

CATALYST BRAND CHALLENGE

BRAND VISION GUIDELINES FOR
THE CATALYST BRAND

Contains synthesized data from Voltaire Assistant Swarm Sessions.

BRAND VISION IN DESIGN PRINCIPLES

BRAND ASSISTANT NAME 2021

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BRAND VISION GUIDELINES

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[Read more about Voltaire Assistant Swarm Sessions online.](#)

WELCOME TO THE CATALYST BRAND CO-DESIGN CHALLENGE!

<Brandname Assistant 2021>

The insights in the booklet are compounded findings extracted from Voltaire Assistant Swarm Sessions in Q2 2021. This e-book summarizes the Co-creation Brand Design Brief & Catalyst's Brand Vision, synthesized data for use in your co-design session.

//Amazing introduction text

DRAFT



CATALYST IKIGAI

A reason for being.

1

MISSION

What does your brand love?

2

VOCATION/
CALLING

What does the world need?

3

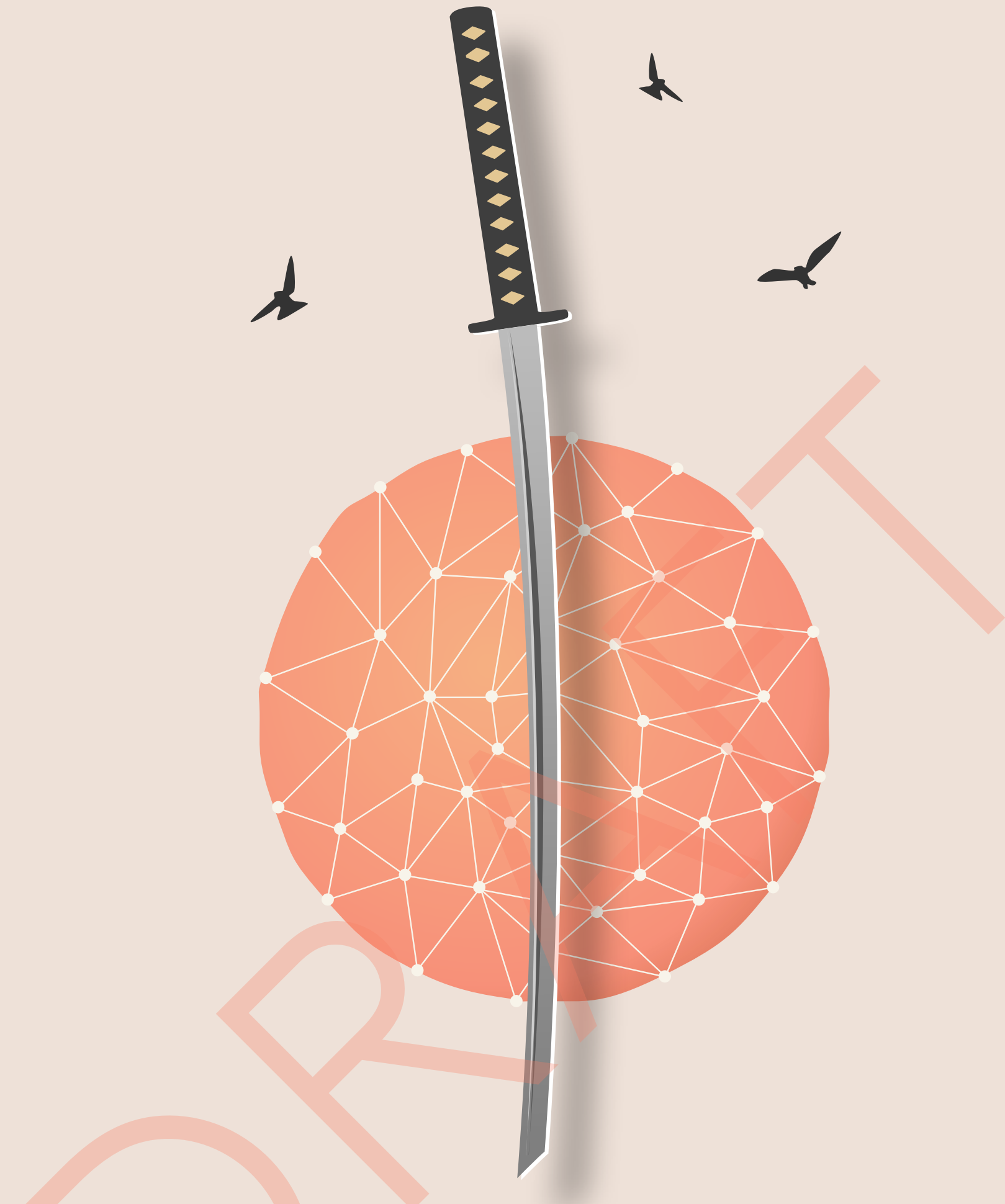
What is your brand pay for?

