



Pearson Matthews has the experience to guide you. We can analyse where you are now and suggest where you should be heading. We can understand the needs of your consumers — and define them. We can visualise the future and make it understood. This is more than strategic thinking, and often more than you're expecting. We deliver anything from an illustrated report to a sketch, a model, a scenario or a play. Recently we used actors to present four very familiar characters — representing different stakeholders within the healthcare sector — to a gathering of decision makers, retailers, scientists and journalists. The performance opened the eyes of the audience to the commercial opportunities made possible through collaboration. We believe when it comes to defining your design opportunities you have to be both understood and remembered.



pmufo

Change and trying new things involves risk, but without these there is no progress. This is where design helps. It fits fragments of ideas together, defines a product's potential and makes concepts tangible, informing and directing. Some look for strategic solutions, we prefer to look for Undefined Future Opportunities.™

We know how difficult it can be to navigate one's way through a problem. Sometimes you need help to communicate to others exactly where you are going or what you need — especially when you are not quite sure yourself. Often you need to stand back and try to see the wood for the trees. We believe we can help you find your way.

pmdna

We have the ability to get to the heart of the matter and define the opportunity; be that a product, service or brand. We make your thoughts tangible by getting 'something real' into your hands — we can, quite literally, make it work. By identifying the fundamental elements of an opportunity and turning them into the building blocks of future designs, we can set the tone and character. We can establish what will make it unique.



Sometimes objects are more than they appear. This Polymerase Chain Reaction (PCR) device achieves on a card what normally takes place within a product. By measuring the amplification of a specific sequence of DNA, with only a tiny amount of sample and a minute power supply, this product was years ahead of its time. Roche, the company that currently owns the process patent, cited this as the future of PCR.



Conversation requires us to listen as well as talk. It's about give and take. As consultants, we are often privy to our clients' ideas and aspirations but there are times when we must remain silent, bound by confidentiality. If only we could put x, y and z together... In 2004 we did. We hosted the first of our 'knowledge seminars', an event to which we invited some of the most innovative thinkers from across the healthcare sector — many of them our clients. We shared ideas and thoughts, we inspired, we challenged but most of all we talked — and listened. How many projects were conceived that night we'll never know, but the ones we get involved in nurturing and delivering will give us a great sense of pride!

pmxyz

There's no hard and fast formula for creating that spark of creativity, but that's not to say it's hit-and-miss. We know about making connections and putting the right people together. We can take things apart, move them around and put them together again in new ways. We find patterns and unlock solutions. We aim to make the whole greater than the sum of the parts.

pmr&d

Understanding the role of design in development is easy — it's a well-trodden path. Using design as a research tool isn't so clearly understood. Design makes research relevant. It helps to release the potential in an idea, a technology or an opportunity. This is why Pearson Matthews' expertise has always been sought by academia and industry alike. We make sure that research naturally leads to development.



Research is not always technical; ethnographic study and social analysis can unlock as many opportunities. When the Helen Hamlyn Research Centre at the Royal College of Art asked Pearson Matthews to sponsor a research associate, Indri Tulasian, we did more than that, we got involved. We set a brief of 'communication and healthcare', brought in Orange as a co-sponsor and together came up with the notion of Circles of Care — networks of support that populate the space between primary healthcare and the individual. The outcome, a published white paper, caused people to take notice. The call for action got a resounding response.



“Design informs and directs. It's a powerful tool that can cut through the analytical nature of research” Mike Pearson

If you would like to find out more about Pearson Matthews, visit our web site at www.pruk.com or telephone Jim Dawton on 020 8547 0470 to discuss your company's Undefined Future Opportunities.™

pearson matthews

9 Princess Mews
Horace Road
Kingston Upon Thames
London KT1 2SZ

Phone +44 (0)20 8547 0470
Fax +44 (0)20 8547 0123
London www.pruk.com
Chicago www.pruk.com