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Introduction

"A writer for the Economist once said in relation to the Apple Store that "It's easy to forget the wonder and disbelief you felt when you first walked into one; easy to forget what a revolution it was. Because in its wake everything changed. Long-held beliefs shattered overnight, existing category norms abandoned without a fight." When Steve Jobs asked 8 to imagine a new type of destination for Apple, they created a concept that would change the retail landscape forever.

But what changed? It was original. It was controversial. It became an iconic experience for one of the world's most iconic brands but what led to such a transformative outcome. The answer is Experience. The design of the environment, behavior, products and services and communications allowed the relationship between Apple and all of us to form and grow. We don't think of the Apple experience as something separate but something that we just know or can feel. It is how we understand Apple. That is the beauty of Experience Design. It is something we know and understand at a deeper level than simply the look or feel of the physical space. The human experience is the outcome of a context that is designed with purpose and emotion.

Eight Inc. may be the leading Experience focused design practice in the world today. For more than 30 years, 8 has created an extraordinary legacy of design with some of worlds best loved companies with award winning work for clients such as Nike, Apple, Virgin Atlantic, Citibank and Tesla. Today Eight Inc has more than 120 designers in 10 studios across the USA, Europe and Asia.

Eight Inc. was founded in 1989. Eight Inc. has flourished by generating iconic designs across a broad spectrum of projects and disciplines from conjuring innovative retail experiences for the Apple Store to the architectural award-winning residential developments in New Orleans following Hurricane Katrina. 8 does not subscribe to a monolithic approach and does not work in typical forms and processes.

Sometimes referred to as Apples' best kept secret. Tim Kobe, founder and CEO, together with partner Wilhelm Oehl are among the handful of consultants who regularly worked directly with the late Steve Jobs during his entire second stint as Apple's CEO. His most prolific period. Tim wrote the white paper on Apple retail flagships and the 8 team worked more than 12 years to help conceive and design the Apple retail program. He and his team helped build the world's most profitable retail proposition. This combination of extraordinary strategic design and a disciplined approach to the art of making, focused on beautiful simplicity and game changing service, has transformed the retail landscape forever.

Eight Inc. is an ongoing conversation between design and business. Exploring and creating the thoughts and practices behind creating not just the Apple legacy but the approach that has distinguished 8 as one of the most progressive firms practicing today."

Excerpt: Return on Experience; Tim Kobe and Roger Lehman 2021

We help companies create value through design. We design human experience. Spaces, services, and the systems they live within, that change the way people think, feel and do.

Eight Inc Summary

Target Insight	The purpose of design is to create positive human outcomes A design practice focused on experience enables the best design Positive outcomes through good design creates value		
Target Customer	Ambitious leaders looking to create value through successful human outcomes		
Purpose	Eight Inc. is a creative collective united by the belief that design defines human progress		
Promise	Positive human outcomes through design that lead to successful business outcomes		
Values	Design led value creation	Progressive	Continuous Learning
Personality	Essential, Disciplined, Dedicated to Quality, Low Ego Emissions		
Our Principles	See Principles Addendum Below		

Why 8?

The leading Experience Design Agency in World

Recognized Design Excellence

29 Fortune 500 Clients

23 Years working with Apple to design the Global Retail Program and Events

One of two agencies to work directly with Steve Jobs every week for his tenure

Founded 1989 - San Francisco, California

Global Footprint in 12 international locations

End to end service Model

Multi Sector Practice

Return on Experience, Authored by 8 Founder Tim Kobe with Roger Lehman 2021

The Eight Inc. Decade

We design human experience

Wrote the book on Experience Design - Return on Experience

We help define the future for our clients because we combine creativity and execution

Navigating uncertainty is in our DNA

End to end location-agnostic delivery model

Industry agnostic insights

Know how to create lifetime value through customer experience

Collaborator mindset

Value Creation Focused

Agility. Strategy. Resilience. Low Ego Emissions.

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Return on Experience



Eight Inc.

Beijing
Dubai
Hong Kong
Honolulu
Istanbul
London
New York
San Francisco
Shanghai
Singapore
Tokyo