PROFESSION

4

What is your brand good at?

PASSION

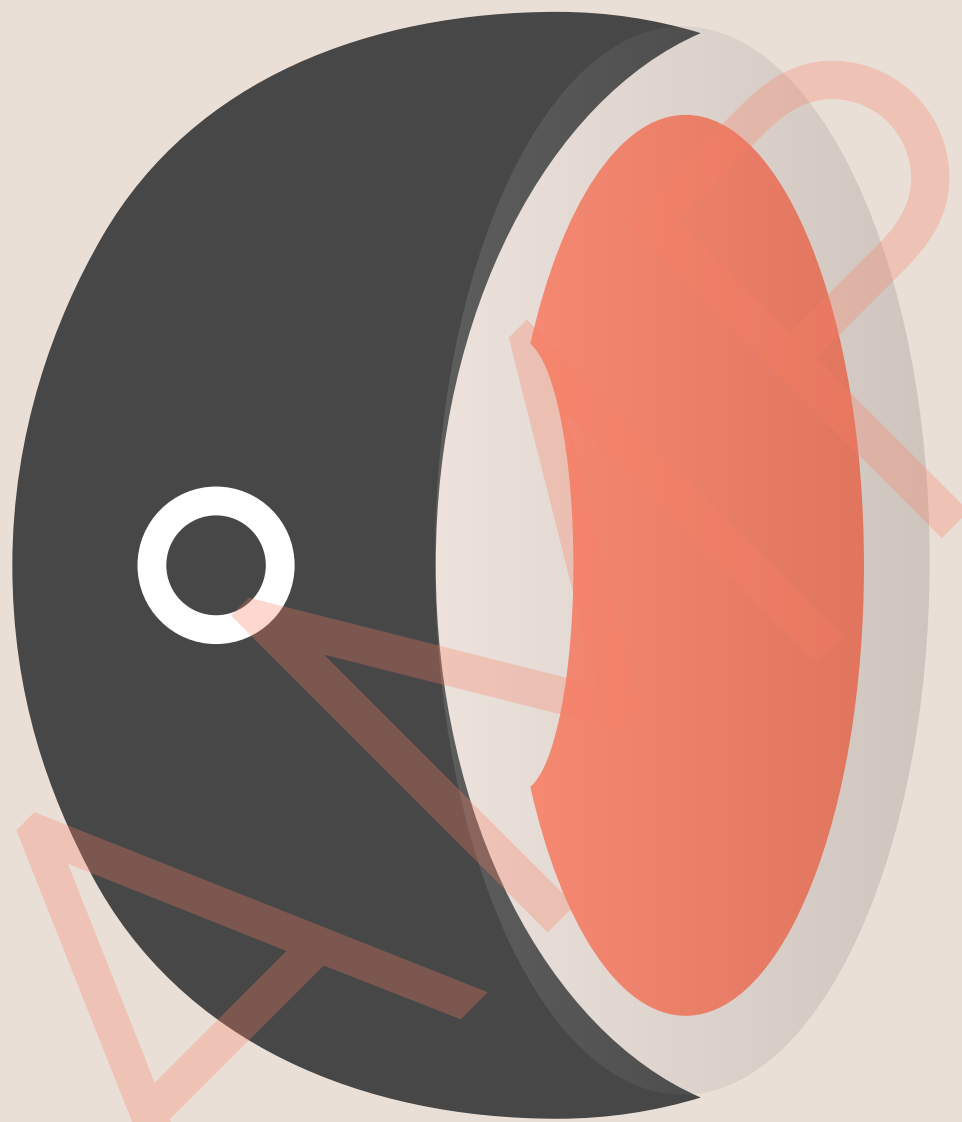


VISION STATEMENT

Evocative, inspiring, and triggering statements that guide co-design discussions.

SHIELD PRINCIPLES

A brave new you



Your bracelet towards digital freedom

**Reclaim your digital freedom and
connect with purpose.**

DESIGN PRINCIPLES FOR SHIELD

Example of Product Vision in Design Principles.

1. PERSONALITY

I am as honest and sincere as I can be for your good. I am here to reclaim your focus and revigorate the purpose of your work.

I don't joke about that, but I also like humor and laughter when time permits.

2. CHARACTER

I am here to release you of notification shitstorm and mesh connect your goal achievement with others. Time to focus. I am the boss of your digital devices, and so are you, I keep them in check for you.

3. SKILL

I learn from your actions as you go, and as a real personal assistant, I ask you confirmations in periods of rest. I like to connect you with people. I confront you for your good by challenging your routines.

