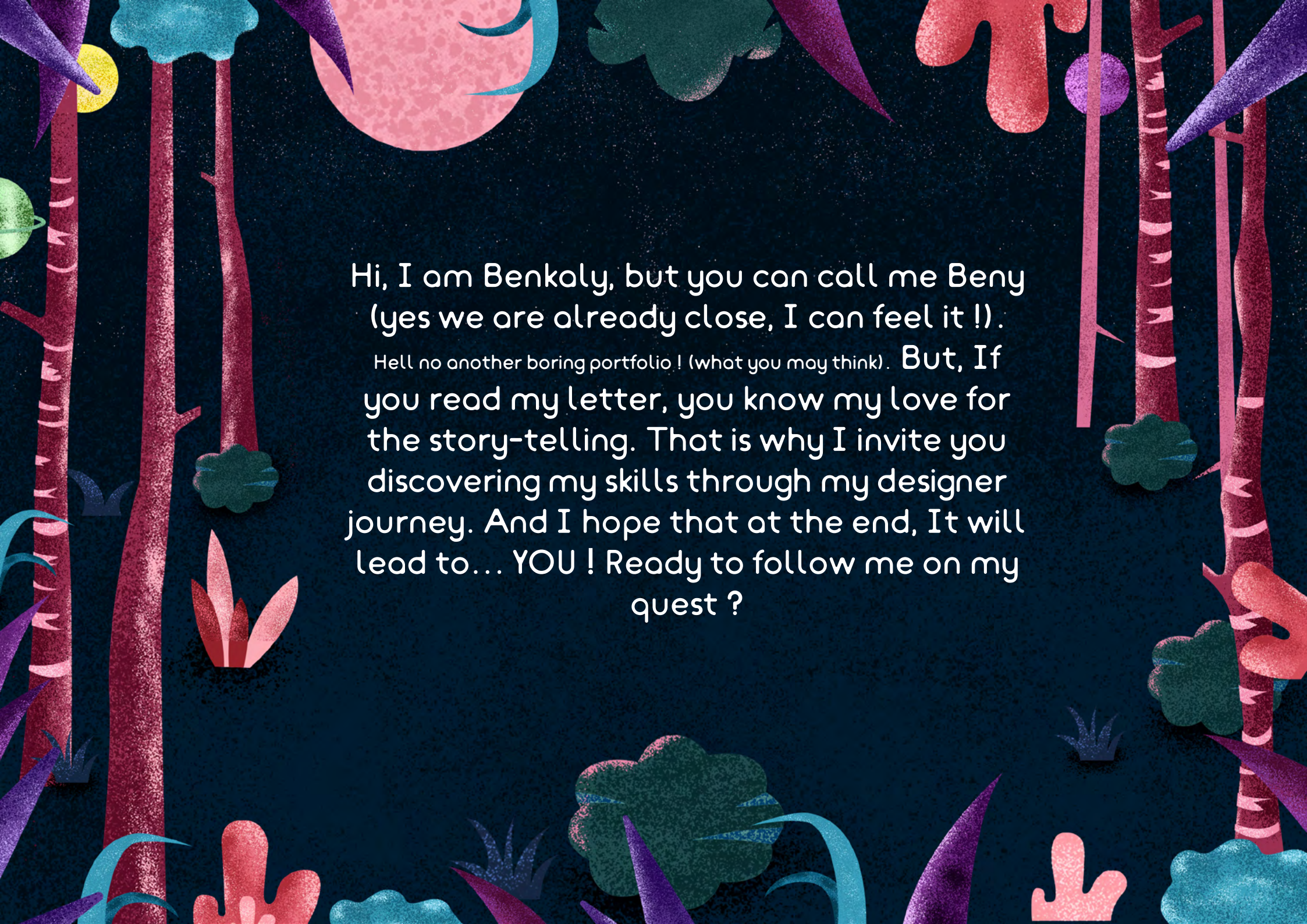


PORTFOLIO



Benkaly KABA



Hi, I am Benkaly, but you can call me Beny
(yes we are already close, I can feel it !).
Hell no another boring portfolio ! (what you may think). But, If
you read my letter, you know my love for
the story-telling. That is why I invite you
discovering my skills through my designer
journey. And I hope that at the end, It will
lead to... YOU ! Ready to follow me on my
quest ?

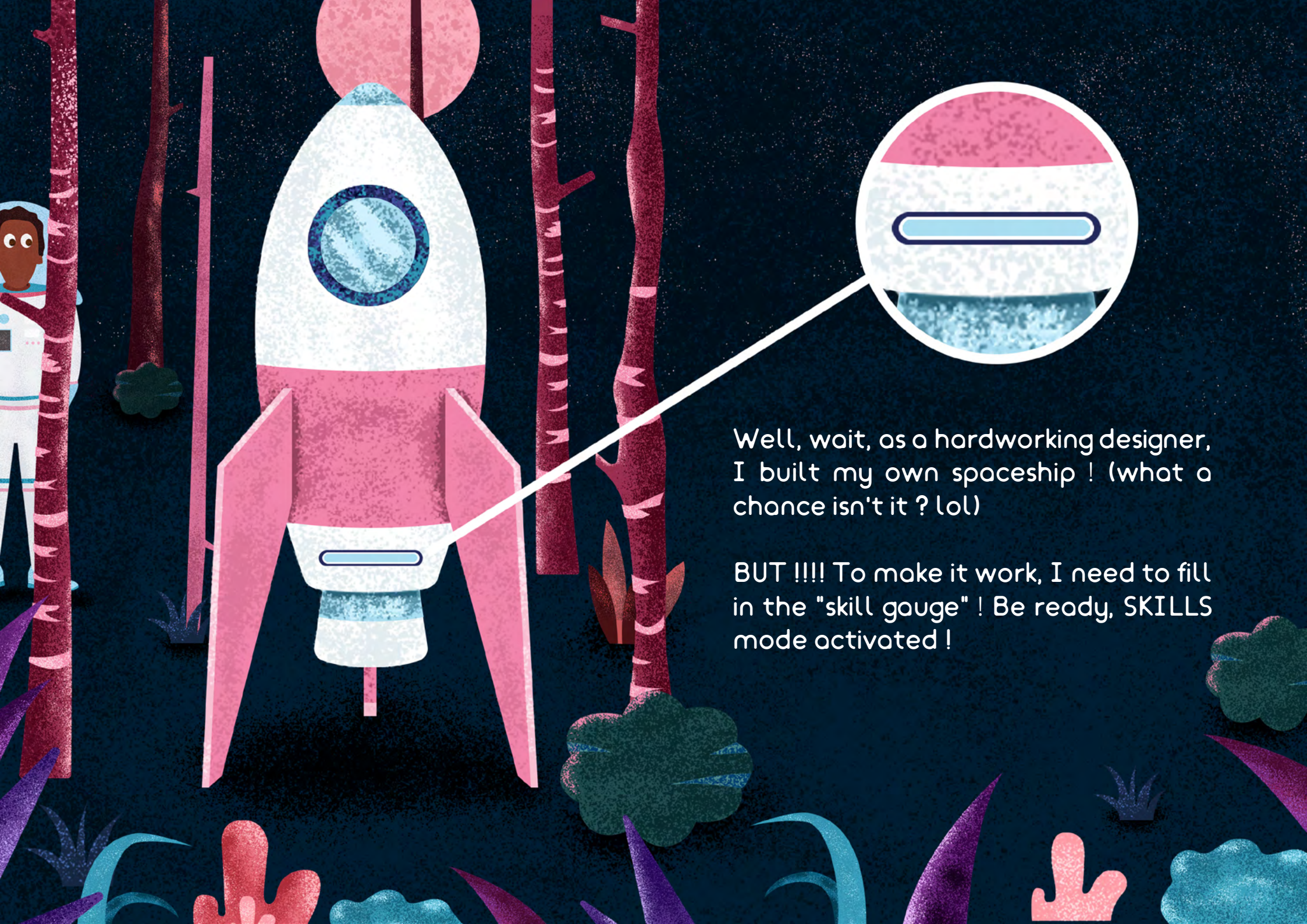


As you probably guessed this is me. Well, me when I started my studies.

Now that I am graduated, I am Ready to fly, ready to dream, ready to learn and share what I love to do: DESIGN! But to reach you up there and I need some things.



At first, I need a spaceship.
But most of all, I must have
the skills and the vision to
match with your company.



Well, wait, as a hardworking designer,
I built my own spaceship ! (what a
chance isn't it ? lol)

BUT !!!! To make it work, I need to fill
in the "skill gauge" ! Be ready, SKILLS
mode activated !



