



BUSIGN

Business + Design

Innovative Interdisciplinary Solution

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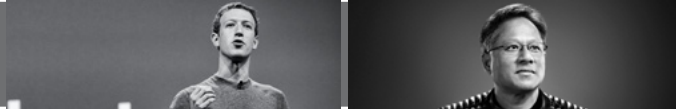


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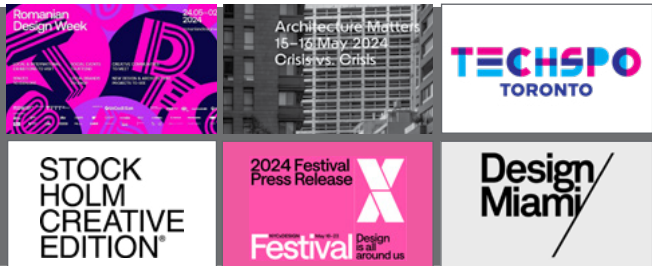
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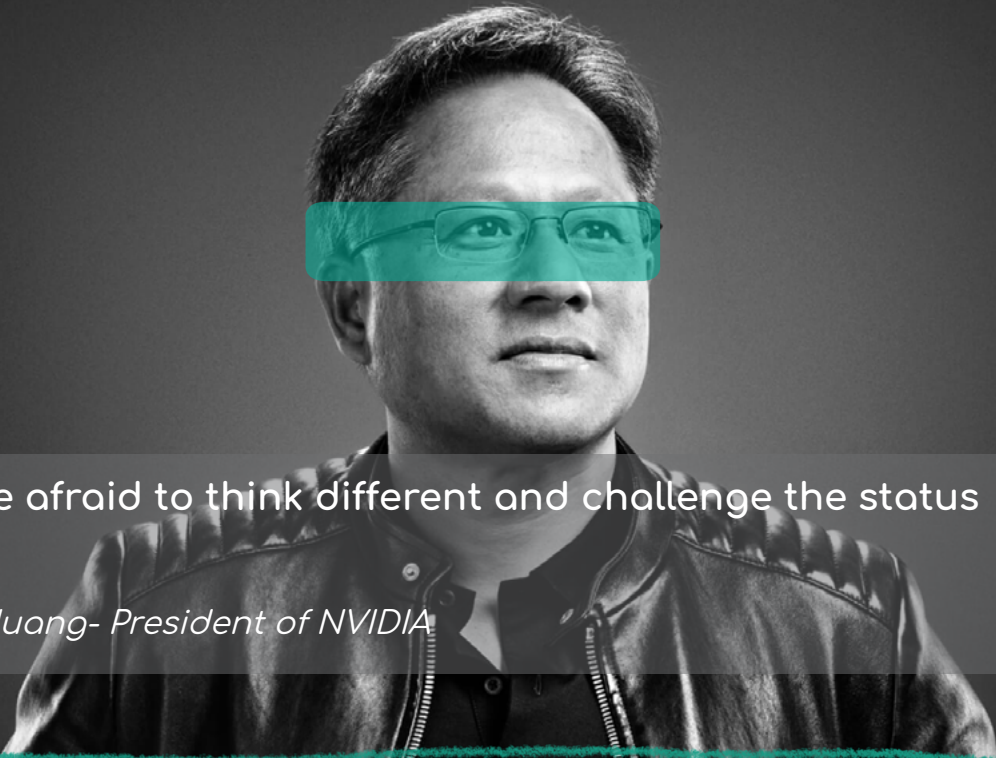
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Quotes

A black and white photograph of Mark Zuckerberg speaking, with a teal horizontal bar obscuring his eyes. He is wearing a dark sweater and has his right hand raised slightly.

"People don't care about what you say, they care about what you build."

Mark Zuckerberg- Entrepreneur

A black and white photograph of Jensen Huang speaking, with a teal horizontal bar obscuring his eyes. He is wearing glasses and a dark leather jacket.

"Don't be afraid to think different and challenge the status quo."

Jensen Huang- President of NVIDIA

What's New On Blog?

Key Performance Indicator (KPI) Of The Designer



Majid Ahmadi Khoshbakht
CEO of MAKH



10 min read

In order to evaluate each specialty and measure the quantity and quality of their operations, a key performance indicator is established especially for them. That is, every specialization should perform its activity in line with the defined indicators. For specialties that depend on numbers, it is easier to define a key indicator and measure it. For example, the organization's sales team, which is dependent on the amount and number of product or service sales, has a more transparent key performance indicator and metric. In the case of specialties that are quality-oriented and the results of their efforts and works are defined over time and within other processes, Determining the key performance indicator (KPI) is a highly challenging task.

→ challenge

Designer Performance

Before delving into the key responsibilities of a designer, it is essential to clarify the role, tasks, and responsibilities of a designer during the process of creating a service or product; Although there are several definitions of design in the world, each designer can tailor their main role based on the field of design specialization in which they are employed. Such as car designers, digital product designers, service designers, furniture designers, fashion designers, and packaging designers, all based on their industry and the process and company they are working in, key performance indicators can be defined for them.

But if we want to describe the performance of a designer in a basic way, regardless of the industry, we generally face the following: *important*

- 1 Creativity and innovation
 - 2 Ability to solve problems
 - 3 Ability to analyze the problem
 - 4 Ideation and the ability to implement it
 - 5 Productivity and efficiency
 - 6 Creating an experience for the user
- Another important point is that having various design skills such as specialized software, workshop operations, the power of freehand design, modeling, etc., serves the things mentioned above, and none of them can be named as the main function of design and designer.

