

Futurize. Design for brand.

ROADMAP

The future of mobile communication.

From requirements to design strategy, sketching to digital modeling, color and material to prototyping, witness the birth of a product line and the launch of Koodo's future roadmap.



Koodo Wireless partnered with DesignworksUSA to develop their next generation product line, as well as future concepts for mobile communications. DesignworksUSA provided Koodo Wireless with a new dynamic direction by leveraging their brand voice into a product design language incorporating trends from graphics, animation and feature design.

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Roadmaps tell you "where you are."

Design roadmaps tell you "where you want to go."

BMW Group DesignworksUSA.
A strategic design consultancy.

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