4. TONE OF VOICE

I am here to give you a personal visual representation of what's is happening in your virtual world.

I yell from the rooftops that permissioned data will change the world. It most certainly will.

DESIGN PRINCIPLES FOR SHIELD

Example of Product Vision in Design Principles.

5. PURPOSE

I am the guardian of all your data, and protecting your data is my honor. My actions for your goals are concise and seamless. I won't disrupt your everyday work. Interactions must be glanceable.

6. TALENTS

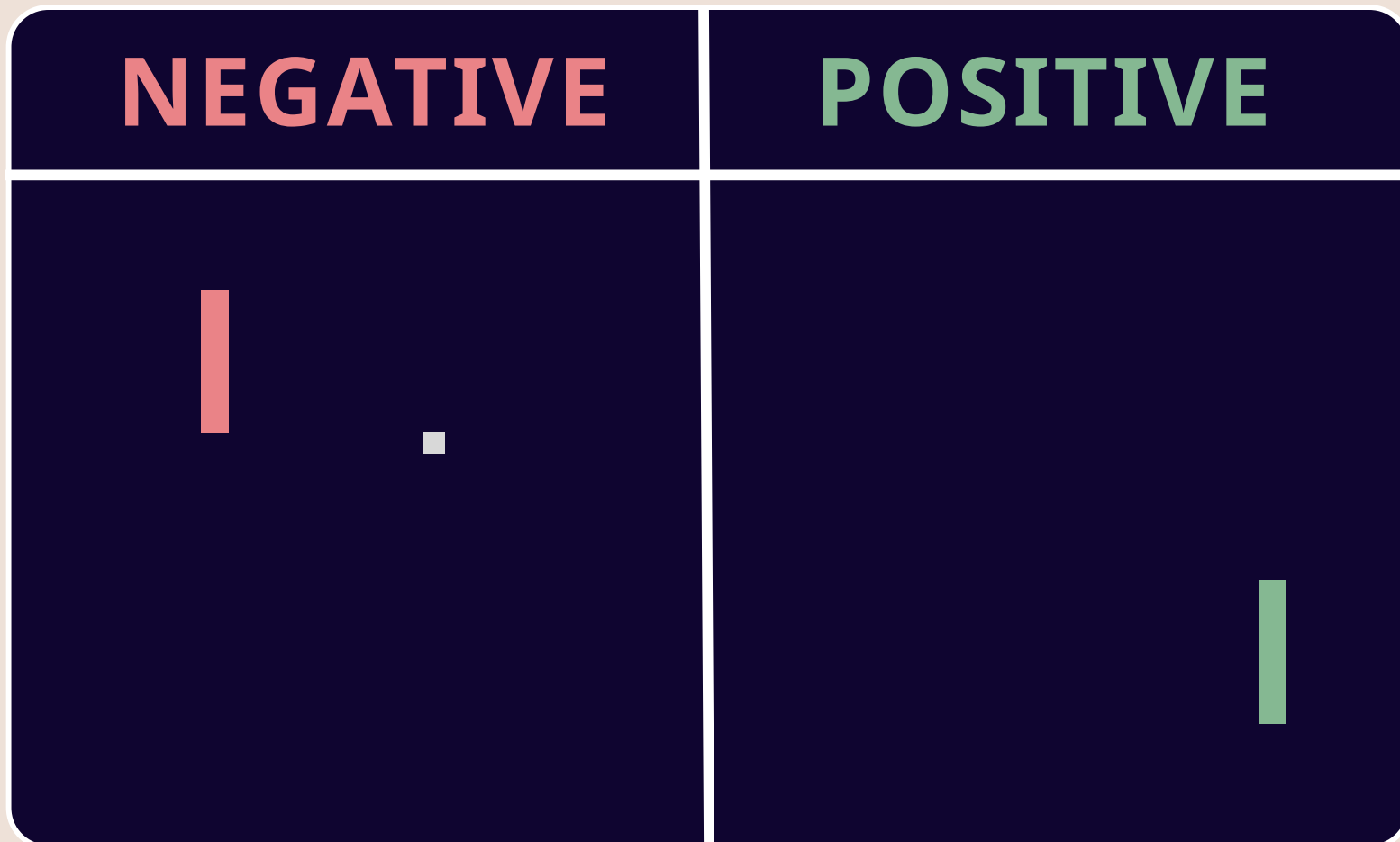
You can send me away (turn me off), but I will turn back on in the background. You only notice because you experienced a sense of flow in your work. Flow is my #1 currency.

7. LIFE STORY

I evolve and learn over time and track your emotions. I will make sure your level of digital addiction will diminish over time. Sometimes we quarrel, but most often you won't even notice me. My promise to you.

