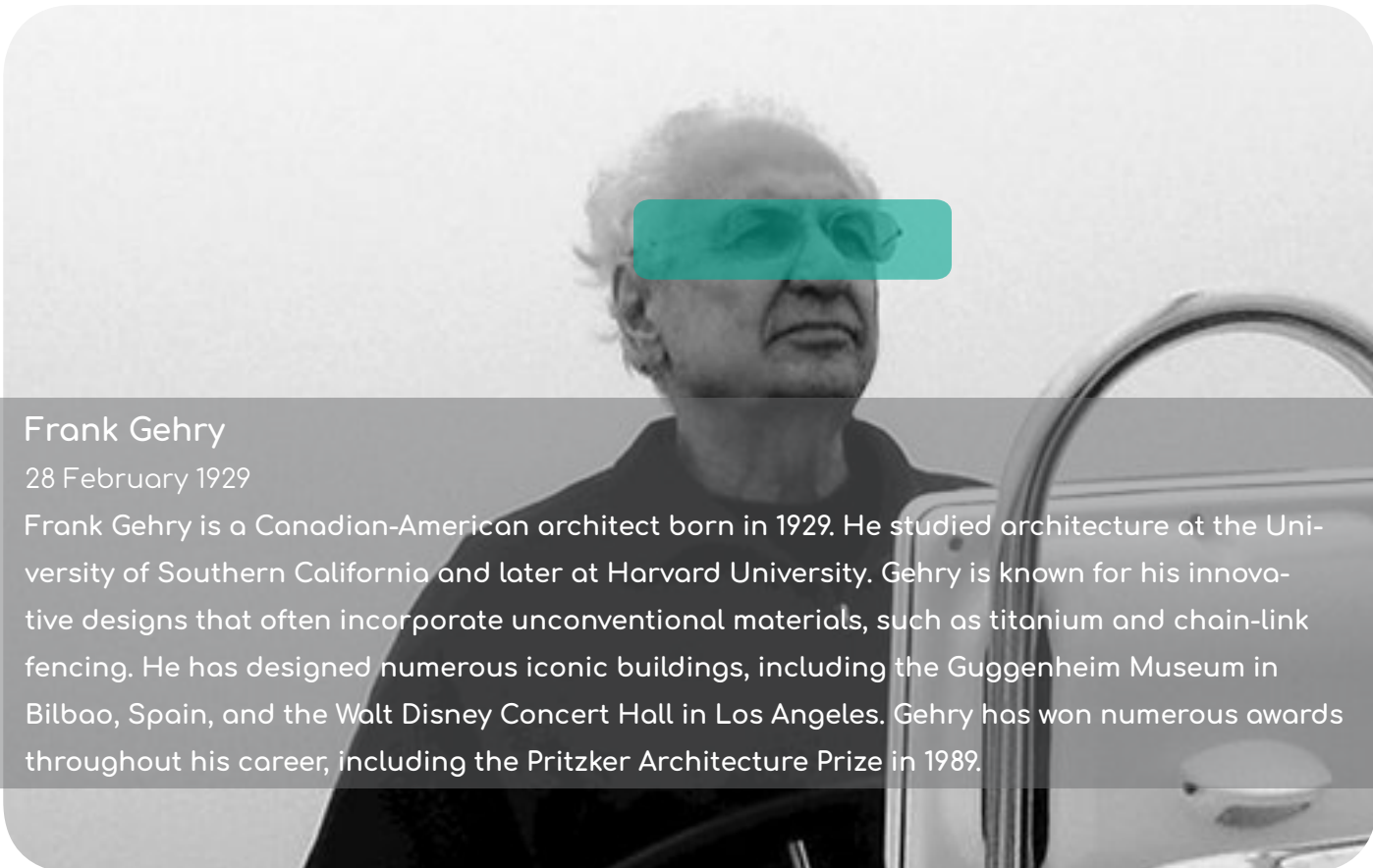
Steve Jobs was an American entrepreneur, inventor, and co-founder of Apple Inc. He revolutionized the personal computer industry with the launch of the Macintosh in 1984. He also played a key role in the development of other iconic products such as the iPod, iPhone, and iPad. Jobs was known for his innovative ideas, attention to design, and uncompromising vision for the future of technology.



## Angelo Mangiarotti

26 February 1921

Angelo Mangiarotti was an Italian architect and designer born in 1921. He studied architecture at the Politecnico di Milano before opening his own studio in 1953. Mangiarotti was known for his minimalist designs, often using natural materials like marble and stone. He designed a variety of products, from furniture to lighting fixtures, and also worked on numerous architectural projects. Mangiarotti won several awards throughout his career, including the Compasso d'Oro and the Gold Medal for Italian Architecture. He passed away in 2012, leaving behind a legacy of innovative and elegant designs.



## Frank Gehry

28 February 1929

Frank Gehry is a Canadian-American architect born in 1929. He studied architecture at the University of Southern California and later at Harvard University. Gehry is known for his innovative designs that often incorporate unconventional materials, such as titanium and chain-link fencing. He has designed numerous iconic buildings, including the Guggenheim Museum in Bilbao, Spain, and the Walt Disney Concert Hall in Los Angeles. Gehry has won numerous awards throughout his career, including the Pritzker Architecture Prize in 1989.

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