

# Design Playbook



**Design Thinking for Digital Marketers:  
Integrating Creativity into Everyday Strategies**

**ktc**

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# Introduction

Dear Reader,

Welcome to your new compass in the marketing world: the Design Playbook. This isn't just any guide; it's your behind-the-scenes access to enhancing your marketing strategies with a sprinkle of design thinking. This playbook was crafted to bridge the gap between digital marketing practices and the dynamic world of design methods. It's here to show you that integrating design thinking into your marketing isn't just about making things look pretty—it's about creating more impactful campaigns that truly connect with your audience and achieve your client's goals.

Our journey through this playbook follows the marketing process you're familiar with, but with a twist. We dive into each stage, from crafting proposals to the execution of campaigns, and match it with design methods tailored just for that phase. It's like having a secret ingredient for each step of your recipe. But it won't leave you guessing on how to mix it in. For each method, this guide will walk you through the whens, the whys, and the hows. When should you use it? Why is it the right choice? How can you apply it effectively? And, most importantly, what outcomes can you expect? By the end of it, you'll be able to wield these methods like a pro, enhancing your campaigns with insights and creativity that resonate deeper with your customers and align seamlessly with your client's ambitions.

So, whether you're looking to shake up your strategy, deepen customer connections, or simply inject a bit of innovation into your work, this playbook is your gateway. Let's redefine what it means to create in the marketing space together.

Here's to crafting campaigns that don't just speak to your audience but engage them in a conversation.

Good luck on your journey ahead!



# 01.



## Horizon One

### Customer Experience



In Horizon One of the roadmap, the focus is on foundational engagement and insight generation, a stage crucial for establishing a deep connection with new clients and laying the groundwork for effective customer experiences.

In this stage, design methods such as explorative interviews, customer journey mapping, and personas become invaluable tools. These methods allow ktc to dive deeply into the lives and preferences of their target audiences, uncovering nuanced insights that can inform tailored, resonant marketing strategies and product offerings. By incorporating design thinking into project proposals,

ktc can demonstrate a proactive effort to understand and engage with the client's audience and grasp the intricacies of their industry. This approach not only showcases the ktc's commitment to delivering meaningful and impactful customer experiences but also positions the brand as an insightful, empathetic partner in the tender process. Leveraging design in this way enhances the brand's proposal, making it more compelling and competitive by evidencing a deep understanding of the client's needs and the broader market context, thereby increasing the chances of attracting new clients and maintaining them.

## Method:

# Explorative Interviews

Explorative interviews are a powerful tool in the design playbook, especially tailored for marketers seeking to dive deeper into their audience's needs, motivations, and challenges. This method is particularly useful in the early stages of the marketing process, where understanding the nuanced desires of your clients' customers can significantly shape the direction and effectiveness of your campaigns. Let's explore how explorative interviews can become a cornerstone of your strategy.

### When

Utilize explorative interviews at the outset of your campaign planning. They are most beneficial when you're in the discovery phase, looking to gather rich, qualitative insights that surveys and quantitative methods might not uncover. Whether you're venturing into a new market, introducing a novel product, or aiming to reposition an existing brand, these interviews can provide the foundational knowledge needed for informed decision-making.

### Why

The depth and nuance that explorative interviews offer are unmatched. They allow you to hear directly from your audience in their own words, providing a level of understanding that goes beyond mere statistics. This method helps identify not just what your customers do, but why they do it – revealing their deeper motivations, frustrations, and aspirations. Armed with this knowledge, you can tailor your marketing strategies to resonate more profoundly with your target audience, aligning more closely with their values and needs.

### How

#### Select Your Participants

Aim for a diverse group that represents the breadth of your target audience. Consider different demographics, behaviors, and usage patterns.

#### Craft Open-Ended Questions

Design your questions to encourage detailed responses. Avoid yes/no questions. Instead, ask about experiences, feelings, and opinions.

#### Conduct the Interviews

Whether in person, over the phone, or via video call, ensure you create a comfortable environment that encourages openness and honesty.

#### Listen Actively

Be present, and listen more than you speak. Follow up on interesting points with further questions to dive deeper.  
**Analyze and Synthesize:** After conducting your interviews, look for patterns, themes, and insights that can inform your marketing strategies.

#### Outcome

The outcome of explorative interviews is a rich tapestry of insights that provide a deep understanding of your audience's world. You'll have a collection of stories, quotes, and observations that bring your target market to life, allowing you to create more effective and empathetic marketing campaigns. By aligning your strategies with the real needs and desires of your customers, you're more likely to achieve your clients' goals and forge stronger connections with your audience.



## Method:

# Focus Groups

Focus groups are a qualitative research method where a small, diverse group of people are gathered to discuss and provide feedback on a product, service, concept, or marketing campaign. This method enables direct interaction with participants, offering deep insights into their attitudes, perceptions, and opinions, facilitated by a skilled moderator.