(Project realized by Pauline Thiers, Johanna Lauron, Camille Bonan, Océane Devaud, Marie Eppe and Benkaly Kaba)

BRIEF

Teamwork between 5 food engineers
and 1 designer for a food innovation
contest : ECOTROPHELIA.

MY ASSIGNMENTS

Design of the Identity (Brand Name,
Illustrations, Packaging, Visuals)

DURATION

6 months

YEAR

2017-2018




Morphée®

Morphée is a brand that delivers food for people suffering from **night awakening**. Morphée is attached to the valorisation of **brewer's grains**, a co-product of the beer.

The Identity displays a **Night and Dream universe**, using soft, textural and peaceful colors to reflect the effect of the food for a peaceful night.

The only **natural** and **tasty solution** to
pacify your nights and awake your days !



Morphée & Co start-up present



**RICH IN
FIBRES**


Morphée®

Fruits Filling
+ Plant essential oil



70% Dark
Chocolate

Sustainable biscuit
(brewer's grains)



Morphée®

Public Health Stake :
Night awakening

Natural
efficacy

Tasty
well-being

Valorization
of co-product :
brewer's grains

Integration to
the night ritual

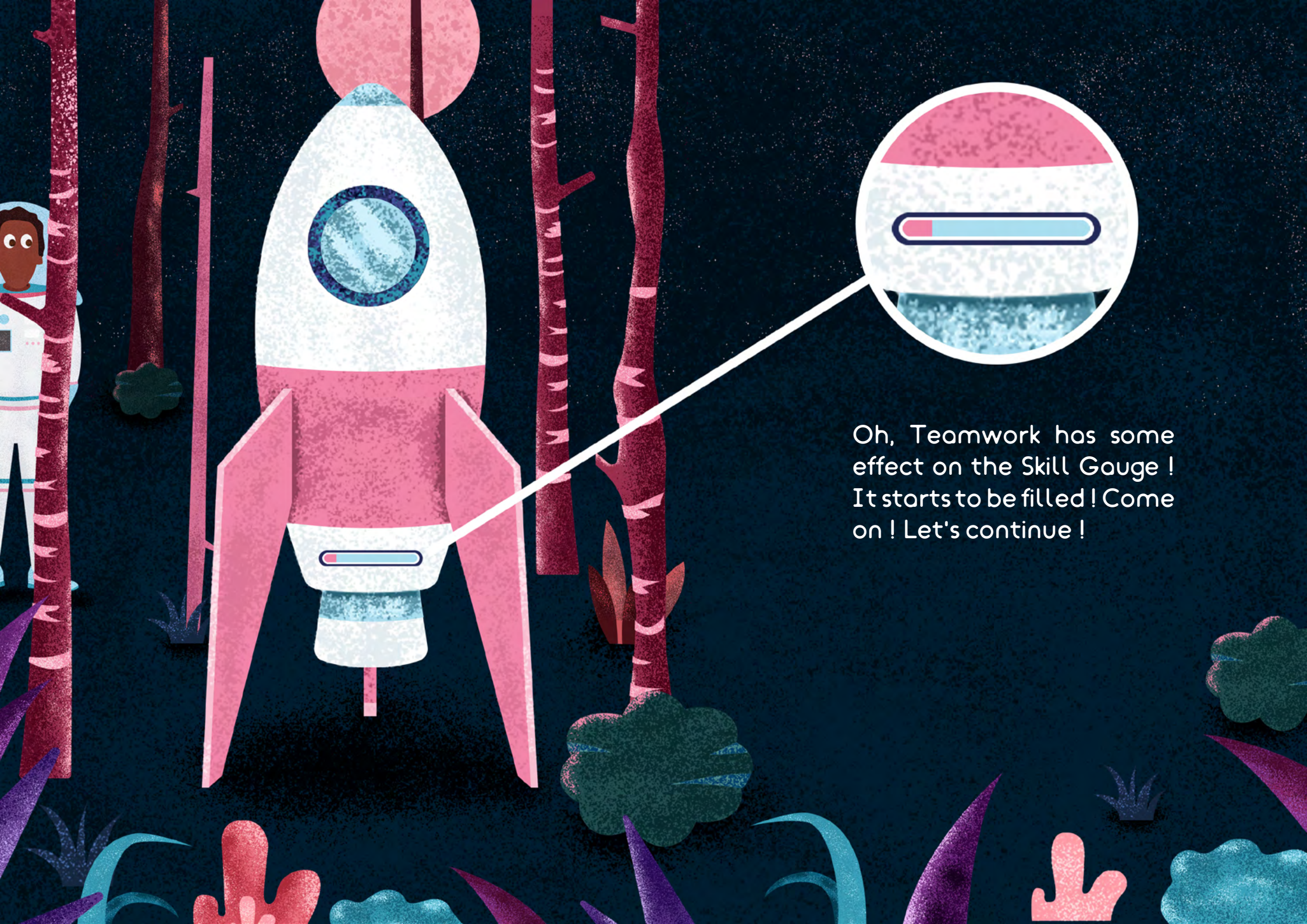




What I learnt the most in this project ? Teamwork. Working with engineers was interesting because they do not think at all like designers.

That is why I used Design Thinking to make us think together and keep a holistic approach.

And the biggest reward was to participate and win the prize of the Fight against wastage at ECOTROPHELIA.



Oh, Teamwork has some effect on the Skill Gauge ! It starts to be filled ! Come on ! Let's continue !



BIOLUMIA

(individual project)

MY ASSIGNMENTS

Creation of a Legend and an Educational boardgame about bioluminescence

DURATION

6 months

YEAR

2016



Bioluminescence is the production and emission of light by living organisms.

STAKES

- Use Bioluminescence to decrease **light pollution**.
- Use Bioluminescence to reduce the **electric consumption**.

PROPOSITION

Sensitize **children and adults** to bioluminescence, a natural and unknown phenomenon through a board game.



STORY-TELLING



This Legend is about Lampio, a Water dragon who owns **a bioluminescent Egg**, protector of Mother Nature. Unfortunately, the Egg is stolen by Sea Pirates and the story tells **the adventures of Lampio** to find it back.

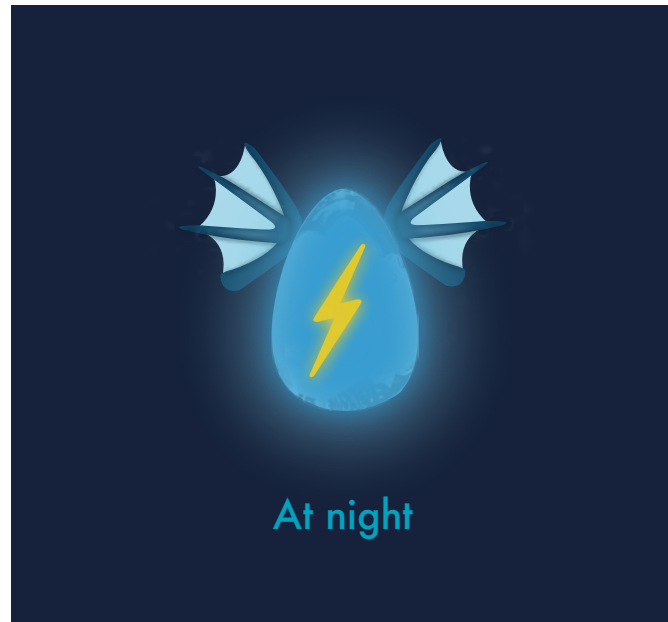
In this Quest, Children learn that Lampio is afraid of **thunders**, who represent the **harmful impact of consuming too much electricity**.



