

## Brand commercialization to Asia



## Ergonomics test marketing



## Unifying a worldwide brand

Supplier Qualification System (SQS)

How to register

Field	Required	Optional
Registration Number	<input type="checkbox"/>	<input type="checkbox"/>
Company Name	<input type="checkbox"/>	<input type="checkbox"/>
Company Address	<input type="checkbox"/>	<input type="checkbox"/>
Company Website	<input type="checkbox"/>	<input type="checkbox"/>
Company Email	<input type="checkbox"/>	<input type="checkbox"/>
Company Phone	<input type="checkbox"/>	<input type="checkbox"/>
Company Fax	<input type="checkbox"/>	<input type="checkbox"/>
Company Logo	<input type="checkbox"/>	<input type="checkbox"/>
Company Documents	<input type="checkbox"/>	<input type="checkbox"/>

## Research design on Dutch runners



## Gamers' interface research design



# Sharon Goh's Design Research works

# Brand unification for Shell



## 1. Shell Brand consultation

**The Pecten**  
Our logo is our primary messenger. As such, it must be prominently present on all Shell communications.

**The primary lockup**  
This is the "delivery system" that helps integrate and elevate the Pecten into appropriate communications.

**Messengers**  
These are the sub-brands, business names or initiatives within the Shell organization which might be delivering a specific message.

**Supporting icons/graphics**  
These easily digestible visual references help visitors, clarify and/or enhance a messenger's claims.

**Sub-brands**  
FuelSave  
ADVANCE

**Business names**  
Shell Aviation  
Shell Bitumen  
Shell Trading

**Functions/initiatives**  
Human Resources  
Finance  
Legal  
Real Estate  
Diversity and Inclusion

**Product/Partner shots**  
**Partner/Third-party brands**  
**Features and icons**  
**Information graphics**

Provide brand consultation to design agencies and Shell design teams worldwide

## 2. Print Communications design

**Supplier Qualification System (SQS)**  
For global visibility of Shell suppliers  
www.shell.com/shell

**How to register**

SQS provides a secure environment, available 24/7, to register and update your company information. The registration process is split into two stages. Together, they will ensure you are qualified to supply Shell. The number of submitters that you can add is determined by the amount of submitters that you are qualified to supply.

Remember SQS is only available in English.

To become a registered supplier you need to do the following:

1. Fill out an application form and complete the Stage 1 questionnaire  
2. You will be asked to fill out the application form and provide general information about your company and the product and services you supply. Once this form is completed, you will be asked to fill in the Stage 2 questionnaire and provide information and evidence related to finance, health and safety, quality management, insurance, products and services, Corporate Social Responsibility (CSR) policies and legal documents. This includes the payment of an annual membership fee to cover system maintenance and management costs.

**Supplier Assessment**  
Once you have your company profile set up, you may also be required to undergo a further assessment of your company's health and safety and/or financial and/or CSR policies. These further assessments are covered under the annual subscription fee.

STATUS	COMPANY	ADDRESS	STATUS
Application	Apply via SQS	Application	Application
Site visits	Site B. Approval	Site B. Approval	Approved
Site visits	Site C. Approval	Site C. Approval	Approved
Site visits	Site D. Approval	Site D. Approval	Approved
Site visits	Site E. Approval	Site E. Approval	Approved
Site visits	Site F. Approval	Site F. Approval	Approved
Site visits	Site G. Approval	Site G. Approval	Approved
Site visits	Site H. Approval	Site H. Approval	Approved
Site visits	Site I. Approval	Site I. Approval	Approved
Site visits	Site J. Approval	Site J. Approval	Approved
Site visits	Site K. Approval	Site K. Approval	Approved
Site visits	Site L. Approval	Site L. Approval	Approved
Site visits	Site M. Approval	Site M. Approval	Approved
Site visits	Site N. Approval	Site N. Approval	Approved
Site visits	Site O. Approval	Site O. Approval	Approved
Site visits	Site P. Approval	Site P. Approval	Approved
Site visits	Site Q. Approval	Site Q. Approval	Approved
Site visits	Site R. Approval	Site R. Approval	Approved
Site visits	Site S. Approval	Site S. Approval	Approved
Site visits	Site T. Approval	Site T. Approval	Approved
Site visits	Site U. Approval	Site U. Approval	Approved
Site visits	Site V. Approval	Site V. Approval	Approved
Site visits	Site W. Approval	Site W. Approval	Approved
Site visits	Site X. Approval	Site X. Approval	Approved
Site visits	Site Y. Approval	Site Y. Approval	Approved
Site visits	Site Z. Approval	Site Z. Approval	Approved

