



#### User-Centered Research and Design

At CKS we use depth interviews, diaries, videography, photography, wallet-mapping and other innovative techniques to gain deep insights into the everyday practices and incipient needs of users and non-users. These insights are then rapidly transformed into design concepts and solutions.

#### New Product Development

We help our clients develop new product concepts and service experiences by translating our design insights into extremely practical and usable solutions. These products and solutions then go through extensive user testing and trialing for further enhancement before they are released into the market.

#### Innovation Management

CKS runs special training sessions for senior management, design, and strategy teams to help large corporations be more effective and competitive in Emerging Economies. We help organizations make more effective use of talent in developing country markets, and to distribute innovation practices around the world.

The Center for Knowledge Societies (CKS) is the world's leading research, design and innovation company, and specializes in Emerging Technologies for Emerging Economies.

CKS has worked with global technology, connectivity, and network service companies, and has also designed new kinds of automotive and financial services. CKS has pioneered new solutions for communities and individuals, who may not enjoy complete or continuous access to media, communications, electricity and other forms of infrastructure.

CKS staff has wide experience working with informal citizens, elite subjects and low income groups in both urban and rural contexts. It can rapidly conceptualize and then prototype innovative products and solutions that harness the new possibilities of media, technology, and communications.

CKS has offices at Bangalore, Bombay and New Delhi in India. It has also created a global research network spanning China, Indonesia, Brazil, South Africa, Kenya, and Egypt. Its offices serve as global hubs for those interested in social research, technology, design, education and development.



Aditya Dev Sood is the Founder and CEO of CKS. He has directed a number of initiatives involving peer-2-peer networks, new user experiences, interactive service design, product concepting, and innovation management. He is a former Fulbright Scholar and receives two doctorates from the University of Chicago in 2006. Sood is the author of the *CKS Guide to ICTs for Development* (2002), and the *Mobile Development Report* (2006).

CKS personnel are drawn from a variety of disciplines including Design, Sociology, Communications, Media, Business, Engineering and Human Factors. Its design team includes specialists in Industrial, Interactive and Graphic Design. CKS also receives interns from leading centers of design, technology and management from around the world.

Center for Knowledge Societies  
 CKS Consulting PL  
 Indiranagar 100' Road  
 Bangalore, India 560038  
 V: +91.80.4125.4373  
 F: +91.80.2535.0181  
 E: cks@cks.in  
 W: www.cks.in