Eight Inc. | Why we exist

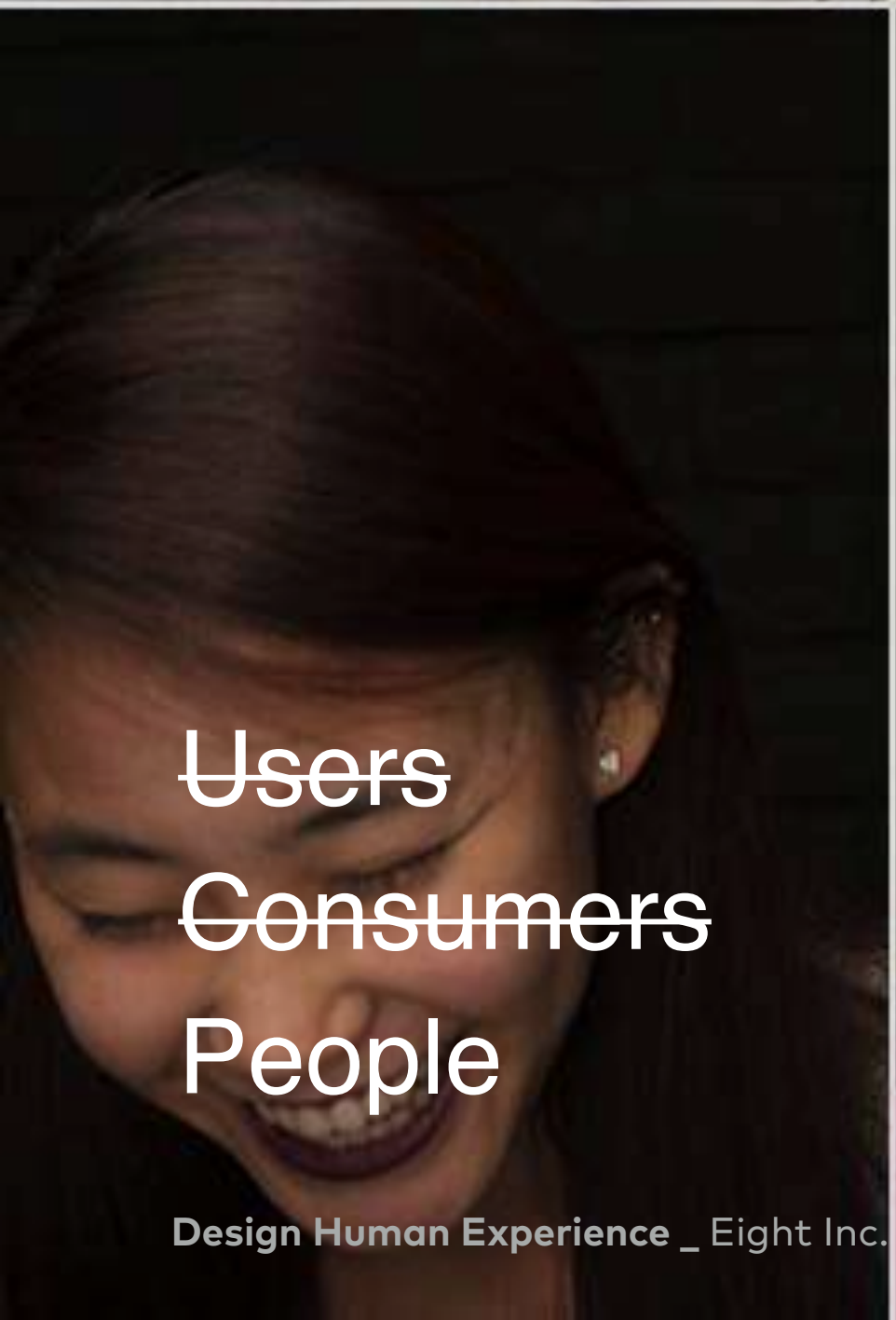
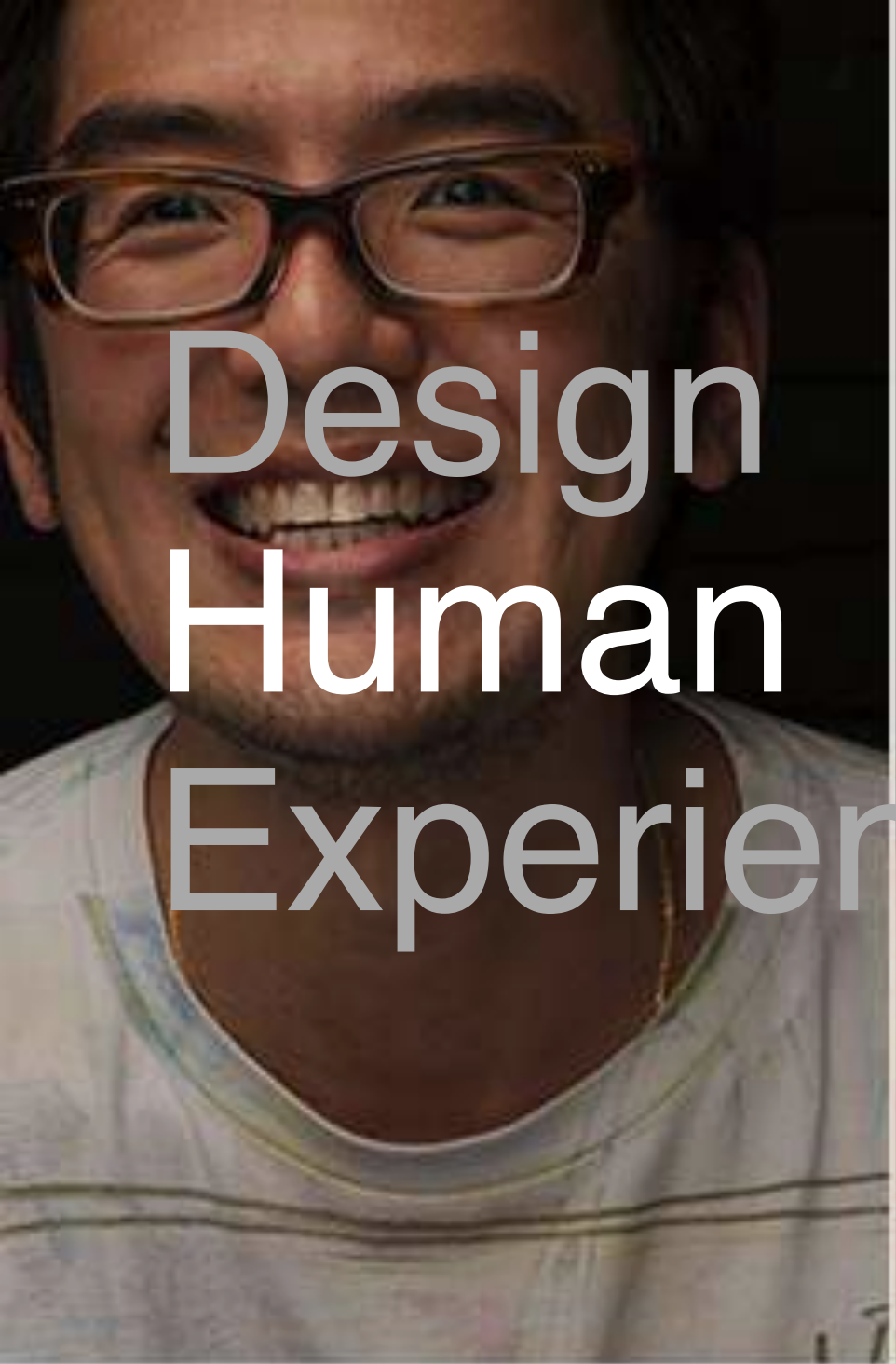
Eight Inc. is a creative collective united by the belief that **design defines human progress.**

“One of Apple’s best kept secrets” The Economist
“One of the most progressive firms working today.” Crunchbase
“What planet are you from” Steve Jobs

Design Human Experience



Design is not just what it looks like
and feels like. Design is how it works.' Steve Jobs



Design Human Experience

Users
Consumers
People

Design Human Experience



Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behaviour.' Marshall McLuhan

Some of the most successful and best loved brands



8x11

Global Footprint (and mindset)



- Beijing
- Dubai
- Hong Kong
- Honolulu
- Istanbul
- London
- New York
- San Francisco
- Shanghai
- Singapore
- Tokyo

Sector Experience

Banking and Finance, Retail, Automotive, Airlines, Education, Arts, Sports, Entertainment, Consumer & FMCG, Energy, Fashion, Luxury, Healthcare, Hospitality, Real Estate Development, Institutional, Non-Profits, Telecommunications, Technology, Governments, NGO's.

A smartphone screen displaying a desert landscape with sand dunes. The text is overlaid on the screen.