### When

Utilize focus groups during the initial stages of product development or marketing campaign planning when you're looking to explore new ideas, concepts, or messages. They are also beneficial after a product or campaign launch to gather feedback on user experience or perception.

### Why

Focus groups provide a dynamic environment where participants can interact, leading to a rich discussion that can reveal insights not possible through surveys or individual interviews. This method allows marketers to observe firsthand the language and narratives consumers use, uncovering not just what they think but why they think that way. The interactive setting encourages participants to build upon each other's responses, offering deeper insights into consumer behavior and preferences.

### How

#### Recruitment

Select participants who represent your target audience. Aim for a diverse group to ensure a wide range of perspectives, but ensure they have some commonality relevant to the research topic.

#### Design the Session

Prepare a discussion guide with open-ended questions that prompt debate and discussion. Plan activities or stimuli, such as product prototypes or campaign materials, to elicit responses.

#### Moderate Effectively

The moderator plays a crucial role in guiding the discussion, encouraging quieter members to participate while ensuring dominant personalities don't overshadow others. They should probe deeper without leading the participants, maintaining neutrality.

### Record and Analyze

Record the sessions for later analysis. Transcribe the discussions, noting non-verbal cues and group dynamics. Analyze the data for common themes, differences in opinions, and unexpected insights.

### Synthesize Findings

Identify key insights and actionable recommendations based on the analysis. Highlight any surprising viewpoints or consensus areas that can inform your marketing strategy.

### Outcome

The outcome of conducting focus groups is a set of nuanced insights into how a segment of your target market perceives your brand, product, or campaign. These insights can inform product development, help refine marketing messages, and identify potential areas for improvement. By understanding your audience's attitudes and behaviors in a collaborative setting, you can create more targeted, effective marketing strategies that resonate deeply with your consumers.



## Method:

# Personas

Personas are fictional characters created based on research to represent the different user types within a targeted demographic, attitude, and/or behavior set that might use a service, brand, or product in a similar way. They are a vital tool in ensuring marketing strategies and campaigns are tailored to meet the needs of the audience effectively.

### When

Personas are typically developed at the beginning of the marketing process, after initial research has been conducted but before strategies are finalized and creative work begins. They help in focusing the marketing efforts by providing a clear understanding of who the target audience is and how they prefer to receive information.

### Why

The creation and use of personas allow marketers to visualize and understand their audience in a more concrete and empathetic way. By embodying key characteristics of segments of your audience into relatable profiles, teams can make more informed decisions about product features, brand messaging, content strategy, and overall marketing tactics, ensuring they resonate with the intended users. Personas help in avoiding the trap of designing for an abstract “average user,” which might not truly represent your audience.

### How

#### Gather Data

Start with collecting qualitative and quantitative data about your potential and current users through methods like explorative interviews, surveys, and analysis of existing customer data.

#### Identify Patterns

Look for trends in the data that indicate different user goals, behaviors, needs, and challenges. These will form the basis of your different personas.

#### Create Detailed Profiles

For each persona, detail their background, demographics, goals, pain points, and typical behavior. Give them a name and a face (using stock photos or illustrations) to make them more relatable.

