

# Orbital Socket **Design Thought Process**

Orbital Socket is a brand engagement company whose mission is to ignite business growth by building brands that people want to have relationships with. We develop innovative marketing platforms that connect companies and brands to their customers helping them understand, engage with and advocate for your brand. We leverage design thinking and emergent brand building principles to increase precision and impact in the marketplace.



## **Design for Relationships**

Every design project must connect with customers in a very deep and personal way. We strive to leverage design to communicate an emotional tone that opens the door for the user to take a deeper look and try to better understand your brand.

## **Design for Story**

Great design has a narrative and tells the story. Our goal for design is to draw customers in, engaging them in a way that moves them and opens them up to the possibility of having that brand as a part of their life. They buy the story that tells them why and moves them to the how and what that you do.

## **Design for Digital**

The web is a visual medium and now dominates as a primary source of information and point of connection for customers. A website devoid of images looks out of place and often gets ignored in favor of one that is well illustrated and full of rich animations and interactions. We leverage visual narrative to create purpose in web design, distilling complex scenarios into a simple dramatic arc.

## **Design for Design**

Every project is approached with purpose and deep thought with the intention of executing an outcome that makes sense and evokes an emotional response from the intended audience.

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