Designer In Business

Designers, in addition to having the functions mentioned in the previous section and being measured based on them, should be able to know the demands and needs of their business



and take steps accordingly. For example, the importance and criteria of business competitiveness in different industries can be different. In the digital industry, the speed of creative response to customer and user needs is very important. Based on this speed, it is very important to improve, grow, and develop the product.

In the home appliance industry, the product's lifespan, the beauty of the product, which meets the customer's needs in the long term and can provide a sustainable solution based on the customer's lifestyle, is important.

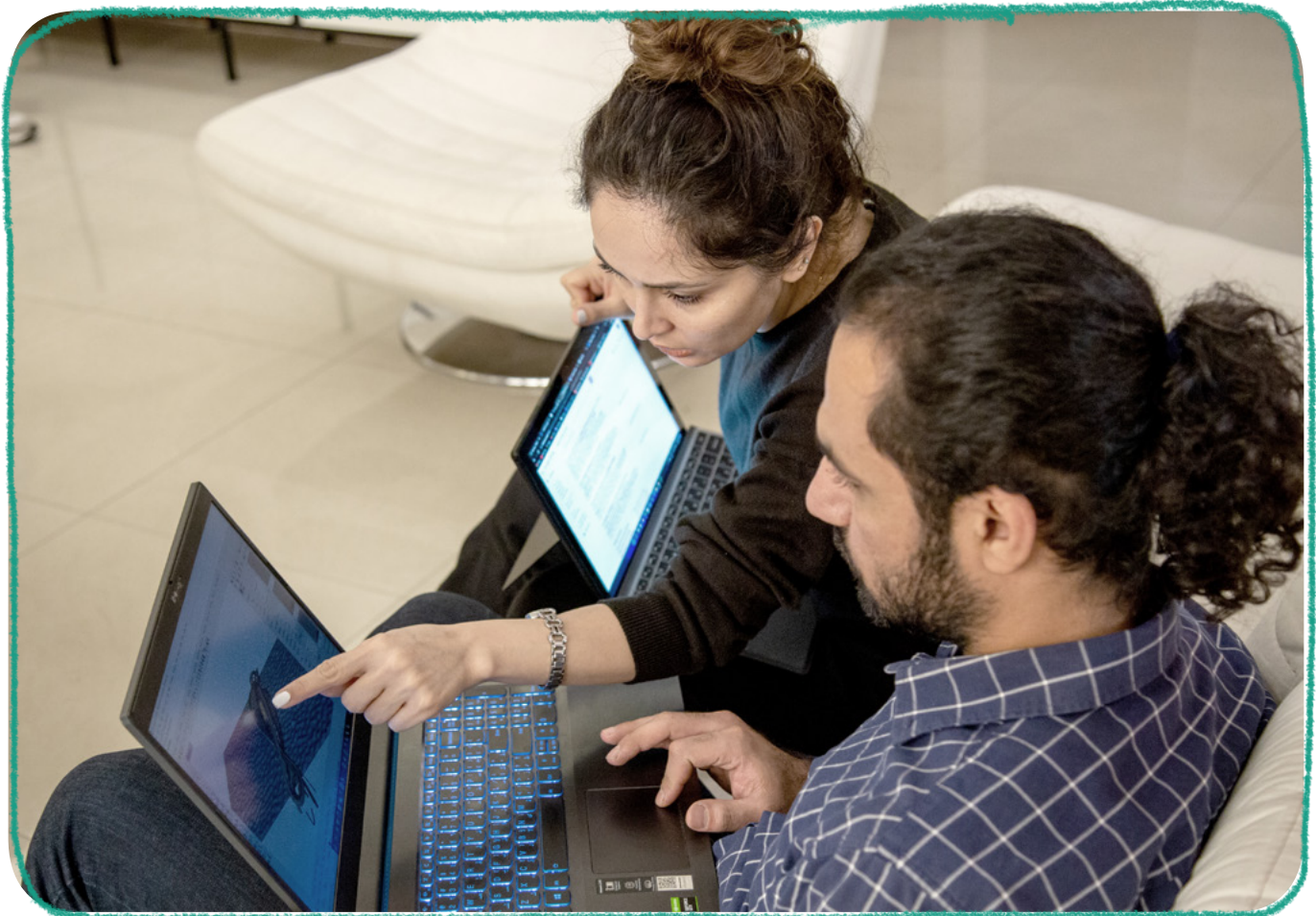
As a result, each designer needs to have a vital indicator regarding the

company and sector they perform in. This indicates that it is generally impracticable to establish a universal indicator or set measure that applies to all designers throughout all industries. Of course, it should be added that even two brands in the same industry can define different key indicators for designers based on their development and growth strategies.

Key Performance Indicator

According to the efficiency of a designer, the industry and policies of each brand can define the key performance indicator

① The ability to diagnose the customer's problem and needs



- (A) The number of problems and needs discovered from the market.
- (B) The number of creative answers for each problem.
- (C) Finding the right root of the problem.
- (D) Creating the right relationship between customer needs and organization operations.

② Innovation and creativity

- (A) The number of presented original ideas, solutions, and concepts.
- (B) The amount of innovation feedback from stakeholders.
- (C) The number of solved problems to make the product perform better.

③ Design project management in line with brand strategy

- (A) Adhering to the budget.
- (B) The number of launched projects.
- (C) The number of projects carried out based on the demands of the brand.
- (D) Alignment with the book brand.

④ Productivity and efficiency

- (A) The time required to complete the project.
- (B) The number of projects that it provides in the specified period.
- (C) The amount of time needed to modify each idea.



④ The amount of involved resources to provide a solution.

⑤ Creating an experience for the user

- ① Results of product usability test.
- ② Customer satisfaction score.
- ③ NPS test when testing the product.

⑥ Implementation of the idea

- ① Number of ideas that led to business growth.
- ② Life of ideas in business.