LOGO

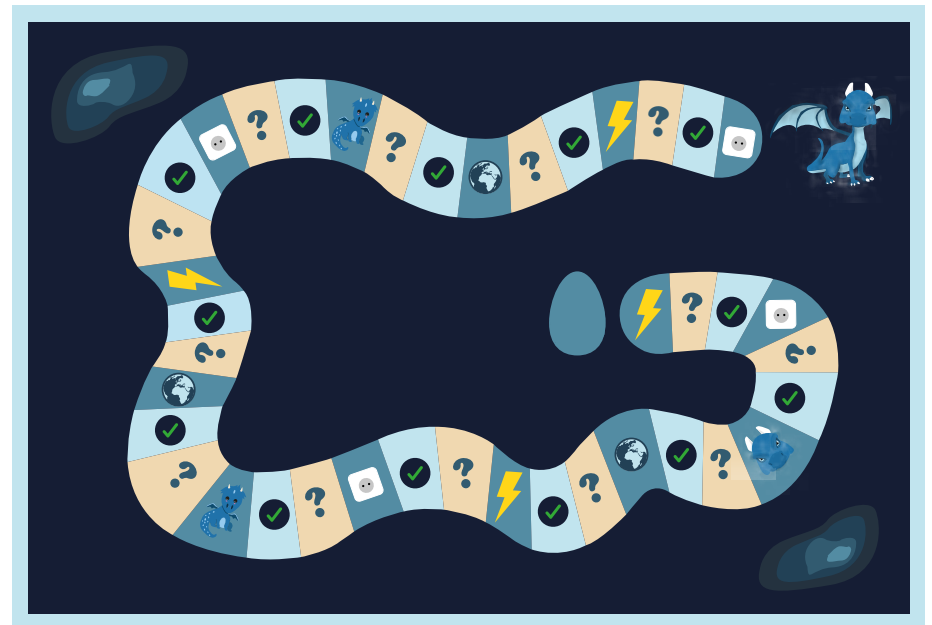
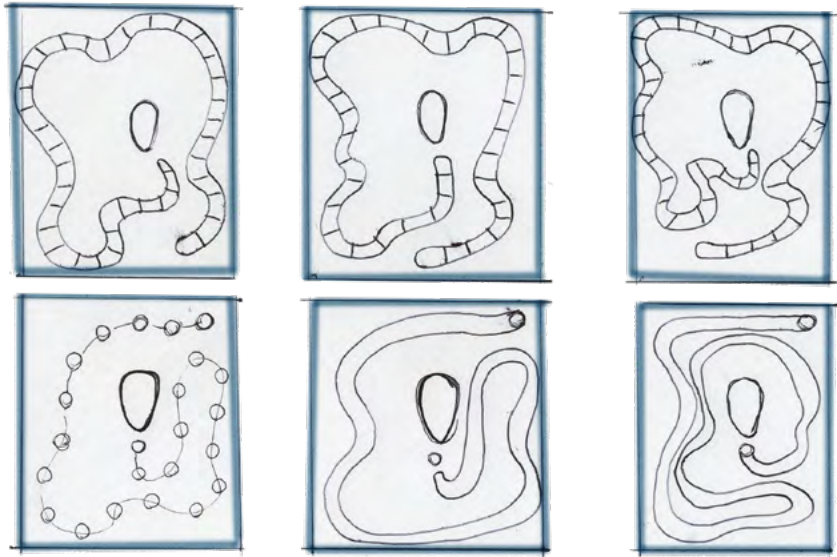