Experience is holistic

Expression of a core set of values that people feel

Differentiation

“80% of CEOs think their product is differentiated.
8% of consumers agree.” (Bain)

Experience Differentiates
Emulation = Parity = Commodity

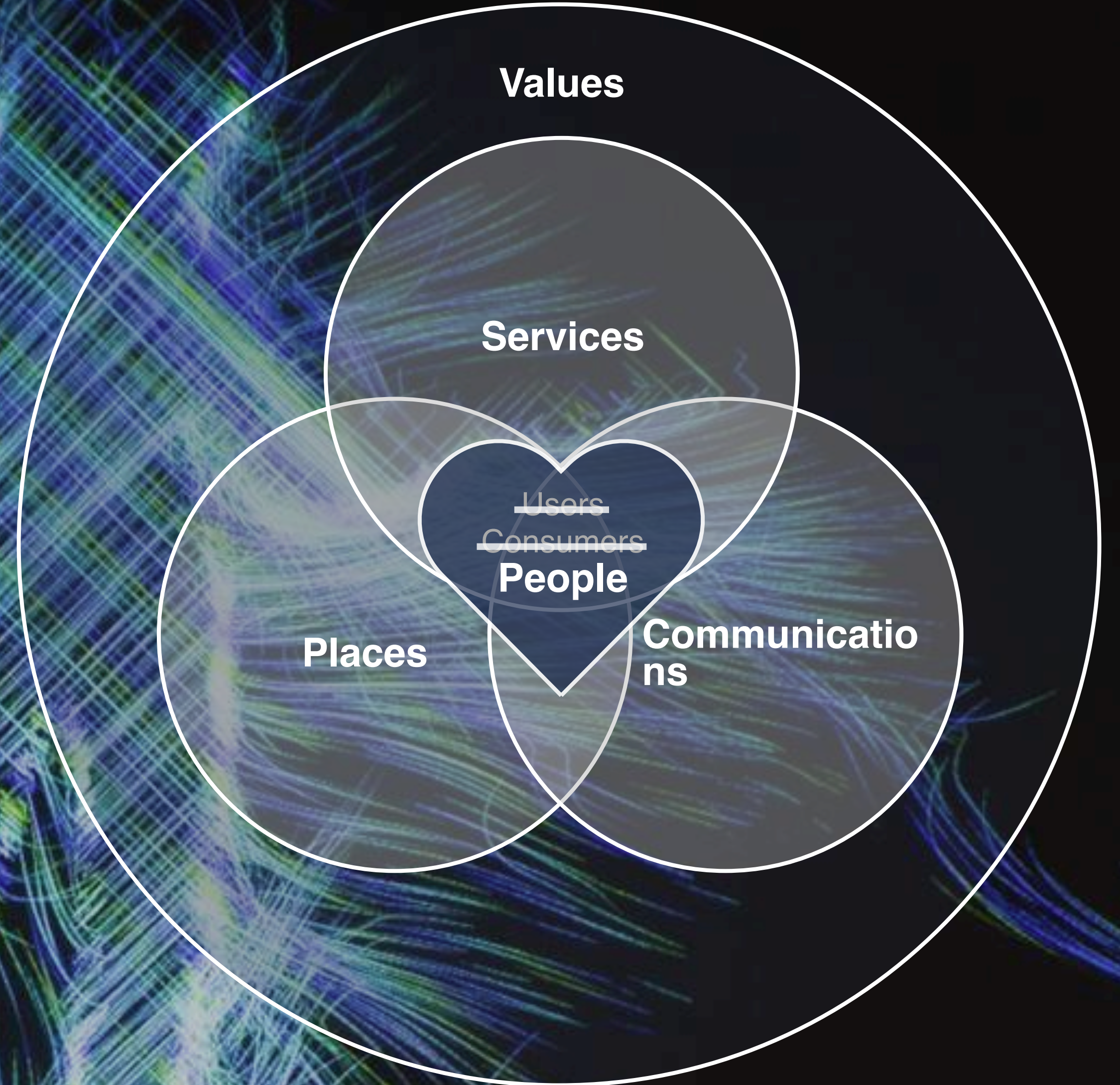
Emotional Connections

“50% of purchases are based on word of mouth.”

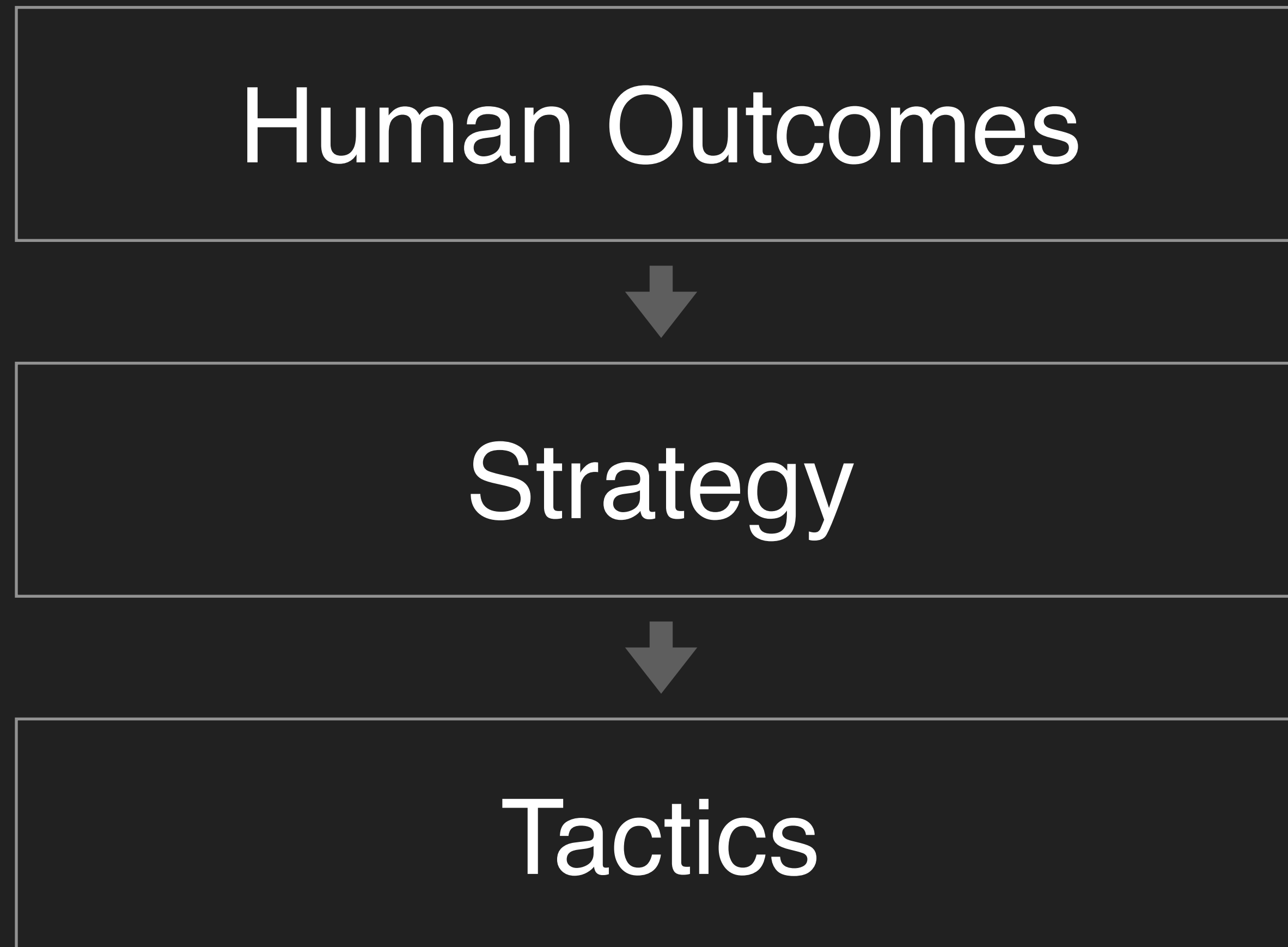
“80% word of mouth is generated by direct experience.” (McKinsey)

Experience Master Plan

Great human outcomes
lead to great business
outcomes



8 Value Creation Engine





The secret to value creation is better human experience.