### Incorporate Scenarios

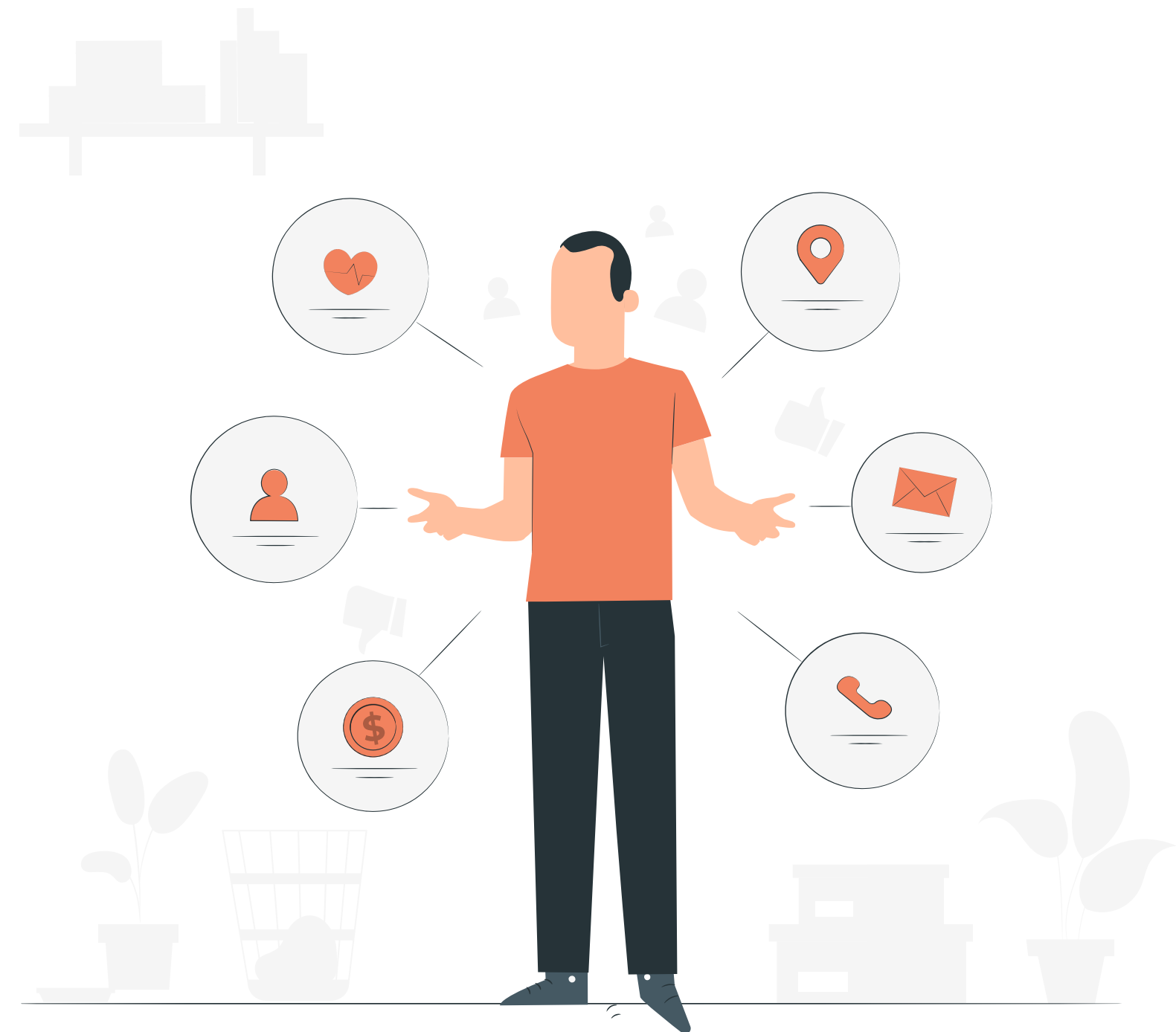
For each persona, describe scenarios in which they would interact with your product or service, including their motivations, expectations, and concerns.

### Communicate and Apply

Share the personas with your team and stakeholders. Use them as a reference in all stages of marketing planning and content creation to ensure alignment with your audience's needs.

### Outcome

The outcome of using personas is a more targeted and effective marketing strategy that speaks directly to the needs, desires, and behaviors of your most important audience segments. Campaigns and messages designed with personas in mind are more likely to engage and convert, as they can address specific user challenges and offer relevant solutions. Personas also facilitate a more user-centered approach throughout the marketing process, ensuring that decisions are made with a clear understanding of who the end users are.



## Method:

# Customer Journey Mapping

Customer journey mapping is a strategic process of creating a visual storyline of your customers' interactions with your brand, product, or service. This method helps in understanding and documenting the steps your customers go through in engaging with your company, from initial awareness to long-term loyalty.

### When

Implement this method after you have a basic understanding of your customers' personas and before you finalize your marketing strategies and campaigns. It's particularly useful when you want to improve the customer experience, identify gaps in the market, or when launching new products.

### Why

The primary reason to use customer journey mapping is to gain a holistic view of how customers interact with your brand across multiple touchpoints. It allows you to step into your customers' shoes and see your brand from their perspective, helping to identify pain points, moments of delight, and opportunities for improvement. This empathetic approach ensures that customer needs and experiences drive your marketing strategies, leading to more satisfied customers and better business outcomes.

### How

#### Define the Scope

Decide which customer persona and what part of the customer lifecycle you want to map. A journey can be mapped from initial awareness through purchase and post-purchase or focus on a specific aspect of the experience.

#### Collect Data

Use data from surveys, interviews, analytics, and other customer feedback to understand the steps customers take, their motivations, and how they feel at each stage of the journey.

### Identify Touchpoints

List all the points where customers interact with your brand, including both direct interactions like purchases and indirect ones like reading reviews.