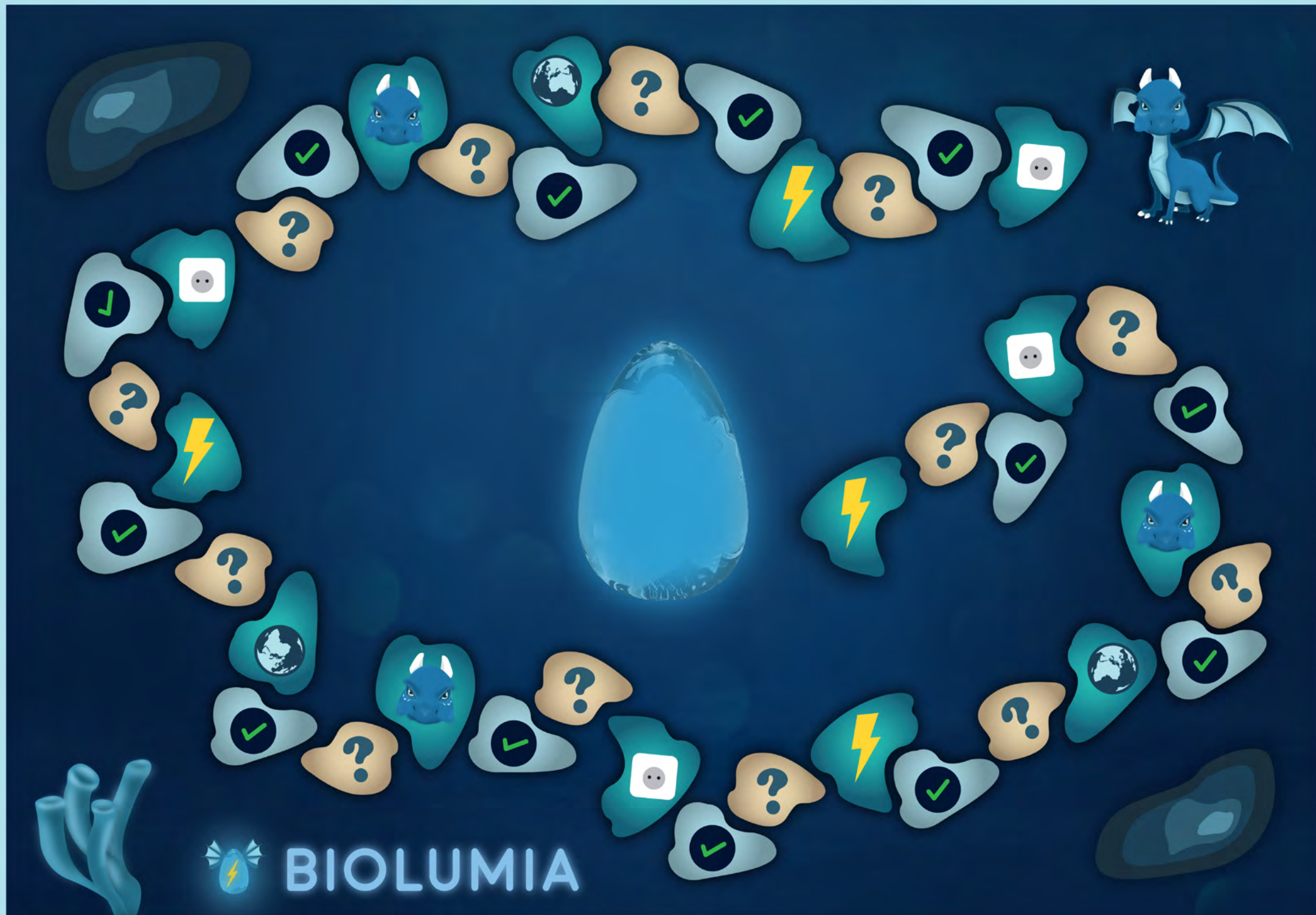
At day



At night

GRAPHIC INVESTIGATIONS



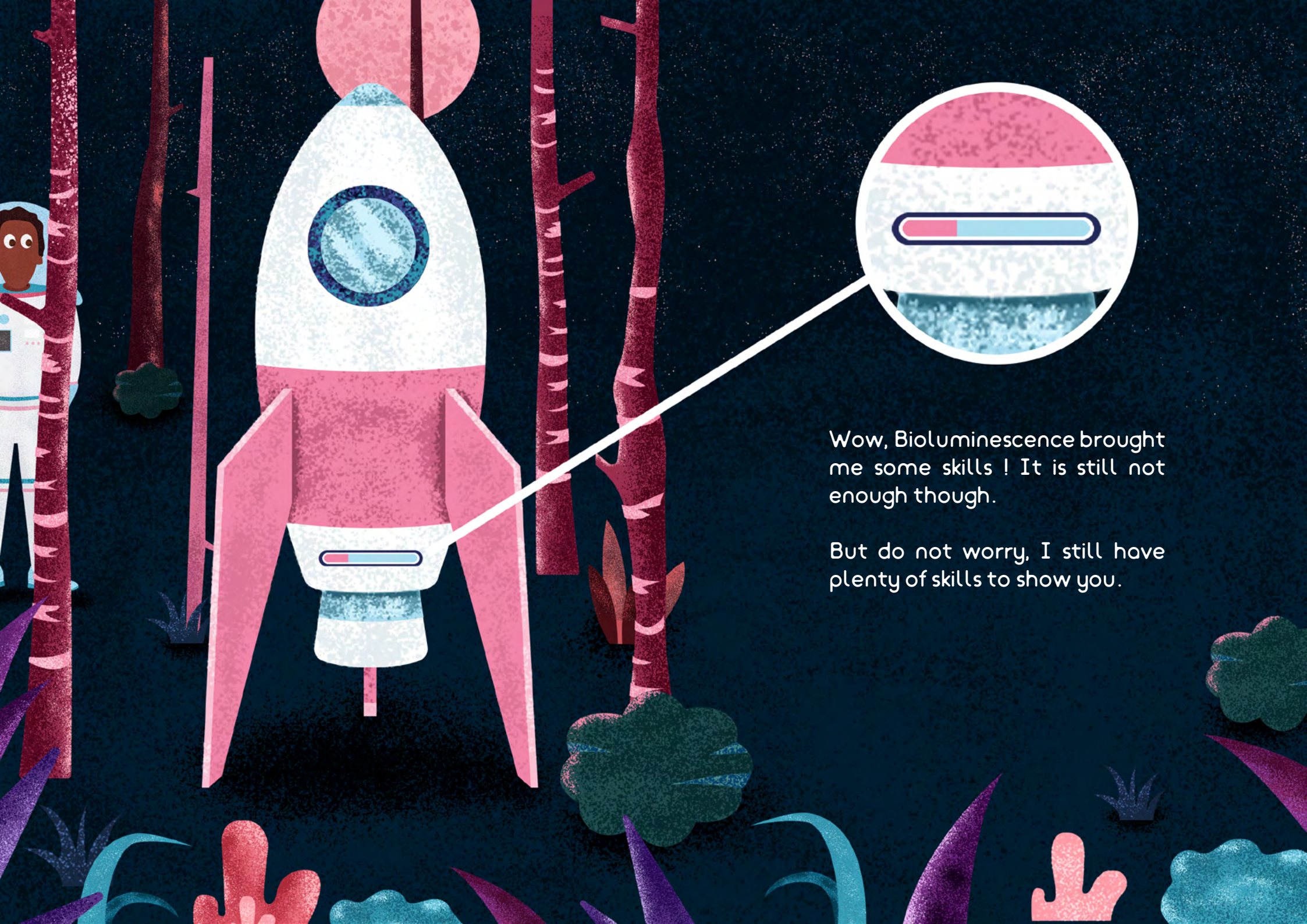






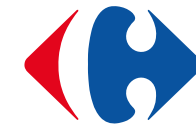
What I learnt the most in this project ? Use the story-telling to display a message. With Biolumia, Children and Adults are warned about the impact their behaviour can have on the planet.

The aim is to make them reduce their electric consumption. How ? By revealing a future solution which is natural and looks magic : Bioluminescence.



Wow, Bioluminescence brought me some skills ! It is still not enough though.

But do not worry, I still have plenty of skills to show you.



Carrefour

(Project realized by Camille Thomas,
Soomin Kwon and Benkaly Kaba)

BRIEF

Educational Work for Carrefour
about the snacking of tomorrow.

MY ASSIGNMENTS

Design of the Identity
(Packaging, Mockups, Plans)

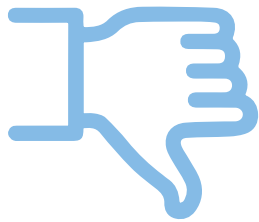
DURATION

2 months

YEAR

2017

NEOPHOBIA & CHILDREN



77%

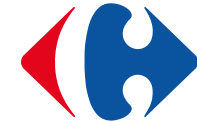
of children suffering from neophobia refuse to taste new food.

Nathalie Rigal, psychologist



LEARNING

- Difference between the User and the Customer



Carrefour

STAKES

- Fight **Neophobia** using snacking to make children eat fruits and vegetables.
- Deliver a solution that **satisfy parents and children expectations**.

PROPOSITION

- **Chips** made out of leather of dehydrated fruits and vegetable.
- Packaging : deliver a **playful and educational** experience.

IDENTITY & BENEFITS



Fruits & Vegetables personalization

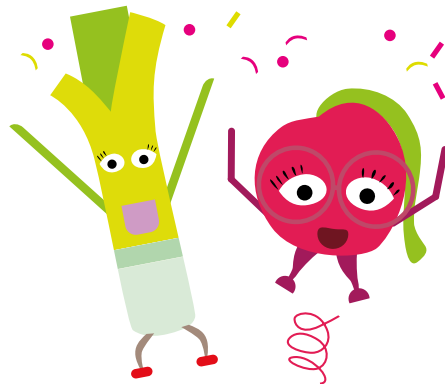
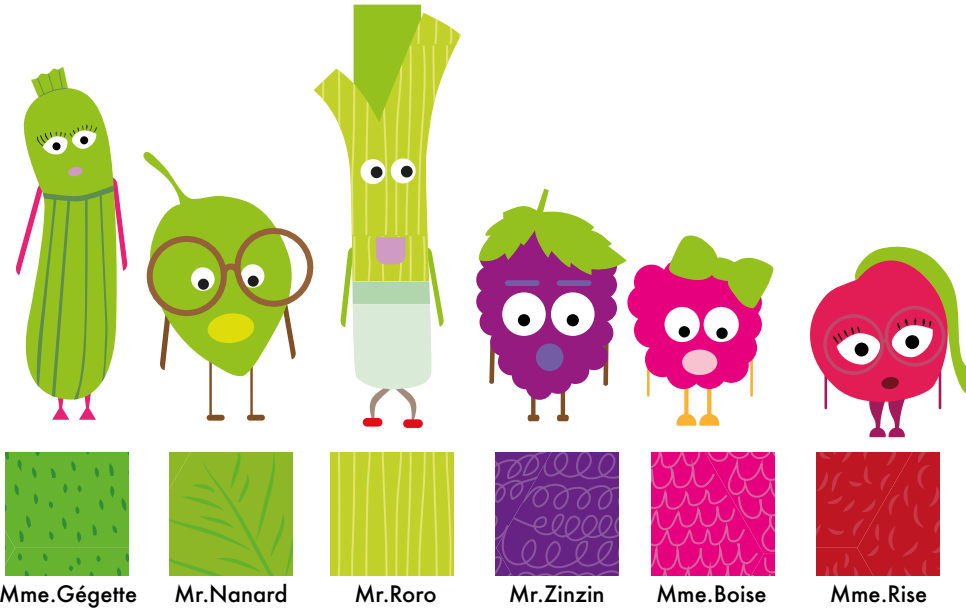
> Relationships Children / Fruits & Vegetables

Galvanize the Bio Brand image

> attract a new customer segment

Positive and Healthy experience

> Education against neophobia



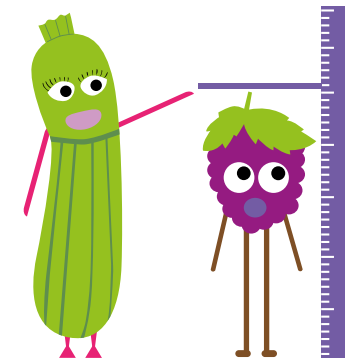
**With B-vitamins,
be super-dynamic !**

To get tonus and be in a
good mood (fight stress and
improve blood circulation)



**With C-vitamins,
be super-strong !**

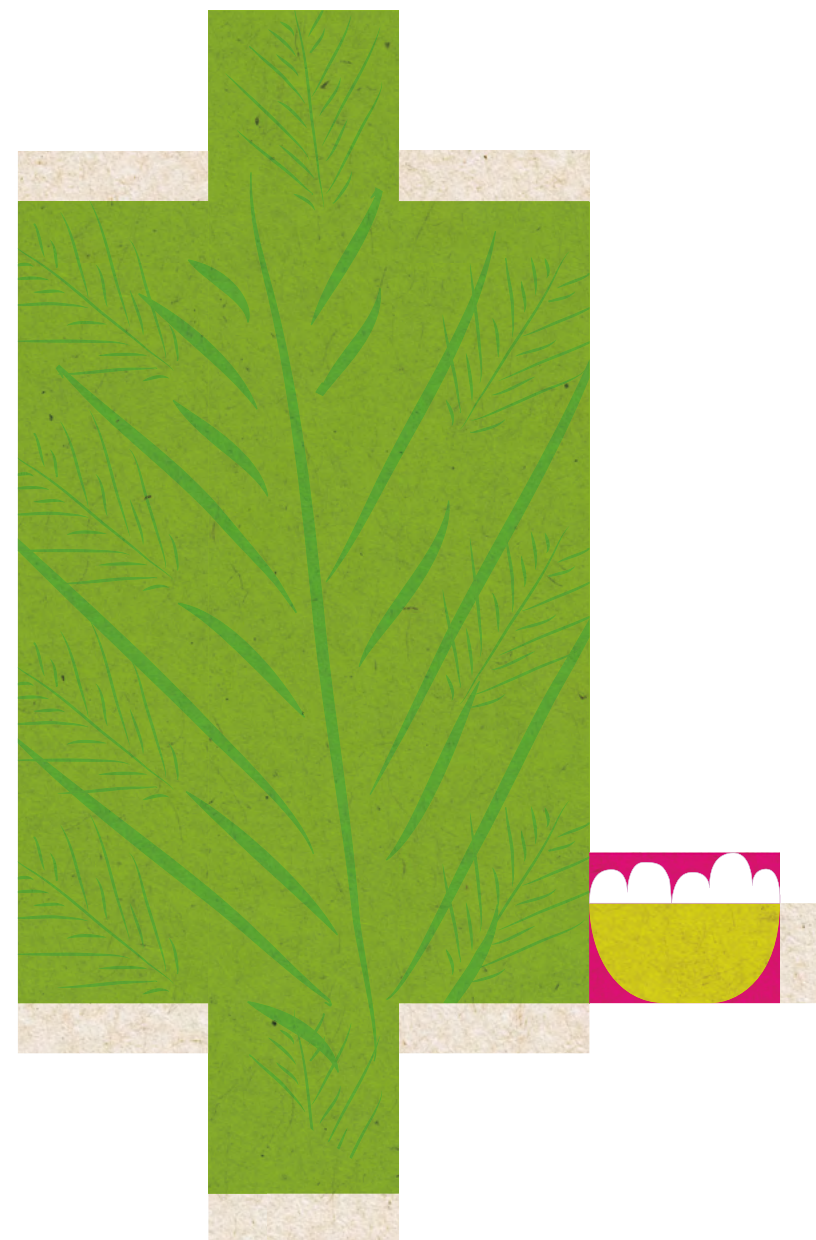
In order not to be tired or sick
(fight small diseases and
strengthen immune system)