⑦ The quality of the provided design

- ① The customer's feedback and his level of satisfaction typically inform you

② Based on the framework and established design in each brand.

③ The number of designs produced in each season and day.

④ The number of repetitions of the intended design before the approval of the design manager.

→ Brilliant point

→ As mentioned, a designer can obtain their key performance indicators (KPIs) from their design manager based on their specialization, industry, and business. In fact, each organization is responsible for developing its design strategy under a roadmap and dividing it into smaller projects for micro-design teams. Based on these projects, they can develop and collect KPIs for their designers.



BUSIGN Projects

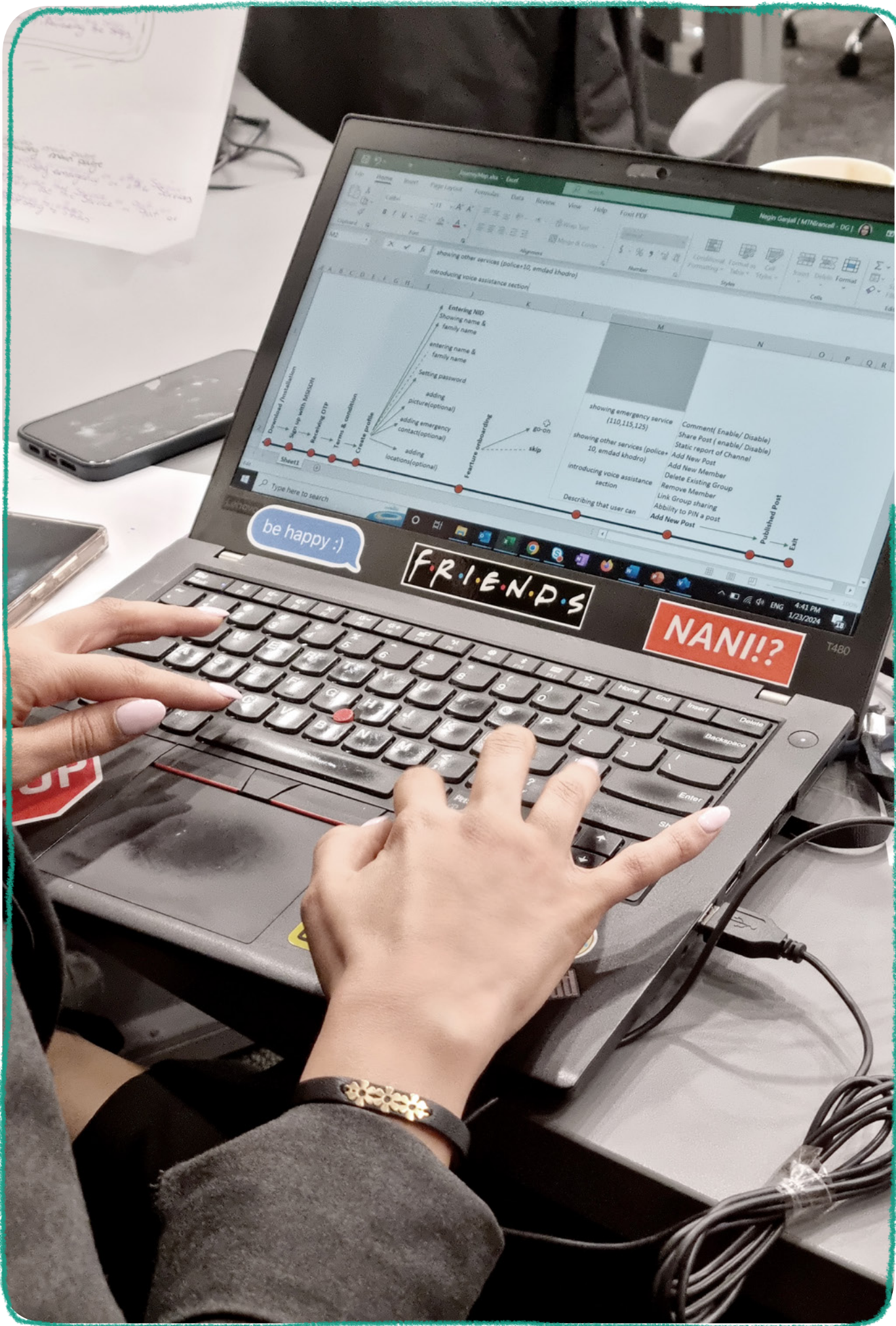
Customer Journey



5 min read

In various products, the customer's journey, from the moment of brand recognition and awareness to when using the service after the product purchase, makes it possible to identify customer touchpoints with the brand.

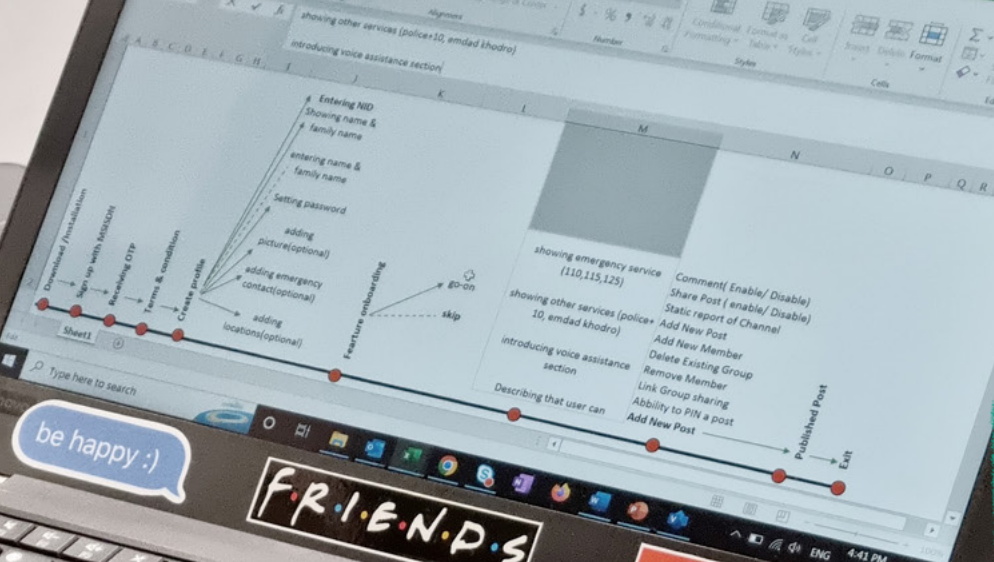
The important thing is to tailor it to each persona's customer journey. As a rule, the touchpoints for each persona vary based on their unique characteristics. The user experience in digital products diverges from that in physical products.