### Map the Journey

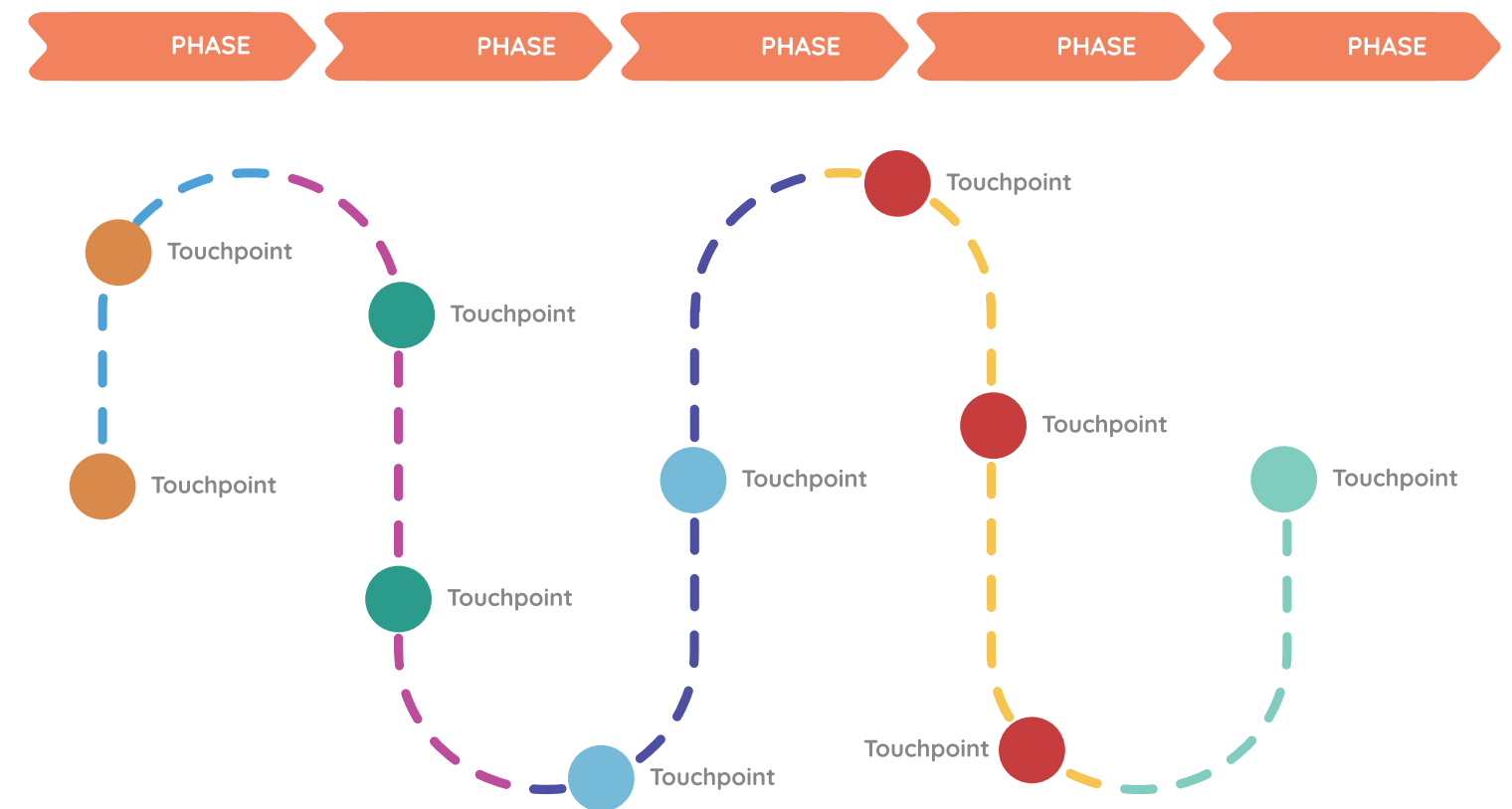
Create a visual representation of the customer journey, highlighting each step, touchpoint, the customer's goals, emotions, pain points, and opportunities for improvement.

### Analyze and Strategize

Use the map to identify areas where you can eliminate pain points, enhance positive experiences, and better align your marketing strategies with the customer journey.

### Outcome

The outcome of customer journey mapping is a comprehensive visualization that aligns your organization around the customer experience. It highlights where you can make strategic improvements to enhance customer satisfaction, loyalty, and advocacy. By understanding and optimizing the customer journey, you can create more targeted and effective marketing strategies, improve customer engagement, and ultimately drive growth and revenue for your business.



## Method:

# DESTEP Trend Analysis

DESTEP trend analysis is a comprehensive framework used for scanning the external macro-environment in which a company operates, based on six key dimensions: Demographic, Economic, Social, Technological, Ecological, and Political. This method aids marketers and strategists in identifying and evaluating the external factors that could impact their marketing strategies and business decisions.

### When

Employ DESTEP trend analysis in the strategic planning phase or when considering entering new markets, launching new products, or adjusting to changing market conditions. It's crucial for anticipating future trends and adapting marketing strategies accordingly to ensure alignment with the external environment.

### Why

Understanding the broader external context is essential for crafting resilient and forward-looking marketing strategies. DESTEP trend analysis provides a structured approach to assessing the macro-environmental factors that could influence consumer behavior, market dynamics, and business opportunities. By analyzing each of these dimensions, you can anticipate changes, identify emerging trends, and position your brand to leverage opportunities while mitigating risks.