**With mineral,
be super-tall !**

To grow and consolidate your
organism (key role for
constitution of teeth and bones)

PACKAGING TEMPLATE

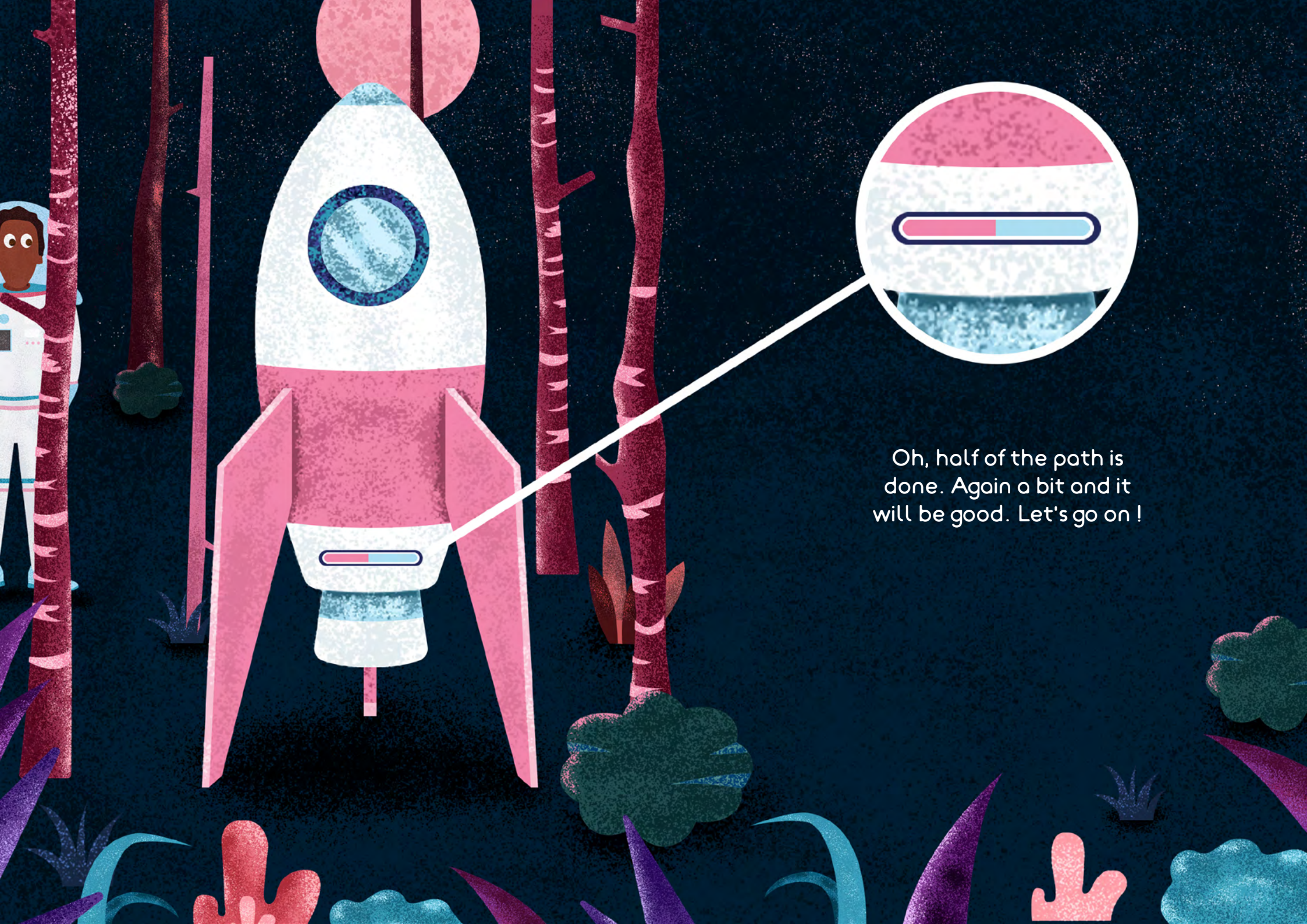






What I learnt the most in this project? Develop an identity and a set of packaging. My job was to create the packaging, from the templates to the patterns.

AND, my team and I were selected by CARREFOUR to participate to their Student Innovation Contest. And guess what? We won the Honour Prize! It was enriching to present this project in a 3 minutes speech. Thanks to this experience, I learnt how to sell a project and seduce a client.



Oh, half of the poth is
done. Again o bit and it
will be good. Let's go on !



BRIEF

Manage a design project in autonomy.

MY STAKES

Delay malnutrition

USERS

Young retired seniors

DURATION

9 months

YEAR

2017-2018 (end-of-study project)