be happy :)

FRIENDS

NANI!?



“Bazme Daal” Of This Spring



DORSA

Elika Shahverdi
Art Director of DORSA



6 min read

Dorsa’s “Bazme Daal” campaign, which was held at the same time as Nowruz 1403, attracted the attention of many people. In this story-telling, different from Dorsa, the effort was to observe all the different aspects of a standard fashion campaign. The tag line of this campaign is “Bazme Daal” which is composed of two parts “Bazm” - shindig -, which in Persian means celebration and joy, and “Daal”, which is the same as Dorsa and land. In choosing this tag line/CTA, many things have been taken into consideration, the most important of which is the beautiful tradition of Nowruz celebration, the joy of these celebrations is an Iranian occasion, which plays a very important role in the formation of the national identity of us Iranians.

In fact, with the aim of expressing a rethinking narrative of Nowruz in the contemporary era and considering the cultural and social conditions of today’s Iran, in order to keep this custom alive in its own way, Dorsa has organized its own “Bazm” - shindig - and named it “Bazme Daal”.

In the visual content of this campaign, an attempt has been made to make the audience see a deconstructive world of combining the contradictions of tradition

and modernity with different elements together. In the images of this campaign, an effort has been made to depict the world of Dorsa's stories, which is a modern and sometimes deconstructive presentation of Iranian authenticity by drawing a fantasy world of combining contrasts and harmonies regardless of time and place and the framework of our limited experiences.

Great!

We can see many examples of these contrasts in the visual identity of "Bazme Daal", such as the arrow as a nostalgic and of course popular symbol in the modern world, along with the choice of models in terms of their appearance and deconstructive gestures, "Azadi" Square, which has been a symbol of Tehran since before. Along with different and futuristic styles and many other things.

In addition to showing all these contrasts, attention has also been paid to the display of products in style, displaying products in a different way in everyday styles and the fact that products are unisex are some of the things that can be mentioned.

Since this campaign started at the same time as Nowruz and spring, let's use flowers in the visual identity to evoke the feeling of freshness and spring. The flowers used in these pictures were called mimosa, these flowers are the promise of the coming of spring and are found in abundance in the southern regions of Iran. Besides, these flowers have a deconstructive form in flower arrangements due to their wild nature.

Nice POV

Like any step that is taken in the direction of deconstruction in the unfamiliar fashion space in Iran, a variety of reactions were received from the



audience towards this campaign. Certainly, such new actions require many trials and errors to achieve the desired result in accordance with the brand identity and cultural creation in accordance with the Iranian identity with a rethinking approach to cultural and historical elements.

In the "Bazme Daal," campaign, Dorso took a step forward and displayed "Peykan" - a famous memorable car in

Iran-, which was one of the main elements of this campaign, next to Mimosa flowers, which heralds the coming of spring, in "Arg" commercial complex, which is one of Dorso's sales touch-points.

The reason for choosing this place was because of the dynamics of "Tajrish" - a famous district in Tehran- in the last days of the new year, and that the general scenario of the campaign was



based on new trends and things liked/verified by generation Z and Y; Therefore, a large number of stickers were used in the design of this installation.

This activity made the audience who had forgotten about Dorsa get involved with this brand again or those who knew Dorsa as a traditional brand get a new feeling.

→ Great!



News

Sora AI: Transforming Text Into Dynamic Videos



9 min read

Sora is an upcoming generative artificial intelligence model developed by OpenAI. Its specialty lies in text-to-video generation, a fascinating intersection of language and visual creativity. Imagine being able to describe a scene in words, and then having an AI bring it to life as a captivating video clip. That's precisely what Sora does. In addition to using text prompts, Sora can also take an image and turn it into a video, or take a video clip and extend it forward or backward in time. Sora can create videos that are up to 60 seconds long with multiple characters, camera motion, and persistent and accurate details. it has a deep understanding of how things exist in the real world.

→ Revolution.

Wow!

How Sora Works

① Prompt-Based Generation:

Users provide textual descriptions (known as prompts) to Sora. These prompts can range from artistic concepts to fantastical imagery or even real-world scenarios.

② Imagination Unleashed:

Sora takes these prompts and weaves them into short video sequences. Whether you're envisioning a stylish woman strolling down a neon-lit Tokyo street or woolly mammoths treading through a snowy meadow, Sora brings your words to life.

