



design
narratives

Human Design Service



Jibbing

www.jibbing.ltd
HONG KONG

Photo credits: Nadezhda-diskant PEXELS



red dot design award

Jibbing is a globally recognized and awarded **human design & research** agency providing clients with the highest expertise and quality.

Our numerous accolades, including Esomar Best Paper and several IF and Red Dot awards, demonstrate our commitment to excellence and innovation in the industry.

**Excellence
& innovation**

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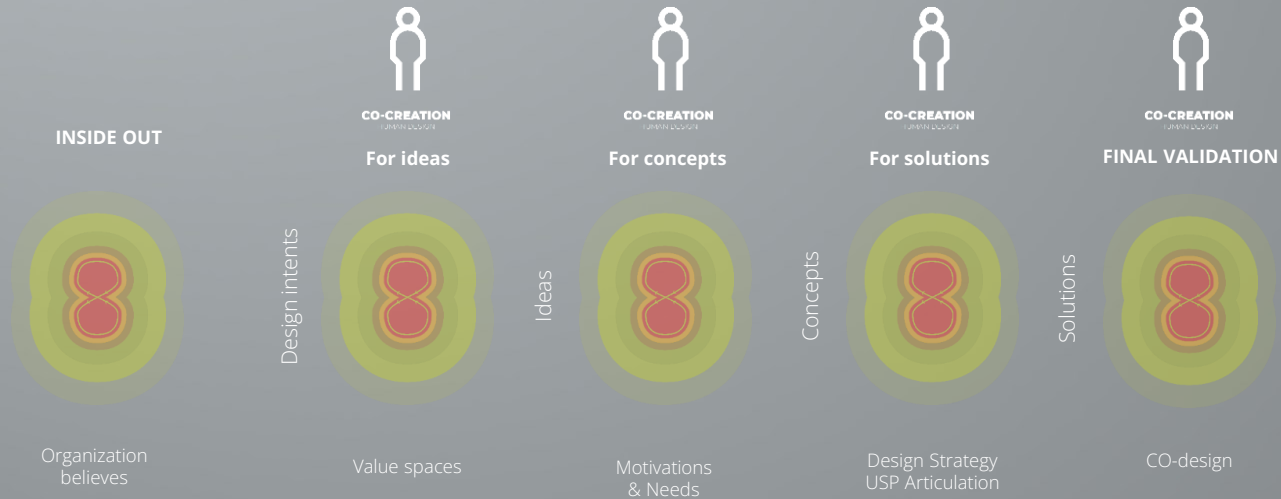
Our **product design service** is built upon a **deep understanding** of people's preferences and needs, resulting in designs that **resonate** with users and **drive success**.

Jibbing takes a holistic design and research approach that truly connects with its target audience.

People-driven design
success

Jibbing has extensive experience in product design with over **160** successful product designs in various industries, including **home appliances, audio and hi-fi, lighting products, toys, mobile phones, sports, and outdoor products.**

**Expert in product
design**



Co-creation is an awarded collaborative process involving **key stakeholders**, including **end-users**, in the design process to develop comprehensive solutions that meet their **needs** and align with organizational goals while **mitigating potential risks** and increasing buy-in and adoption.

