

MATTER

Website & Intranet

Building a Strong Digital Brand Experience.

Our Goal

Create a digital experience that reflects the Matter brand, alleviates pain points, and inspires collaboration.

What is Matter?

A community built on collaboration—one that strikes a balance between innovation and resources from leaders within the healthcare industry; ultimately guided by a dedication to solving problems and improving lives.

Matter is not 1871

or a healthcare workspace.

Healthcare

old, stodgy, buttoned up, antiquated.

1871

young, hipster, coder, fast moving.

Matter

polished, not-stuffy, relatable, fun, energetic,
purpose-driven, focused, helpful, cool,
slightly nerdy, exciting.

Workspace

Matter's space embodies the brand; designed
to create collisions. A serious atmosphere
conducive to work and meetings. There are
no closed spaces.

inclusive

modern

creative

beautiful

Working together in a **shared** space to fuel the future of healthcare

warm

stylish

meaningful

dedicated

Research

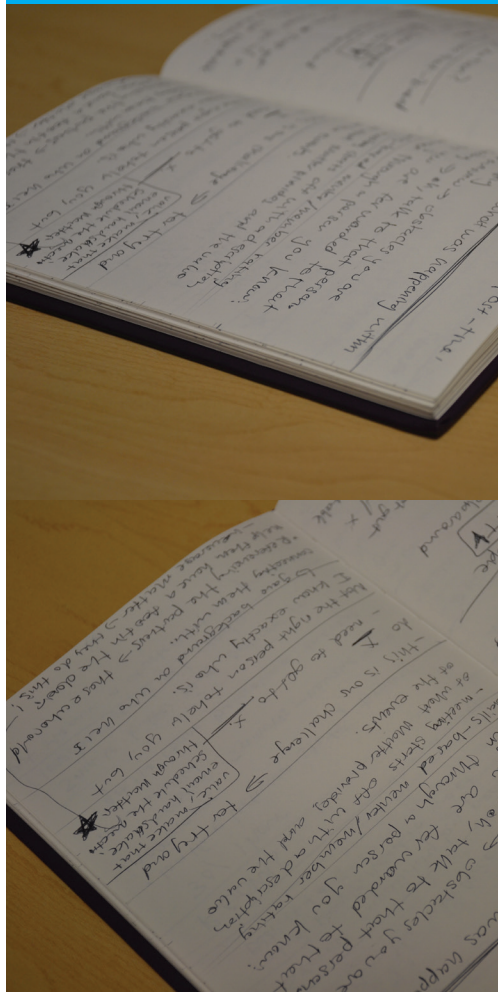
Stakeholders
Interviews

Contextual
Interviews

Observations

Visual Analysis

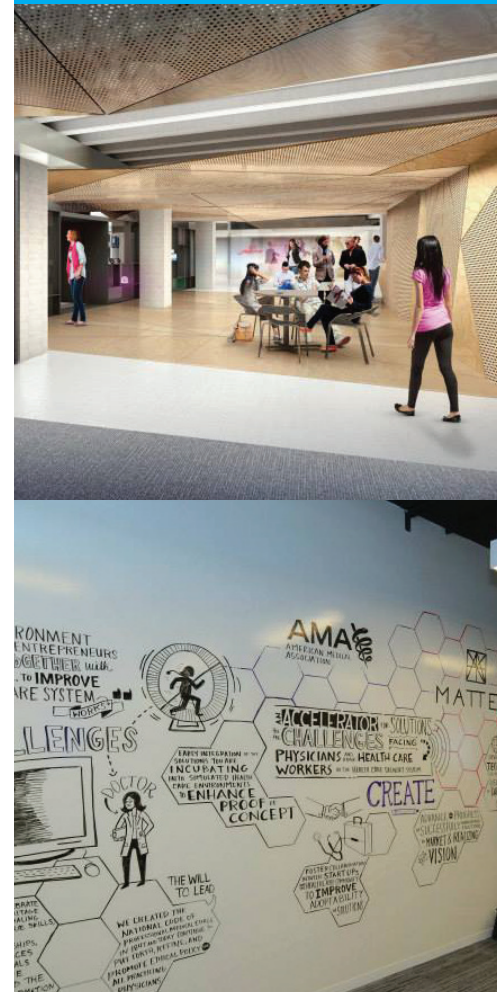
Stakeholders Interviews



Contextual Interviews



Observations



Visual Analysis



Create a platform that enables members to collaborate with one another.

Members join seeking access to specific people within the healthcare field.

Members search for information about everyone within Matter to understand who to connect with.

Members want to share resources with each other.

Matter members are invested in improving lives. Highlight their stories.

Entrepreneurs and mentors are motivated to enter the space by a deep, personal cause.

Success of the venture is not measured in \$, rather lives impacted.

Communicate Matter's cool and innovative culture.

Members leverage the “cool” factor of the space to set up meetings and give external parties tours of the space.

Members find that being a part of the Matter community raises their venture's credibility.

Programs are continually curated to address relevant needs of entrepreneurs and those within the industry.