### How

#### Demographic Analysis

Examine changes in population size, age structure, ethnic composition, and other demographic trends that could affect market demand and consumer preferences.

#### Economic Analysis

Assess economic trends such as GDP growth rates, unemployment levels, inflation rates, and consumer spending patterns to gauge the economic climate and its impact on purchasing power.

#### Social Analysis

Explore shifts in societal attitudes, lifestyle changes, cultural trends, and consumer values that could influence demand for certain types of products or services.

#### Technological Analysis

Identify emerging technologies, innovations, and changes in digital behavior that could impact how consumers interact with your brand or alter the competitive landscape.

#### Ecological Analysis

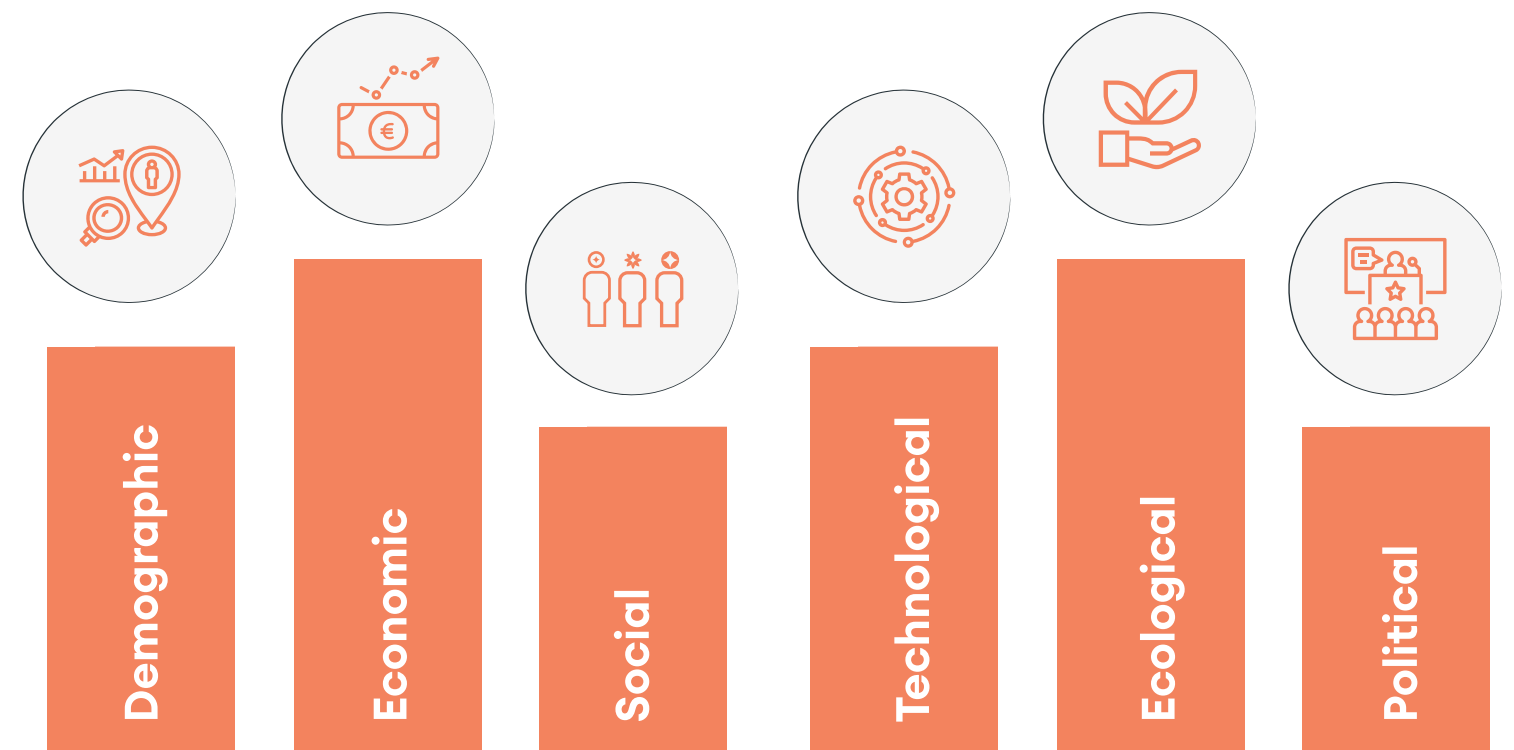
Consider environmental and ecological factors, including sustainability trends, climate change, and resource scarcity, which could influence consumer expectations and regulatory requirements.

#### Political Analysis

Analyze political conditions, regulatory changes, trade policies, and government initiatives that could affect your business operations and market opportunities.

