



The human-shaped world book is essentially a small co-created manifesto. It ties our belief together with our approach and culture. The book is used to onboard new employees and to share with clients and partners who are interested in our culture and spirit.

Art Direction

We really wanted to bring forward a feeling of personal creativity into a shared mindset which we then all commit to. Keeping it black and white with bold copy and a visual thread that uses ink and paint graciously to capture the underlying story of "sealing the deal - together".





A human-shaped world

Here at Designit, we
We believe design has the power to drive
change and growth across industries and
societies, improving the way all 7.4 billion
of us live and work. To us, design is about
much more than good looks. Don't get us
wrong, looks have an important place in
the human experience - they appeal to
our senses, and play to our emotions.
But strategic design is so much more.

Foreword

A human-shaped world is where everything is designed around real human needs.



human-shaped world looks like breast cancer patients, and putting day life, shorter waiting times for teleo and banking services into the hands of millions. With design, we can empower people all over the world. In small ways and big ways. This is the kind of stuff we've always done, and what we want to do more of in the future. Design made for humans, by humans.

We want to make real change in both industries and societies. In fact, the way to one is often through the other. We're not doctors, but we want to transform and humanise healthcare. We're not bankers, but we want to simplify banking. Radically. You wouldn't trust some of us in the kitchen, but we have lots to say about the future of cooking. We're designers. That's why we partner with our clients. They're more than our bottom line, they're our road to impact. We shape them, they shape us - and together we shape the world. The same goes for our partnership with Wipro. We can't deliver human-shaped digital experiences on our own. We can design all we want, but if the

underlying system is bad, the experience will never be good. Simplifying payment, making travel booking easy, or humanising healthcare technology demands that we can change the big, invisible digital systems that the world is run on. And that we can access the decision makers at the top, to help re-imagine the human-shaped systems of the future.

That's why we need Wipro, and they need us. We complement each other, and Wipro's size, strength and reach are integral to our goal of making the world more human-shaped.



... out by bit. So
hard, throw yourself into it with
everything you've got, and go home
proud in the knowledge that you
gave it your all.

Big or small changes - they're
all worth it, and they all contribute
to our goal of making a human-
shaped world.



It starts here

