



Portfolio | 2023



Koby Trout

is a designer based in New York City with a multi-faceted design approach that is grounded in empathetic observation, driven by tenacious curiosity, and realized through meticulous creation. Currently working with NICE Ltd., Koby seeks to push the boundaries of “Design Thinking” to build quantifiable business value, while both improving consumer experience, and reducing environmental impact.

With previous experience at Atlason Studio, PepsiCo, Smart Design, Procter & Gamble, and startup design consultancy – BZDesign, Koby has developed a unique approach to the design process that can adapt to varying industries, cultures, and technologies.

Koby has a passion for learning and developing new skillsets, including rapid prototyping / 3D printing, Virtual Reality, and 3D animation / rendering. Koby graduated from Rochester Institute of Technology with a BFA in Industrial Design, a minor in Entrepreneurship, and a concentration in Advertising + Communications.



MADE⁺

poppin.

Kodak



DIAGEO



soda**stream**



NYC

Our Place



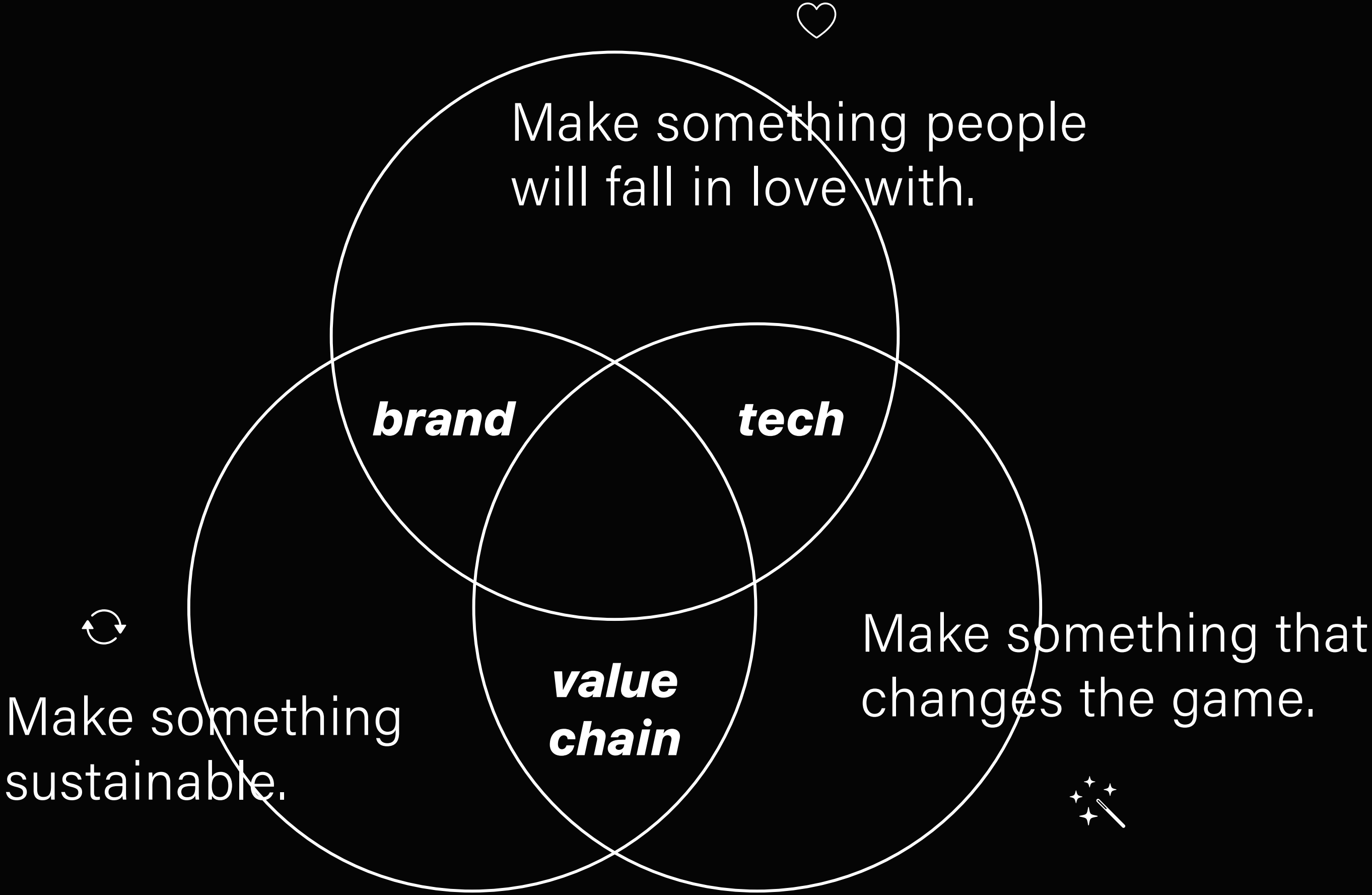
AQUAFINA

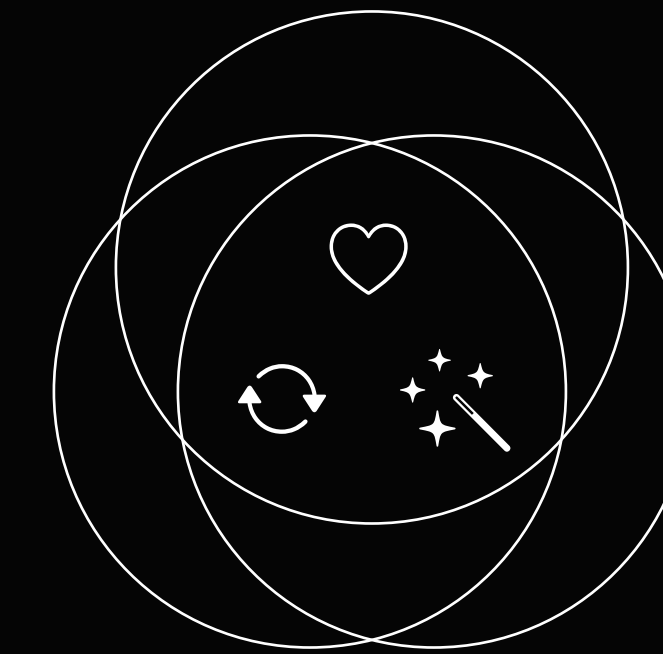
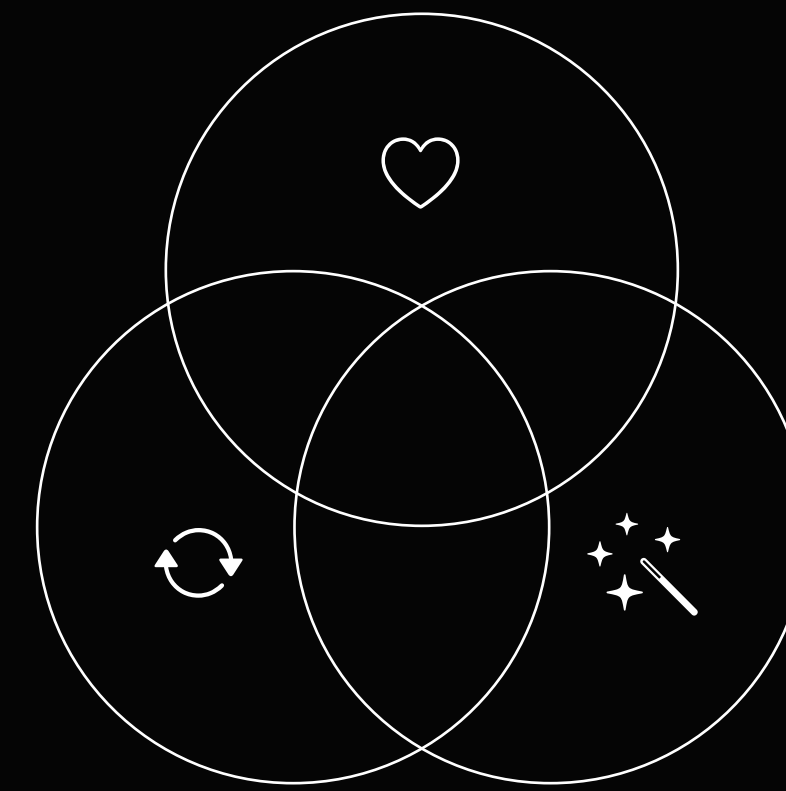
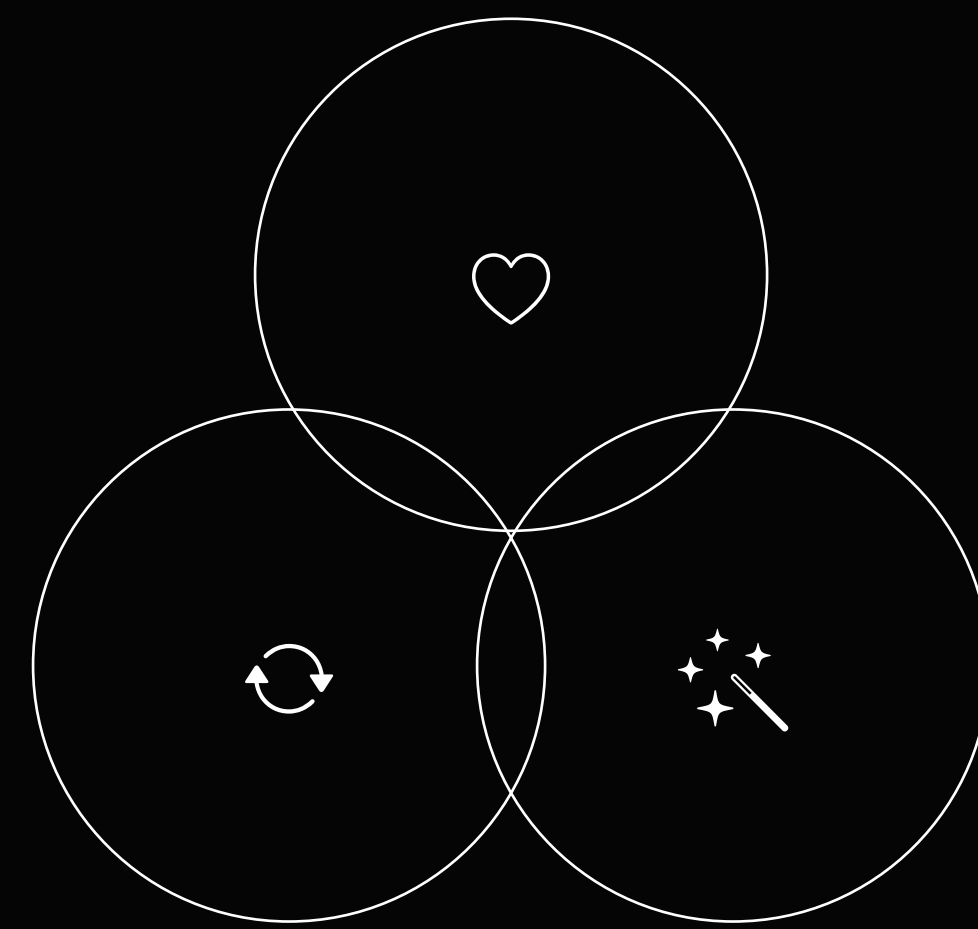


bubly
sparkling water

Three-Lens Approach

Making Design Valuable





Design at various levels of fidelity can accelerate the product development process in a way no other function can.

Featured Work



Furniture Design

Aron, MADE, +
28, 37



Design Innovation

Beyond the Bottle
06



Industrial Design

Aquafina
21

Furniture Design

Furniture

Collaboration with London-based designer Christopher Nobles, developing refined furniture concepts for a variety of global clients.

Koby Trout



CHRISTOPHER NOBLES



froa

ARON Dining Chair

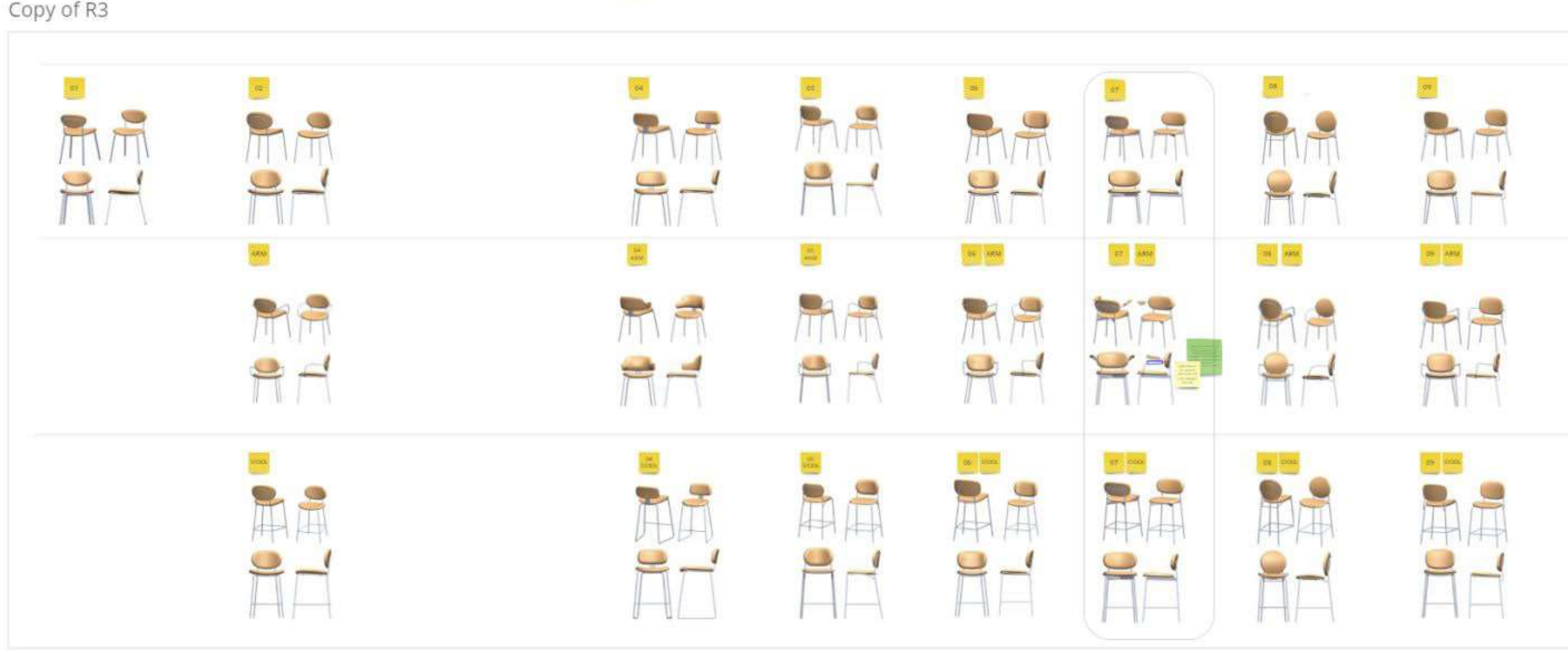
A simple, soft upholstered dining chair collection developed as part of the initial Froa brand spring 2023 launch.

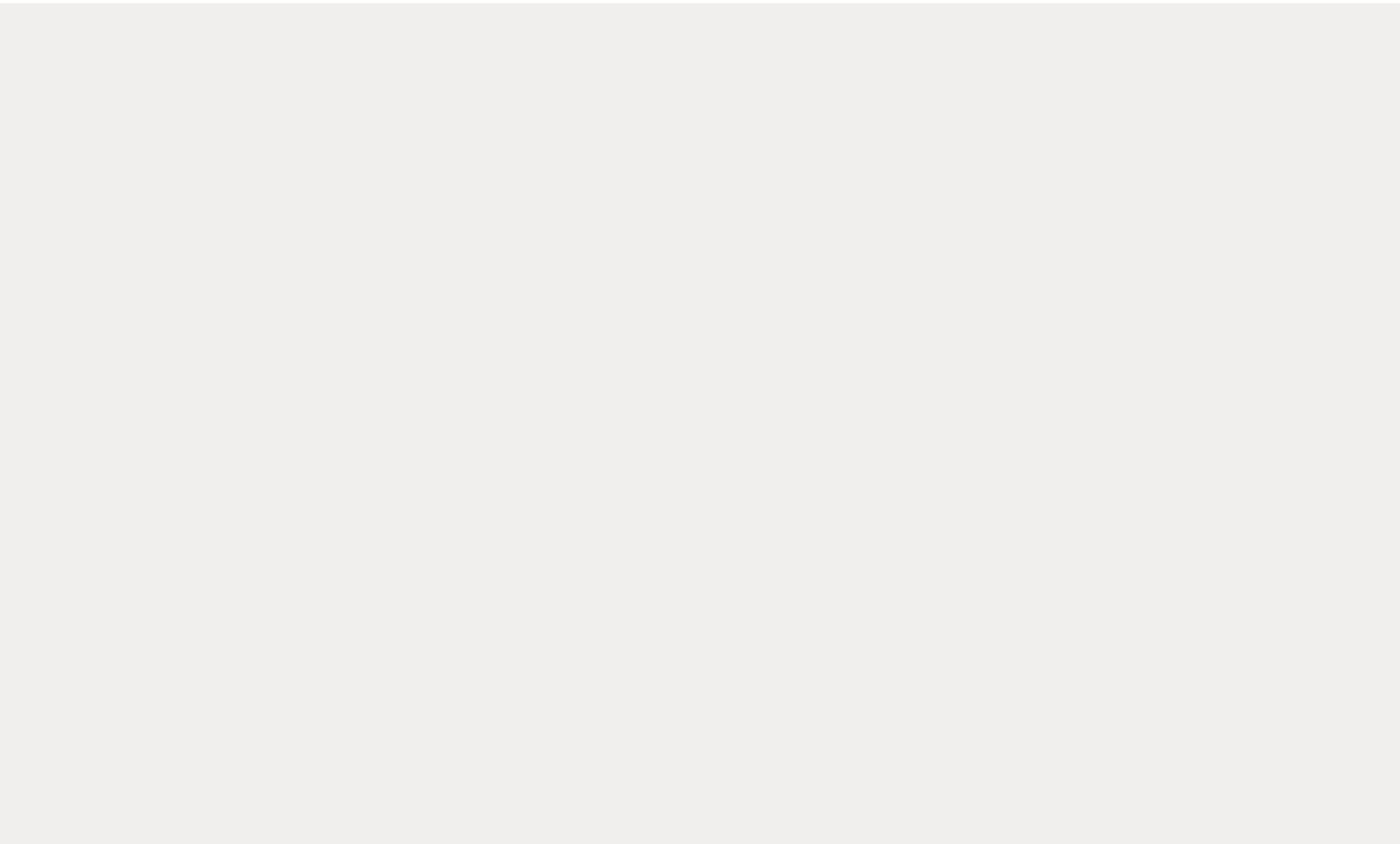
Designed in collaboration with Christopher Nobles Studio.