#### Outcome

The outcome of conducting a DESTEP trend analysis is a comprehensive understanding of the external factors shaping your business environment. This analysis provides a solid foundation for strategic planning, helping you to anticipate market trends, understand potential challenges and opportunities, and make informed decisions about where to focus your marketing efforts. Armed with these insights, you can develop strategies that are not only responsive to current conditions but also proactive in capitalizing on future changes in the macro-environment.





## Method:

# 4C Analysis

The 4C analysis is a strategic tool used to understand and improve a company's position within the market. It focuses on four key aspects: Customers, Competitors, Company, and Context. This method offers a holistic view of the market environment and internal capabilities, guiding marketers in developing strategies that are both customer-focused and competitive.

### When

Utilize the 4C analysis during the planning phase of marketing strategies, when assessing new market opportunities, or when reevaluating existing strategies. It's particularly useful for aligning marketing efforts with customer needs, competitive dynamics, company strengths, and the broader market context.

### Why

Engaging in 4C analysis enables marketers to identify their target customers' needs and preferences, understand the competitive landscape, evaluate the company's strengths and weaknesses, and consider the external factors affecting the business. This comprehensive approach ensures that marketing strategies are not only effective and relevant but also resilient against changes in the market and competitive pressures.

### How

#### Customers

Start by analyzing your target customers. Understand their needs, preferences, purchasing behavior, and how they use your product or service. Identify segments within your customer base and determine what drives their decision-making.

#### Competitors

Assess the competitive landscape. Identify your direct and indirect competitors and analyze their strategies, strengths, and weaknesses. Understand their value proposition and how they position themselves in the market.

### Company

Examine your own company's strengths, weaknesses, resources, and capabilities. Evaluate how well you meet your customers' needs compared to your competitors. Identify unique assets or capabilities that can be leveraged for competitive advantage.

### Context

Consider the broader context, including technological, economic, social, and political factors that can influence your market and operations. Identify trends and external changes that could impact your business, and adapt your strategies accordingly.

### Outcome

The outcome of a 4C analysis is a strategic framework that informs more targeted and effective marketing strategies. By understanding the needs and behaviors of your customers, the positioning and tactics of your competitors, your own company's capabilities and weaknesses, and the external factors influencing the market, you can craft strategies that are precisely tailored to seize opportunities and mitigate challenges. This approach leads to improved market positioning, more efficient allocation of resources, and ultimately, enhanced competitiveness and success in the market.



## Customers



## Competitors



## Company



## Context

# 02.



## Horizon Two

Brand Positioning



In Horizon Two of the roadmap, the strategic emphasis shifts towards aligning clients' brands and products more closely with their target audience, building upon the deep customer insights and industry knowledge accumulated from the initial design-led customer experience enhancements. This deep industry knowledge and customer understanding serve as invaluable assets, enabling ktc to craft positioning strategies that are not just aligned with

current market demands but are also distinctive and deeply embedded in the brand's core identity. By integrating the Brand Pyramid and Brand DNA into this stage, ktc can offer clients a more sophisticated and nuanced brand strategy that communicates effectively with the target audience, ensuring the brand's values and messages are clear, compelling, and consistently delivered across all touchpoints.

## Method:

# Brand Pyramid

The brand pyramid is a strategic framework that helps marketers and businesses understand and articulate the layers of brand identity and value proposition. It serves as a guide to ensure brand consistency across all marketing communications and customer experiences.

### When

Use the brand pyramid during the strategic branding phase, ideally after you have conducted market research but before the full-scale execution of marketing strategies. It's crucial when rebranding, introducing a new product, or entering a new market to establish a clear and compelling brand identity.

### Why

Developing a brand pyramid enables a deeper connection with your target audience by clearly defining what your brand stands for. It helps identify the emotional and rational benefits that your brand offers, differentiating it from competitors. By articulating these layers, you ensure that all marketing efforts align with the core values and promise of the brand, creating a consistent and meaningful brand experience for customers.

### How

#### Base Layer - Features and Attributes

List the basic facts about your product or service, including its features, attributes, and functional benefits. This foundation supports the higher levels of the pyramid.

#### Second Layer - Functional Benefits

Describe what your product or service does for the customer and how it meets their needs in a way that sets you apart from competitors.

#### Third Layer - Emotional Benefits

Identify the emotional rewards or feelings that customers gain from using your product or service. This level connects with customers on a more personal and emotional level.