Please visit [www.shell.com/shell](http://www.shell.com/shell) to start the registration process.

Create promotional materials for Shell and other joint partners

Shell is a global oil and gas corporation in the Netherlands. Aiming towards unifying the brand, I advise and strategize the designs that are created across the world in our Shell Brands International team.

## 3. Brand Design policy writing

**MY NEWS**  
GETTING THE MOST OUT OF MY NEWS

Week 1 - May 2012

**MY NEWS**

**Product/Partner shots**  
**Partner/Third-party brands**  
**Features and icons**  
**Information graphics**

Implement brand policies for different Shell communications to educate the design teams worldwide via online training

## 4. Exhibition design



Devise standardized exhibition designs to cater for different configurations

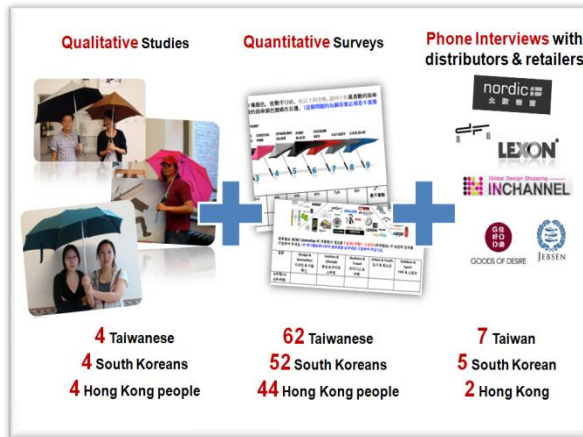


# Brand commercialization to Asia



senz° is a premium umbrella Dutch brand in Europe, where I helped the company commercialize their brand to the Asian Pacific market.

## 1. Consumer research testing



Conducted NetQ consumer studies in Taiwan, Hong Kong, Japan, China, Australia and Korea

## 2. Sales potential research



Predicted their future sales potential across the Asia Pacific in shops and online sales

## 3. New products and retail design



Used SPSS analysis to predict possible new products senz° can venture into

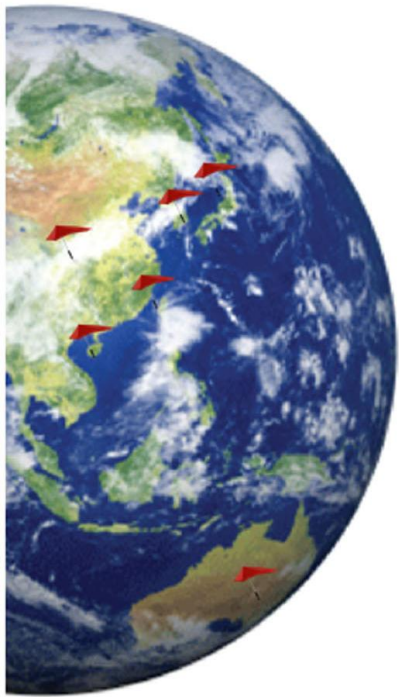
## 4. Marketing plan for personas



Created a media marketing plan aimed towards the target personas in Asia

# senz° product marketing

- Targeting towards asia pacific



Photos for senz° asia



Contrasting colors



Fashion



Story of co-founder



Call for donations

Promoting senz° umbrellas in the Asia Pacific through Facebook, Twitter and local news