Aron Dining Chair

Process





froa

ARON
Dining Chair



MADE[⊕]

FAVIAN Accent Table

Accent table designed for the London-based furniture brand, focusing on creating a uniquely expressive multi-context piece



Favian Accent Table

Process







MADE⁺

FAVIAN
Accent Table



Bolia

2021 Collection

Various pieces consisting of side tables, dining furniture, lighting, and accessories in response to the 2021 collection brief, and exploring the theme of 'New Scandinavian' design.



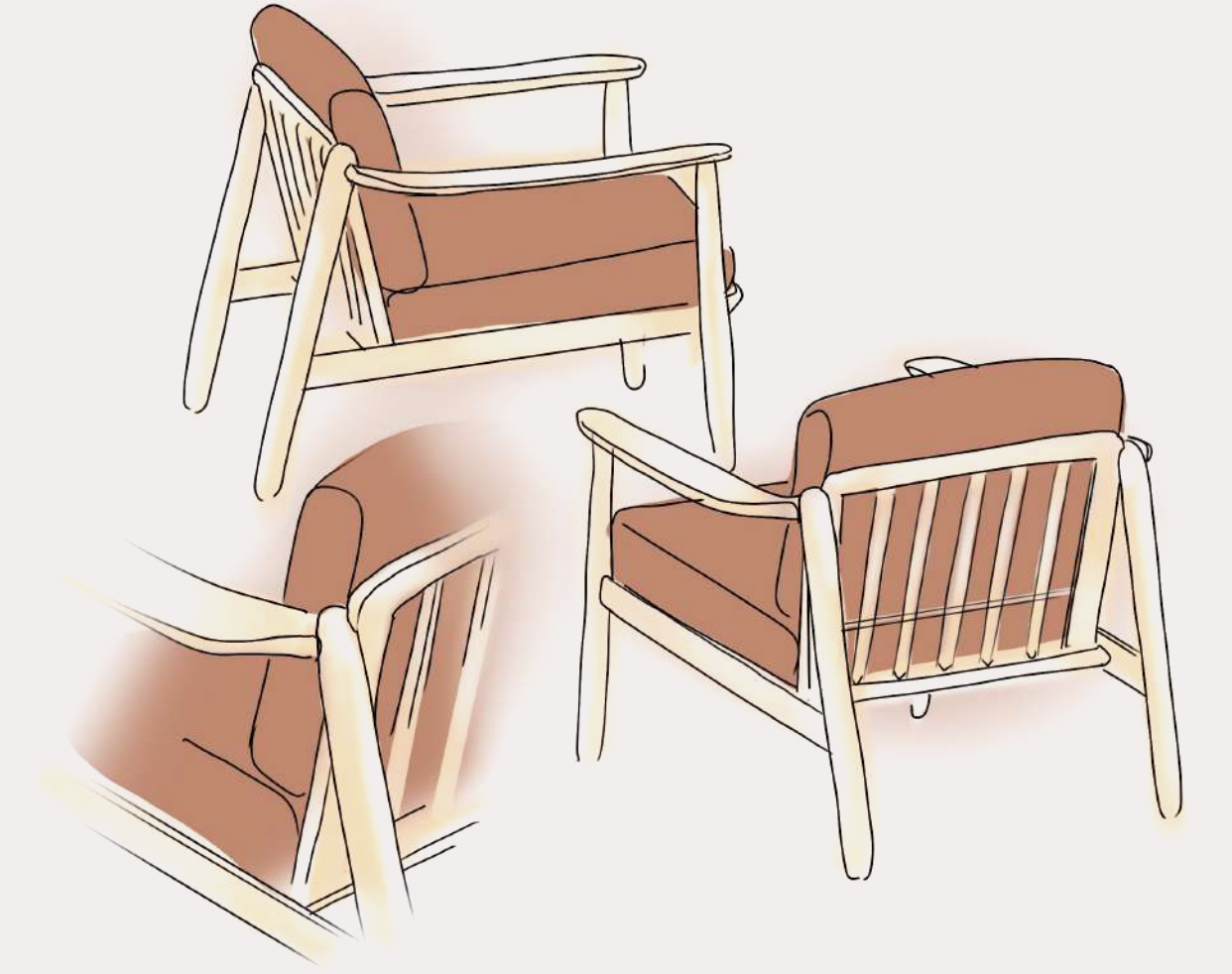
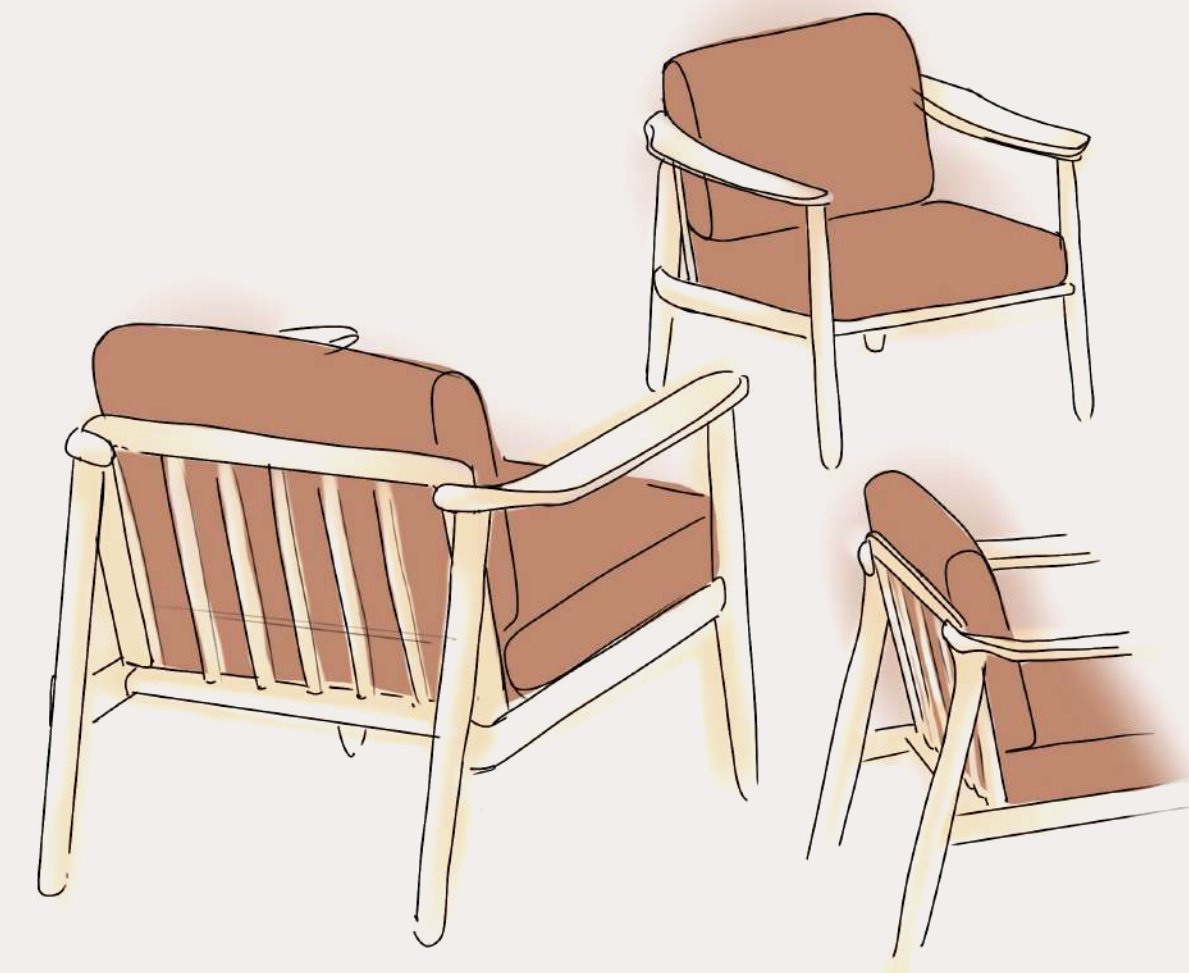
Stacking Café Chair

2021 Collection



Danish Lounge Chair

2023



Design Innovation

SodaStream Professional

Beyond the Bottle

One of the main reasons I had for joining the team at PepsiCo was because I recognized the opportunity to make an impact at a massive scale. I hoped I would be able to influence the company to consider options that were healthier and more sustainable. I was thrilled to have the opportunity to do just that through my work on the “beyond the bottle” business. SodaStream Professional is a first step in unlocking the future of the beverage business of which single-use plastics need not be a part. Instead, people use their own reusable bottles and are connected to a network of smart equipment that allow them to customize drinks, save favorites, and track their hydration, all in a way that's better for them and the planet.



Questioning the Ask

Opportunistic Innovation

A full year after a previous sustainability project ended unsuccessfully, our team was “given permission from Atlanta” to continue our pursuit of a non-single-use proposition for PepsiCo’s beverage business. As a “fast follower,” our team was able to deliver a band-aid


fix response to a competitive launch, using existing equipment to conduct in-market tests. More importantly, we recognized the opportunity to build out a proposal for a more ideal, user-centered solution that pushed the boundaries of what the company had

tried before – a connected ecosystem consisting of smart equipment, and vessels, and a connected account to unlock new kinds of value to the beverage experience.

Coca-Cola tests new self-serve water station at college campus, plans to expand to others

DASANI PureFill machine adds fizz, flavor to water

Posted: 4:58 PM, Jul 27, 2018 **Updated:** 6:00 PM, Jul 27, 2018
By: Kumasi Aaron



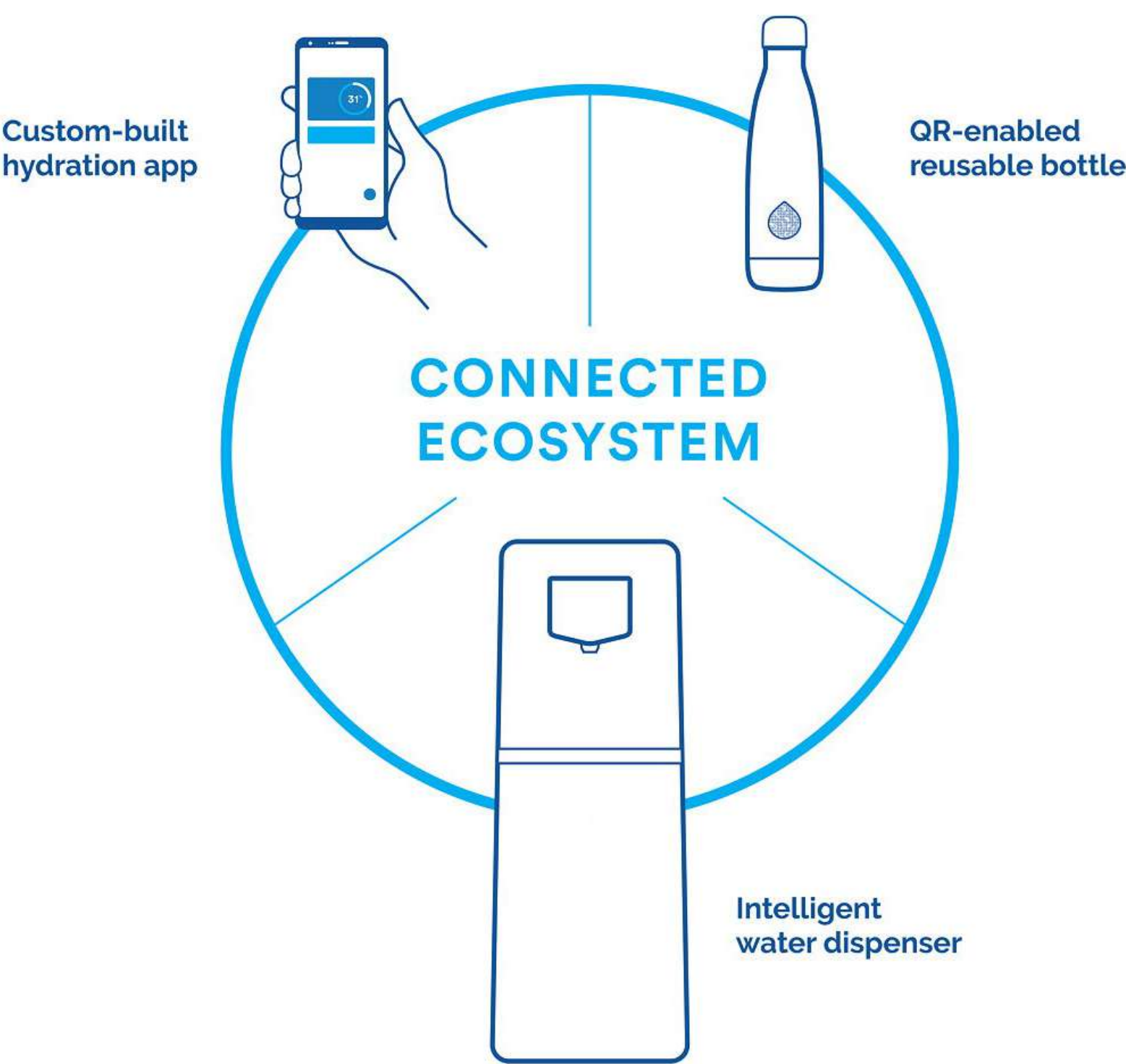
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Coca-Cola has developed a new approach to the water fountain.

The NOW went to Georgia Tech campus, where the world’s largest soda maker is testing out it’s DASANI PureFill machine.

From Reactionary Water Fountain

To Strategic Connected Hydration Ecosystem



Defining the BTB Vision

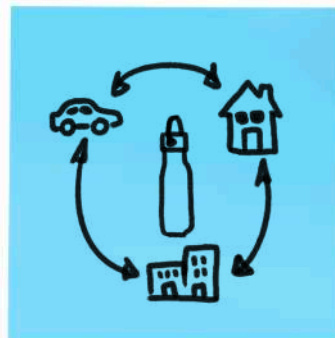
Launch + Learn, Informed Future

Quick wins can turn into long-term success, as we proved here. By delivering the ask the business wanted – we were able to prove that we can be agile partners and can meet the needs of the business as they arise. We also then used the launch as a live

test to better understand consumer habits around hydration and reuse. From our in-market observation and data gathering, we formed hypotheses about what the ideal beyond the bottle ecosystem starts to look like, leaning into the insights that hydration is not

a single occasion or mindset, but one that spans throughout the day into many occasions.

Insights

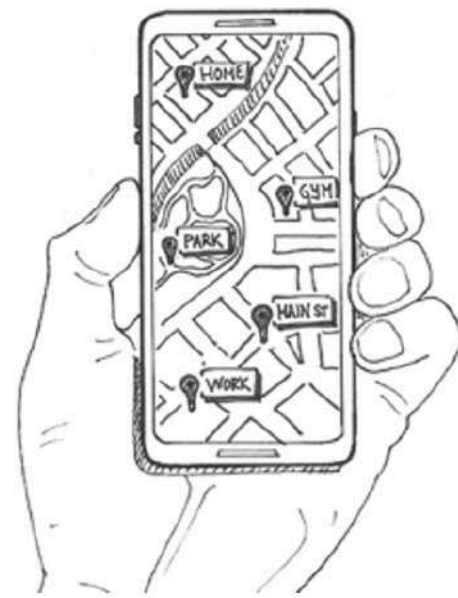


“hydration” is an all-day occasion

many people carry their own bottle

provide value bottle can’t

Vision



seamless purchase

beverage personalization

hydration and health tracking

ubiquitous access

sustainability gamification

Designed to Blend In

From Shouting Billboard, to Useful Decor

Building the rationale for an innovation project greatly benefits from the ability to bring concepts to life, and show that the thinking is more than aspiration, but can be realized into something tangible and effective in the market. The classic industrial design skills play a huge role in this process, helping show stakeholders and cross-functional colleagues