Return on Experience
Case Studies

Hal Gregersen MIT

Case Studies

Apple

Obvious in retrospect



Case Studies | Apple

Global Retail Program



Case Studies | Apple



Events and Activations



Case Studies | Apple

Service and Behaviour



Case Studies | Apple Overview



Events/Launches



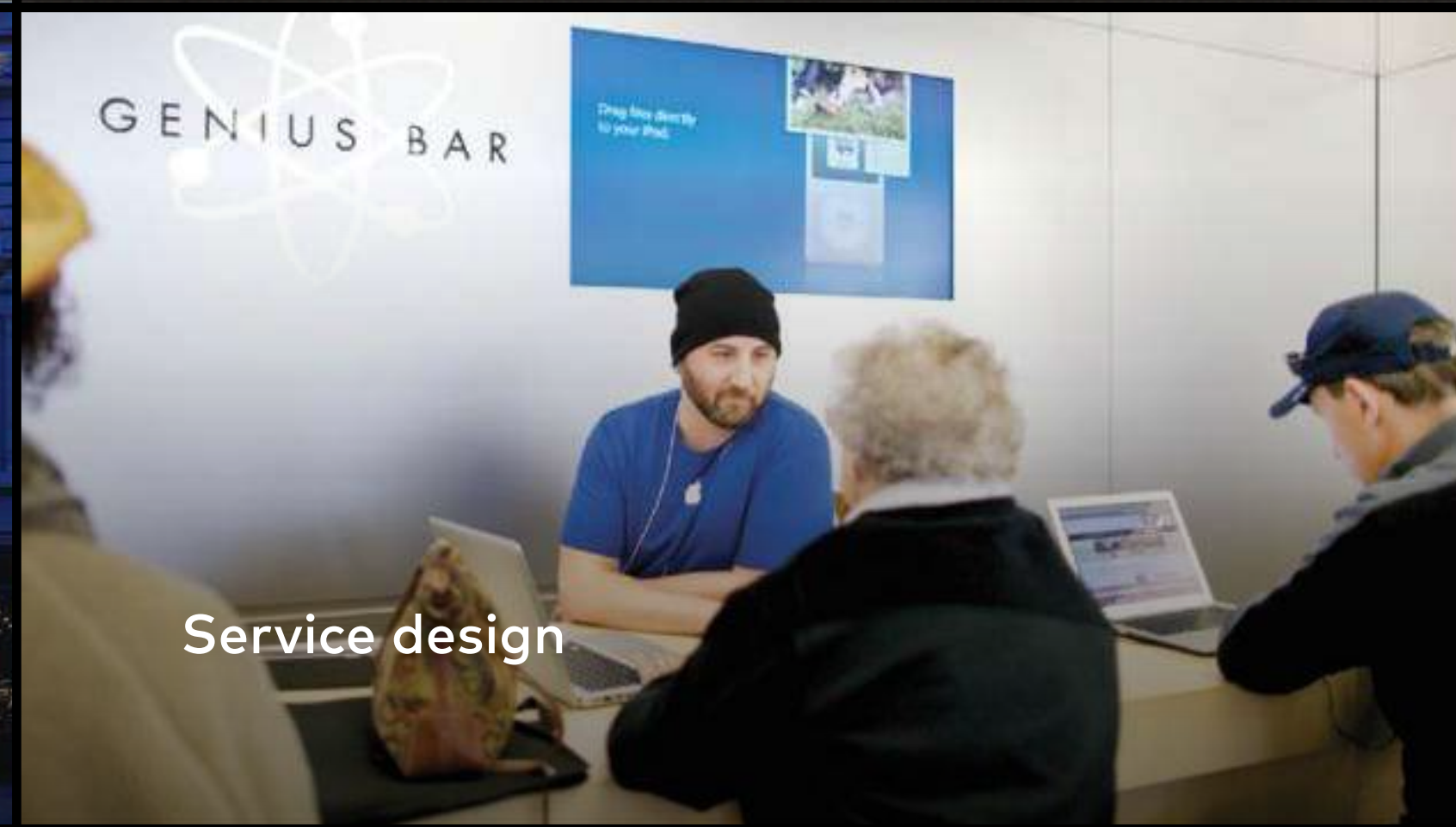
Shop-in-shop Retail



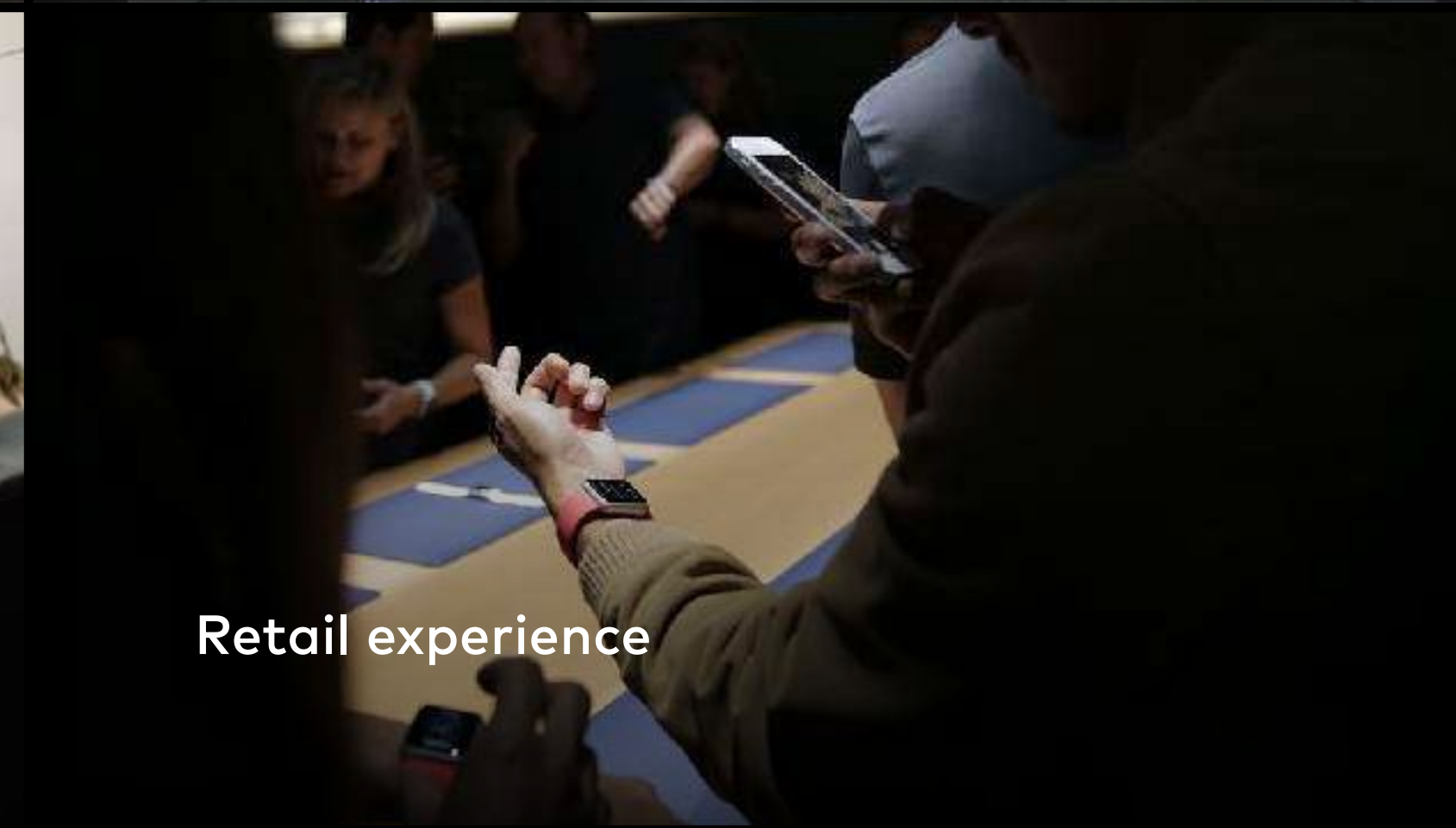
Small format stores



Large format and Flagship retail



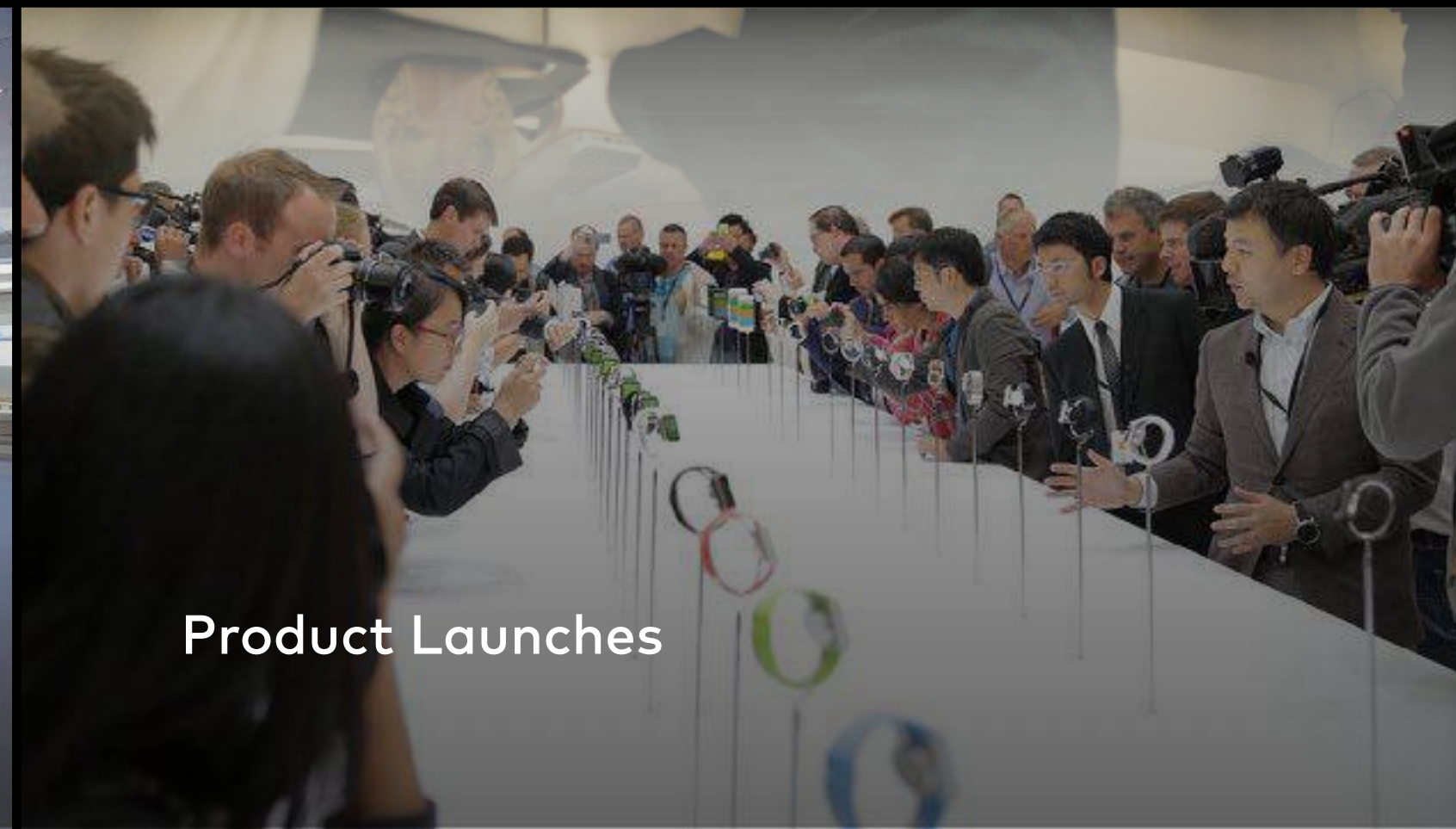
Service design



Retail experience



Interior Architecture



Product Launches



Workspace design

Case Studies | Dubai Tourism Open for business

