

Brooks  Brian

zipzii

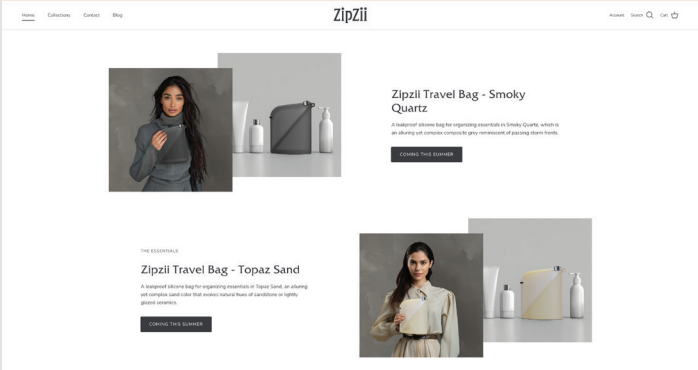
CASE STUDY



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Zipzii

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PROJECT OVERVIEW

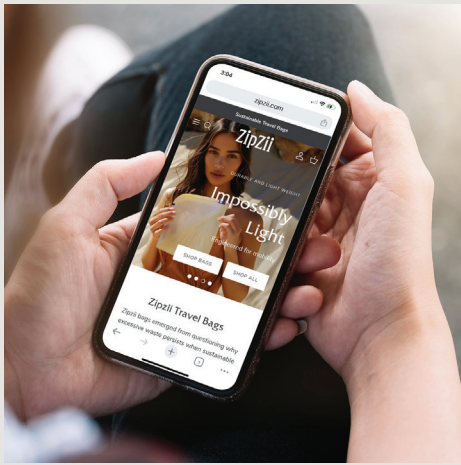
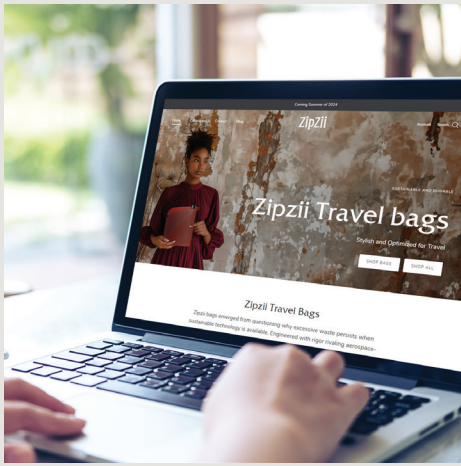
Brooks and Brian Design Studio collaborated with Zipzii to craft a comprehensive strategy for product design, branding and website design for their innovative line of sustainable travel bags. This project encompassed shaping product design, brand identity, and the creation of an engaging and immersive e-commerce platform to showcase Zipzii's dedication to eco-friendly travel solutions.

Our team worked closely with Zipzii's founders to understand their vision and translate it into a cohesive experience tailored for today's discerning and environmentally-aware travelers. By conducting thorough research, engaging in collaborative design sprints, and refining iteratively, we crafted a product line and brand identity that embodies Zipzii's core values of sustainability, functionality, and style.

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OBJECTIVES



PRODUCT DESIGN

Provide comprehensive end-to-end product design while ensuring alignment with the brand's sustainability goals.

BRAND IDENTITY

Develop a strong brand identity that is recognizable and reflects ZipZii's mission and values

WEBSITE

Create a user-friendly, visually compelling website that showcases ZipZii's products and engages customers

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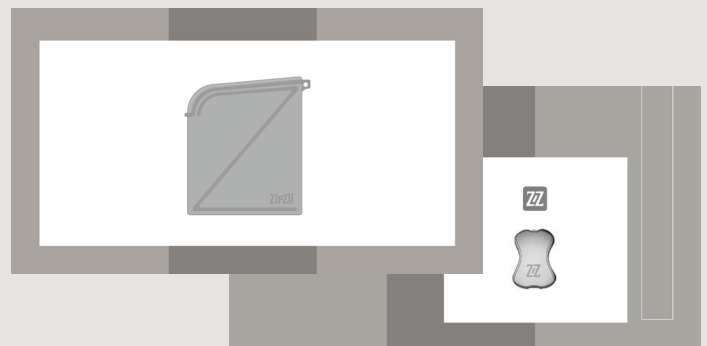
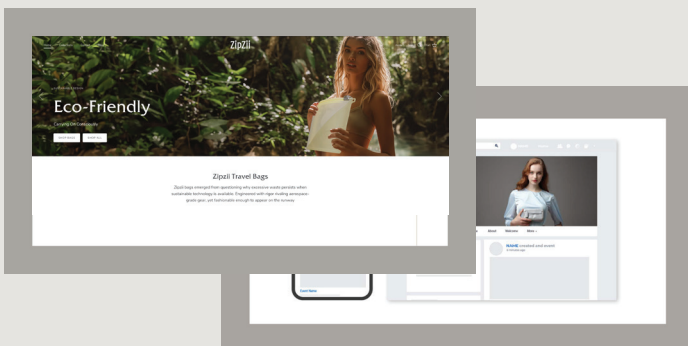
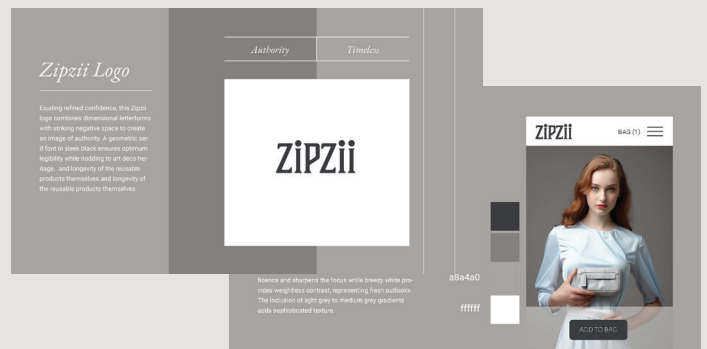
PROCESS