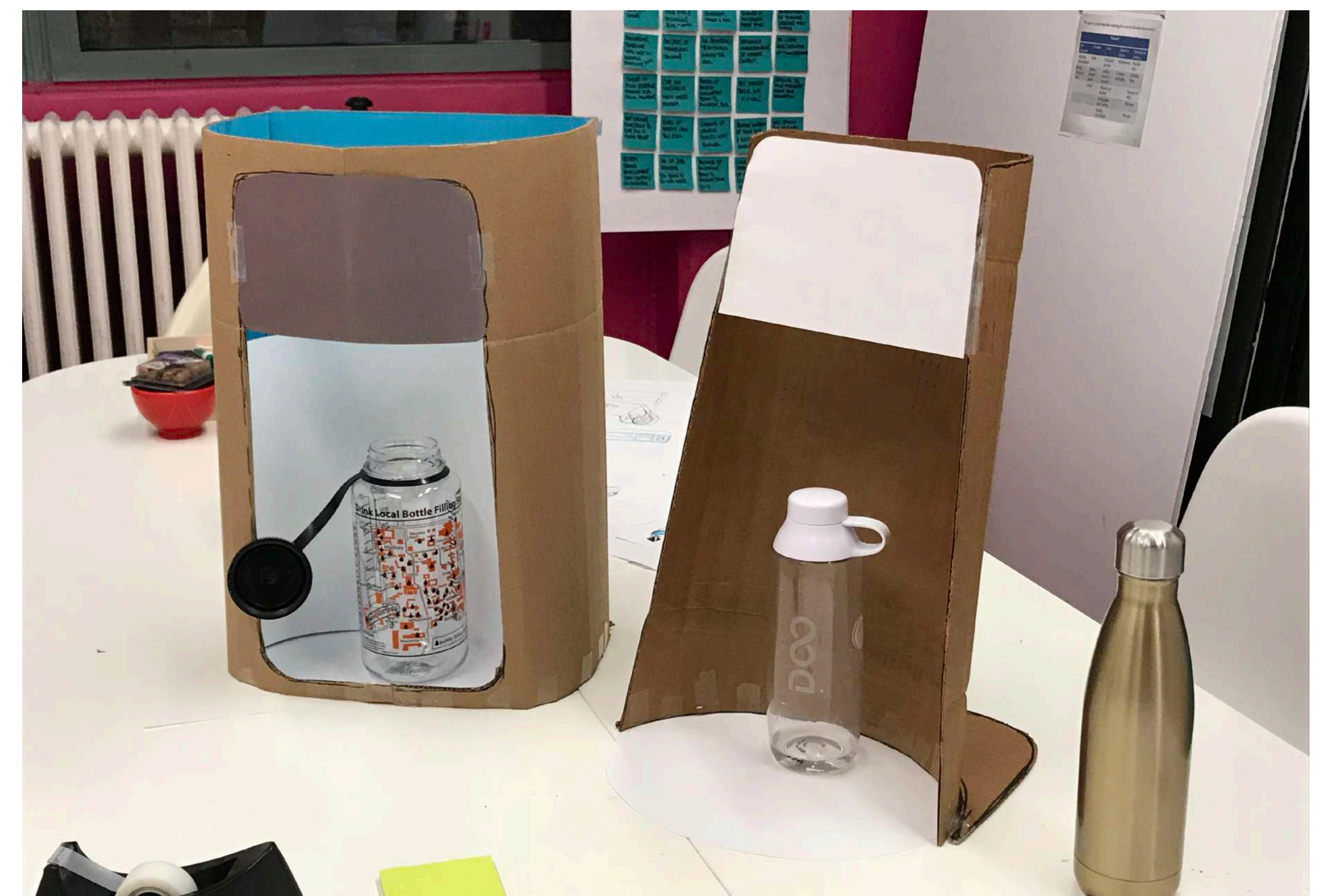
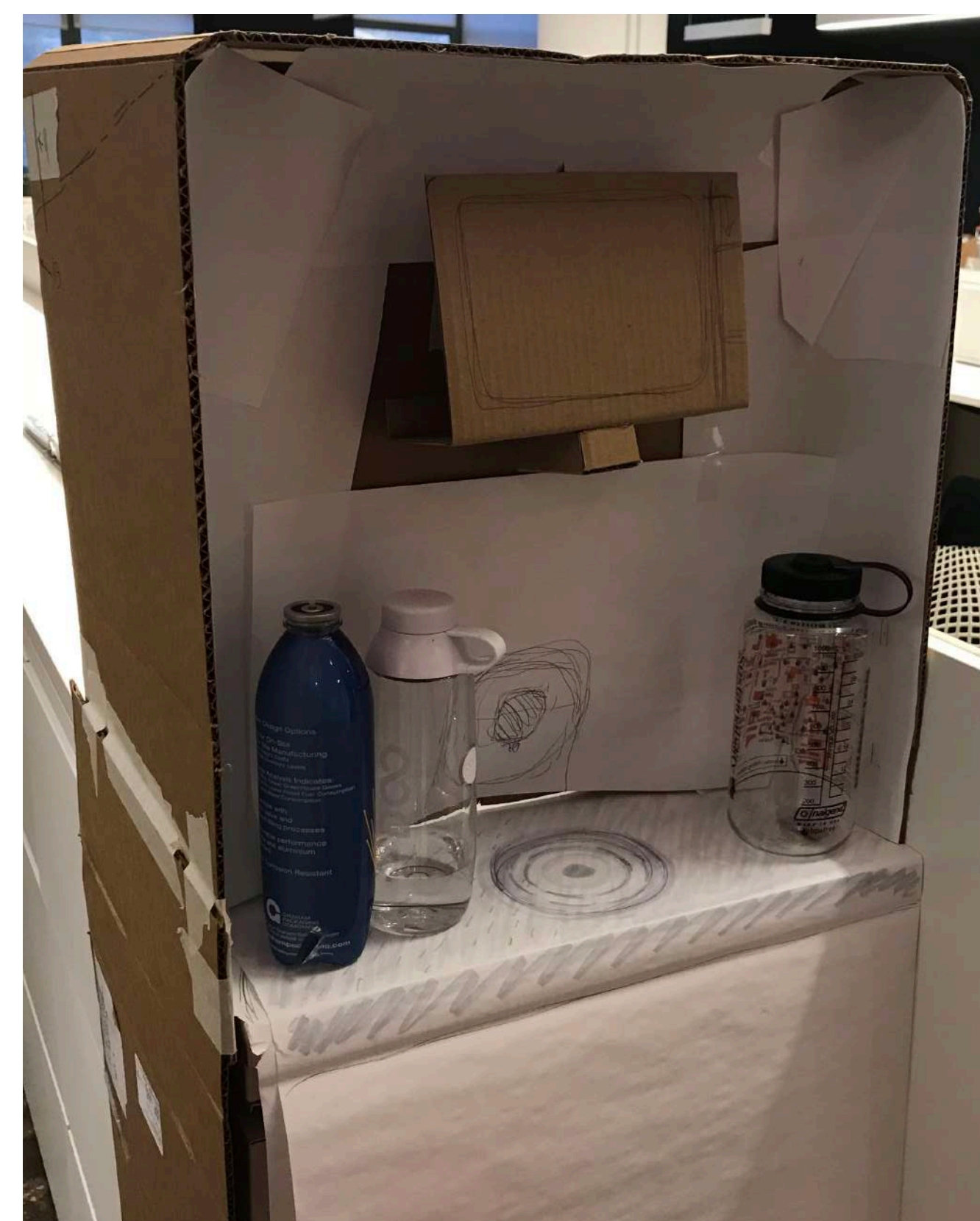
what’s possible, and giving life to the theoretical “blue-sky” conversations. SodaStream Professional was designed to blend in, rather than shout to meet the all-day use case. The design exploration captures this in every step, from sketch to foam core mockup, to machined samples.

High Quality Water - Quality, taste, precious, unique, elegant





Working in a constant loop between 2D and 3D, I was able to contribute iterative ideas to collaboratively explore ideal forms, spacial interactions, and usage experiences. The instant feedback loop of creating live with the team allows the process to be both fluid and efficient, being able to see ideas on the wall or in the hand and instantly reacting - taking note of what works, what needs improvement, and what was worth trying even if it isn't necessarily the direction worth pursuing. While many ideas lay on the cutting room floor, this quick and dirty nature of early divergent thinking is so important to injecting energy into the project early on.



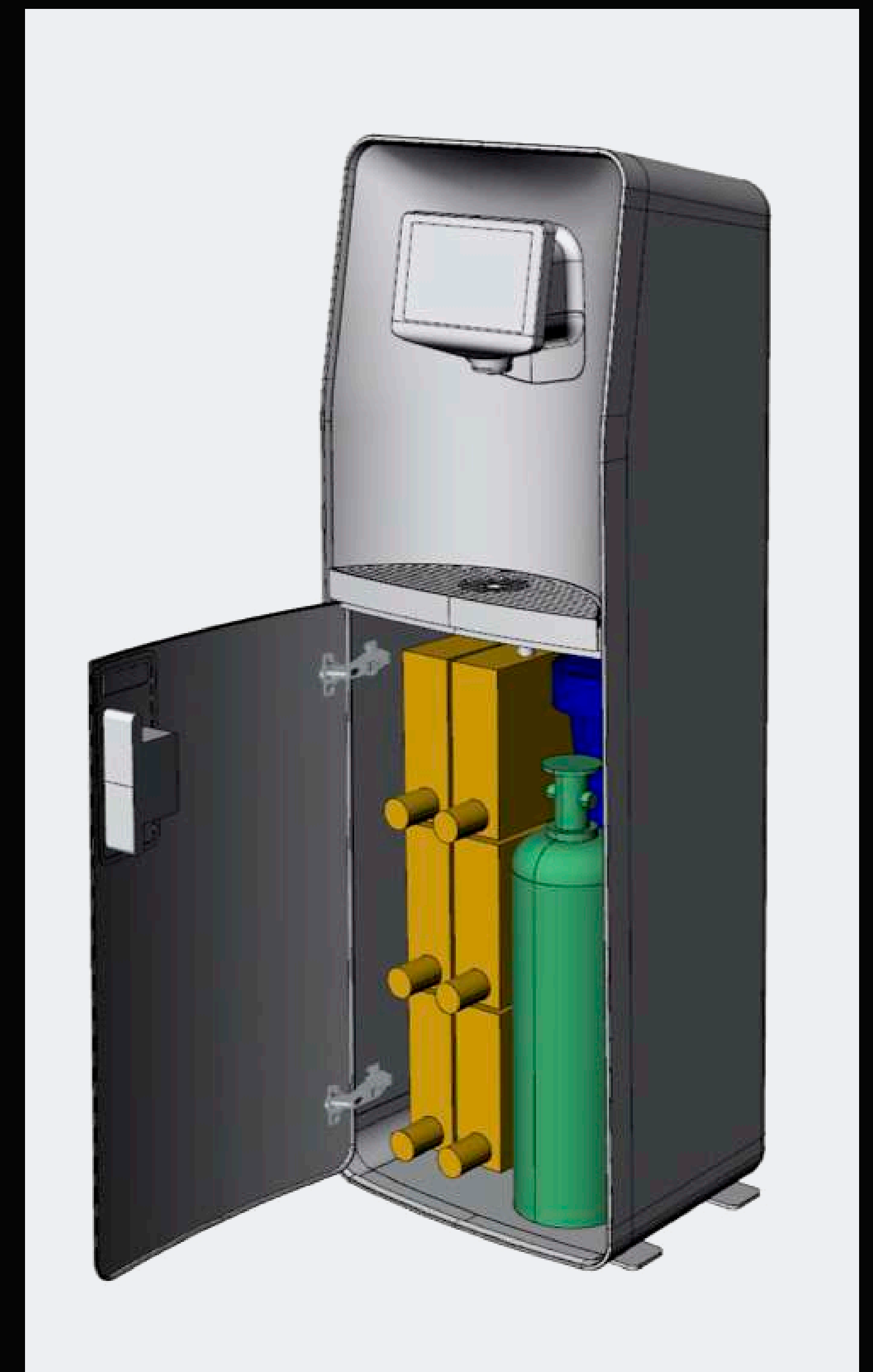
Iterative Prototyping

Accelerating decision making through rapid & iterative prototyping

As decisions are made and the project progresses prototyping becomes more and more critical. Quick mockups help to give gut-check answers to questions as they arise, but eventually higher fidelity models are necessary to prove concepts and ideas as well as

help align with various stakeholders. Working closely with both internal partners and external vendors, I was able to help create a wide range of full-scale models of different materials, processes and fidelities to help inform decisions and test hypotheses at

critical points throughout the project. These prototypes bring the project to life in a way that mere conversations and even 2D visuals simply cannot. They also help demonstrate the value of design decisions and help poke holes to inspire further improvement.



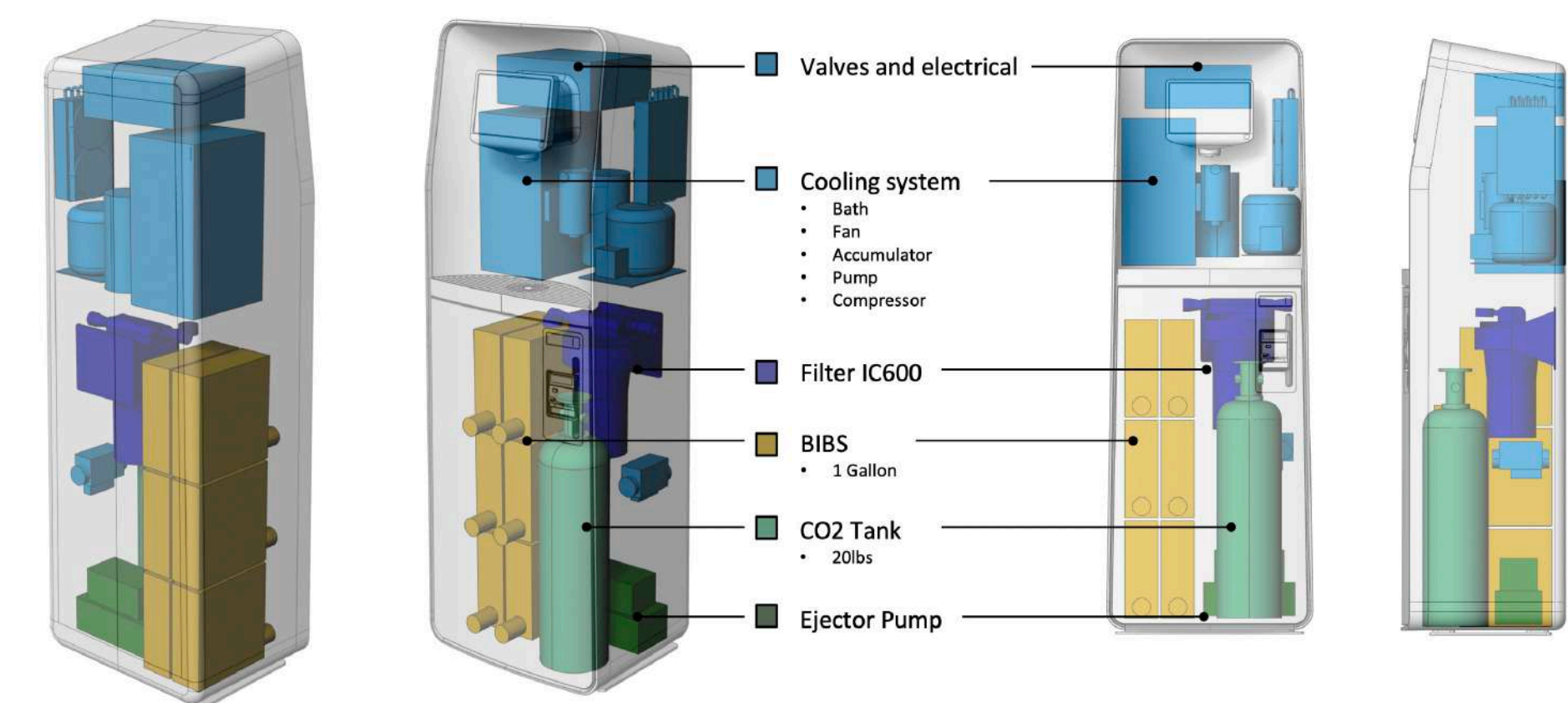
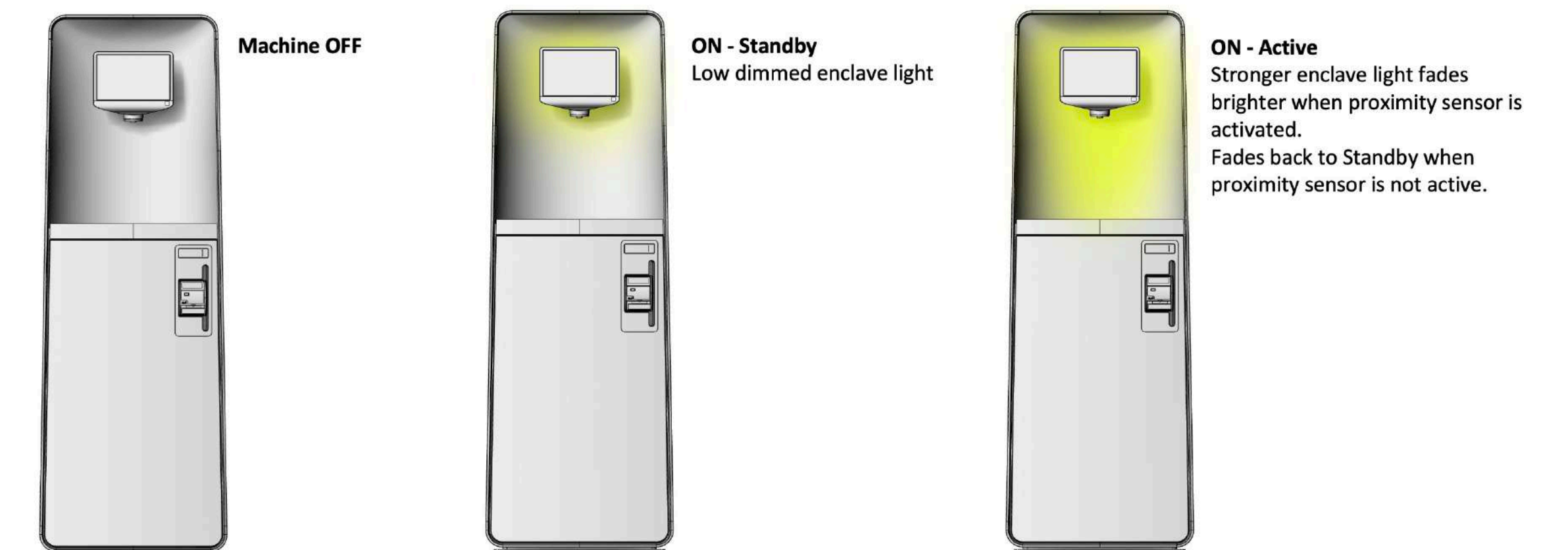
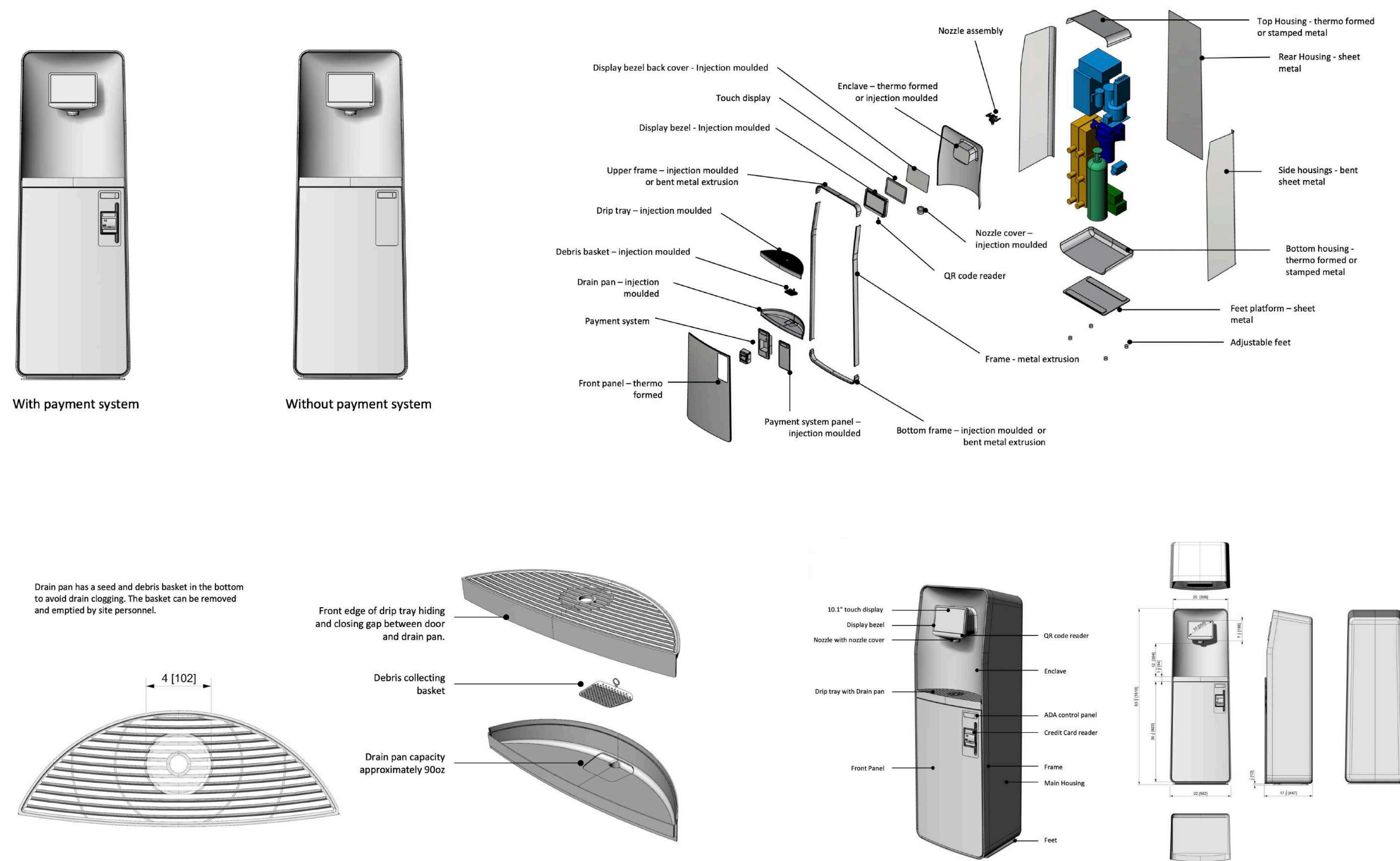
Scrutinize & Refine

Fostering Communication Through Documentation

With such a complex project, there are many moving parts and even more stakeholders and parties involved in realizing our objectives. When interfacing with partners from many different backgrounds it becomes

critical to adjust communication styles to ensure all parties are properly included and understand the decisions at hand. Much of the design work required throughout the process was creating design specification

documents to clearly articulate the design vision, as well as highlight the teams' notes, feedback, and insights as part of an ongoing feedback loop with our partners.