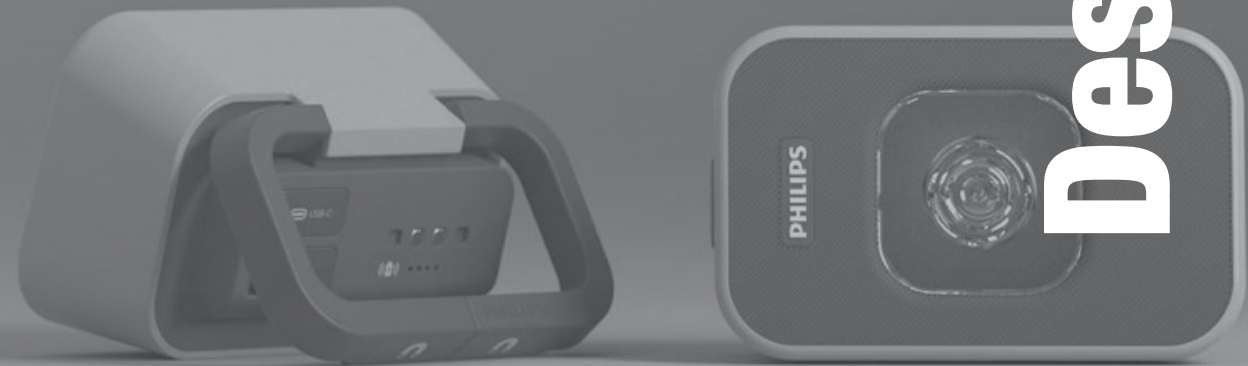
**Risk-Mitigated
Design**

Our services	DESIGN STRATEGIES	SERVICE SOLUTIONS	PRODUCT INNOVATION	PRODUCT DESIGN	PEOPLE'S RESEARCH
	A co-designed strategy is a plan that helps design teams create products or services that meet the needs and preferences of end users. It involves identifying unique selling points and translating them into design features. The goal is to ensure the final product is aligned with the end user's goals and objectives	A holistic approach to designing user-centered services involves creating a seamless experience for users across all touchpoints. This includes designing the entire user journey from start to finish. A co-created service solution will include a marketing plan for all touchpoints.	Innovation in product design can involve new materials, technologies, or categories. Co-creation can help discover unmet user needs and validate solutions, from product improvements to new categories. It's useful for portfolio planning with a validated strategy.	Co-created product design involves customers or stakeholders in the process to gain a deeper understanding of their needs, resulting in more innovative and differentiated products. Involving customers mitigates the risk of failure by providing insights on features that may have been overlooked.	People's research is a specialized market research field that helps businesses become customer-centric, launch successful products, and identify new trends. Our research service offers accurate and prompt information using qualitative and quantitative methodologies. With extensive experience across industries, we provide insights to help clients achieve their goals.
INSIDE OUT	Yes	Yes	Yes	Yes	
GAP ANALYSIS	Yes	Yes	Yes	No	
VALIDATED VALUE SPACES	Yes	Yes	Yes	No	
CO-CREATION IDEAS		Yes	Yes		
CO-CREATION CONCEPTS	Our team guides the company's design organization through the co-creation process with our experts.	Yes	Yes	Our design team expertise will provide three directions to be validated by the end user.	
CO-CREATION SOLUTIONS		Brief to execution teams	Yes		
FINAL DESIGN VALIDATION	Yes	Yes	Yes	Yes	
CO-DESIGN DESIGN TO BUILT	No	No	Yes	Yes	

Tailored Design solution

From **strategic brand design and innovative marketing strategies** to **cohesive portfolio articulation and disruptive product innovation**, we provide end-to-end solutions that drive business growth; Jibbing is your trusted partner for all your design needs.

Brand design: **Strategic differentiation**
Marketing strategies: **Innovative outreach**
Portfolio articulation: **Cohesive brand narrative**
Product innovation: **Disruptive creativity**
Product design: **User-centered solutions**
Visual mapping: **Intuitive visualization**
Visual trends: **Trend forecasting expertise**
Design to build: **Seamless production process**



**Design for
Growth**

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Our **design research lab** provides a yearly track of **lifestyle trends** and innovation themes, ensuring that each project benefits from **years of expertise** and innovation for effective and successful solutions.



Beyond today



TOMÁS ORTIZ FERRER | Design Director

Multi-awarded product designer with more than 20 years of design experience in Europe, Asia, and Latam

*Passionate about connecting innovation with people, researching and implementing products and solutions that will add meaning to technology and improve our lives
Expert in the co-creation design process with customers and strategic design thinking.*



GONZALO ROQUE | People's Research Director

More than 20 years of experience in marketing strategy and insight

Former president of SAIMO, Argentinian Society for Investigation and Marketing Opinion

ESOMAR awarded best paper 2020

Recognized by colleges as one of the 250 market research references in the world in 2022

Professor of Market Research at master level

People's research + Design Team



Jibbing has worked with numerous esteemed clients, including leading companies such as **Philips, Bosch, Corteva, Volumio, Lumileds, Holcim, and Drean.**

These important cases have allowed us to showcase our expertise in people research and product design, delivering successful solutions that meet our client's unique needs and objectives.

