

THE
COGNIANCE
WAY



WHO WE ARE

Cogniance co-creates technology products and global brands. Mixing Silicon Valley DNA with Scandinavian design principles, we work with innovators and entrepreneurs to blend our design-led thinking with their ideas to plan, build, launch and evolve disruptive products that forge lasting relationships with their customers.

Clients like CloudMade, NetPulse, Samsung, Technorati and many others have worked with Cogniance to create products at the intersection of technology and design that are changing the ways we live and work.

PROCESS IS KING

Document steps to qualify decision making and compare the options before moving forward

The design process is not linear – sometimes one step backwards can be two steps forward

Build argumentation:
For the idea
For the stakeholders
For the user

FORM FOLLOWS *****ING FUNCTION

Form = How it looks
Function = How it works

Don't be different unless
it makes a difference

Design in the absence
of content is not design,
it's decoration

IDEAS MIGHT SUCK

Share work and ask for feedback

Ask the user

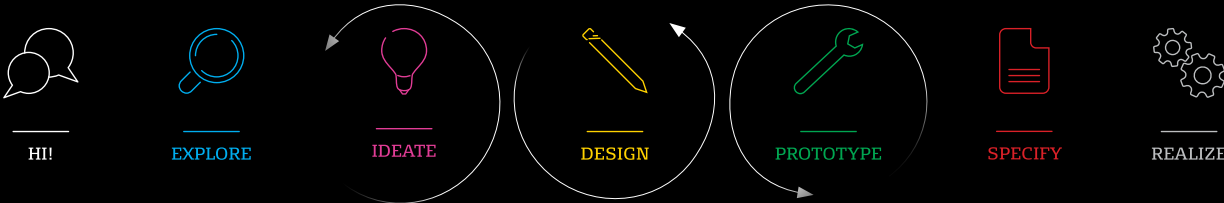
Ask designers

Ask developers

Stand up for great ideas,
but be ready to kill your darlings

When the best idea wins
– everybody wins

OUR DESIGN-LED PROCESS



ITERATE

CREATING CHOICES

MAKING CHOICES

WHAT IS?

WHAT IF?

WHAT WOWS?

WHAT WORKS?

HOW TO BUILD?

LESS IS STILL MORE

Not more features,
but core features

If it doesn't add value,
don't add it

Distill, condense, simplify,
reduce – but never too much

FAIL FAST, LEARN FAST

Talk is cheap, action is rich
– try it out and see what happens

Establish a feedback loop and iterate
– prototype, test, learn

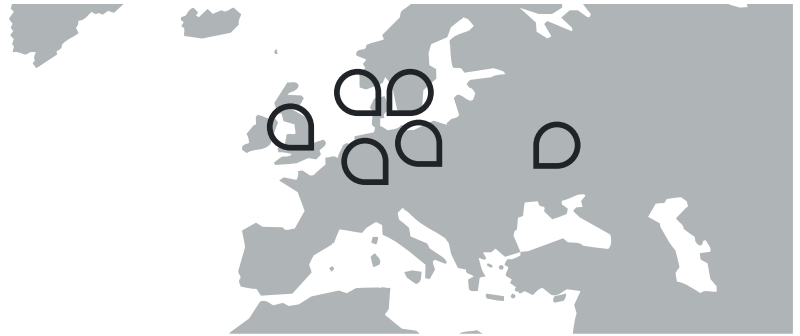
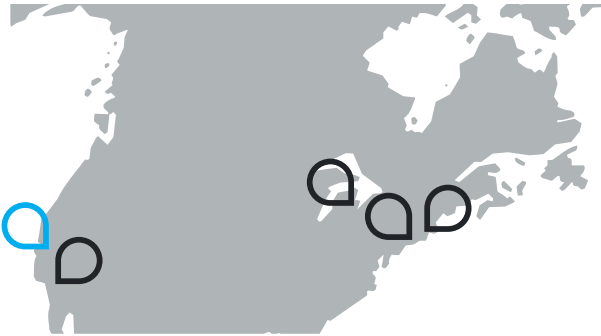
Hold learnings up against
the big picture:
Brand. Product. User.

~~GOOD~~
~~BETTER~~
BEST

Aim for perfection and be ready
to go the extra mile

"WOW" is a powerful expression
"OK" is not

Heart, Brain and Rock N' Roll
will get you there



HQ **Menlo Park**

% **New York**

% **London**

% **Copenhagen**

DS **Wroclaw**

% **Los Angeles**

% **Boston**

DS **Aarhus**

EC **Kyiv**

% **Detroit**

DS **Munich**

- DS** design studio
- EC** engineering center
- %** regional office

Headquartered in Menlo Park, we have design studios in Aarhus, Munich, Kyiv and Wroclaw; engineering centers in Kyiv and Wroclaw; and regional offices in Los Angeles, Detroit, New York, London and Copenhagen. Our 500+ employees serve start-up and Fortune 500 clients around the world with the same philosophy:

Every great idea deserves success.

NOW
LET'S
INNOVATE

www.cogniance.com