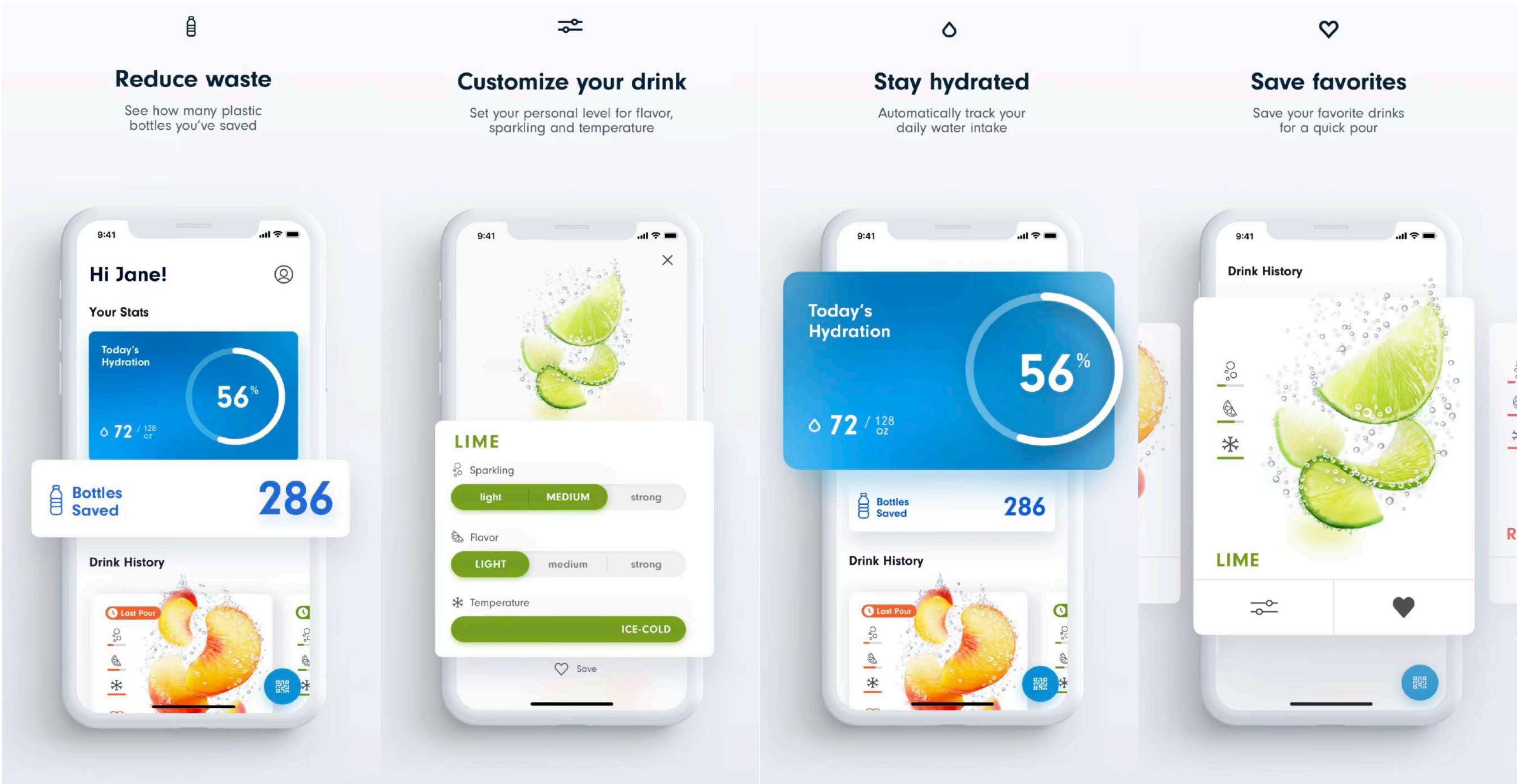


User Interface & Experience

Opportunistic Innovation

With the removal of the single-use package, a completely different relationship is needed between consumers and their beverages. By leaning into this heightened connection to a reusable vessel, we decided to make intuitive interactions double as authenticators for the digital account. Using their bottle to sign in,

users are able to instantly log in and have access to ‘quick-pour’ favorites to eliminate added complexity required with signing in and payment interactions. This keeps the experience ads close to approach and pour as possible, while still allowing the benefits of tracking, payment and account management to happen seamlessly in the background.



welcome



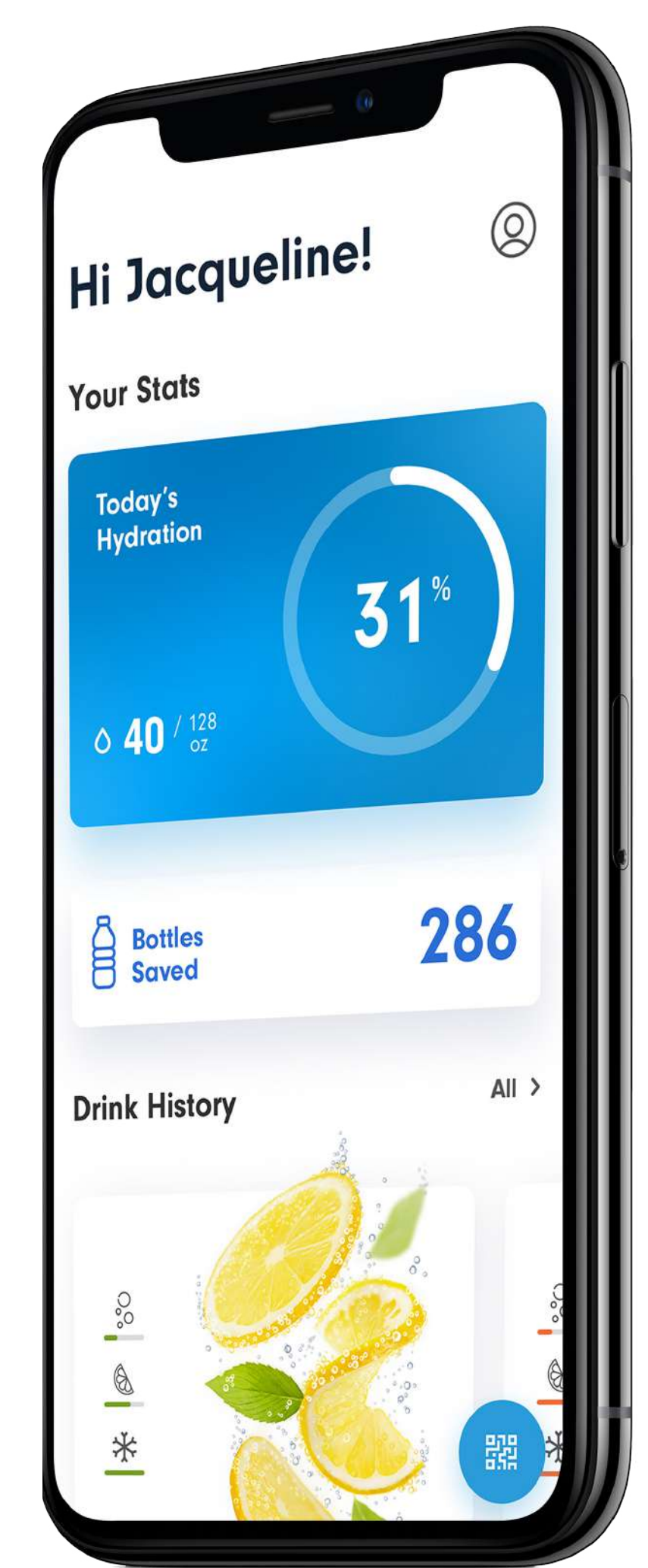
choose



customize



pour



Future Vision Development

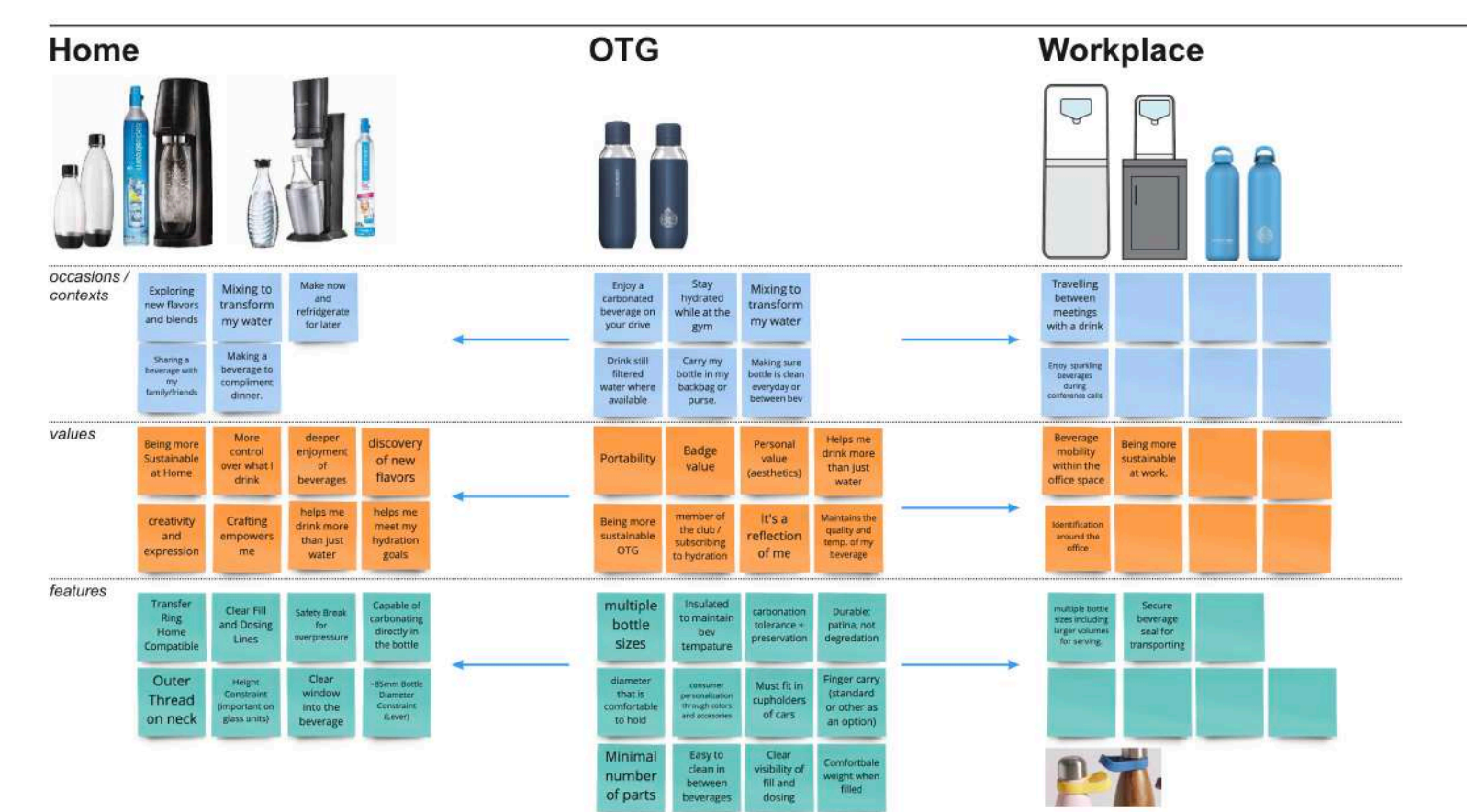
Building on a Foundation of Innovation

After successfully landing SodaStream Professional in the market, the task shifted towards building the vision for the future of beyond the bottle. Here, I'm helping the team to analyze the market landscape, players, value chain, and consumer trends to construct potential business opportunities, to help scale the business as the industry shifts towards sustainability. Building the trust of the organization through launch, bought design a seat at the decision-making table to help direct the future of the organization, towards a strategic portfolio strategy and business propositions.