senz° asia news



China Xinhua news



Interview of senz° founder



senz° stunt footage



Korean TV variety show



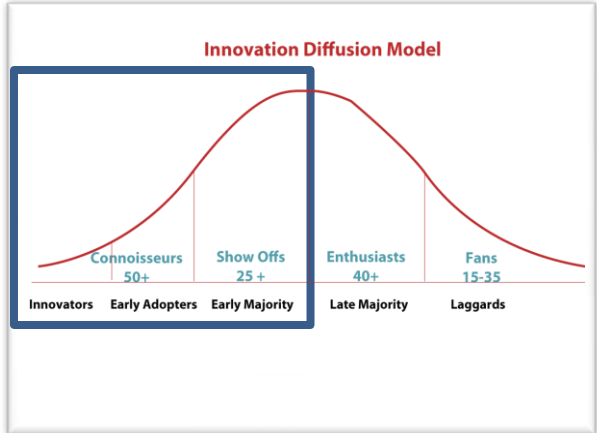
Taiwan SBS news

# Ergonomics test marketing



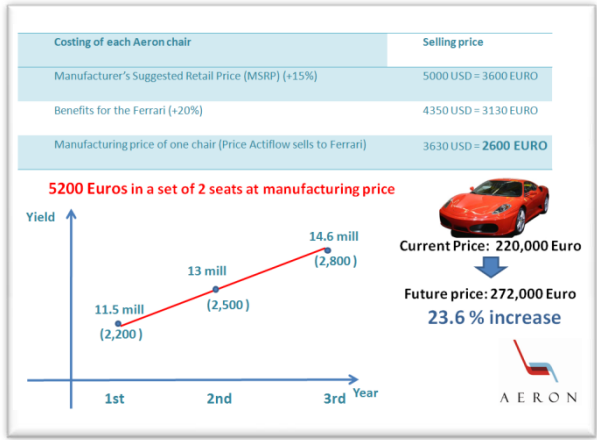
Actiflow BV is an aerodynamics parts supplier for Ferrari. I investigated on how they can harness their aerodynamic technology to reinvent Ferrari's F430 interior.

## 1. User Test Market Identification



Identified Ferrari drivers to be mainly **50 year old male connoisseurs** or **25 year old male show offs**, using the innovation model

## 3. Competitive sales pricing



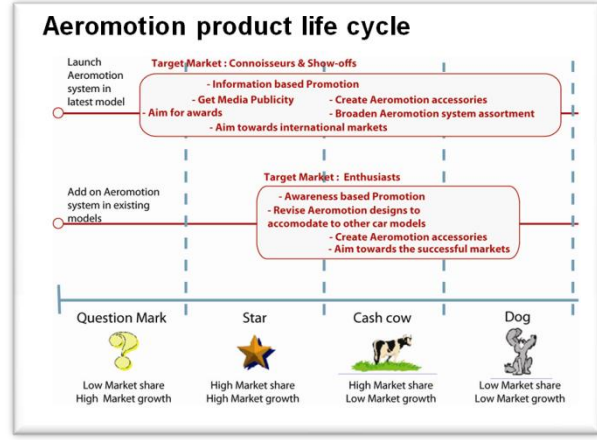
Considered how much Ferrari cars can be competitively priced with the new chair design incorporated

## 2. Prototype safety design



Designed **aerodynamic tactile responses** within car seats through user testing towards safety awareness

## 4. BCG Growth matrix marketing



Studied where **Ferrari cars would sell** using the **Boston Consulting Group matrix**

Pushing  
boundaries

"Breakthrough in automotive  
interior technology."

