

# Helmes

Helmes Design team is helping you prepare for the next big thing. From service design to circular design, from usability to user experience – our design thinking approach assures all aspects are discovered, defined and delivered in a professional and holistic way. Our expertise includes a wide range of tools and methods, all to be used in a tailor-made way, depending on your challenges.

## Info

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## **Experiment:** Relax in our shoes

Design thinking and design doing are in the core of our processes and it is something that cannot be done while in a rush. Therefore, every once-in-a-while you need to take a break and give yourself time to think.

# PROEKSPERT

We are a one-stop shop for syncing human agenda, data and tech, helping our customers level-up and digitalise services, products and processes through service design, digital product design and software development. We put our hearts into fostering design thinking mindset and service design approach in our customer's organisation, so they would be able to continue developing their service to meet their customers' expectations within the ever-changing world.

## Info

proekspert.com

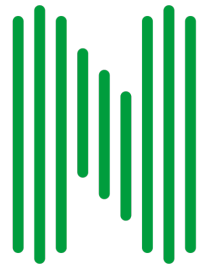
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## **Experiment:** A glimpse into dementia

Dementia is the loss of cognitive functioning – thinking, remembering, and reasoning – to the extent that it interferes with a person's daily life. Worldwide, 55 million people have dementia, with nearly 10 million new cases every year. At Design Thinking Conference participants are able to peek into the life of a person struggling with dementia through VR technology.



# Nortal

Nortal is a trusted strategic partner for healthcare institutions, governments, leading businesses, and Fortune 500 companies. Having 23 offices in Europe, the Middle East, and the U.S., we are close to our customers while backed by a vast global talent pool. Our seamless teams help our customers to transform and future-proof their organizations by building world-changing solutions with the right technologies.

## Info

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design thinking  
tallinn

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SOCIETAL IMPACT  
SPECIAL

**Experiment:** What you hear is what you get.

Challenge yourself and build a user interface based solely on what you hear. In this experiment short voiceover will read out a website just like it would in your browser using the VoiceOver accessibility feature. Embrace your imagination and experience digital from a different angle.

# miltton

Miltton is a forward-looking consultancy powered by 350+ multidisciplinary experts in six countries. We are equipped with a unique range of skills and tools to help our clients succeed in the global marketplace and be relevant, responsible members of the society.

## Info

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## Experiment: Focus

What happens when you're getting more input from your five senses than your brain can sort through? While anyone can have issues with sensory processing, it's more common in the neurodiverse community. Our experiment "Focus" provides a hint at what it's like to experience sensory overload.

# VIVITA



We are a global community of creativity accelerators and curious creators.

Our mission is to empower children with the confidence to imagine and the skills to create the future. We believe creativity is the cornerstone for the future generation of innovators, founders and impact makers. They will lead the positive change. For this VIVITA develops experiences, services and products that help children obtain the skillset, toolset and mindset for innovation, creative thinking, and entrepreneurship.

## Info

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**Experiments:** Experience the world through the eyes of an 8 year old

In the **first** part of the demo area we invite the conference participants to step into the shoes of an 8 year old. The participants will be guided through 3 different virtual reality scenarios - each of the scenarios showing how things seem and feel from the perspective of an 8 year old child. The goal is to show the shortcomings of universal / inclusive design in public spaces.

In the **second** part of the demo area we invite the conference participants to experience momentous unlimited creativity by becoming a co-creator of an interactive installation. Here, each participant can add their own unique elements and feel free to shape the artefact (illuminated objects) in any unexpected way. Instead of being a passive consumer and follower of step-by-step instructions in every field of life, participants are encouraged to be hands-on creators as well as experimenting, courageous innovators.



Velvet is a team of more than 40 designers, producers, developers and researchers dedicated to building the best, most useful design agency in the world. We design humanity centered game changing digital and physical brands, services and experiences for ambitious and purpose driven organisations. We.Make.Sense.

### Info

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### **Experiment:** Back to basics: empathy balloons

We've all been there. Talking to the phone, tying the laces and calming down the dog. All at once, of course. With empathy balloons you face a similar task, but in a more fun way. It's a game which helps you better understand impaired attention and one-handed device use, whilst pondering about design.

# TRINIDAD WISEMAN

Trinidad Wiseman is an Estonian service design and digital transformation agency with clients across various verticals such as telecoms, finance, online stores, tech companies and public sector organisations. The company has over 100 specialists who, by focusing on the users, are experts in creating, implementing and integrating complex enterprise-level systems across all types of use cases.

## Info

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## Experiment: Brain Waves

Get an understanding of how different sensory inputs affect your brain activity, your attention and ability to process information. From the experiment "Brain waves" you walk away with an awareness, how all the external inputs have an impact in your daily life.





## IDENTITY

Identity is a leading branding and strategic design agency in Estonia. We combine strategic-holistic approach, own methodology, wide combination of design disciplines & tools with outstanding creative output, making strategic vision tangible.

### Info

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**Experiment:** Strong brands are born from strong concepts

How many layers do you need to unravel to recognize a good brand?