OBSERVATION

Demographics & Malnutrition

20%

of French were
60 years old or
more in 2005



33%

of French will be
60 years old or
more in 2050



Malnutrition



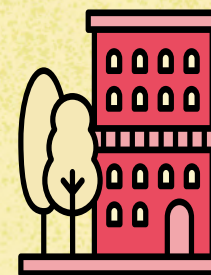
2 million
of French
people



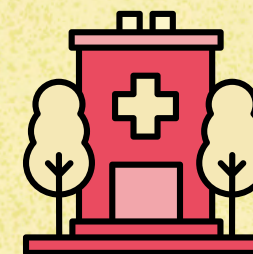
50%
of French
elderly



4-10%
of French elderly
living at home



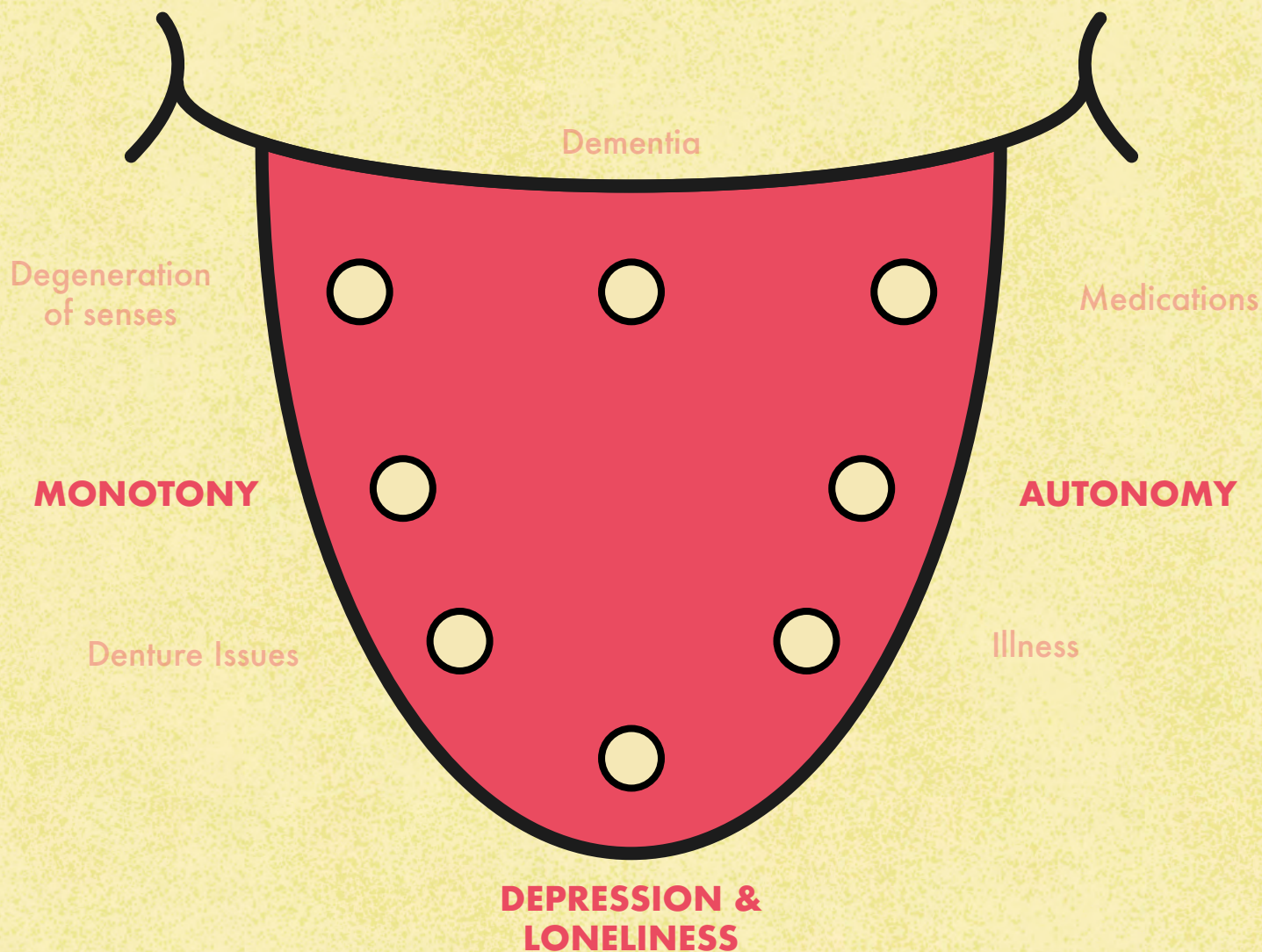
15-38%
of French elderly
living in institutes



30-70%
of French elderly
hospitalised

OBSERVATION

Appetite Triggers _____





popote

popote is a **food-sitting service** allowing **young retired seniors** to keep having a food related social interaction, and parents in need to entrust their **children** to a dynamic senior for **snacking time and/or diner**.

USER EXPERIENCE

BORED &
LONELY



1

Grandpa feels lonely.
Parents are looking for a nanny.



2

They hear about Popote, it
sounds nice, fun and useful.



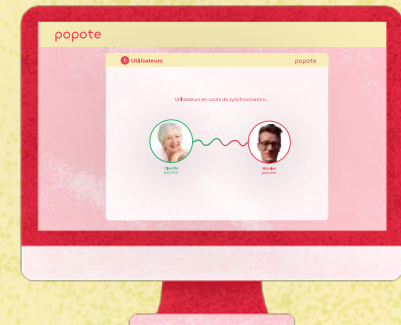
3

They register through
the Popote App.



4

Reception of the
Popote Book.



5

Senior / Parents provide needed
insights and can get in touch !

USER EXPERIENCE



6

Senior picks the child at school/sport/home...



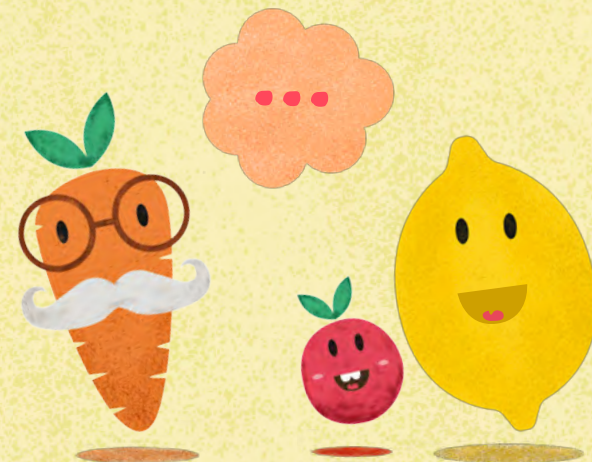
7

Back to senior's home, they split tasks and start cooking.



8

Once it is cooked, it is time for sharing snack :)



9

Finally, parents come over and take back the child

BRAND IDENTITY



SENIOR

+



CHILD

+

popote

=



MEANING

popote

- Homemade cuisine
- Sharing food together

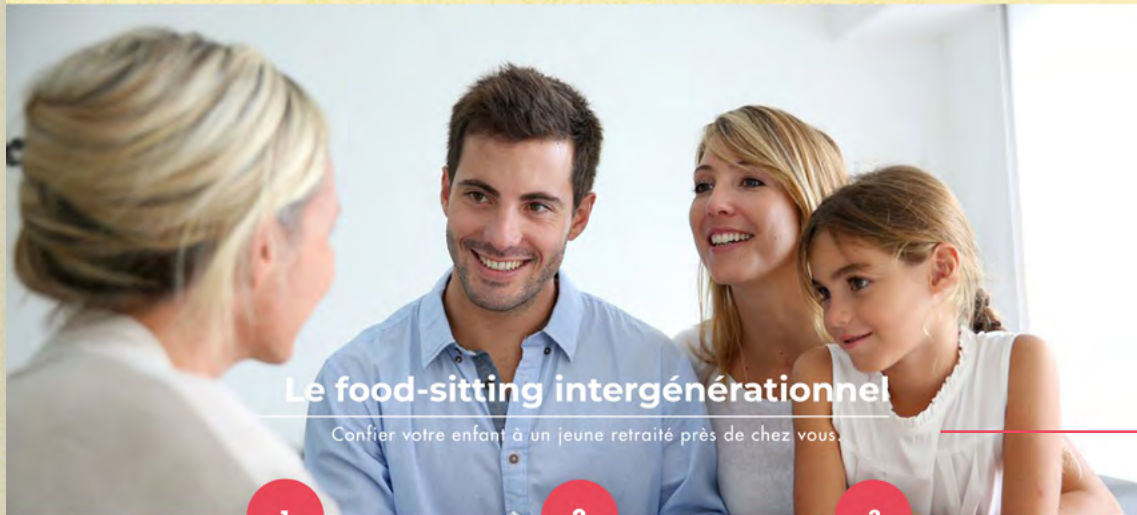
CLAIM

papoter. popoter. partager.

- Papoter** : Social Interaction
- Popoter** : Cooking & Eating together
- Partager** : Sharing a positive experience

BRAND VALUES

- Intergenerationality
- Transmission
- Trust



Le food-sitting intergénérationnel

Confier votre enfant à un jeune retraité près de chez vous.

1

Papoter



Vos enfants élaborent des recettes et immortalisent leurs souvenirs dans leur **Popote book**.

2

Popoter



Vos enfants font la popote pour le goûter en compagnie de leur **Popotier**.

3

Partager



C'est l'heure du goûter. Votre **Apprenti(e) Popotier** va partager sa popote avec son popotier.

Comment ça marche ?

Témoignages de nos papotiers / popotiers



Kyle
papotier



Bernard
popotier

Mes filles sont ravies d'être accompagnées par Bernard lors de la sortie de l'école. Le moment du goûter devient un vrai jeu pour elles. Je n'hésiterai pas à le solliciter encore et encore ! Merci pour tout.



Nicolas
papotier



Claudie
popotier

Popotier de rêve ! Claudie a été très accueillante avec moi. Paul se régale à chaque fois. Une vraie mamie dans l'air du temps. Très fiable et sérieuse.

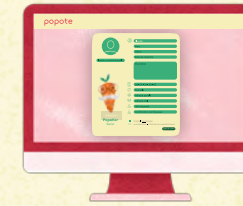


Marianne
papotier



Sylvie
papotier

Merci Sylvie de m'avoir fait confiance si rapidement. Depuis que je m'occupe de votre fils, cuisiner prend une autre tournure ! C'est très agréable. Benjamin répond toujours présent !



