

DESIGN YOUR NEXT PRODUCT



WE HELP AMBITIOUS COMPANIES TURN IDEAS, CHALLENGES AND OPPORTUNITIES INTO BETTER PRODUCTS.

Experienced design leadership and hands-on product design support, from early product direction to concept development, visualisation and development support.

WHAT WE DO

◆ STRATEGIC PRODUCT DESIGN

Clarify opportunities, user needs, priorities and design direction.

◆ DESIGN DIRECTION

Establish a strong vision, align stakeholders and guide design decisions.

◆ PRODUCT DESIGN

Develop relevant, distinctive and coherent product concepts and solutions.

◆ PRODUCT DEVELOPMENT SUPPORT

Refine concepts and collaborate closely with teams moving towards real products.

◆ DESIGN VISUALISATION

Make ideas tangible through powerful imagery, presentations and visual communication.

ONE DESIGN PARTNER. FROM VISION TO PRODUCT / DM-EIGHT APPROACH

We work with existing teams, not around them. We bring clarity, experience and ambition while respecting the knowledge, constraints and responsibilities of the people developing the product.



The goal is not simply to make a product look better. It is to create stronger direction, better decisions and a more meaningful final result.

HOW WE CREATE VALUE



WHERE WE ADD VALUE

◆ NEW PRODUCT OR CONCEPT

Turn an opportunity or ambition into a clear product vision and design proposal.

◆ EXISTING PRODUCT

Identify opportunities to improve usability, desirability, coherence and perceived value.

◆ NEW DESIGN DIRECTION

Bring fresh perspective, design leadership and a stronger product identity.

◆ INTERNAL TEAM SUPPORT

Add senior experience, temporary capacity or specialist design capability.

◆ COMPLEX DESIGN CHALLENGE

Provide focused support when an important decision or program needs experienced design input.

We aim to leave people, products and organisations stronger than before

A FOCUSED PROCESS CONNECTING STRATEGIC THINKING, DESIGN CREATION AND PRACTICAL DEVELOPMENT.

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01 Understand

Brief, context, users, business objectives, technical realities and existing team capabilities.

02 Define

Product opportunity, design principles, priorities, positioning and a shared direction.

03 Create

Ideation, sketching, concept development, form exploration, user experience and refinement.

04 Develop

Design consistency, visualisation, communication and collaboration with development teams.

Why DM-Eight?

Experience • More than three decades across international product, mobility and transportation design environments.

Commitment • Direct involvement and personal responsibility.

Collaboration • Close work with the people who understand the product, technology and business.

Craftsmanship • Attention to detail that helps turn strong ideas into convincing products.

A DESIGN HOUSE FOR AMBITIOUS PRODUCTS

Whether the need is strategic or highly focused, DM-Eight brings the same level of curiosity, commitment and responsibility.



HAVE A PRODUCT WORTH CREATING

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