#### Fourth Layer - Brand Personality

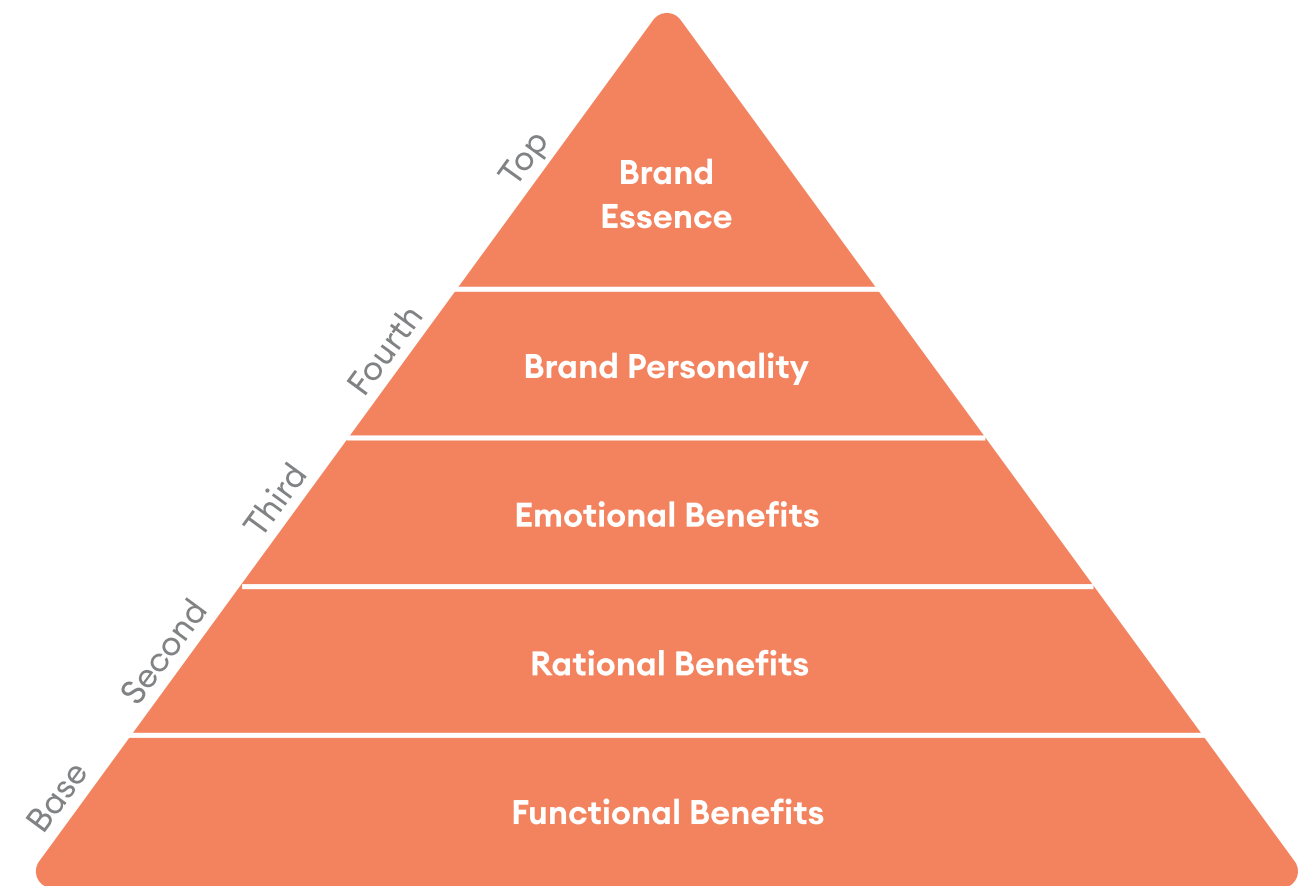
Define the character and personality of your brand. This includes the tone of voice, style, and traits that make your brand unique and relatable.

#### Top Layer - Brand Essence

Articulate the core, enduring idea that encapsulates the heart and soul of your brand. This single, overarching thought should resonate deeply with your target audience and reflect the ultimate value your brand provides.

### Outcome

The outcome of developing a brand pyramid is a well-defined and strategic brand identity that resonates on multiple levels with your target audience. It ensures that all marketing messages and customer experiences consistently reflect your brand's unique value proposition, personality, and essence. This alignment across the different layers of the pyramid helps in building a strong, memorable brand that fosters loyalty and advocacy among your customers.



## Method:

# Brand DNA

Brand DNA refers to the core elements that define and distinguish a brand's identity, encapsulating its purpose, positioning, and personality. These foundational aspects are what make a brand uniquely itself, guiding its communications, behaviors, products, and the experiences it offers to consumers. Understanding and articulating your Brand DNA is critical for ensuring consistency across all touchpoints and resonating deeply with your target audience.

### When

Developing a clear understanding of your Brand DNA is crucial at the outset of brand strategy development, before starting marketing campaigns, product design, or any form of customer engagement. It serves as the backbone for all brand-related decisions, ensuring that every action taken is aligned with what the brand stands for.