**Proven client
success**

Case

ALL IN ONE | NETWORK STREAMING AMPLIFIER |
VOLUMIO



VOLUMIO
THE AUDIOPHILE MUSIC PLAYER



reddot design award

WORKSHOP LAMP | MOBILE ILLUMINATION FOR THE GARAGE | PHILIPS -
LUMILEDS



Case

Case

WORKSHOP FLOOD LAMP | MOBILE ILLUMINATION FOR THE GARAGE | PHILIPS -
LUMILEDS



SMART SPEAKER | VIRTUAL ASSISTANT
PLATFORM | BOSCH



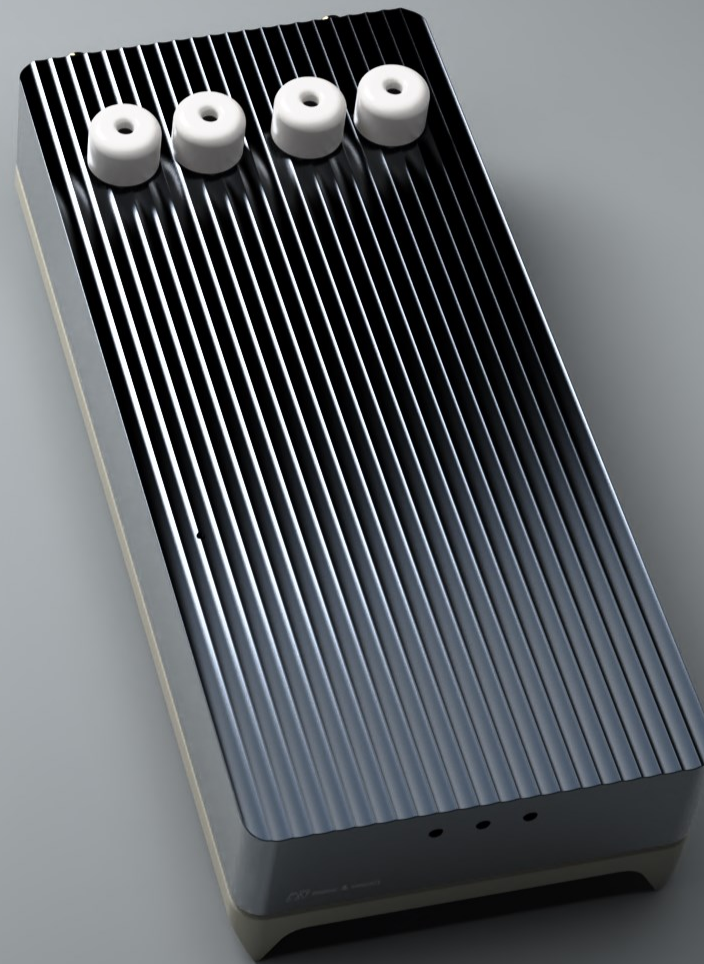
Case

SPEAKER | RECLAIMED WOOD | SOUND ARTWORKS



Case

POWER AMPLIFIER | HI-FI DIGITAL AMPLIFIER



Case

HUMIDIFIER | AUTO RE-CHARGEABLE AROMA



Case

DOLLHOUSE | WOODEN TOY | JUPITER



Case



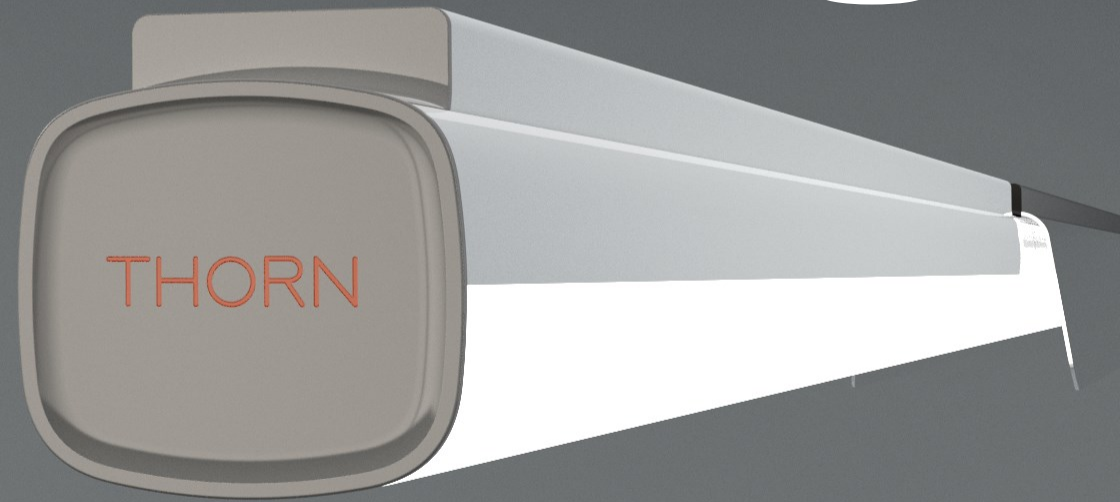
reddot design award

LIGHT BULB | CANDLE RETROFIT | PHILIPS



Case

BATTEN LIGHT | LED MODULAR LIGHTING SYSTEM | ZUMTOBEL



Case

FLOOD LIGHT | SMART FLOOD LIGHT COLOUR | ACCLAIM



Case

N5, Tai Mon Sai Rd - Sai Kung - New Territories - Hong Kong
Pampa de los Guanacos 10500 - Villa Walsdale - Córdoba - Argentina