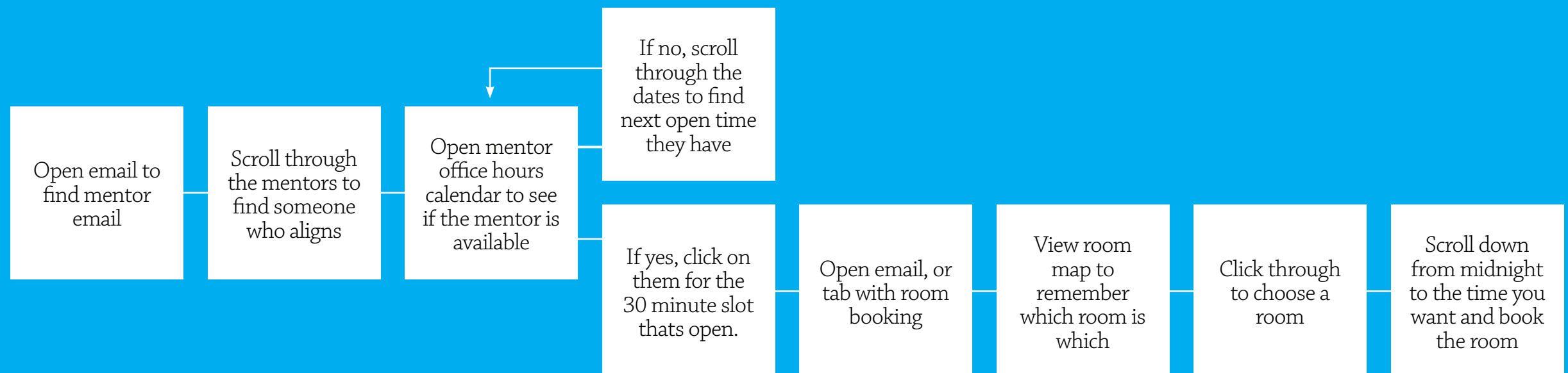
Empower members to more easily utilize the resources within Matter.

Everyone that we spoke with attends multiple events each week.

Everyone has scheduled office hours with mentors.

Logistical inefficiencies inhibit the potential interactions among members.

Meet with a Mentor / Book a Room User Journey



Unknowns:

If the meeting was confirmed; What resources are available within the room.

Style Tiles

Design Assets

Brand Elements



Hexagon



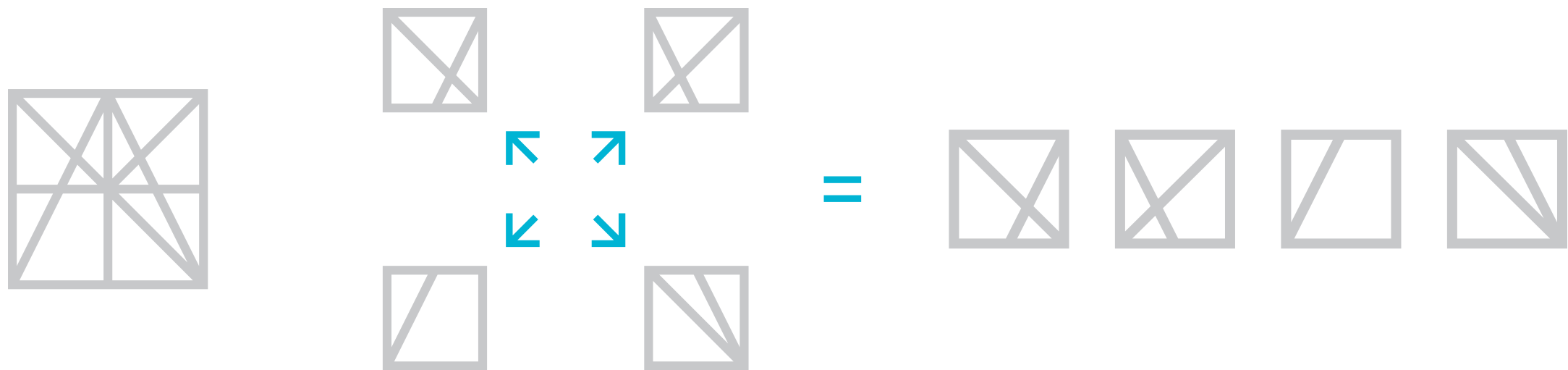
Hexagon



Hexagon

Hexagons typically fit together without any gaps to tile a plane. Thus, they are useful in constructing tessellations.

Matter Pattern



Disrupt to Create

Matter Pattern

Color



The Current Color Combination

How do we transform this into something meaningful; something that excites?

A gradient represents a natural progression.

Brand Imagery

A man with glasses and a striped shirt is standing and gesturing while speaking to two colleagues, a man and a woman, who are seated and listening. The background is a blurred office environment with shelves and a computer monitor. The entire image has a blue tint.

Creating a sense of community. One that empowers and drives innovation.
Ultimately, Matter is about people.

What's next?

**Allowing the brand to
naturally define the
online presence.**

