

Examples of Innovation Diploma Design Briefs



Because Delta Airlines is committed to reaching their sustainability goals and leading the industry, they know they need all eyes on the project. In the fall of 2023, this Design Brief team created 44 initiatives to promote sustainability, presented an idea catalog with over 20 ideas, and presented prototypes of 3. Delta sustainability executives evaluated all the proposals and assigned a team to conduct a feasibility inquiry into several proposals.



Home Depot leaders know that their core demographic is aging. They tasked their Design Brief team to find out how to bring in and retain a younger generation of consumers as they become homeowners and how to connect with new users to build brand loyalty in their twenties. This team traveled to THD headquarters to present immediate- long-term suggestions. Home Depot executives began working to implement some of the technology initiatives the next day.



Information scientists at the Centers for Disease Control and Prevention needed ideas for compelling interactive messaging to promote public health initiatives that can save lives. This Design Brief team created several interactive ideas and proposed displays that make health initiatives easy for CDC visitors to learn and remember. Using memory and learning research, they created several gamified experiences for visitors to learn and remember life-saving health information.



This iD Design Brief Team created multiple digital learning pathways for the Intercontinental Hotel Group to promote and showcase various related careers. The team also connected IGH with area school programs that offer work-based learning opportunities so that students could gain experience working in the hospitality industry. IHG executives were excited by the Salesforce Trailhead courses their team created for industry segments.



Like Mount Vernon, Chick-fil-A values imagination and creative problem-solving from within every company level. Their internal messaging platform houses institutional knowledge, best practices, and unique ideas from employees. As one of iD's favorite restaurants and partners, CFA allowed students to recommend site improvements for ease of use. To increase traffic on the site, the team conducted interviews with employees at all levels and researched landing pages and knowledge bases of other large companies to inform their prototypes and final designs.

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Brand property executives trusted their iD Design Brief team to transform an interstitial space into a vibrant, multi-purpose area that resonates with a community, aligns with millennials' vision of community, and urban space utilization. The team worked to promote sustainability, community engagement, and **innovative use of space**; this project stands as a testament to Brand Properties' commitment to the evolving dynamics of urban design and public spaces, underscoring the significance of this initiative. Students interviewed, studied, observed, and managed a large budget to curate the best ideas for the Century Center conversion project.



The owners of beautiful Belle Island want to do their part to preserve the coastline. They purchased the Island to preserve it, so they decided that its value could be in building a retreat/educational center on the island. They needed plans to build a pavilion with a kitchen, bathrooms, and some cabins for visiting scientists. Their Design Brief team spent a weekend on the Island measuring, learning, and talking to the owners and a Georgia Tech professor. The property is up for a NOAA preservation grant, so their team helped prepare the grant application. The owners and students want to continue this meaningful work.



The Terra School at Serenbe has a new building with a maker space that needed design and maker expertise to fill it with the right tools. This Design Brief team was tasked with finding the best maker elements and room layout for this progressive learning environment. Through student and administrator interviews, site visits, research, and observation, this team presented a catalog of immediate to long-range recommendations that the Terra School board immediately began purchasing.



Village Threads needed a way to grow the online offerings of the business and work on inventory management strategies when selling on-site and online simultaneously. Design Brief students conducted interviews and focus groups to formulate a plan for Village Threads to expand their customer base online while keeping what makes the store unique and personalized for their loyal, local customer base.



The IceBox Promotions is at a pivotal point, ready to elevate their marketing, refine their digital presence, and enhance internal training. iD Design Brief students created a comprehensive, advanced marketing strategy that transcends basic social media templates, offering content that captivates, hooks, and engages their audience because this company is keen on standing out in a crowded market.

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Wellspring Living

Wellspring Living's vision is to live in a world where every victim of sexual exploitation has access to transformative care. Wellspring Living is a leader in the nation for residential care and, through the Wellspring Living Institute, can educate, train, and mentor organizations worldwide. A funding source for Wellspring has been their two thrift stores, but they needed a way to connect customers of the stores to the mission of Wellspring. iD created signage, and a media campaign focused on the stores and how to connect them with local high schools to spread the word about Wellspring's crucial mission.



Tie Down Engineering approached their Design Brief team to help bring one of their products directly to consumers, which was a new approach. Students researched use cases for Tie Down's ratchet straps and created mock-ups for a TikTok store and other multimedia marketing strategies. The students spent time at the manufacturing campus and ultimately presented solutions with 3-tiered recommendations from small, medium, and extreme solutions for their product.



As an industry startup, Confetti Coordination required comprehensive support to establish itself as a standout event coordination service. This support included branding, market analysis, digital presence development, upping social media engagement, and a total brand facelift. Given the startup's dynamic and creativity, there were ample opportunities to introduce cutting-edge event concepts and technology integrations to redefine what unique client experiences could be.



This is the second Design Brief for Ocoee Mountain Cottages. Last year, the iD team helped formulate the plan for the property, and this year, a different Design Brief team helped with marketing and planning for the cottage community. The client has asked to have students continue to weigh in on the development.



The Coca-Cola Company needed more compelling internal messaging around their sustainability measures. Students conducted intense discovery work around different types of packaging used in bottling facilities worldwide. The iD team successfully contextualized the message for employees so that they could have unified outgoing messaging about sustainability initiatives in the bottling company.

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Freight forwarding giant Geodis Americas asked iD to determine why people weren't using their ticketing system for tech requests and what action to take. iD interviewed employees and tech specialists, obtained access to the ticketing system, and was able to make insightful recommendations. The company presented iD's solutions at their regional meeting.



Mercedes-Benz needed insights into its commercial fleet vehicle management software. They required insights on why people weren't using the fleet management app. iD Design Brief students tested the customer experience extensively and hosted focus groups to inform their recommendations to improve the application's installation, integration, and functionality.



iD loves working with startups and small businesses. Turner & Haas, a local antique, needed help with their initial marketing and branding. They wanted insights that they might have needed to have noticed. iD toured, interviewed, and observed to provide the owner with style scape options and several branding campaigns, which they implemented to help market their brand and build recognition and online presence.



The Southern Company asked iD to find ways to present Georgia Natural Gas' Greener Life Initiative in compelling ways. Students specifically looked at ways for independent schools to incentivize membership into the price consortium and promote carbon offsets and other sustainability initiatives in a strained economy.



A team of iD students researched, designed, and built a virtual reality exhibit to commemorate the 50th anniversary of Dr. Martin Luther JR's assassination. Over many months, they met with community leaders and traveled to different cities to learn about Dr. King's legacy.



iD partnered with the city of Sandy Springs, Georgia, government to conduct transportation research on local roads. Through their study, iD developed solutions to a bottleneck issues in the area.



Olive Garden came to iD to gain insights into employee attraction and retention. Their iD team conducted research, observations, and interviews to provide valuable insight that informed their recommendations. Store managers noted that it would have been difficult to gather this information on their own.