③ Visual Quality and Adherence:

Despite its AI origins, Sora maintains

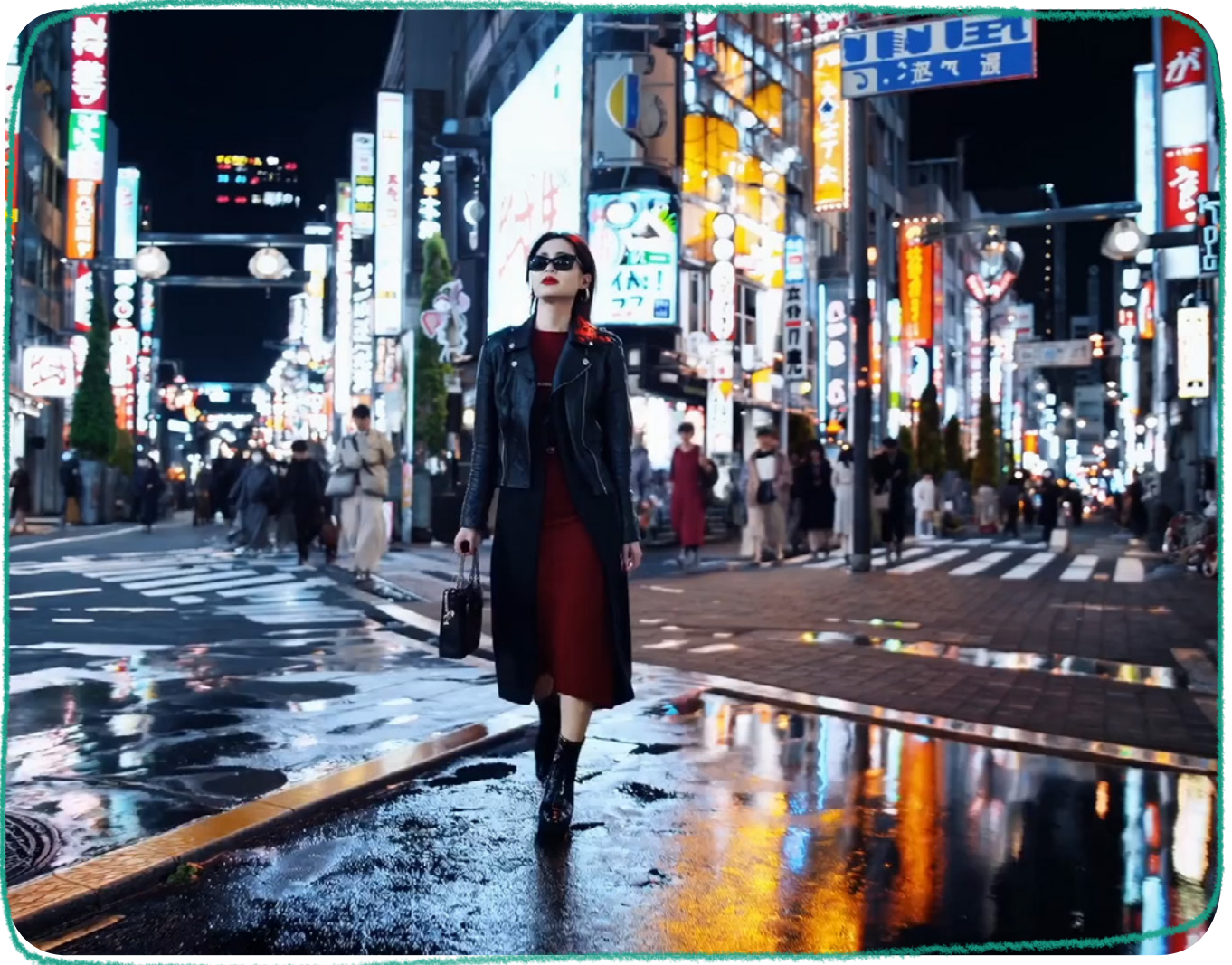
visual quality and adheres closely to the user's prompt. The resulting videos are both realistic and imaginative.

Applications of Sora

① Creative Professionals and Storytellers:

★ Filmmakers and animators can leverage Sora to quickly visualize their ideas. Whether it's a storyboard, a scene description, or a concept for a short film, Sora can transform text into compelling video snippets.

★ Writers and authors can use Sora to create visual representations of their written works. Imagine turning a poetic stanza into a mesmerizing video sequence or bringing a fictional landscape to life.



✦ Game designers can explore Sora for prototyping game environments. Describing a mystical castle? Sora can generate a captivating video showcasing its grandeur.

② Red Teaming and Security Testing:

- ✦ In red teaming exercises, where security professionals simulate attacks on systems, Sora can play a crucial role. By generating realistic videos based on textual descriptions, it helps create lifelike scenarios for testing defenses.
- ✦ Security analysts can use Sora to visualize potential threats, breaches, or vulnerabilities. The ability to simulate complex situations aids in assessing an organization's security posture.

③ Educational Content Creation:

✦ Teachers and educators can enhance their lessons by incorporating Sora-generated videos. Whether explaining historical events, scientific processes, or literary concepts, Sora adds a dynamic visual layer.

✦ Students can also use Sora for creative projects. Imagine writing a short story and then transforming it into an animated video using Sora.

④ Marketing and Advertising:

- ✦ Content creators can produce engaging promotional material. Sora can turn product descriptions into captivating video ads, making them more memorable and shareable.
- ✦ Social media marketers can create eye-catching content for platforms like Instagram, TikTok, or YouTube. Sora's ability to generate unique visuals sets brands apart.



⑤ Art and Entertainment:

- ✦ Digital artists and visual storytellers can collaborate with Sora to create immersive experiences. From music videos to virtual art installations, Sora adds a new dimension to creativity.
- ✦ Interactive narratives benefit from Sora's ability to maintain consistency across frames. Imagine an interactive story where the visuals evolve seamlessly as users make choices.