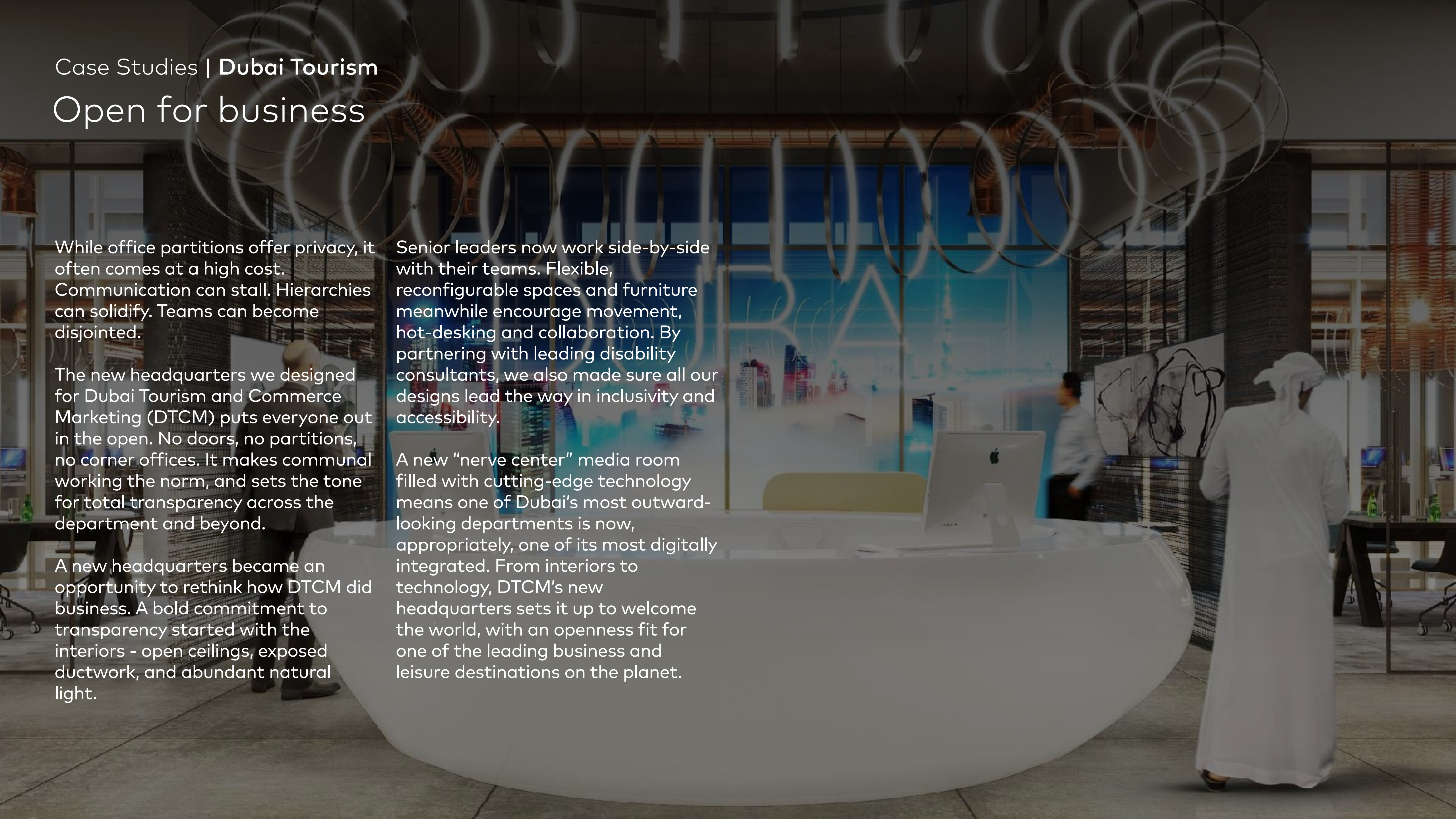
While office partitions offer privacy, it often comes at a high cost. Communication can stall. Hierarchies can solidify. Teams can become disjointed.

The new headquarters we designed for Dubai Tourism and Commerce Marketing (DTCM) puts everyone out in the open. No doors, no partitions, no corner offices. It makes communal working the norm, and sets the tone for total transparency across the department and beyond.

A new headquarters became an opportunity to rethink how DTCM did business. A bold commitment to transparency started with the interiors - open ceilings, exposed ductwork, and abundant natural light.

Senior leaders now work side-by-side with their teams. Flexible, reconfigurable spaces and furniture meanwhile encourage movement, hot-desking and collaboration. By partnering with leading disability consultants, we also made sure all our designs lead the way in inclusivity and accessibility.

A new "nerve center" media room filled with cutting-edge technology means one of Dubai's most outward-looking departments is now, appropriately, one of its most digitally integrated. From interiors to technology, DTCM's new headquarters sets it up to welcome the world, with an openness fit for one of the leading business and leisure destinations on the planet.