Comprehensive Product Design: Led the entire product design process, from initial ideation to final production. Conducted extensive research on materials, manufacturing processes, and user needs to inform design decisions

Brand Discovery: Conducted interviews with Zipzii's founders and stakeholders to gain deep insights into their vision, target audience, and competitive landscape.

Visual Identity Development: Explored multiple design directions and refined concepts based on client feedback, ultimately creating a logo, color palette, imagery/photography and typography that capture Zipzii's unique blend of sustainability and style.

Website Design and Development: Crafted wireframes and high-fidelity mockups for key pages, focusing on intuitive navigation, compelling product presentation, and seamless e-commerce functionality. Developed the website using Shopify for a robust, scalable platform.

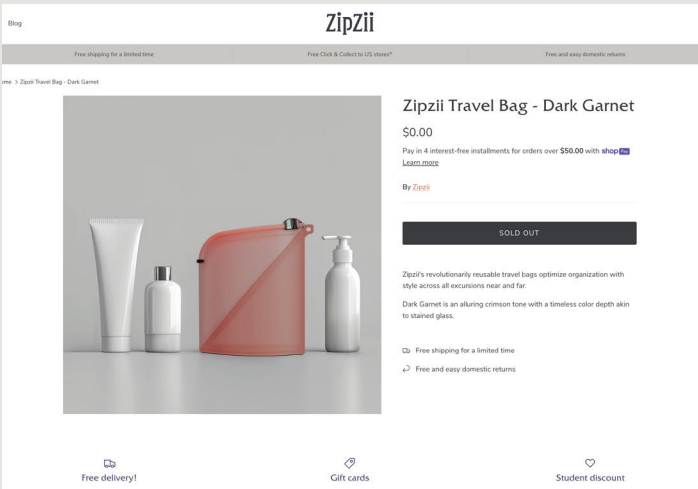
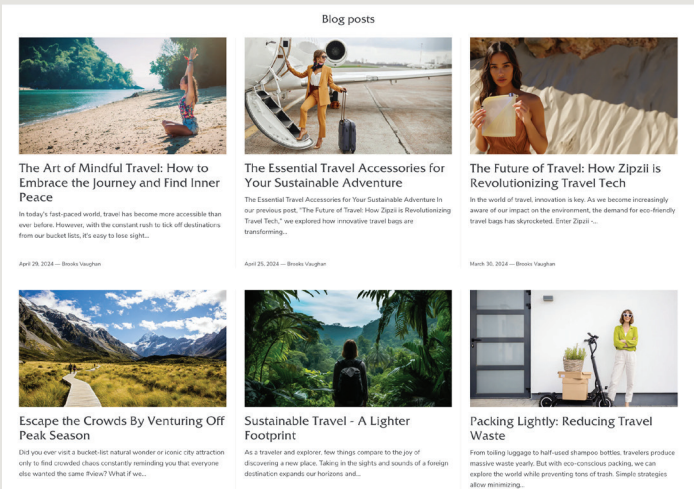


CHALLENGES AND SOLUTIONS

One of the main challenges was striking the right balance between conveying ZipZii’s sustainability message and showcasing the products’ style and functionality. To address this, we developed a brand narrative and visual language that harmoniously blends these elements, using eco-friendly colors and materials while highlighting the bags’ sleek, modern design



Another challenge was creating a website that effectively communicates the unique value proposition of ZipZii’s travel bags to a diverse target audience. We solved this by designing a user experience that guides visitors through the features and benefits of the bags, using engaging visuals, clear copywriting, and customer testimonials to build trust and encourage conversions.



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RESULTS

The comprehensive industrial design process undertaken for Zipzii's product line has been instrumental in bringing their innovative and sustainable travel bags to the manufacturing stage. Through extensive research on materials, production techniques, and user needs, the design team made well-informed decisions that optimized the products for eco-friendly and efficient manufacturing while ensuring superior quality, durability, and functionality. The new Zipzii visual identity and website have also garnered positive reception, with the cohesive visual language and compelling brand story helping establish Zipzii's presence in a crowded market.



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TESTIMONIAL

"I cannot say enough positive things about my experience while working with Brooks and Brian in bringing my concept to life. They have been true partners, from the beginning of my idea in my head to bringing it to life. They listen to my vision and ask pertinent questions and "get" my ideas to make it what I have always envisioned, and more. Brian has been with me from the very beginning to begin the process of engineering the product while Brooks has come in to bring the creative aesthetic to the design, brand and marketing. They really work well as partners and bounce ideas off each other to come up with ingenious concepts that have exceeded my expectations for the brand. They are also very good at clearly communicating expectations and deliverables all along the way, while meeting the agreed upon timelines for deliverables. I would highly recommend this dynamic duo to bring to life your vision, that will be better than you even imagined!"

Dayna McAdams - Founder of Zipzii