⑥ Research and Visualization:

- ✦ Scientists and researchers can use Sora to visualize complex data. Whether it's simulating molecular interactions or illustrating climate change scenarios, Sora bridges the gap between data and understanding.
- ✦ Data analysts can transform statistical findings into animated visualizations. Sora's foresight ensures coherence even when representing dynamic trends.

Sora is your gateway to unparalleled creative possibilities, merging the power of AI with the art of storytelling. As it continues to evolve, we eagerly await the magic it will create in the world of visual content.



Coming Up Events

TECHSPO Toronto

9 – 10 May 2024
Toronto, Canada

TECHSPO Toronto brings together some of the best developers, brands, marketers, technology providers, designers, innovators and evangelists looking to set the pace in our advanced world of technology.



Architecture Matters

15 - 16 May 2024
Munich, Germany

International architect and urbanism conference Architecture Matters returns to Munich, Germany in 2024 for its eighth edition.

Previous editions of the conference have invited professionals from the architecture, real estate and political industries to host lectures, discussion panels and workshops



Architecture Matters
15–16 May 2024
Crisis vs. Crisis

Design Miami

16 - 20 May 2024

Los angles, USA

Design exhibition Design Miami hosts its inaugural event in Los Angeles, showcasing collectable design from global galleries for five days. Alongside the exhibition of furniture, lighting and design objects, Design Miami's events in the US, Paris and Basel often present a series of talks and networking opportunities.

The logo for Design Miami is displayed in a white rounded rectangle with a teal border. The text "Design" is on the top line and "Miami" is on the bottom line, both in a bold, black, sans-serif font. A thick black diagonal line starts from the bottom right of the word "Miami" and extends upwards and to the right, crossing the top right corner of the rectangle.

**Design
Miami**

NYCxDesign

16 – 23 May 2024

New York, USA

Taking place across all five of New York City's boroughs, the annual festival NYCxDesign aims to showcase the diverse talent of local artisans and designers.

The eight-day event features various activities including talks, installations and showrooms that aim to explore the themes of innovation, culture, inclusivity, sustainability and resiliency.

ICFF and WantedDesign, and Lightfair are among the largest trade shows hosted at NYCxDesign

**2024 Festival
Press Release**

NYCxDESIGN May 16–23
Festival



**Design
is all
around us**

Stockholm Creative Edition

22-25 May 2024

Stockholm, Sweden

Design festival Stockholm Creative Edition returns in 2024, this year following the theme Open Mind, Open City. The festival presents a programme of exhibitions, talks, open showrooms and parties spotlighting upcoming designers. The event invites design professionals and enthusiasts to explore a range of design disciplines, fashion, craft and technology.

**STOCK
HOLM
CREATIVE
EDITION®**

Romanian Design Week

24 May - 2 June 2024
 Bucharest, Romania

The 12th edition of Romanian Design Week presents a programme of exhibitions, installations, talks, parties and markets. Previous editions have held over 100 events and welcomed more than 85,000 visitors.