Playful

"Interacting with you throughout  
your journey"



AEROMOTION



Ferrari

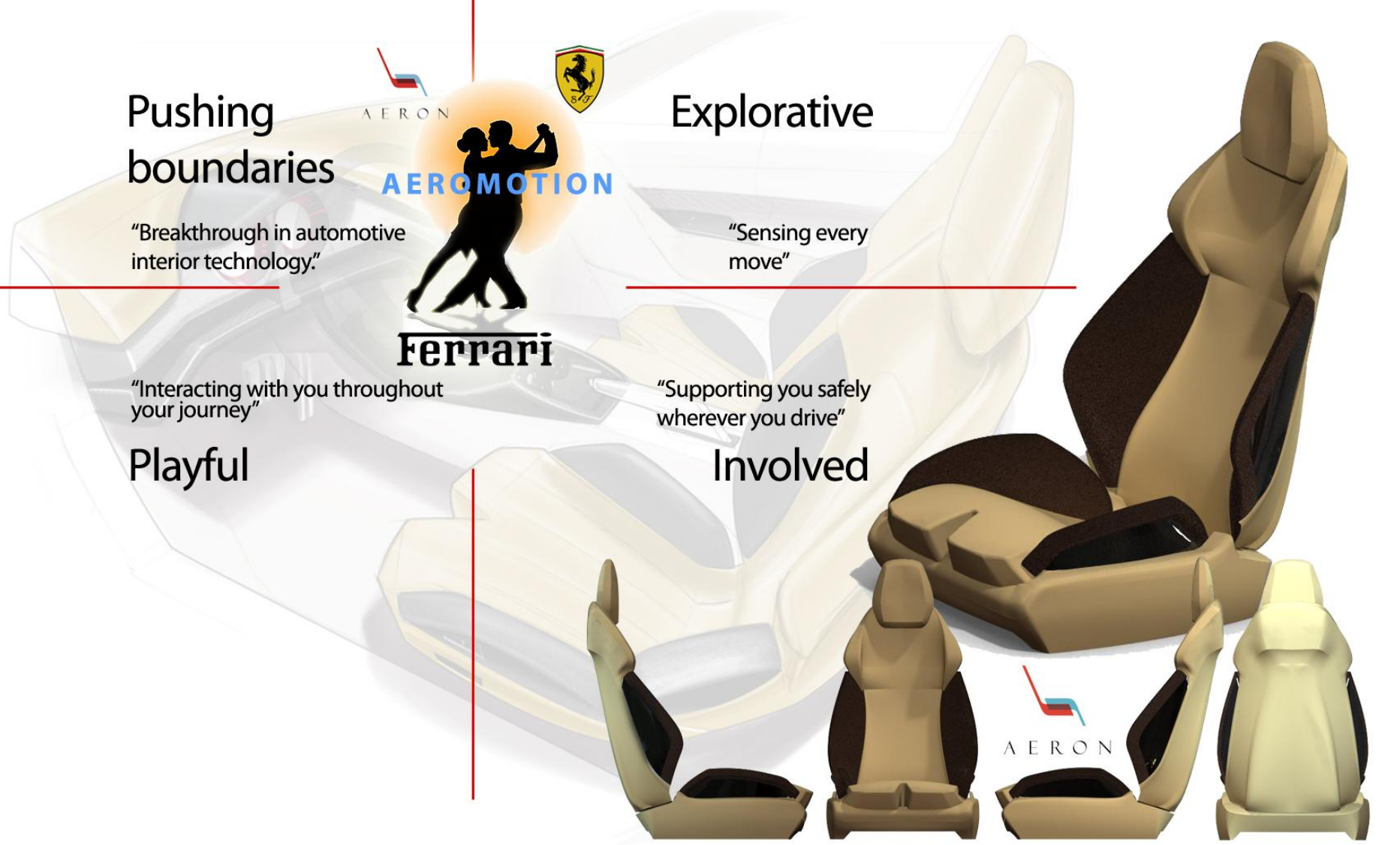


Explorative

"Sensing every  
move"

