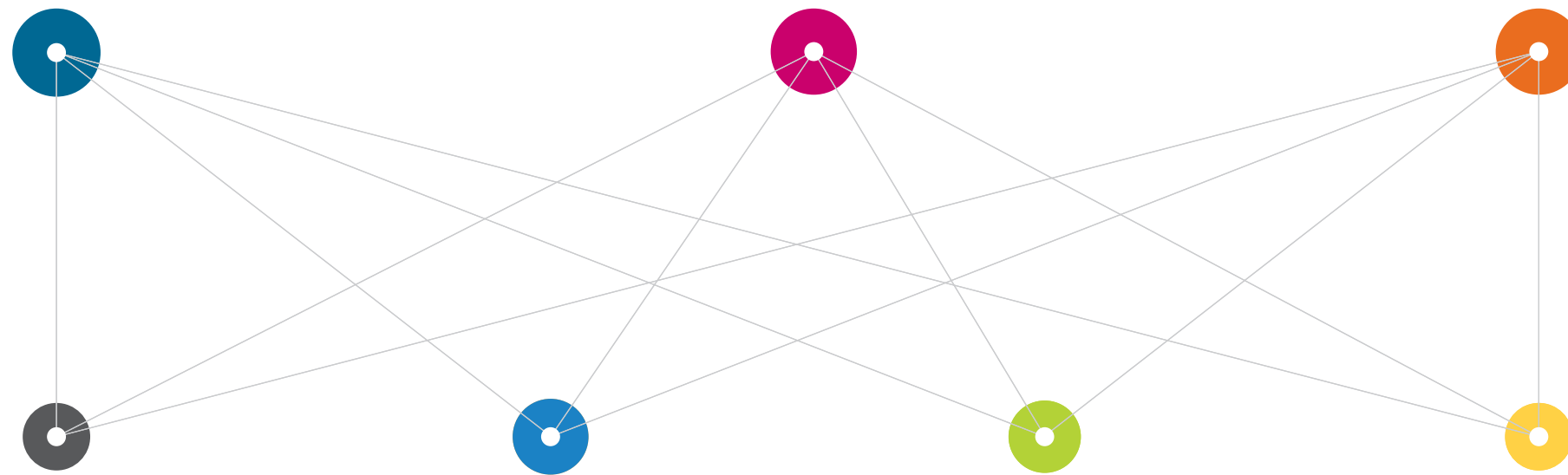


Common Skills we apply through the delivery of all of our work

Research

Develop

Manage



Product & Service

Brand & Graphic

Life Cycle Thinking

Business/Commercial

The areas we actively integrate in our workflow

A genuinely integrated team is hard to find and silos are hard to avoid. Our team has retained an overriding focus on remaining vertically integrated with most of our staff skilled in multiple domains. More than a generic statement, our work embodies this approach in a structural manner from research through to market execution.

We view integrated product/service development as our core competency.