Case Studies | Dubai Tourism





Case Studies

P&G

Dubai Innovation Centre

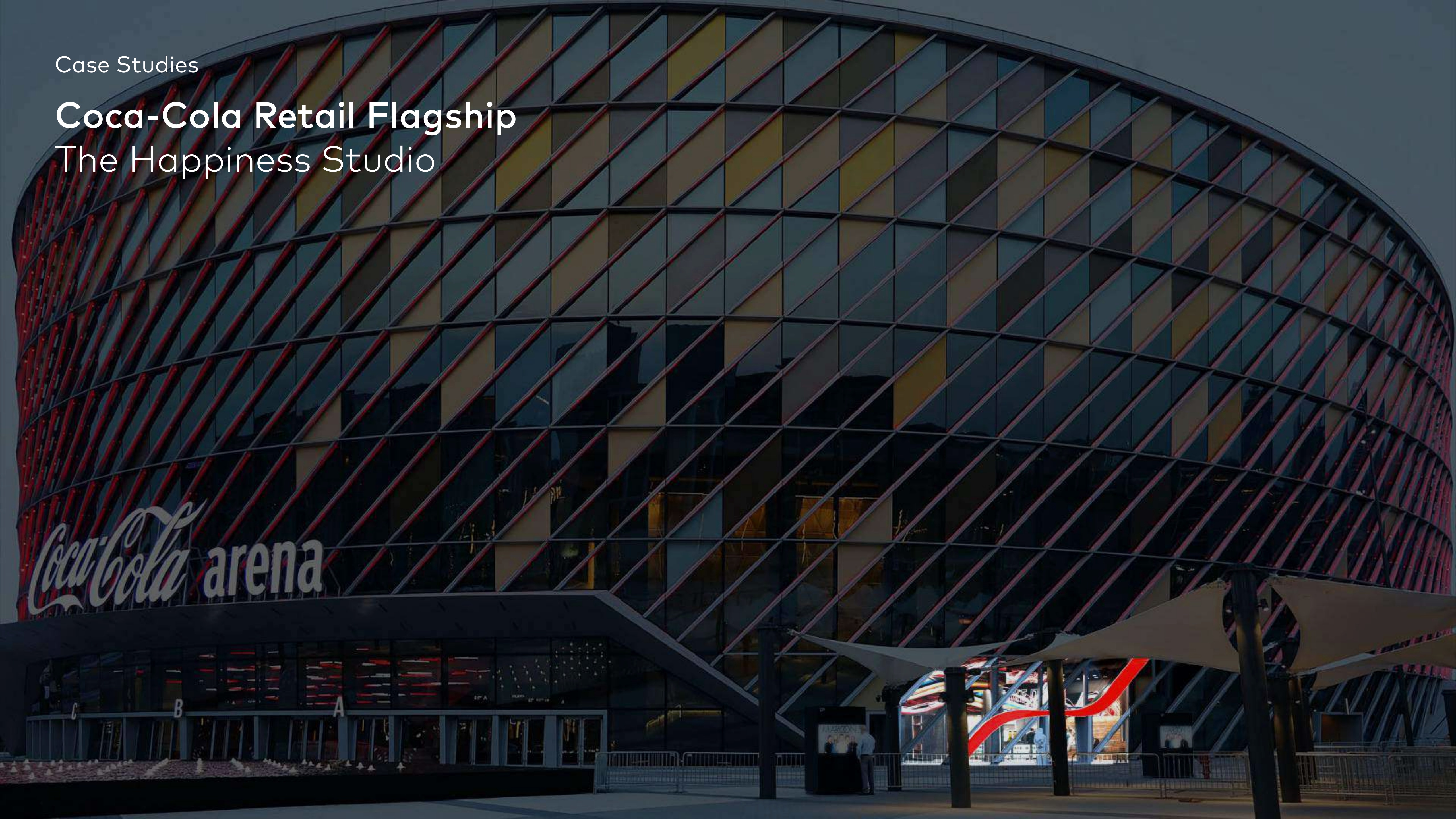




Case Studies

Coca-Cola Retail Flagship

The Happiness Studio



Our work | Coca-Cola Flagship
Interiors



Our work | Coca-Cola Flagship

Interiors



Case Studies

Deloitte Digital



Deloitte Digital Studio

The Deloitte Digital Studio (D.Studio) in Dubai is located in Emaar Square in the heart of Downtown Dubai. D.Studio enables consultants to connect human insights with world-leading technologies, and guide clients as they re-imagine their business of today and shape their business of tomorrow.

**Outcome:
A place to 'Imagine, Deliver and Run' co-creation and innovation experiences with creativity, compassion and curiosity.**

The D.Studio will be a platform to support the development and growth of private and public sector organizations, across the UAE.

The subtle natural green, and orange colour palette, biophilia and abundance of wood embedded into the design provides an inspiring environment.

Location	Dubai
Client	Deloitte & Touch M.E.
Size	779sqm
Completed	2020

Case Studies | Deloitte Digital





Case Studies
noon.com
Retail Store



Our work | noon.com
Interiors





noon.com

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SPORTS & FITNESS

SPORTS & FITNESS





SPORTS & FITNESS

SPORTS & FITNESS



DUKKAN



Case Studies

Felissimo HQ

Creative intervention



Case Studies | Felissimo HQ
Creative intervention

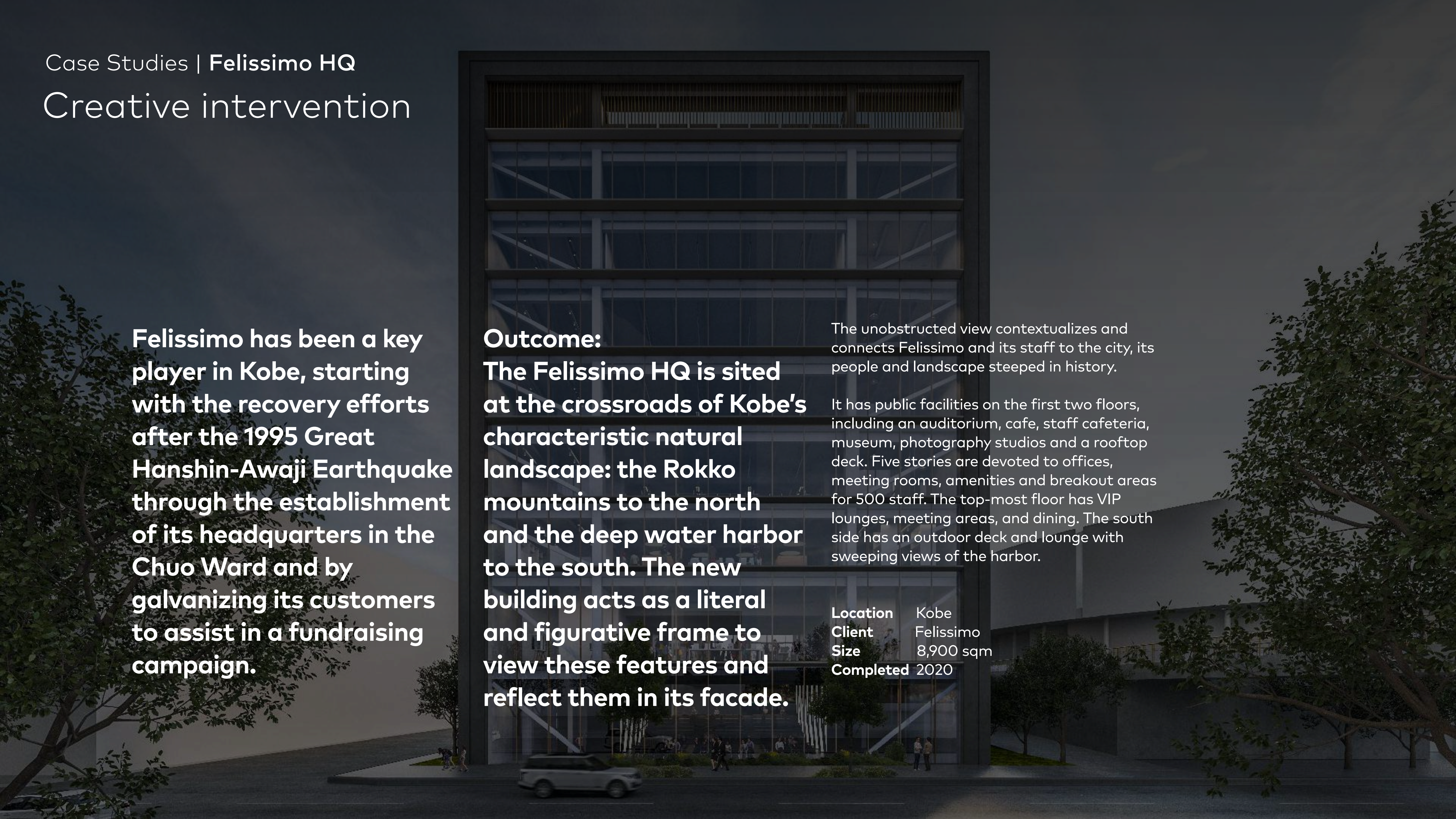
Felissimo has been a key player in Kobe, starting with the recovery efforts after the 1995 Great Hanshin-Awaji Earthquake through the establishment of its headquarters in the Chuo Ward and by galvanizing its customers to assist in a fundraising campaign.