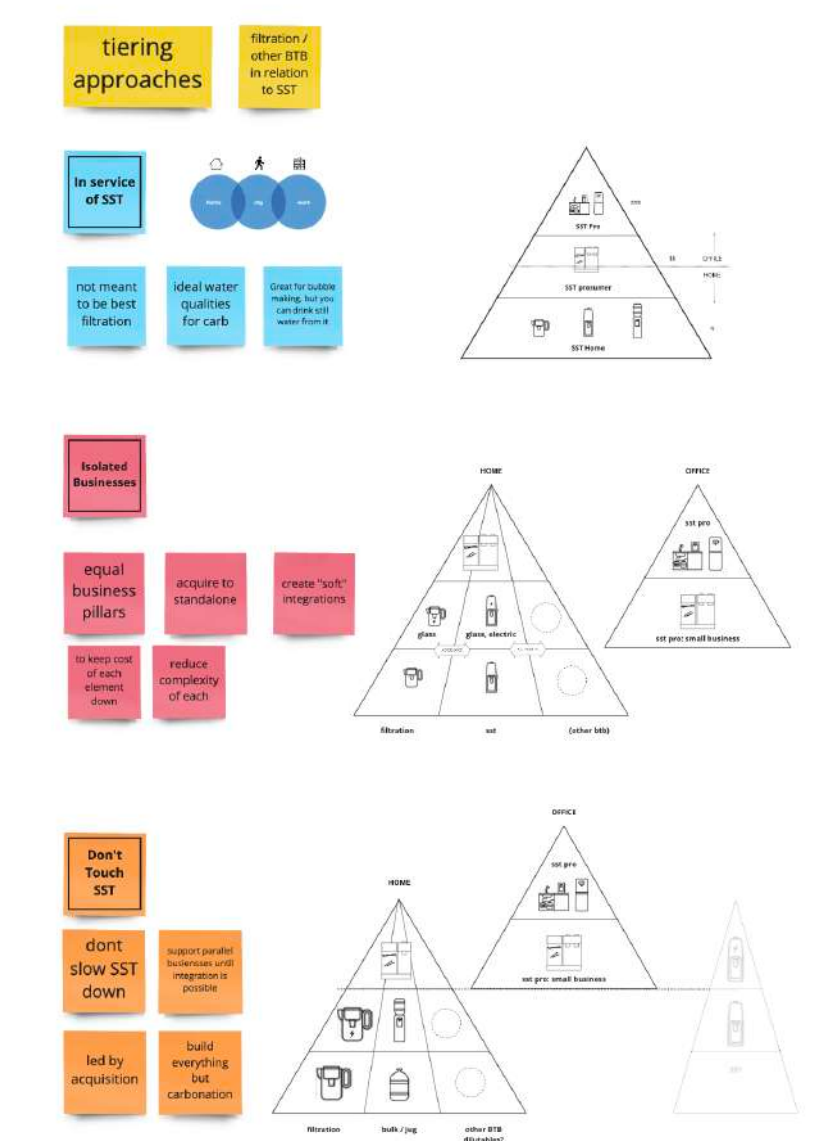
H1

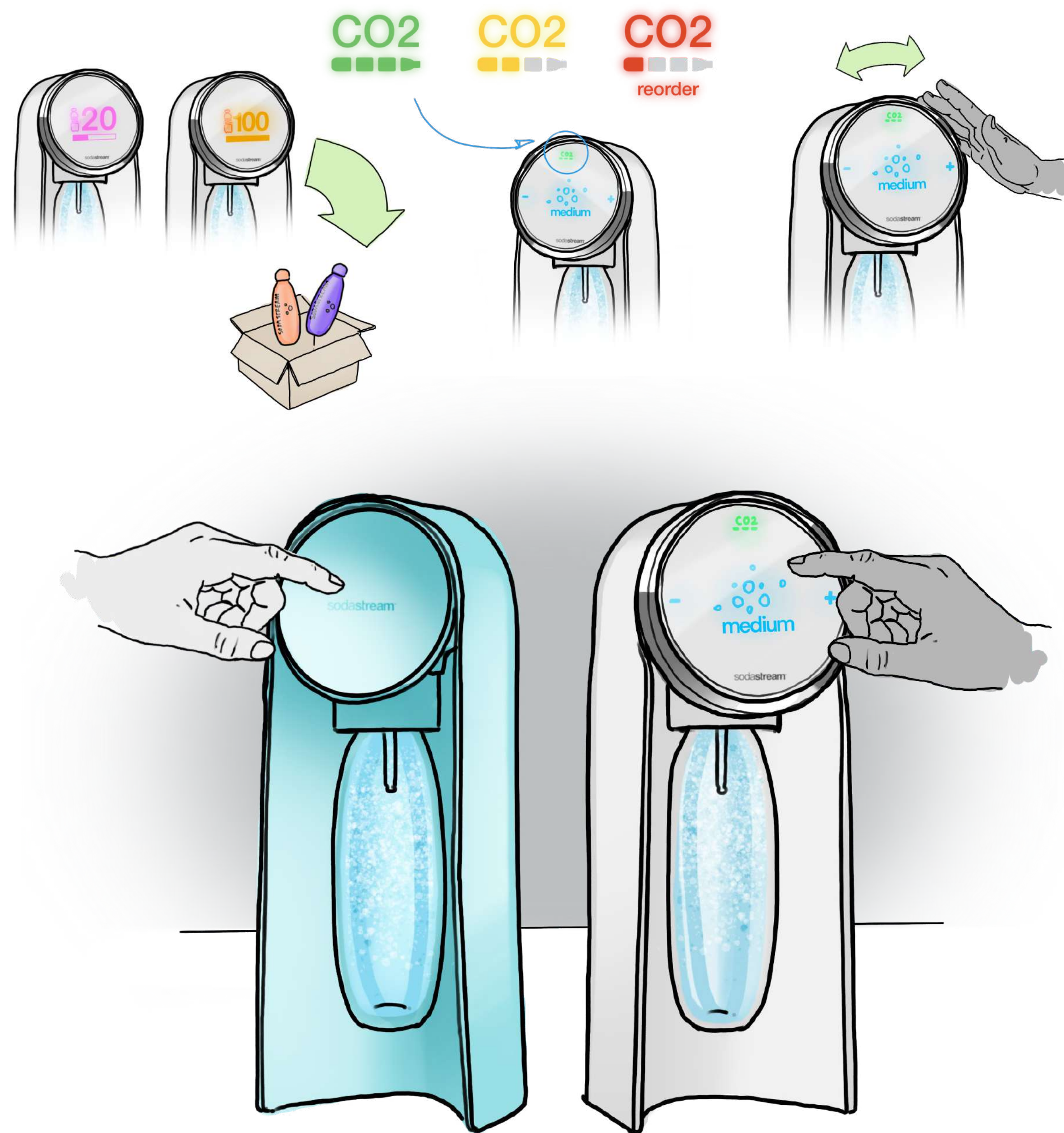


H2



H3





The Power of Visualization

Vision Crafting for SodaStream

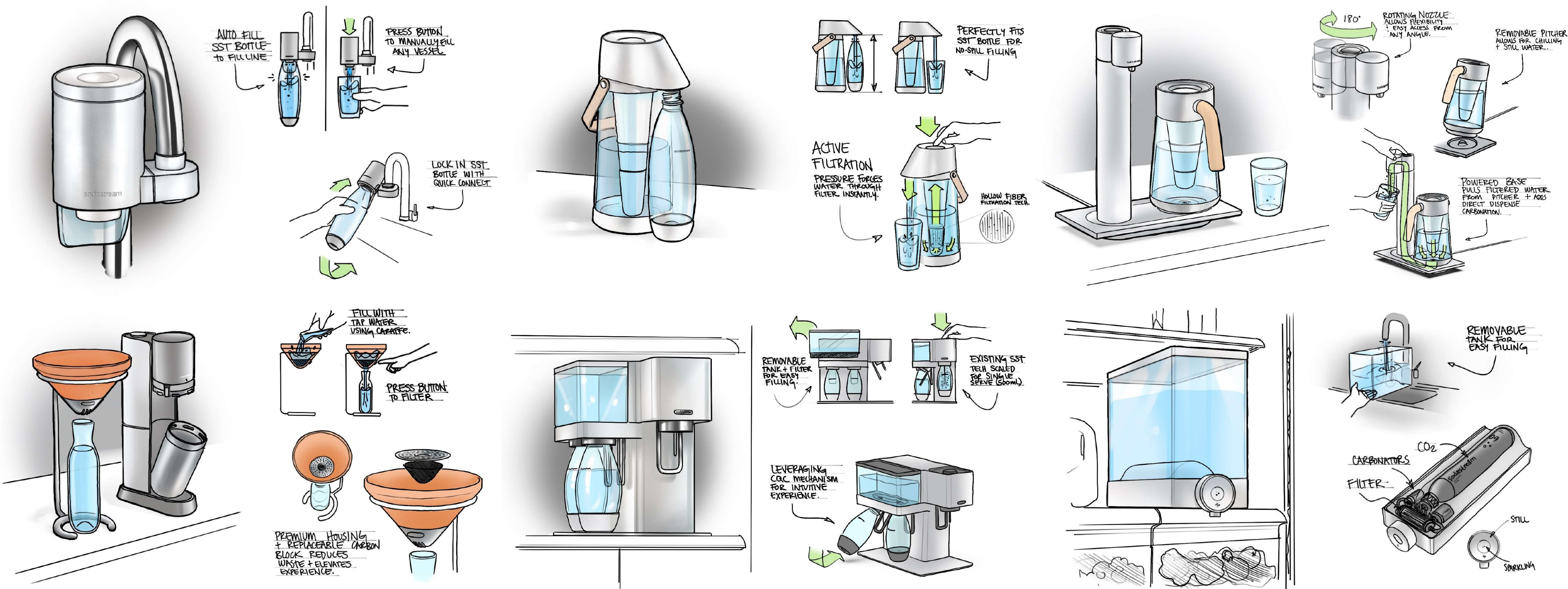
I've learned to pay close attention to the asks our team receives and interpret the underlying rationale in hopes of pushing the conversation further, and adding value in ways stakeholders might not think to ask for. The example shown here shows a

month-long sprint exploration of how we might revolutionize recently acquired SodaStream through an equipment-led strategy. Although the concepts presented are subject to complexities not considered in the exercise, the work successfully

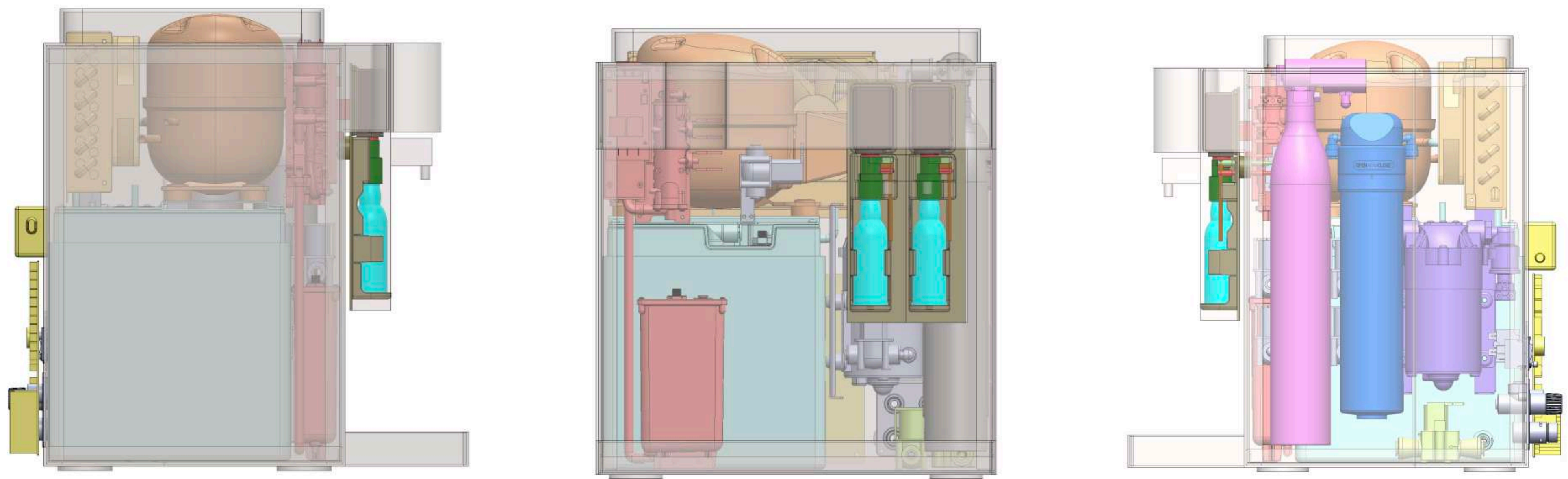
inspired leadership to think about the future of the SodaStream portfolio.

Exploratory Concepts

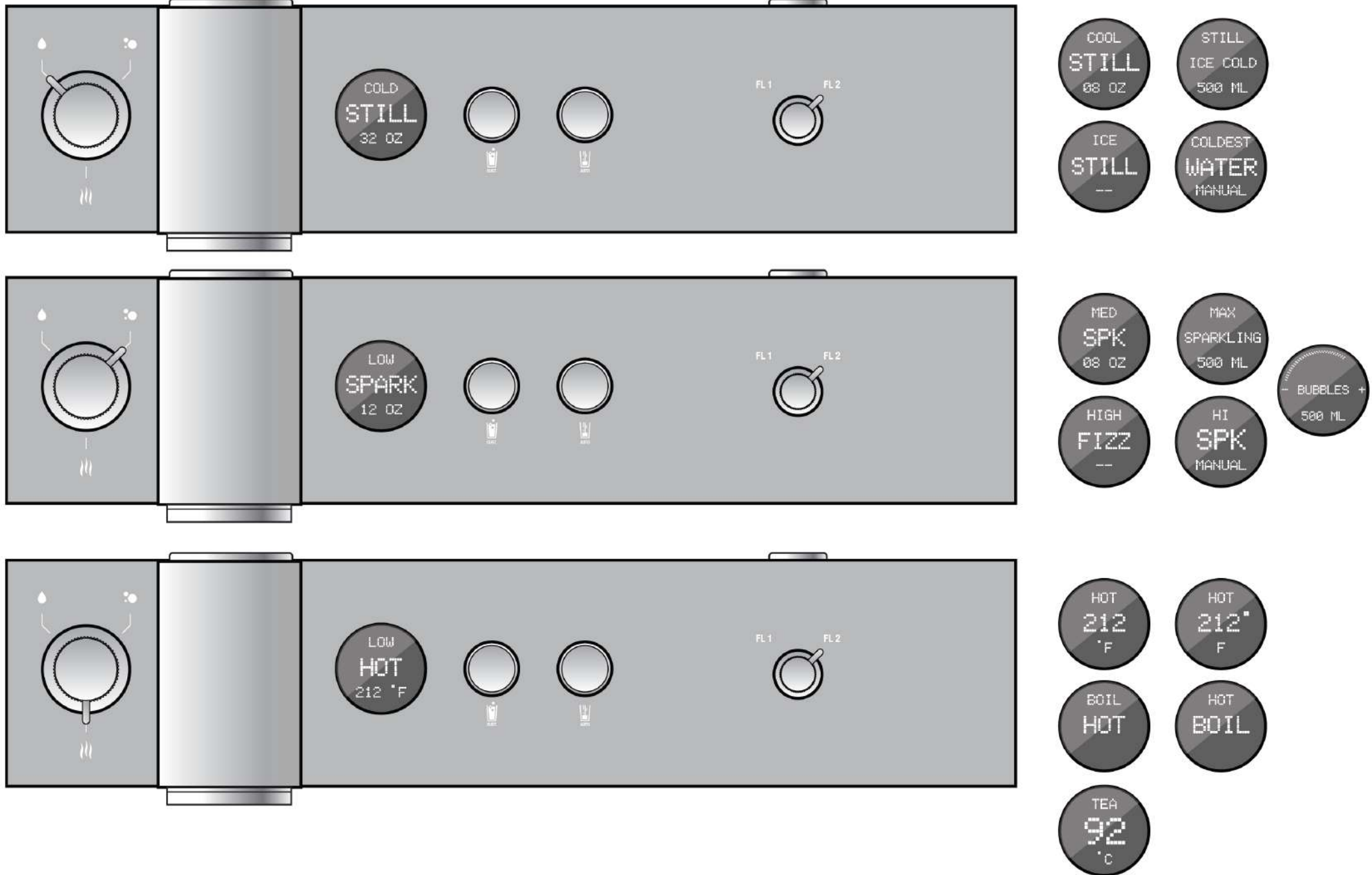
Portfolio Extension Provocations



Component Arrangement Exercise



Physical UI Development



Early Concept in-Context Visualization





Industrial Design

Khio

Cooling Migraine Relief Headband

Khio is a new business venture that is developing an innovative solution to the treatment of migraines using cooling therapy. The startup is founded on the insight that cooling reduces migraine symptoms, especially if used in early stages. Khio is a powered headband with cooling plates that actively remove heat from the wearer's forehead, helping to alleviate migraine symptoms.

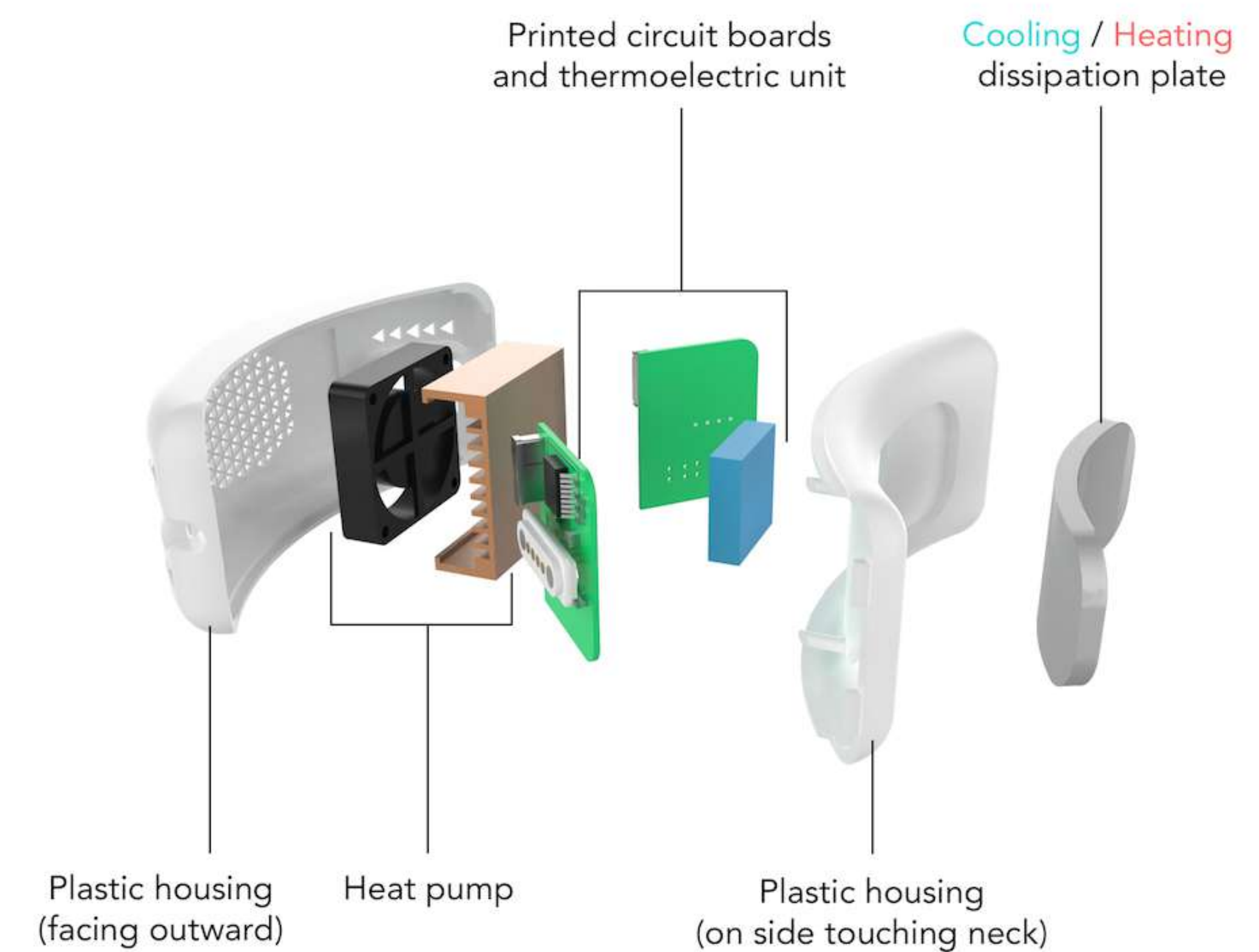
The Khio team asked for my help to design the hardware and interaction of using the product, as well as push the design towards the future to inspire investors and help drive the development of their product and business.



The Ask:

"Help us take our idea to the next level, and get investors excited about our concept."

- Functioning MVP / proof of concept model
- Looking to secure funding and partnership



Occasions

OTG
Unexpected:
Quick React /
Mitigation

Safe Space
Recovery:
Full Force
Treatment

Functional Needs

I need it to
start
working
immediately

I need it
to just
work, no
fuss

I need
Maximum
Cooling, no
compromises

I need it to
last as long
as I'm
feeling pain

I need to be
able to have it
with me where
I'm likely to
need it

No Additional Side
effects that could
worsen my feeling
sensory stimuli
(Pressure, smells,
medications,
textures, etc)

Emotional Wants

I don't want it
to call
attention to
itself, keep my
migraine on
the DL

Help me feel
calm and
relaxed, even if
I can't be home
in bed

Help me
disconnect
from the stress
of the outside
world

Help me feel
as
comfortable
and relaxed
as possible

Help me feel
like I have a
go-to solution
for whenever a
migraine might
strike

Give me
something
that I know
is always
there for me

Access Barriers

Have to
Stop What
I'm doing
(Disruption)

Ready to
"Deploy" at
a Moment's
Notice

No "Silver
Bullet"
Solution

Don't want
medical
equipment
in my house

Don't
always want
to be
thinking
about it

Deeper Desire / JTBD

"Help me feel
like I'm the one
that's in control
of my life, not
my migraines."

"Help me pull
out the big guns
when a
migraine gets
out of control"

on the go
unexpected

"Help me feel like I'm the one that's in control of my life, not my migraines."

Functional
Principles

Visual
Attributes

Fast
Acting

Simple /
Obvious

Unobtrusive /
Inconspicuous

Comforting
/ Calming

Portable,
Compact

Reassuring /
Empowering



safe space
recovery

"Help me pull out the big guns when a migraine starts to take over."