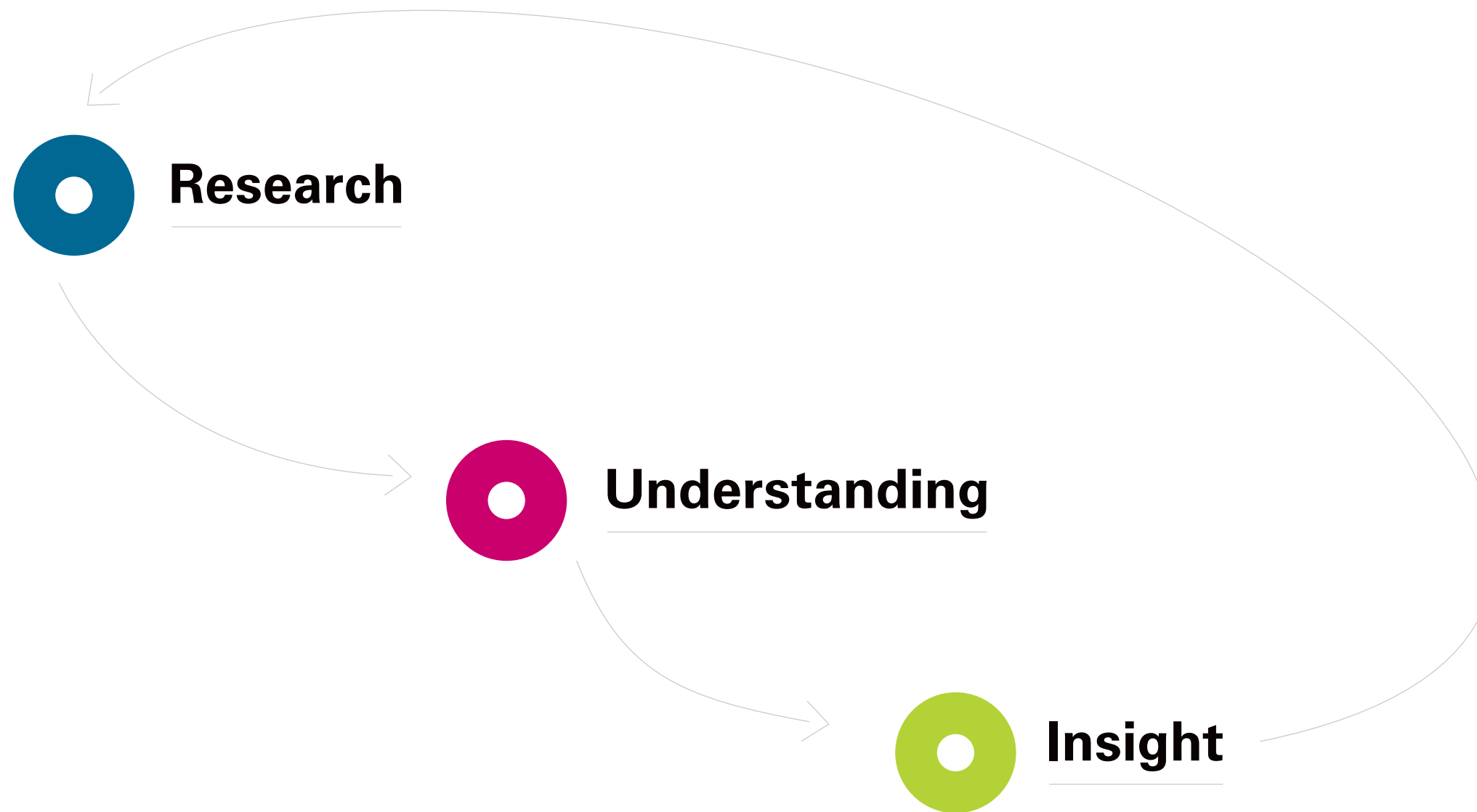
The diagram illustrates the common skills of:

- **Research:** discovery & understanding
- **Development:** growth & progress
- **Management:** control & direction

These are shared across the four key domains of services we deliver.

Product development is increasingly complex and requires an interconnected approach to be effective, and to deliver original and insightful solutions.

In business there are no lines neatly separating the delivery of a successful programme to market. It takes commitment across all areas to succeed. Our team will often augment a company's internal capability during the commercialisation process, assisting to drive the process and ensure milestones are met, and deliverables achieved.



The Simple Research Loop

Our research driven approach is underpinned by a simple research loop. This applies to quantitative research through idea generation and development through to productionisation.