Coming up Birthdays

Marco Zanuso

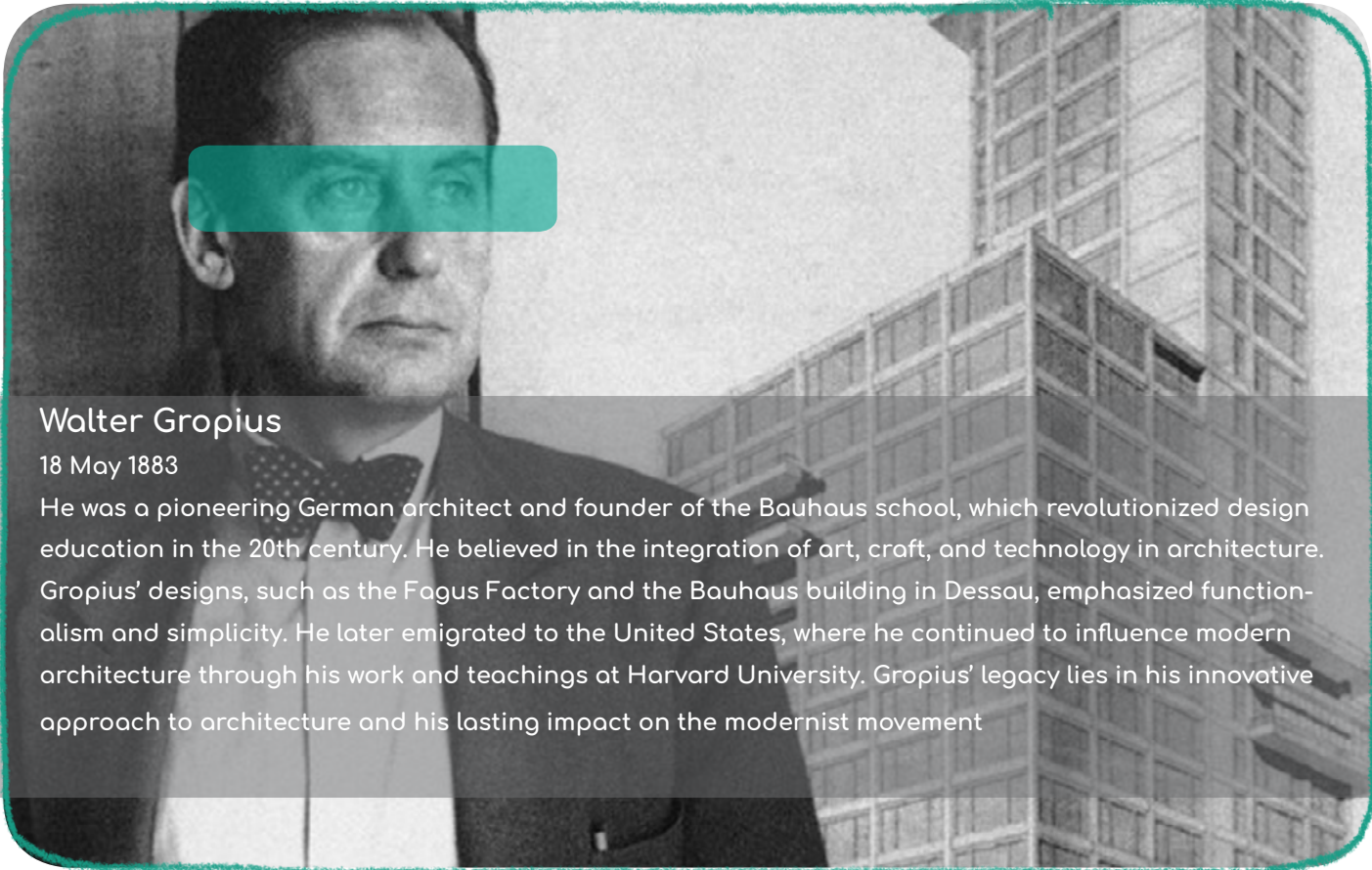
14 May 1916

Marco Zanuso was an influential Italian architect and industrial designer. He was born in 1916 and passed away in 2001. Zanuso played a key role in the development of modern furniture and product design. He collaborated with leading companies such as Arflex and Olivetti. Zanuso's work is characterized by innovative use of materials and sleek, functional designs. His iconic creations include the Lady armchair and the Doney 14 television set.

Mark Elliot Zuckerberg

14 May 1984

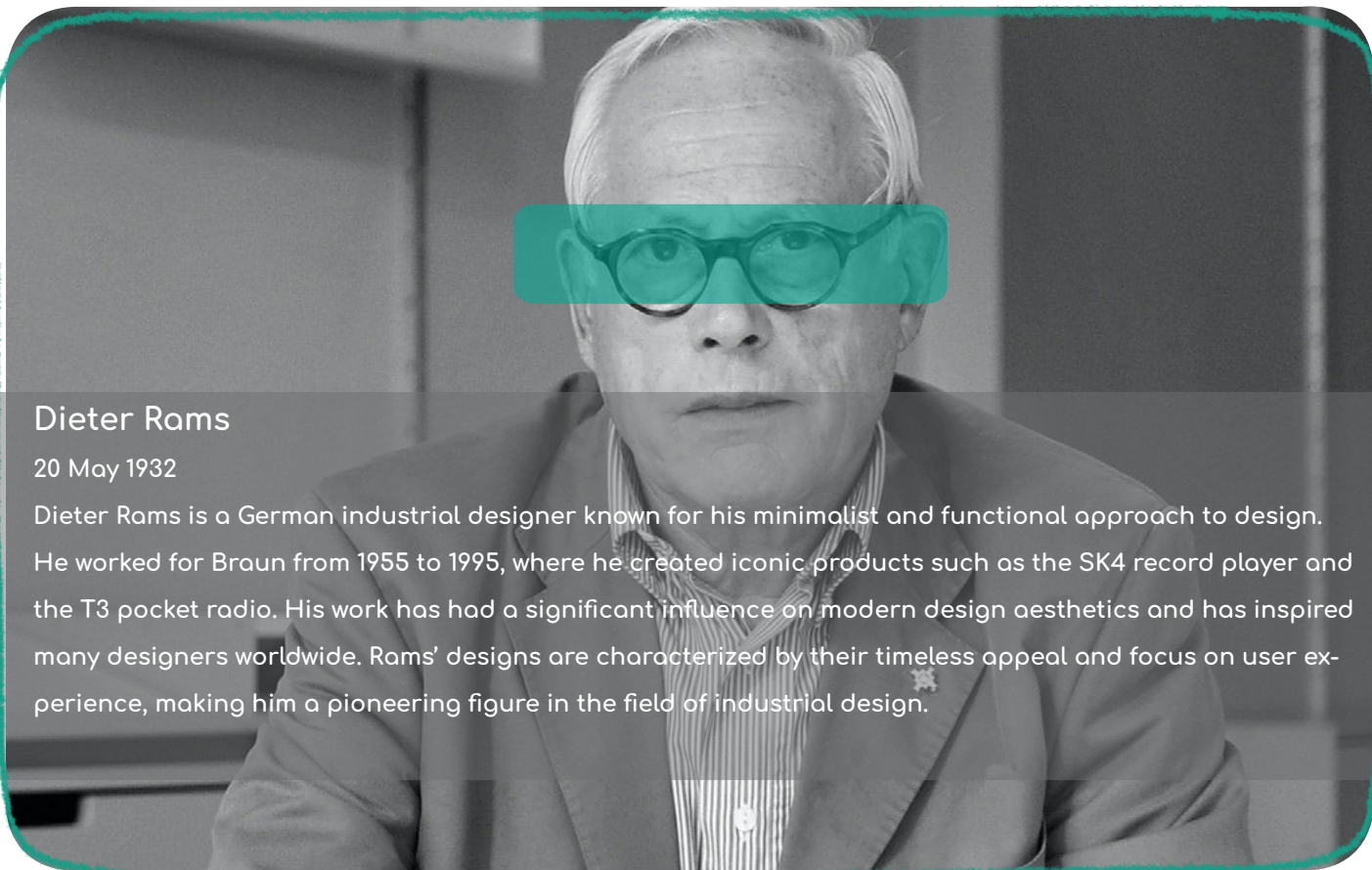
Mark Elliott Zuckerberg is an American technology entrepreneur known for co-founding Facebook in 2004. While studying at Harvard University, he made a significant impact on social networking platforms. Zuckerberg's vision and innovative leadership made Facebook one of the largest social media platforms in the world.