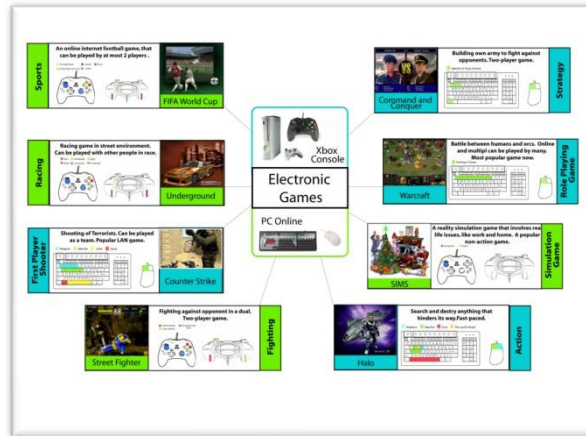
"Supporting you safely  
wherever you drive"

Involved



# Gamers' interface research design

## 1. Game control play research



Surveyed computer gamers on their favorite computer games are and how they play

## 2. Competitor analysis

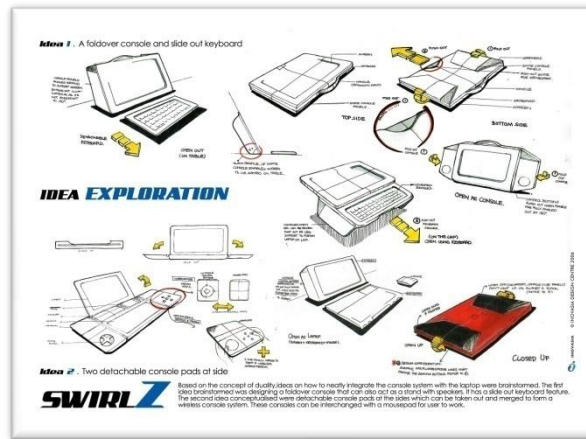


Analyzed other rival gamers' laptop brands



Intel is one of the largest chipmaker in the world. My task was to create a gamer laptop to extend their product range.

## 3. Design Ideation



Analyzed the buttons gamers commonly used, and how a **gamer's laptop can be designed to be compact and sleek**

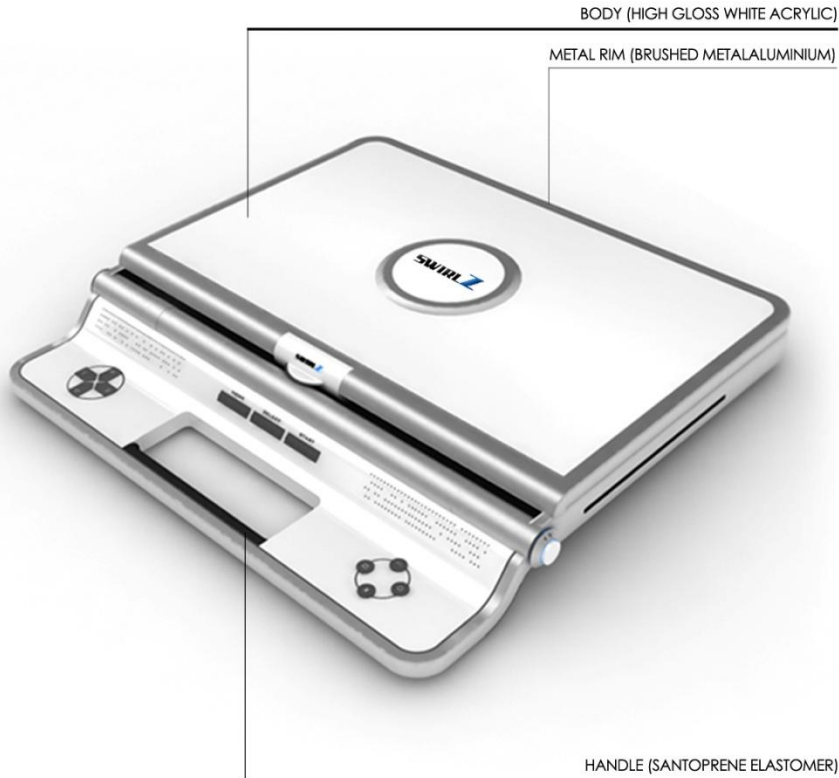
## 4. Product interface design



**Turntable laptop with console** designed to maximize the ultimate gaming experience with enhanced light and sound

Designed for compactness, the materials considered have to be lightweight and durable. Hence, brushed metal aluminium is used to make the metal rim, while the cover is made of high gloss white acrylic. The handle is lined with Santoprene elastomer to provide a good grip.