Functional
Principles

Visual
Attributes

Maximum
Efficiency

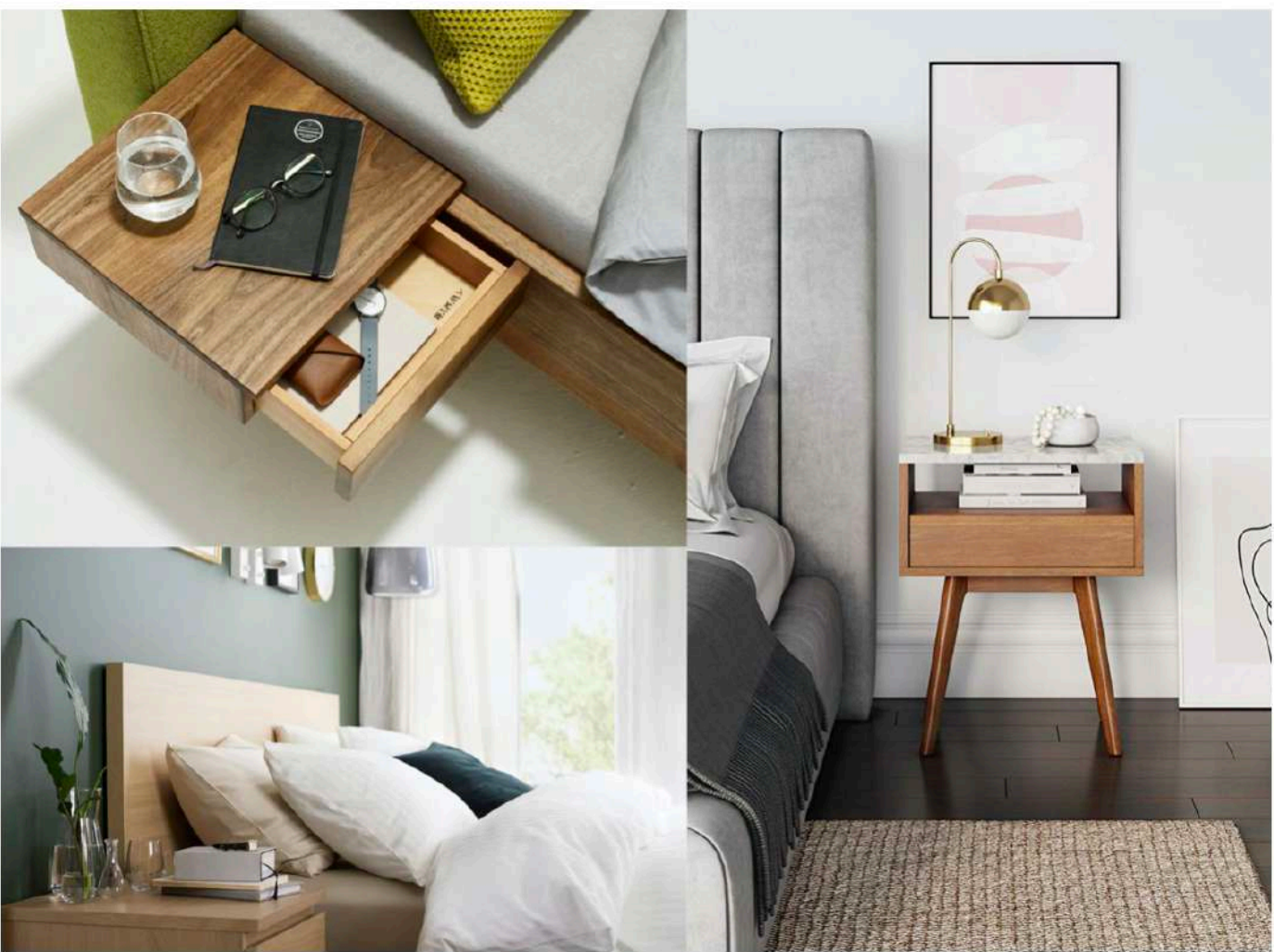
Long
Lasting

Immersive

Soothing

Inert

Dependable



Stylish
Simplicity

on the go unexpected

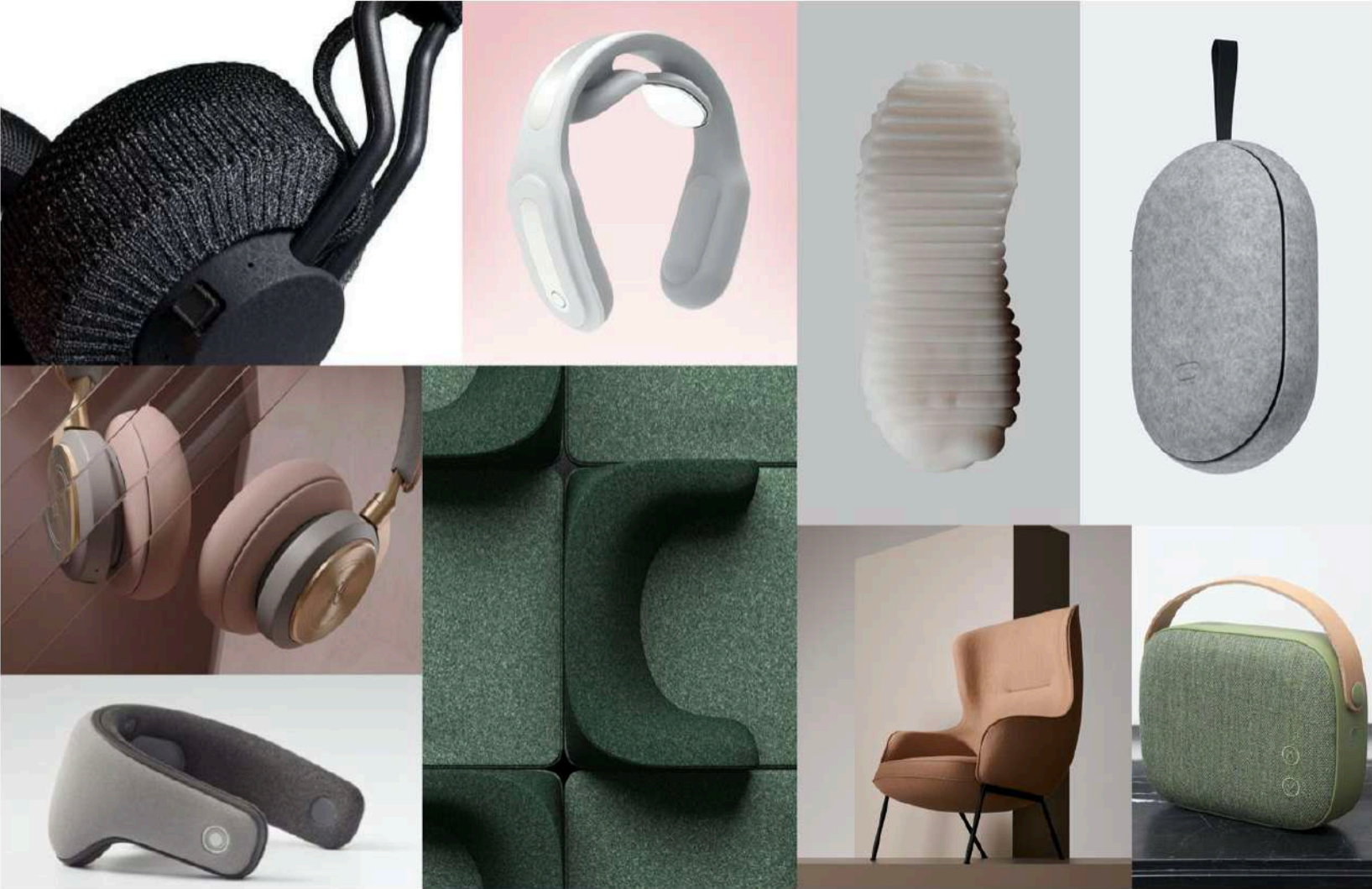
Simple
Light
Flexible
Approachable
Pragmatic



Reliable
Relaxation

safe space recovery

Grounded
Stable
Soft
Robust
Elegant



Building The
Rationale

Removing Bias
+ Subjectivity

Art is in the eye of the beholder. However, design is different from art. The "why" behind a design is what separates good and bad design, and what separates most design from simply being utilitarian artwork.

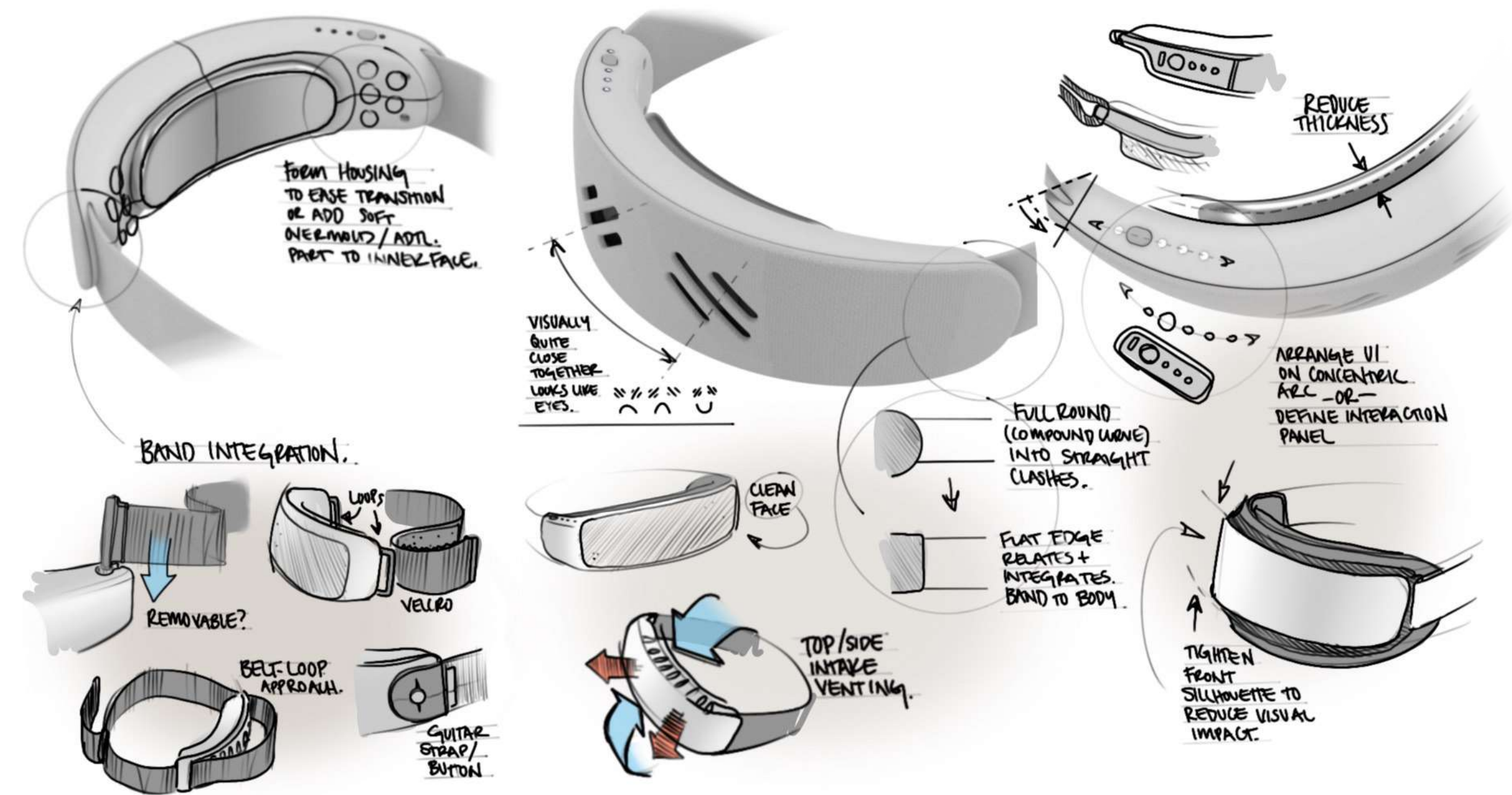
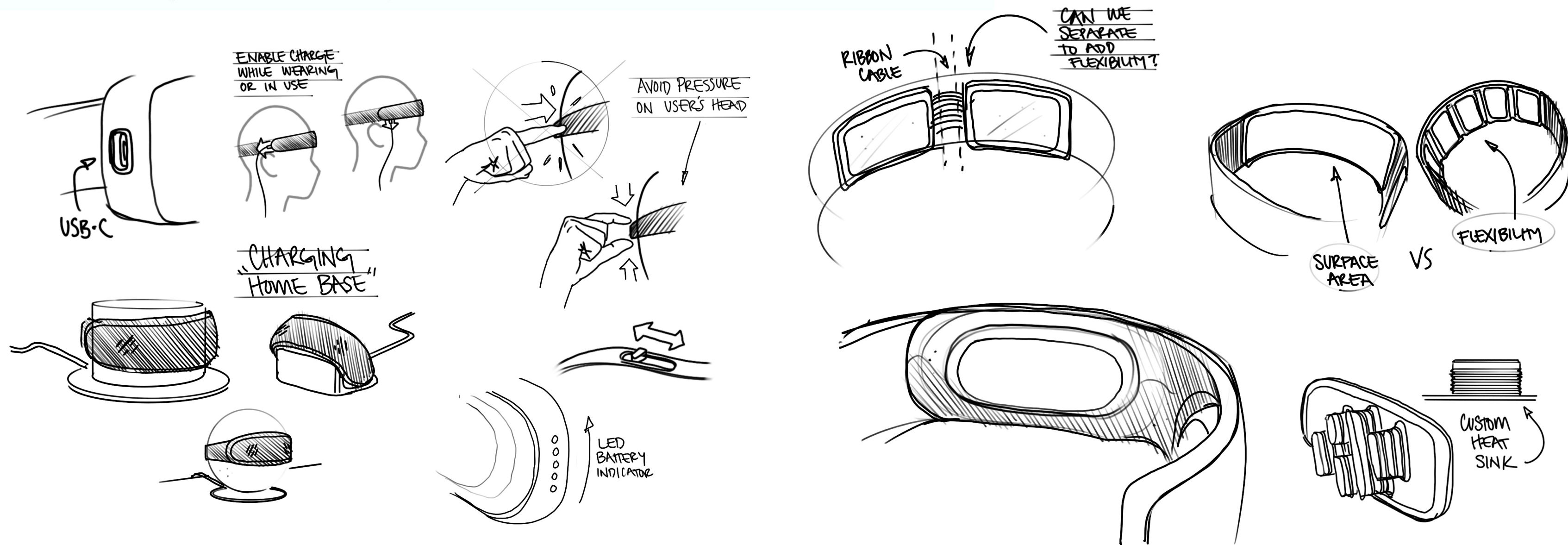
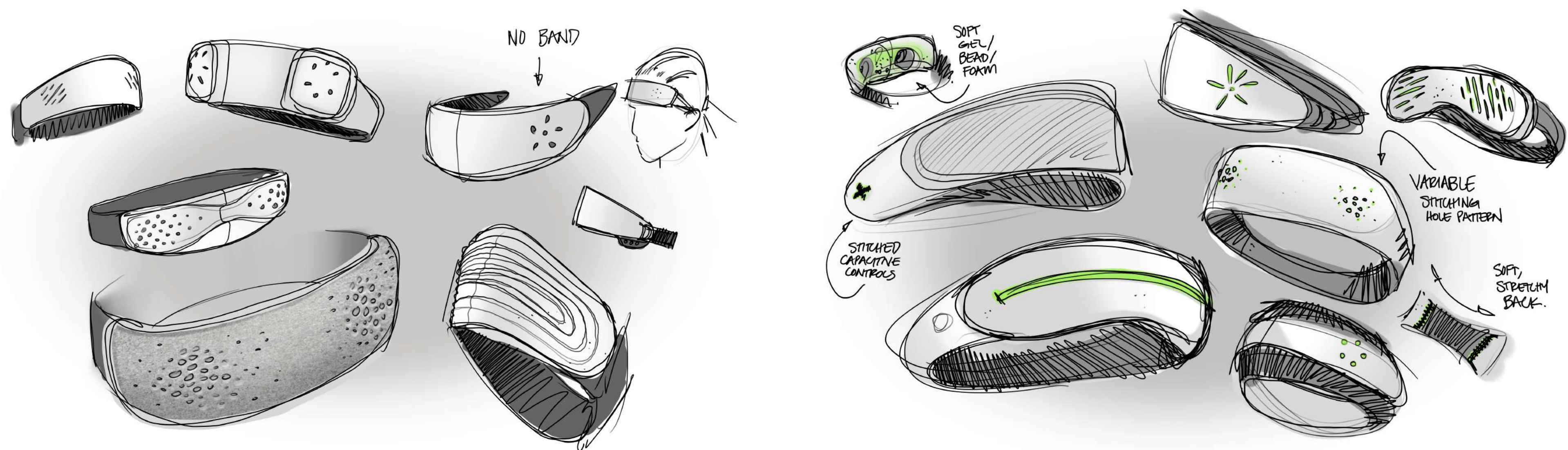
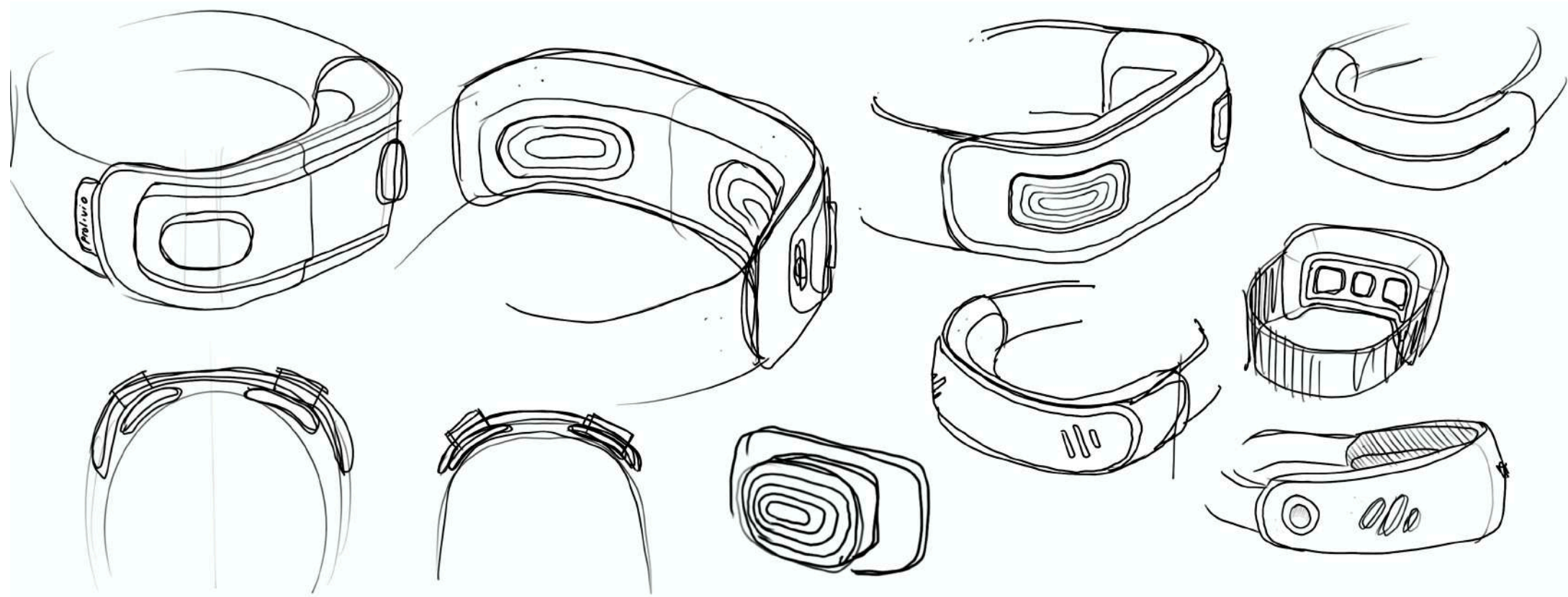
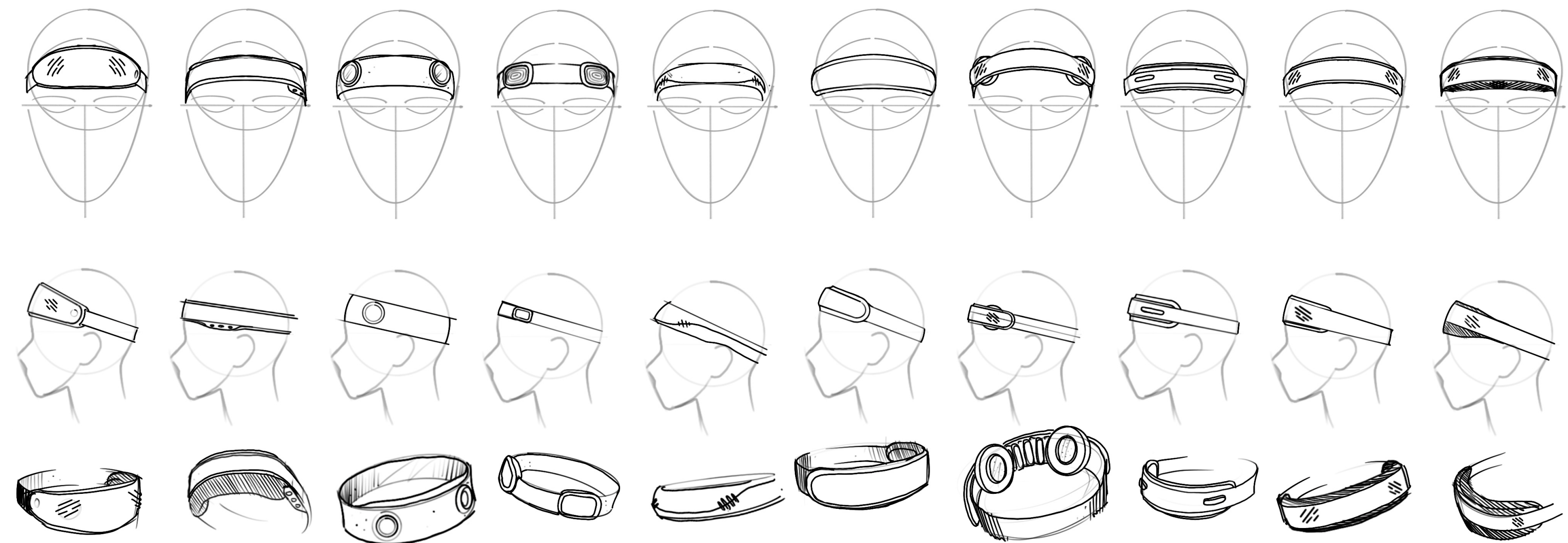
When asked to help visualize the future for Khio's migraine relief headband, I wanted to build a solid rationale to help the team first agree on what they stand for, so that decisions are made contextually, rather than subjectively. To build a robust sand castle, one