Walter Gropius

18 May 1883

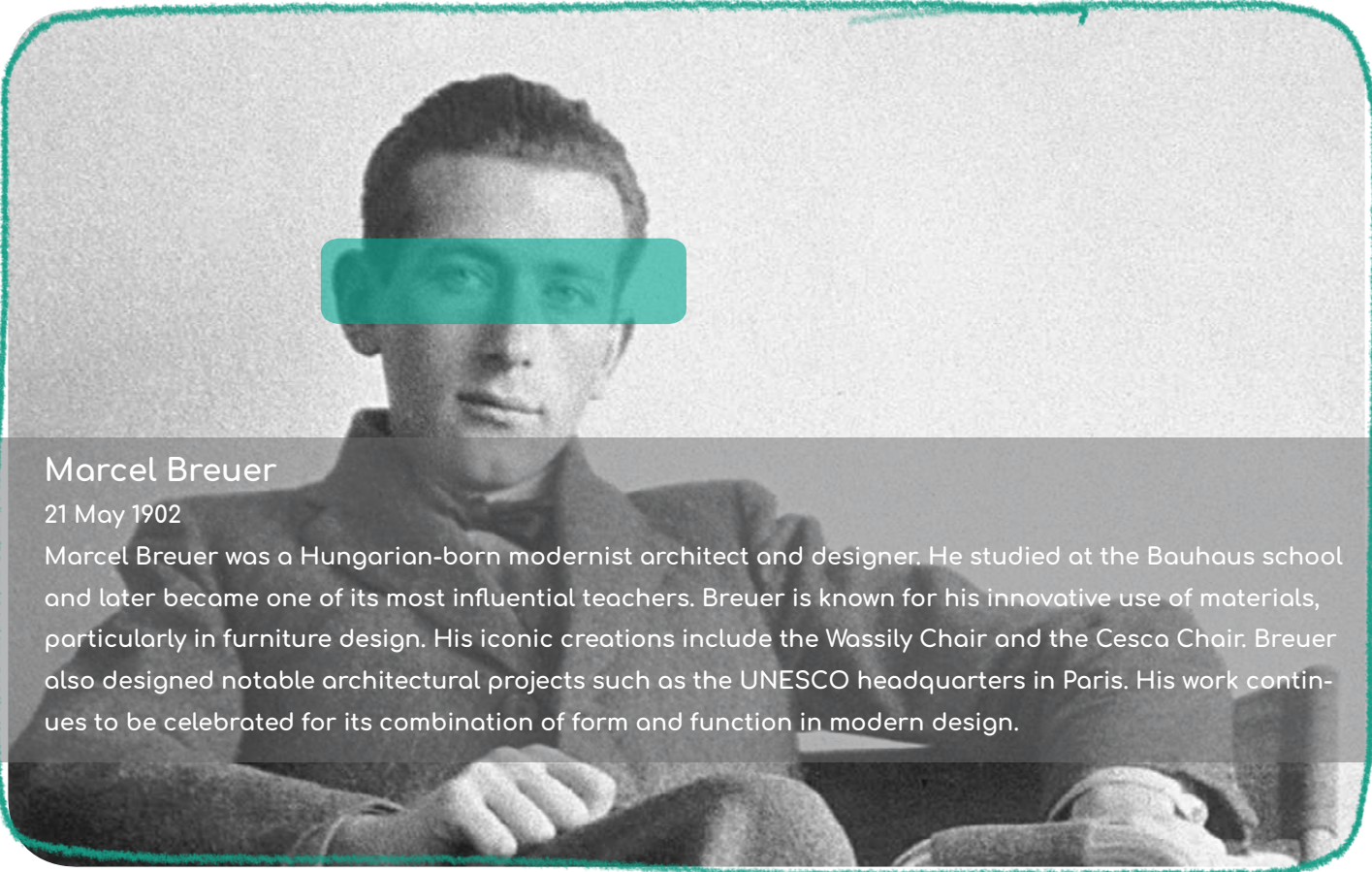
He was a pioneering German architect and founder of the Bauhaus school, which revolutionized design education in the 20th century. He believed in the integration of art, craft, and technology in architecture. Gropius' designs, such as the Fagus Factory and the Bauhaus building in Dessau, emphasized functionalism and simplicity. He later emigrated to the United States, where he continued to influence modern architecture through his work and teachings at Harvard University. Gropius' legacy lies in his innovative approach to architecture and his lasting impact on the modernist movement



Dieter Rams

20 May 1932

Dieter Rams is a German industrial designer known for his minimalist and functional approach to design. He worked for Braun from 1955 to 1995, where he created iconic products such as the SK4 record player and the T3 pocket radio. His work has had a significant influence on modern design aesthetics and has inspired many designers worldwide. Rams' designs are characterized by their timeless appeal and focus on user experience, making him a pioneering figure in the field of industrial design.



Marcel Breuer

21 May 1902

Marcel Breuer was a Hungarian-born modernist architect and designer. He studied at the Bauhaus school and later became one of its most influential teachers. Breuer is known for his innovative use of materials, particularly in furniture design. His iconic creations include the Wassily Chair and the Cesca Chair. Breuer also designed notable architectural projects such as the UNESCO headquarters in Paris. His work continues to be celebrated for its combination of form and function in modern design.



George Nelson

29 May 1908

George Nelson was an influential American architect, designer, and writer known for his contributions to mid-century modern design. He served as the design director of Herman Miller, where he created iconic furniture pieces like the Coconut Chair and the Marshmallow Sofa. Nelson also played a key role in popularizing the concept of “design thinking” and authored several books on design theory.