## COMPACT



By just turning the screen, the laptop can be used in keyboard or console mode to provide the user the ultimate experience. Sound is also an important element in gaming, hence the volume can be controlled at the side bar easily.

## SOUND ACTION



# SWIRLZ

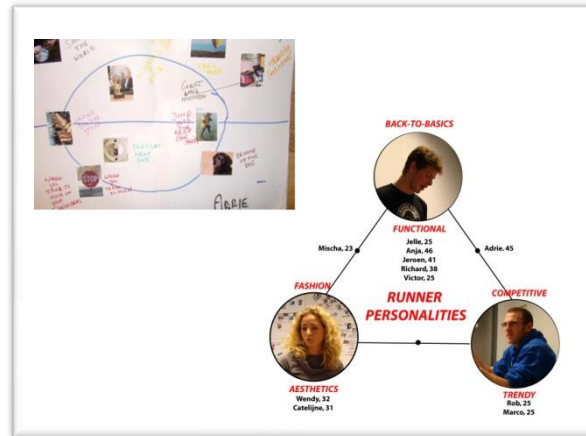
This project was well received by the Intel company in the US. They liked the duality concept of the console and keyboard, and also its modern look. The blue and white colours used also represented their company corporate colours. Hence, this project was studied further to discuss with the prototyping company the materials that can be used to make it lightweight and durable.

# Research design on Dutch runners



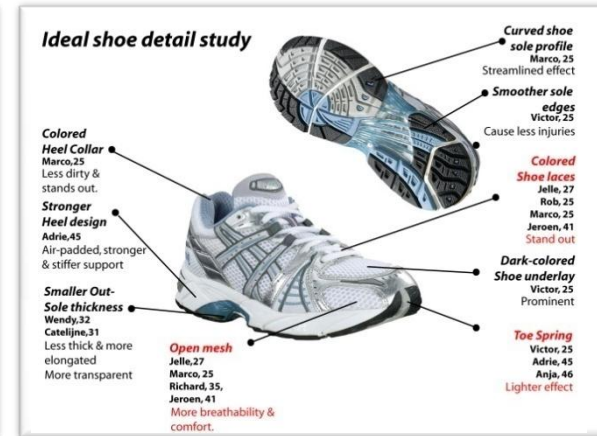
Asics is a Japanese shoe MNC company. My task is to conduct local research to help them redesign their running shoes to make it more fashionable in the Netherlands.

## 1. Context mapping techniques



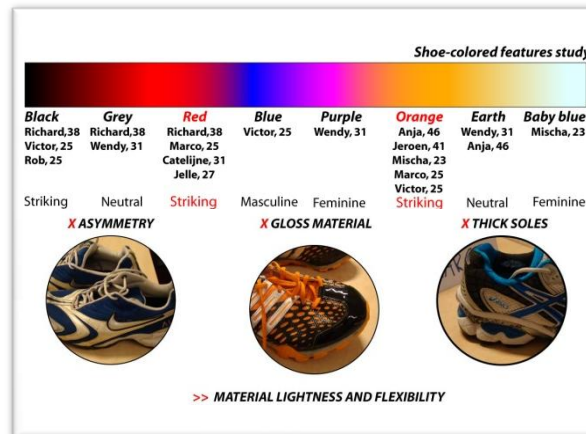
Conducted a creative session for Dutch runners for Asics using **context mapping**

## 2. Shoe design research



Considered the runners' feelings towards running and their **favorite shoe design**

## 3. Color and details studies



Provided **3 color and material directions** for Asics to improve their shoe designs

## 4. Runner personas mapping



Identified 3 Asics runner personas – **competitive-minded, fashionable-oriented, back-to-basics**

**Thank you for viewing my portfolio!**

**“Life is as high as the sky, You’ll never know what you can design, unless you try.”**

**sharon goh**

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