must first build the sandbox in which to play. Considering user needs wants, and jobs to be done, as well as key moments and contexts, help frame an informed and context-driven direction for the design.

Grounded Blue Sky Thinking

Questions as Concepts

When asked to help Khio present themselves in their best light to potential investors, I wanted to help them create aspirational visuals, but also recognized the opportunity to expand the team’s thinking around entire user experience of their product. As I explored forms, materials, and basic touchpoints, I came across other key moments of the user experience that might not seem obvious, but with definitely stand out if not considered. Through my concepts, I was able to nudge the team to think more holistically about their offering.



Rapid Form Iteration

Delivering Aspirational Concepts Quickly

The reputation of the startup world proves to be true meaning work is inherently agile, fast-paced, and scrappy. The need to juggle many tasks between few people requires the team to wear many hats and constantly attend to all of the outstanding needs of the ever-evolving business. As an outsider with one clear focus,

I was able to come in and ask key questions, while keeping focus on the product design, and as a result make some of the decision making easier for the team. I found it essential to keep the check-ins frequent and the fidelity as high as possible to cut through the vagueness of process, and allow decisions to be made in a

timely way so as to keep with the “fail fast” spirit of a new business. These rapid refinements allowed for quick visualizations that forced the conversation towards decision making and action, and allowed the concepts to be quickly shared with stakeholders.



Warm & Comforting
(textiles, soft touch, smooth surfaces)

Intuitive Interactions

(considering ergonomics and use cases)

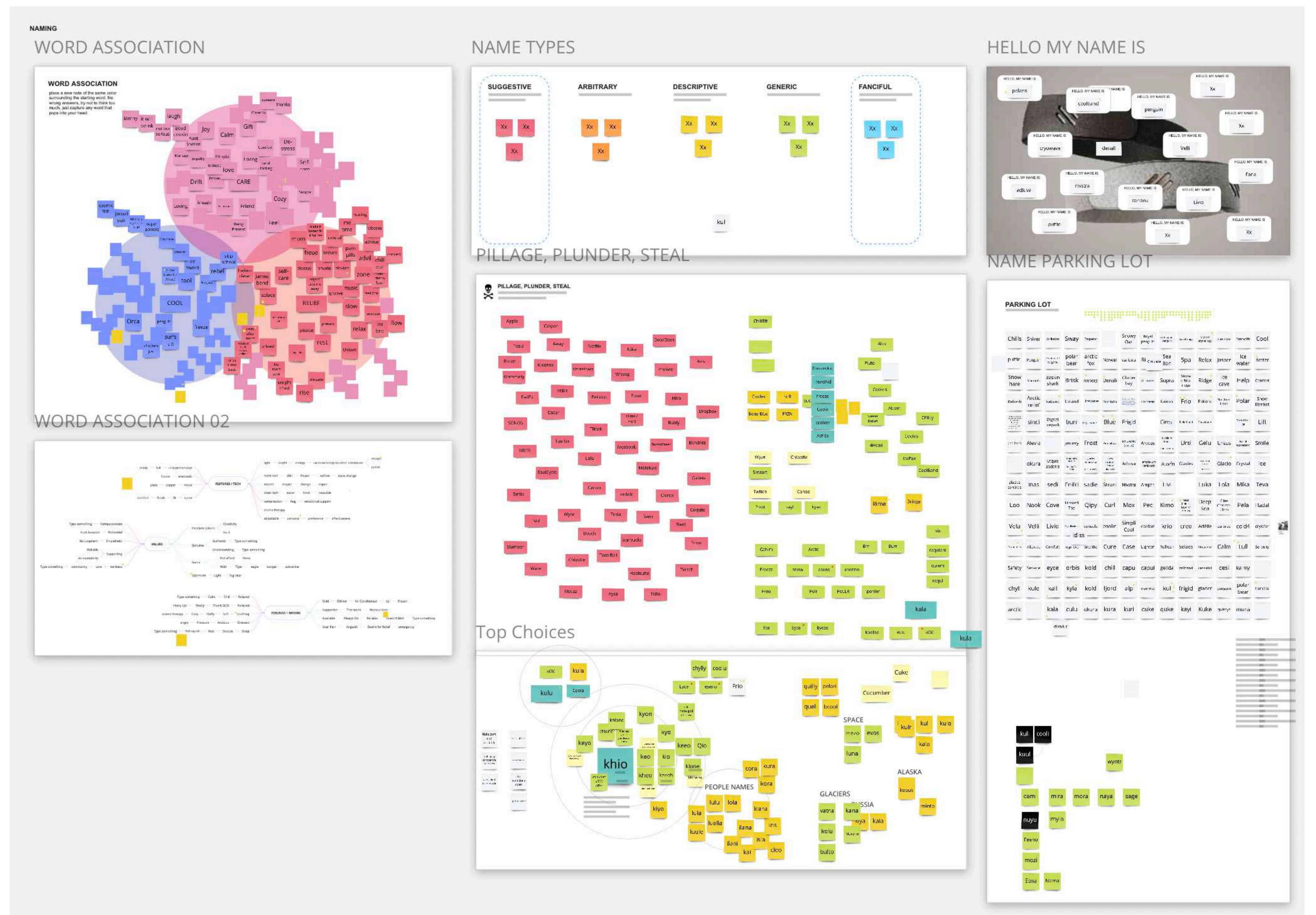
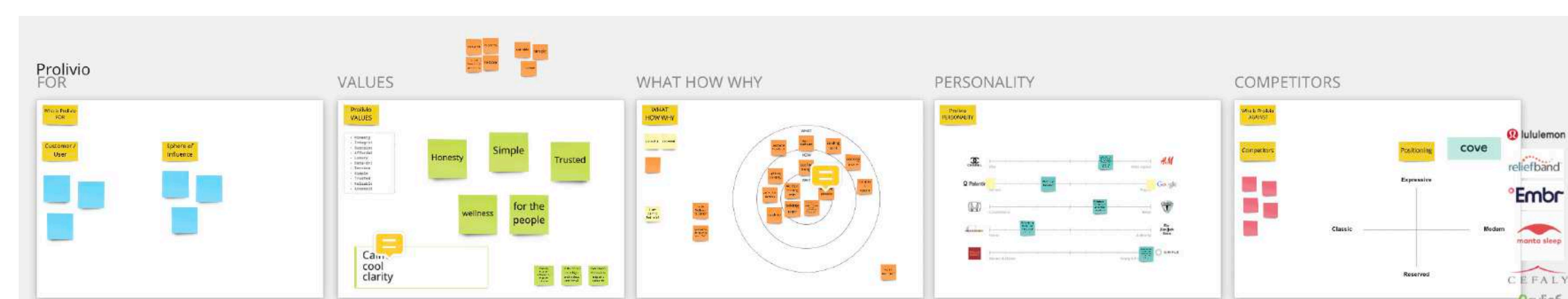
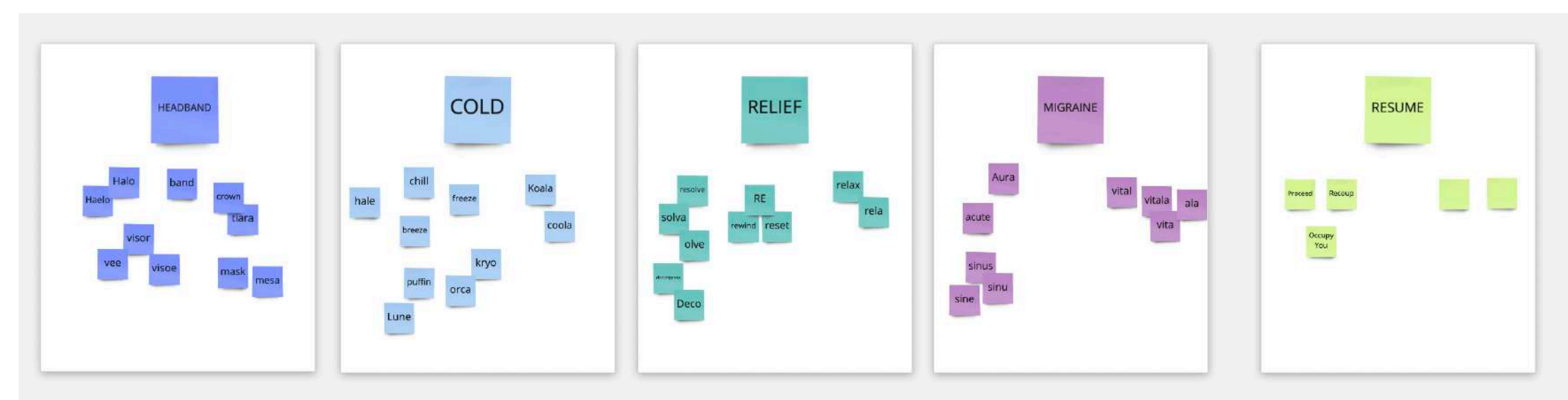
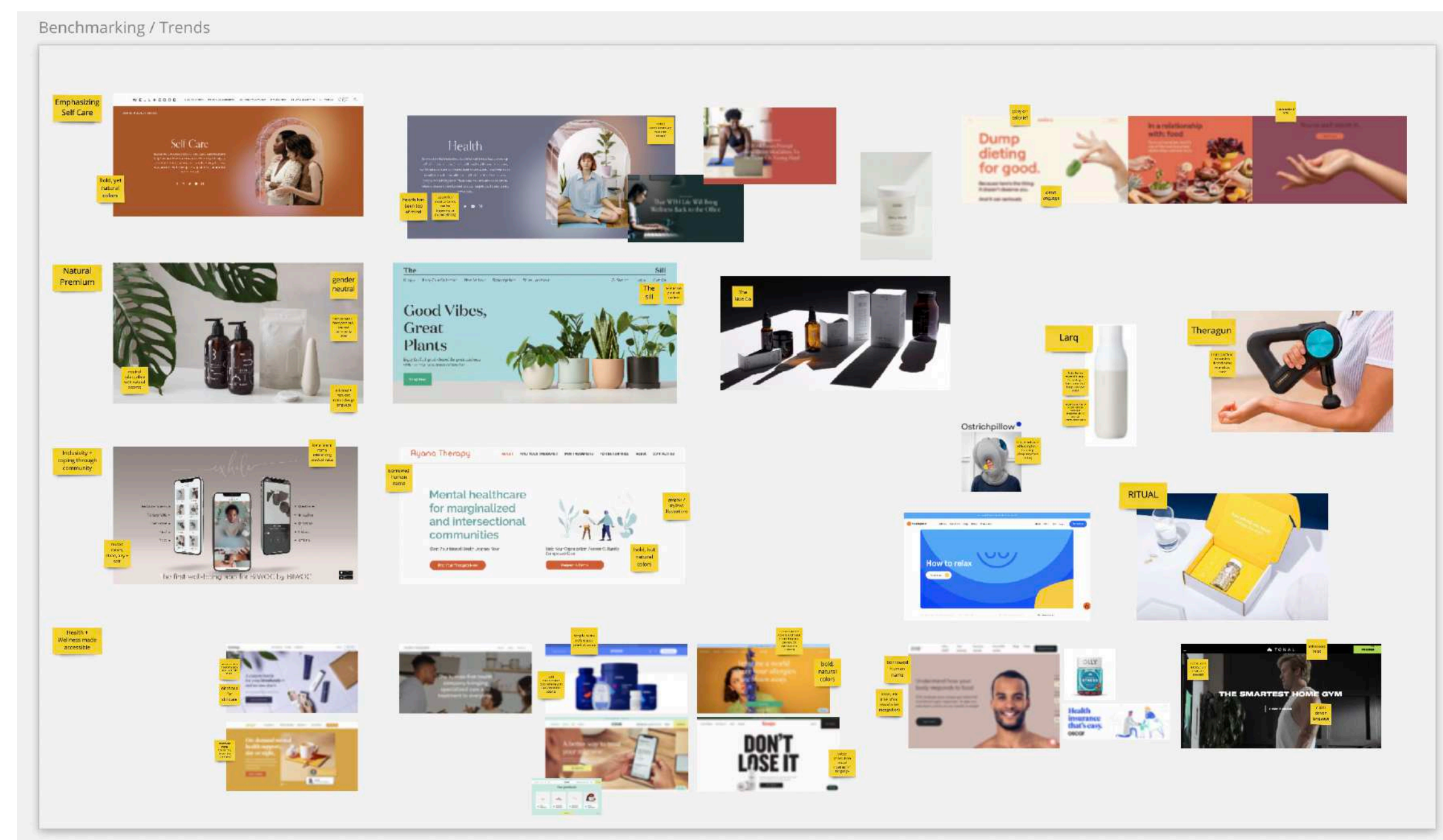


Clean & Effective
(crisp refinement of touch points)