Outcome:
The Felissimo HQ is sited at the crossroads of Kobe's characteristic natural landscape: the Rokko mountains to the north and the deep water harbor to the south. The new building acts as a literal and figurative frame to view these features and reflect them in its facade.

The unobstructed view contextualizes and connects Felissimo and its staff to the city, its people and landscape steeped in history.

It has public facilities on the first two floors, including an auditorium, cafe, staff cafeteria, museum, photography studios and a rooftop deck. Five stories are devoted to offices, meeting rooms, amenities and breakout areas for 500 staff. The top-most floor has VIP lounges, meeting areas, and dining. The south side has an outdoor deck and lounge with sweeping views of the harbor.

Location	Kobe
Client	Felissimo
Size	8,900 sqm
Completed	2020



Case Studies | Felissimo HQ
Architecture



Case Studies | Felissimo HQ

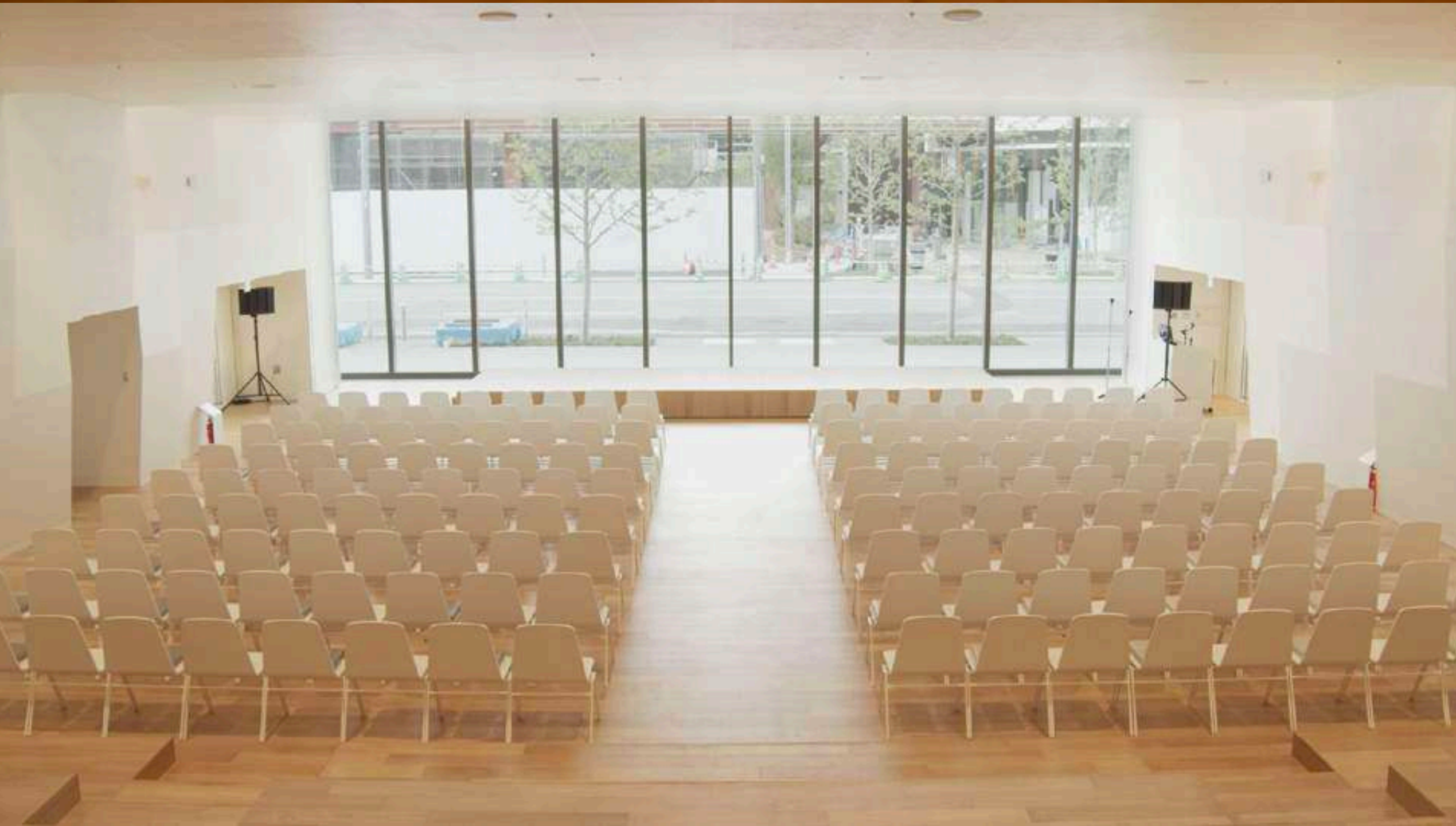
Public space



Case Studies | Felissimo HQ
Interiors



Case Studies | Felissimo HQ
Completed Photos



Case Studies | Felissimo HQ
Completed Photos

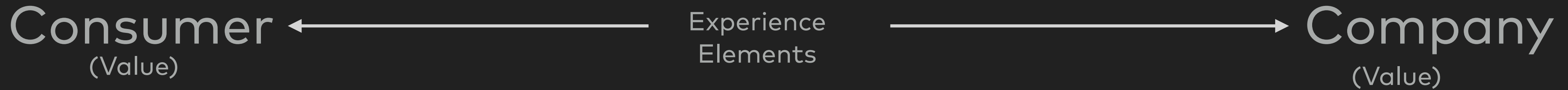


Case Studies | Felissimo HQ
Completed Photos



Return on Experience

Great experience are things that matter to people delivered in ways that matter to people.



Effectively satisfies my need or desire (not functional. Emotional/experiential/human)

Helps express my values

My objectives are easy to locate, access, navigate and interact with and attain. Direct.

The application of technology enhances my experience making it easier to get what I want.

Elevates me through association.

Increases in value for me over time.

Mutual loyalty to brand that will deliver on promises and protect my interests

Enhances and strengthens desired relationships through ongoing engagement.

Human-centered

Aligns Values

Simplifies

Technologically Enabling

Distinguishes

Evolves Intelligently

Brand Trust

Builds Relationships

Serves a basic human need or desire (not functional. Emotional/experiential/human)

Expression of offerings aligns with the purpose, vision and values of the consumer.

Delivers customer objectives directly without extraneous interference or delays

The applied technology enhances or streamlines the delivery of a desired experience.

Differentiates customers in a way that they alone or through competitors cannot.

Effectively use receptors and intelligence to increase human value over time.

Delivers on brand promise and protects customers' interests.

Enhance the relationship with the brand.



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