### Why

The Brand DNA provides a guiding light for all layers of an organization, influencing innovation, communication, and the overall creative direction. It ensures that the brand remains true to its core beliefs and values across different platforms and mediums. By understanding your brand's purpose, you identify its reason for being beyond just making profits; through positioning, you clarify your brand's unique value proposition and its relevance to the target audience; and by defining your brand's personality, you give it a distinct voice and character that can be consistently communicated.

### How

#### Define the Purpose

Start by articulating the brand's core belief—why it exists beyond making money. This could be a vision to change the world, a commitment to innovation, or a dedication to a specific cause. The purpose should inspire and guide all brand activities.

#### Clarify the Positioning

Determine what your brand offers and to whom. This involves understanding your target audience, the competitive landscape, and how your brand can stand out. Positioning combines the functional and emotional benefits that your brand promises to deliver to its customers.

#### Establish the Personality

Describe how your brand behaves, speaks, and looks. This is about giving your brand human traits that make it relatable and distinctive. The personality should reflect how the brand communicates, its visual identity, and the overall experience it provides.

#### Outcome

The outcome of developing a brand pyramid is a well-defined and strategic brand identity that resonates on multiple levels with your target audience. It ensures that all marketing messages and customer experiences consistently reflect your brand's unique value proposition, personality, and essence. This alignment across the different layers of the pyramid helps in building a strong, memorable brand that fosters loyalty and advocacy among your customers.



# 03.



## Horizon Three

Strategic Value Creation



In Horizon Three, ktc capitalizes on the comprehensive understanding of market trends and evolving customer needs, along with the deep insights into the client's brand identity and positioning developed in the earlier stages, to provide strategic guidance for navigating future market developments. This stage is characterized by its forward-looking approach, where ktc's accumulated knowledge becomes a strategic asset, enabling the firm to offer clients foresight into emerging market opportunities and potential challenges. Utilizing tools like DESTEP trend analysis and applying the principles of future visioning, ktc is equipped to anticipate changes in the market landscape

and advise clients on adapting their strategies to maintain and enhance their competitive edge. The fusion of detailed brand understanding with market trends analysis allows ktc to tailor recommendations that are not only aligned with the client's core identity and customer base but also proactive in addressing shifts in consumer behavior, technological advancements, and socio-economic changes. This strategic direction empowers clients to make informed decisions about product innovation, market expansion, and brand evolution, ensuring they remain at the forefront of their industry and continue to resonate with their target audience in an ever-evolving marketplace.

## Method:

# Future Visioning

Future visioning is a strategic foresight method that involves imagining and planning for potential futures to guide decision-making and innovation in the present. It encourages organizations to look beyond current trends and constraints to envision transformative possibilities for the future of their business, products, and markets.

## When

This method is particularly valuable in the early strategic planning stages, during product development, or when seeking to redefine organizational goals. It's also beneficial when an organization faces significant changes in its industry or needs to preemptively adapt to anticipated shifts in consumer behavior, technology, or regulatory environments.

## Why

The primary purpose of future visioning is to stimulate creative thinking and innovation by freeing teams from the constraints of present circumstances and immediate concerns. It helps organizations identify long-term goals and aspirations, anticipate and prepare for potential challenges, and seize opportunities that might not be apparent through conventional planning methods. By considering a range of possible futures, companies can develop more resilient strategies that are robust across different scenarios, ensuring sustainable growth and competitiveness.

## How

### Gather a Diverse Team

Assemble a group from various parts of the organization to ensure a range of perspectives and expertise.

### Research and Identify Trends

Analyze current trends in demographics, technology, economics, environmental sustainability, and political landscapes that could impact your industry in the future.

### Envision Possible Futures

Use the trends identified as a basis to brainstorm various future scenarios, ranging from optimistic to pessimistic outcomes. Consider how these scenarios could affect consumer behavior, market demand, and the competitive landscape.

## Develop Vision Statements

For each potential future, create a concise vision statement that describes the desired position or achievement of your organization within that context. These statements should be inspirational and aspirational, guiding the direction of strategic initiatives.

## Backcast Strategies

For each vision statement, work backward to identify the steps, decisions, and innovations needed to achieve that future from the present day. This reverse engineering helps in crafting actionable strategies and identifying necessary resources and capabilities.

## Integrate into Planning

Use the insights gained from future visioning to inform strategic planning, innovation initiatives, and organizational development efforts. Ensure strategies are flexible and adaptable to enable your organization to navigate toward its desired future amidst uncertainties.

## Outcome

The outcome of future visioning is a set of strategic insights and forward-looking plans that prepare an organization to navigate and thrive in the future. This method produces a clearer understanding of long-term goals, uncovers innovative opportunities, and highlights potential challenges, enabling companies to proactively shape their future rather than reactively responding to changes. By embedding future visioning into strategic planning, organizations can foster a culture of innovation and resilience, positioning themselves for sustainable success in an ever-evolving landscape.