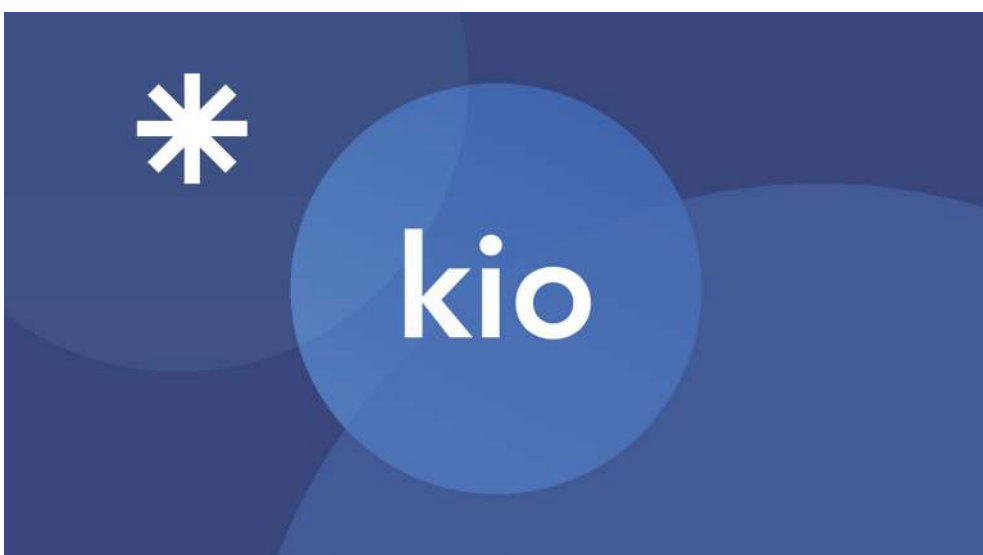
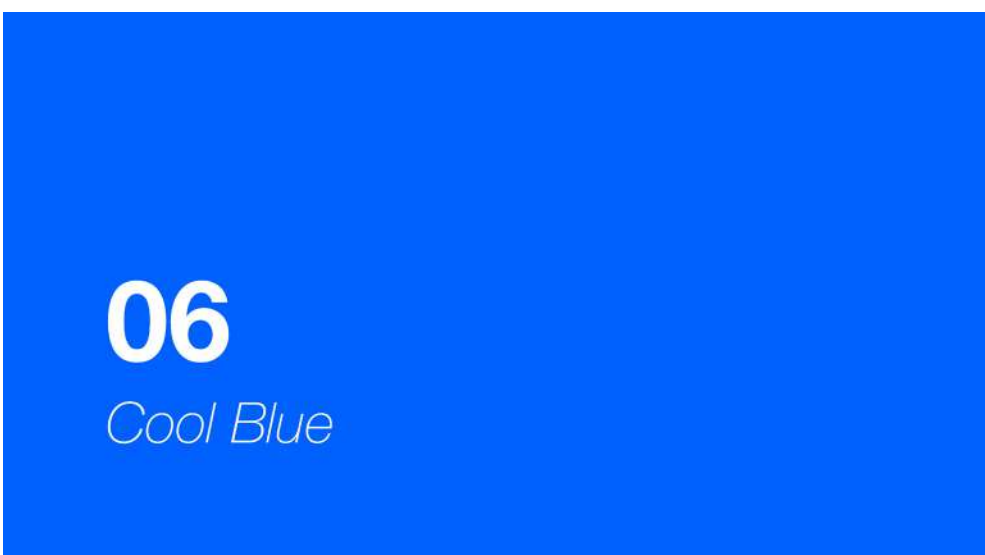
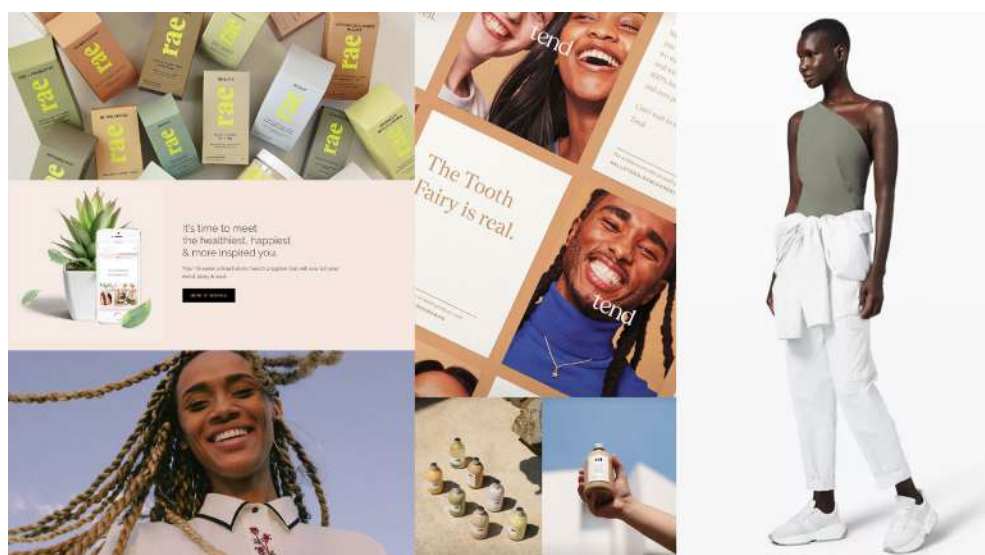
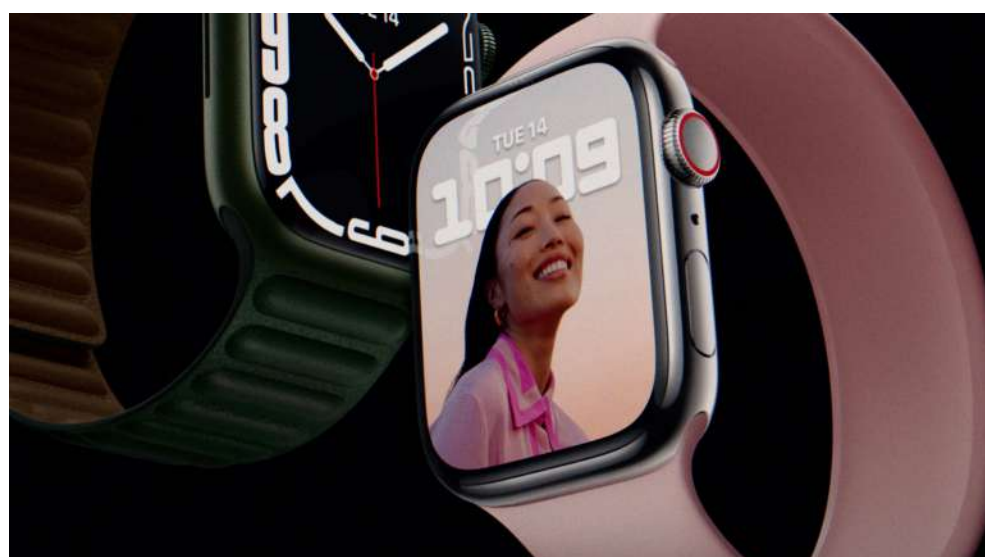
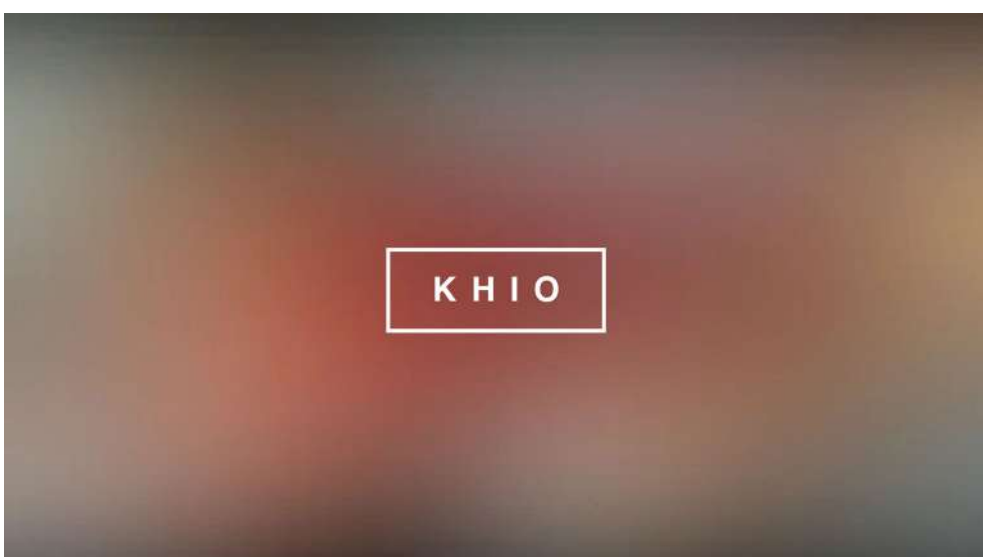
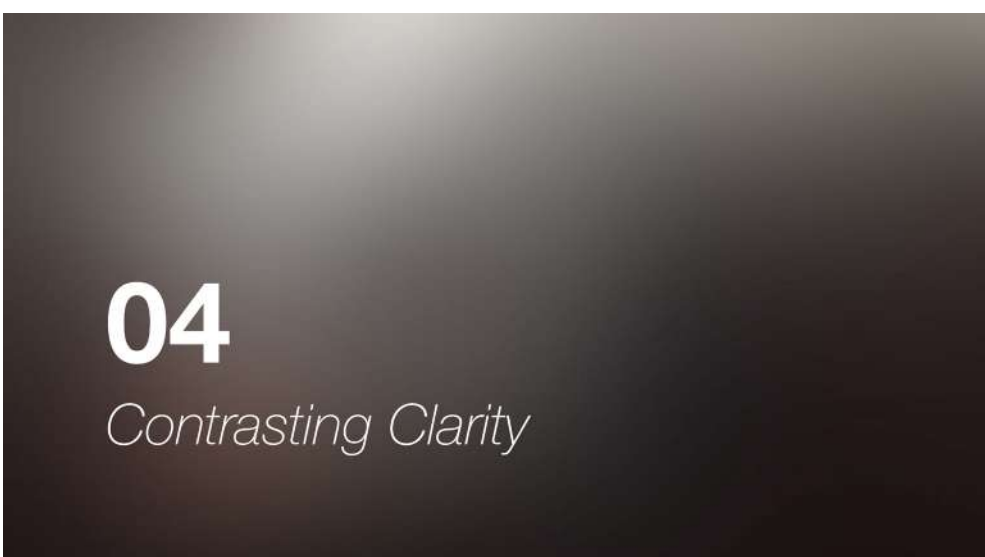
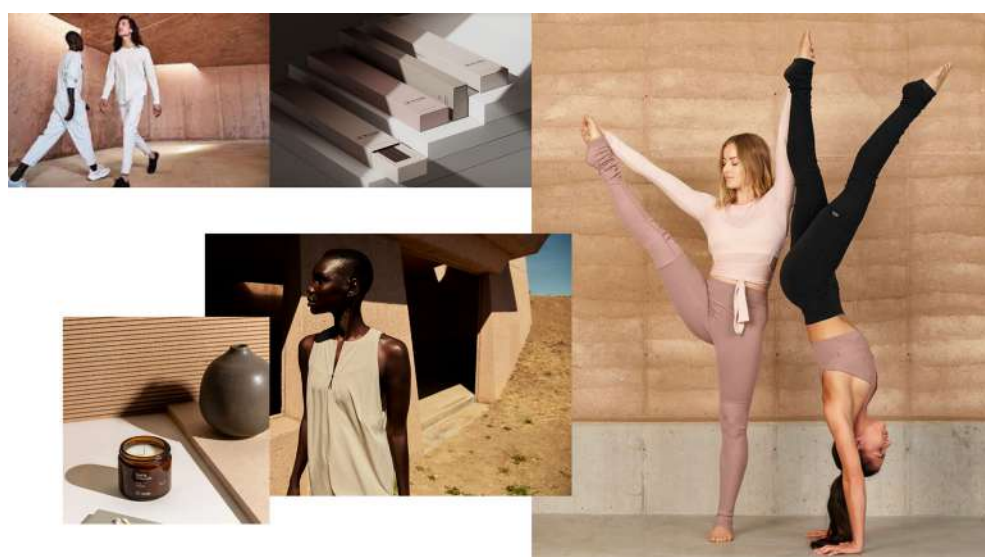
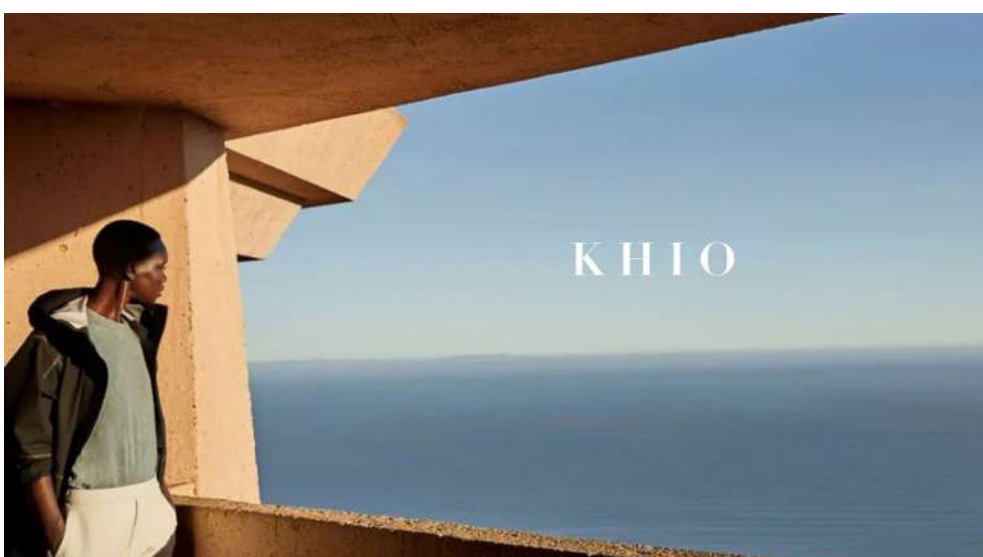
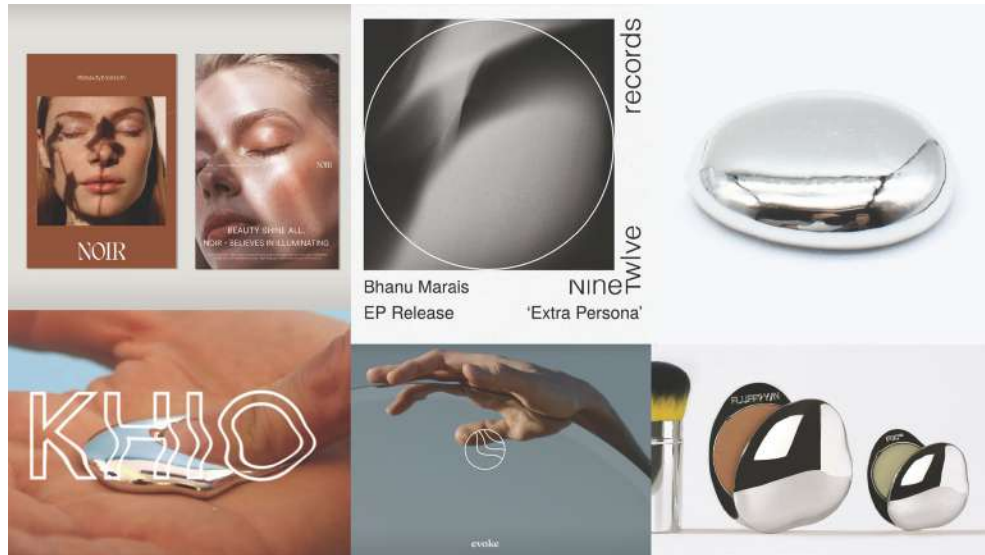
Brand Refresh

Guiding Collaborative Strategic Brand Strategy Discussions



Brand Territory Provocations

Demonstrating brand directions through found imagery to inspire and progress team thinking – providing approaches and tools to enable informed and strategic self-determined team directions.

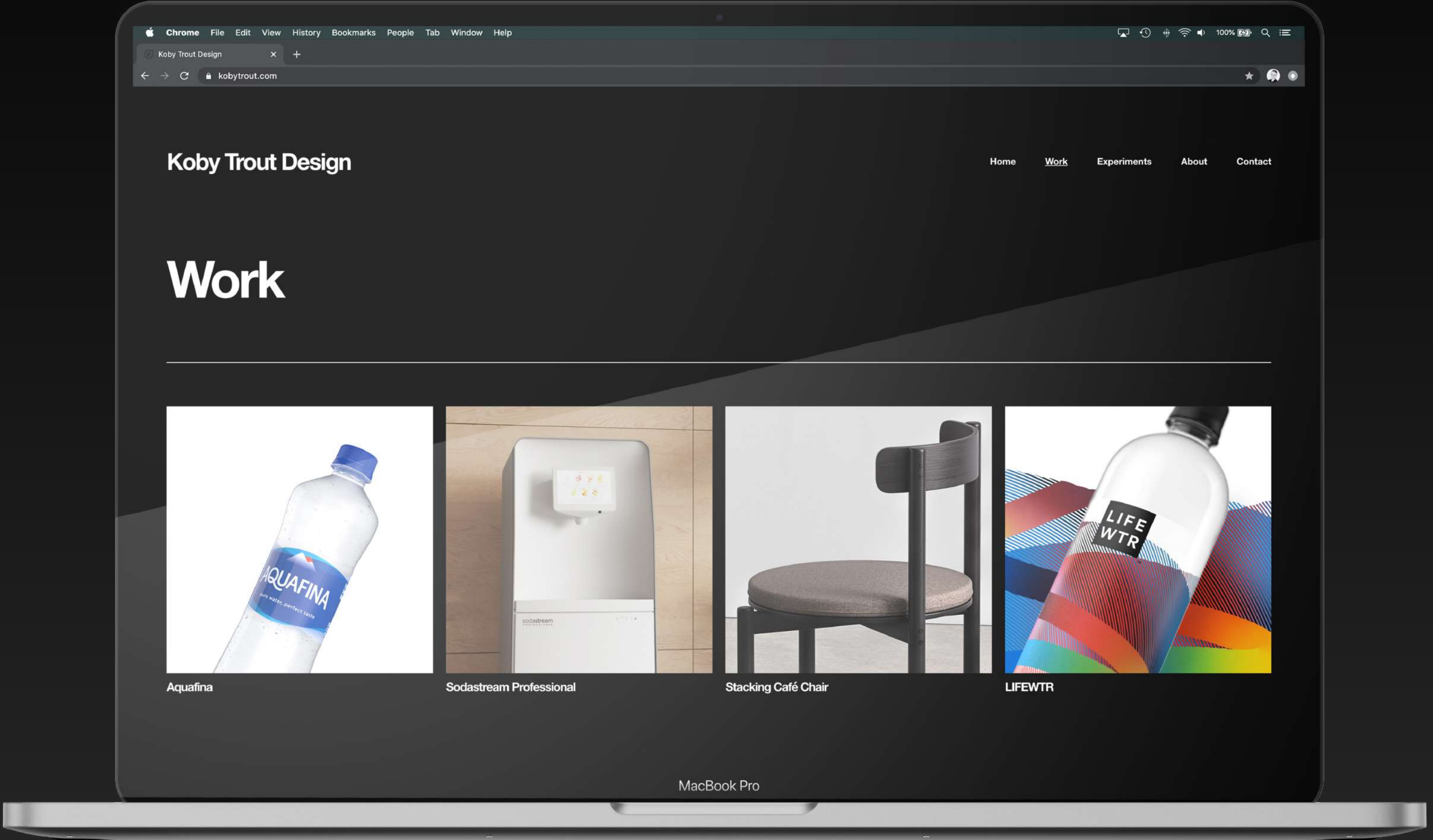




KHIO

kobytrout.com

More Work & Additional
Information Available





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