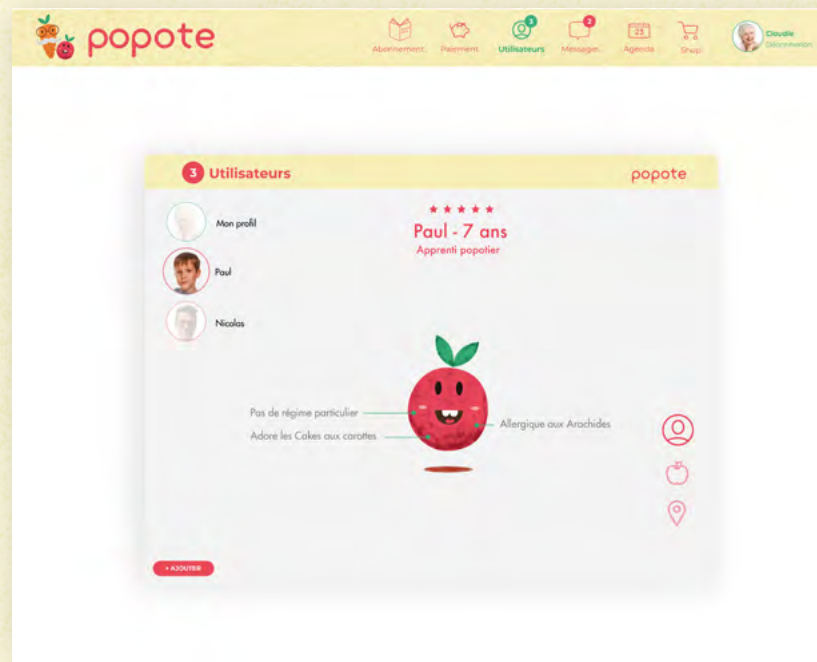
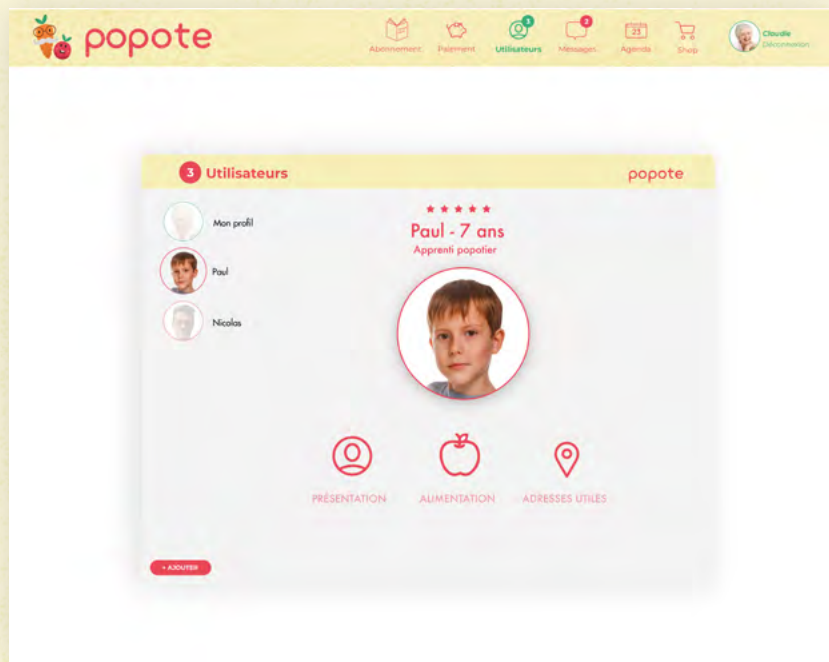
WEBSITE / APP LANDING PAGE

The Baseline = Description of the service

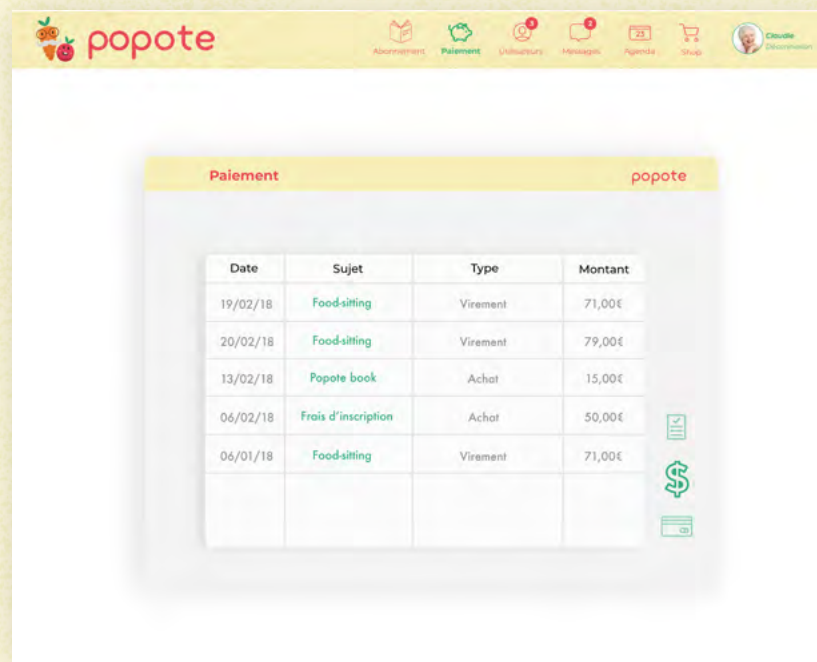
Understand the service in 3 steps
: Papoter, popoter, partager

Get access to the User
Experience

Testimonies of Seniors and
parents using **popote**.



CHILDREN PROFILE



PAYMENT





The popote book

A mix between a recipe book and a photo album.

RECIPES

Sharing steps and Following them will increase the autonomy and trust between seniors and children.

PHOTOS

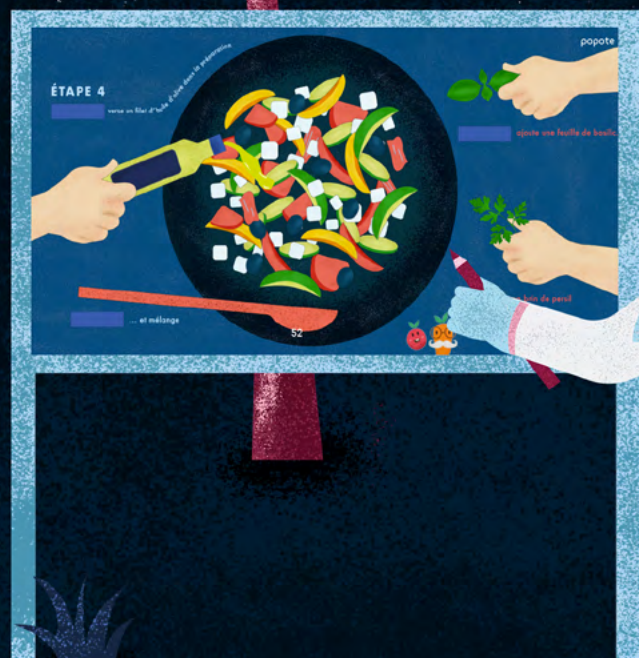
Strengthen the relationship between Seniors and Children. Create a warm and happy souvenir = Positive Nostalgia Feeling = Keep using popote = Keep food socializing.