8. PASSION

I love focus & flow. I coach self-mastery. Innovation finds its roots in diversity and creativity. I connect people who want to make the world a better place. That's my passion!



EMOTIONAL SPECTRUM

Mapping the most significant emotions connected to your brand will create a frame of reference for your team and guide their design choices.

Positive Emotions top 10 / Tone of Voice



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion



Positive Emotion

Longlist of positive emotions.

Negative Emotions top 10 / Talent



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



Negative Emotion



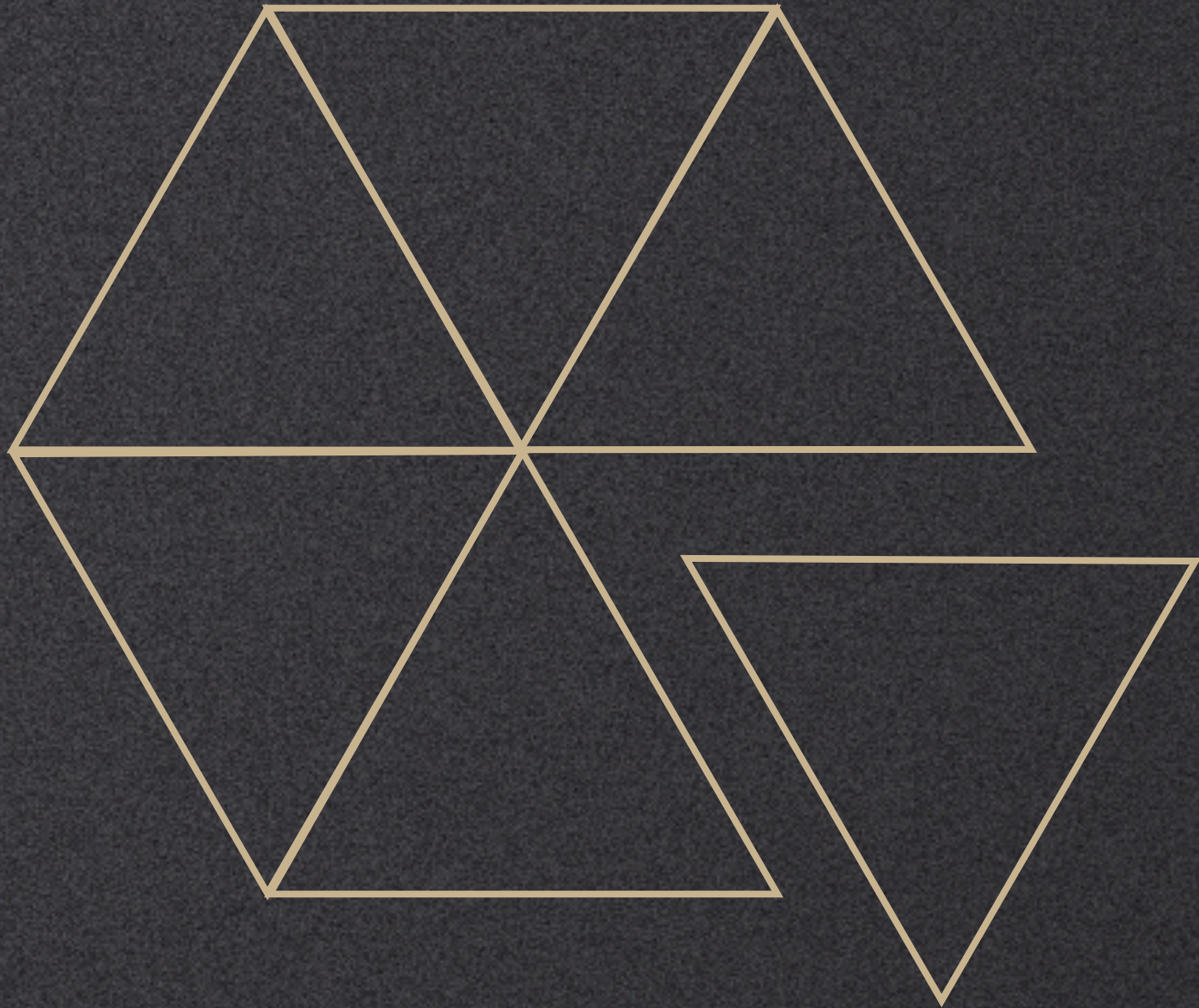
Negative Emotion

Longlist of negative emotions.



STARTING POINT FOR IDEATION

These are the prioritized ideas
stakeholders voted on.



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SUBSCRIBE TO MEANING

Build Social App and monetize digital storytelling