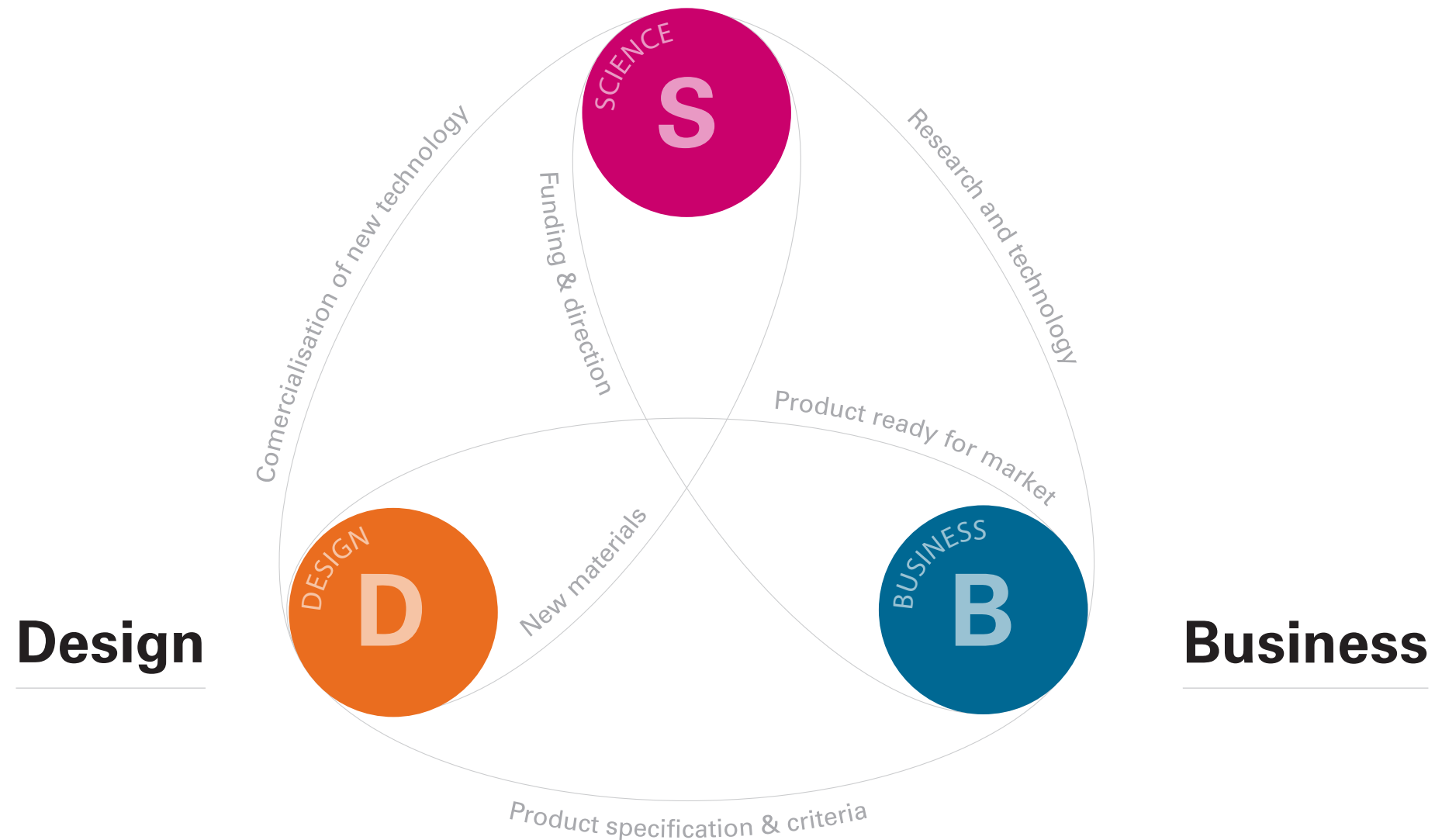
The word 'Research' means 'a systematic investigation in order to establish facts or reach new conclusions' (Oxford University Press, 1985). Our work differs from fundamental research, as it is always 'Applied'.

The word 'Applied' refers to the fact that our research is always used in a real world application. It is not undertaken to generate conference papers (although it seems to do this on an alarmingly frequent basis).

Applied research can incorporate anything from:

- The structured application of scientific investigation toward achieving commercial goals
- User Centred Design
- Design Research; Investigation of business models
- Engineering analysis

Science



The Design/Business/Science matrix.