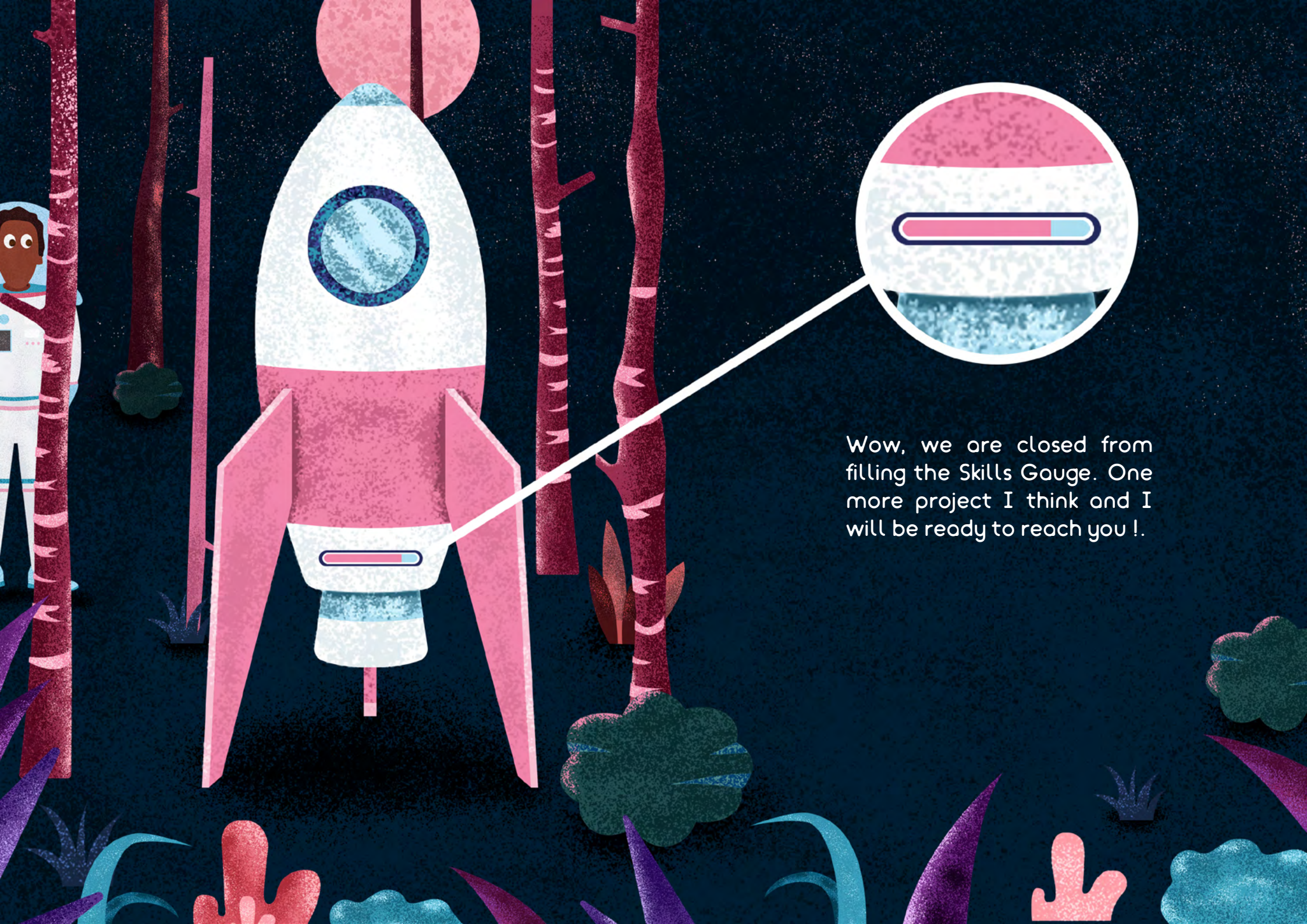
What did I learn with this project ? Improve my Methodology of Research by developing my own tools of investigations. Going on the field, meet my users, interview them and confront their inputs with studies.

All the datos I got from seniors helped me building popote service. I do realize how Empathy and User Research are essential in a Design Project.



But popote also allowed me developing and improving my illustrations skills thanks to the popote book.

From sketches to Illustrator and Photoshop, this is my Illustration Routine.



Wow, we are closed from filling the Skills Gauge. One more project I think and I will be ready to reach you !.

WELIFE

We care about your life

(Educational Project realized with Cécile Roger)

BRIEF

Create the Brand Identity of Welife
(a medical app service).

MY ASSIGNMENTS

Create a Logo system based on Empathy

USERS

Patients, Doctors, Pharmacists

DURATION

3 months

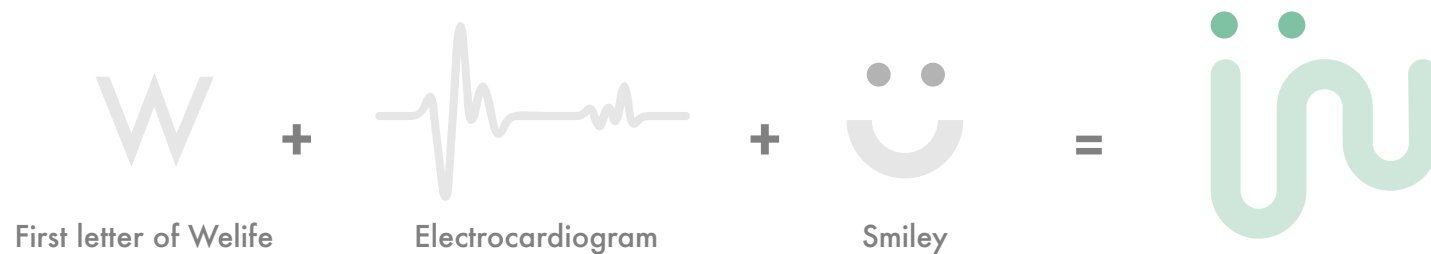
YEAR

2016

LOGO SYSTEM



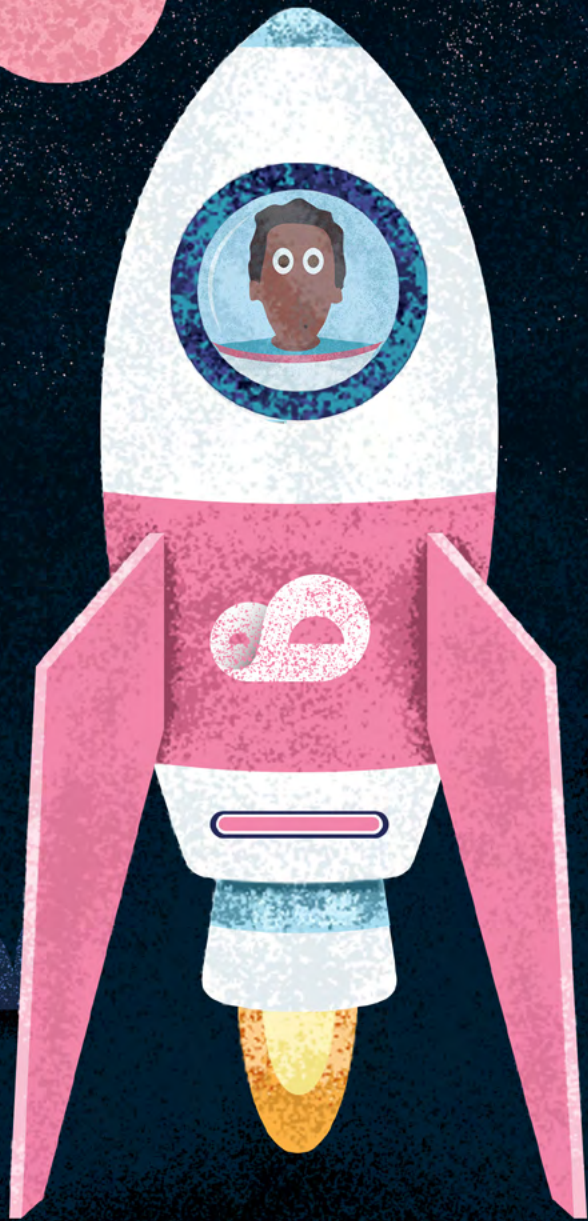
Logo meaning



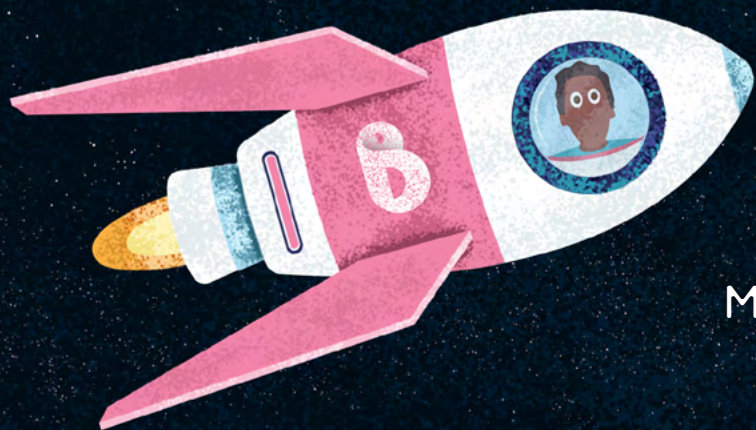


There it is. The Logo is the first symbol of a Brand. Its reflection, its DNA, logos can give customers indications on the nature of the brand. And thanks to Welif, I learnt how to build a logo using a grid system.

But most importantly, a logo must be smart, effective and simple. That is what I tried to do, and it helped me designing my own logo (Oh yeah I can feel how curious you are right now).



There it is ! We successfully completed the SKILL GAUGE ! I am now ready to take off ! I just have one last request. The GPS of my spaceship bieng out of control, I will give you my contact so that you can tell me your location. I am coming !



My trip is going well, send me
back your location please :)



Benkaly KABA



b.koba@lecolededesign.com



06 52 11 89 08



<https://benkalykoba.wixsite.com/design>