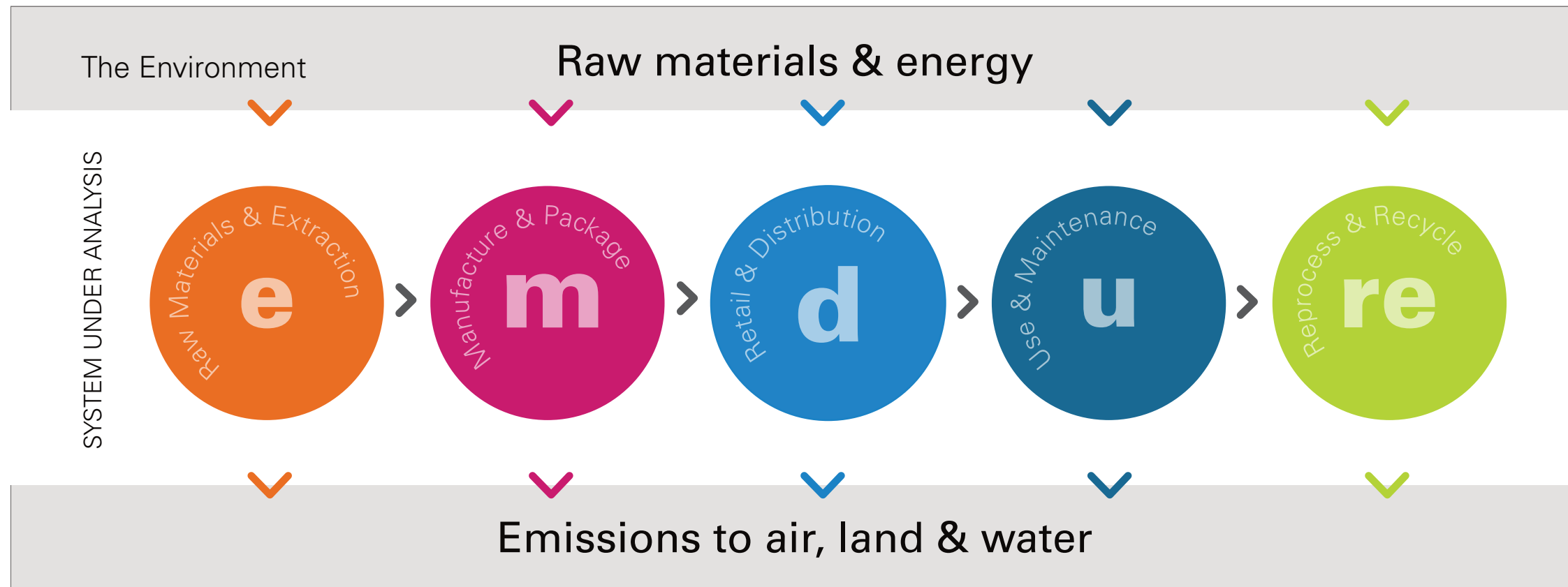
We work with the intersection of science, business, and design and have the strong belief that these domains working together produce compelling results.

Science, business and design are very different areas, each having a special role to play in the development of sustainable products and services. Or for that matter any products and services.

The combination of these three important domains has the ability to generate significant lasting value for both industry and community alike.

Locus Research has built a unique, collaborative approach and extensive networks within the science community ensuring we are able to access leading specialists in a wide variety of areas.

- Design is defined as being the art of creating something as well as a process (to plan).
- Science is the systematic knowledge of the physical or material world gained through observation and experimentation (and use thereof).
- Business is defined as commercial activity with the goal of making a profit (perhaps not just in financial terms).



Life Cycle Inputs and Outputs

'Life Cycle Thinking' is an extension to our product development process and is a part of all development projects undertaken at Locus Research.

Locus has pioneered the constructive and proactive use of life cycle thinking in product development firstly in New Zealand and then further afield. This has been achieved by adopting and adapting life cycle thinking to design.

Our involvement with science has enabled the development of strong relationships within the Life Cycle Assessment, Management and Accounting fields.