



silen

silen

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Silen: silent spaces

What we did?

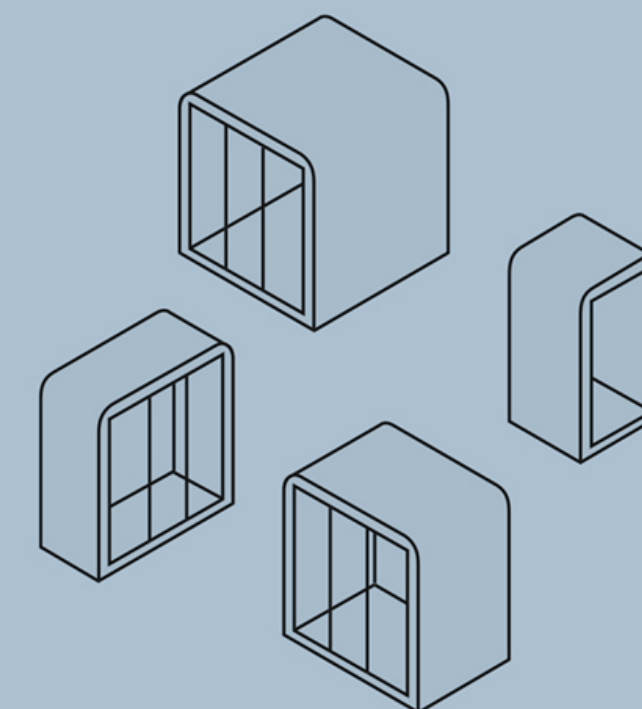
Silen's silent spaces have a well-known mother – Wallenium, one of the biggest producers of partition walls in both the Baltic's and Finland. The tale of Silen Spaces is a heart-warming success story on how collaboration with designers helped the business reach new heights, how it taught to think differently and helped to raise sales at a dizzying pace.

The story of Silen began when our design lead joined Estonian Design Centre's Design Bulldozer program in 2017, to advise Wallenium. At the beginning Wallenium wanted to redesign their work processes, in order to digitise and automate them.

When we analysed the situation and ran it through various spectrums, it became evident that they need to pick a focal point. They decided to focus on developing Chatbox's silent rooms (spoiler: Chatbox turned into Silen).

silen

Modular silent spaces
that change to your needs



Why this category?

Silen's silent space is the result of a deeply analysed tech-market and the understanding that your decisions must be built on actual needs of the people. Otherwise it's wasteful and unnecessary.

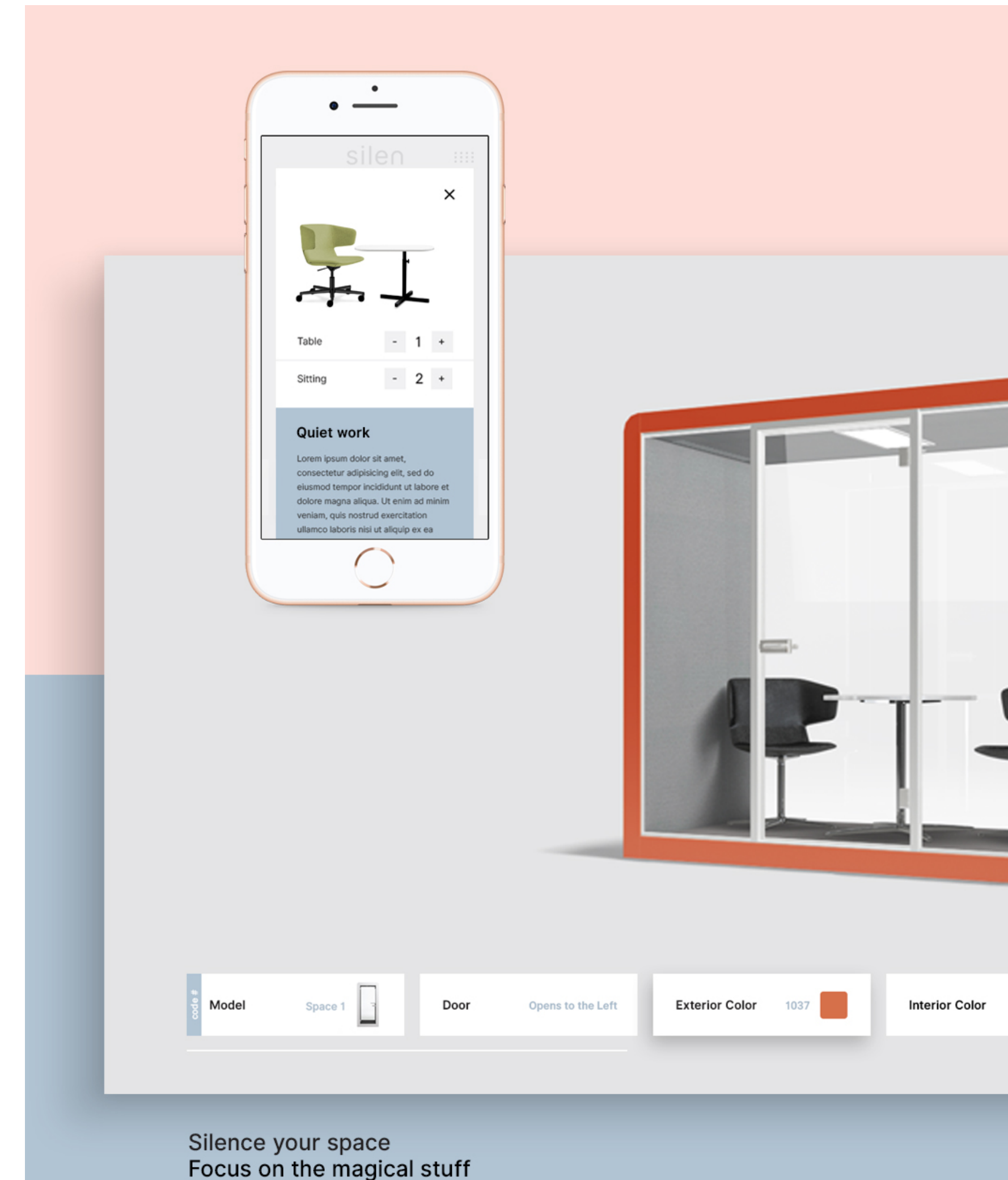
The process of making Silen helped Wallenium understand the importance of user-centric and knowledge-based actions. Success of the new product helped change the mindset of an entire company and redesigned the way Wallenium does its business in the future.



Method and process

We started with user research to better understand the clients and product users and to work out the strategy and values of the new brand. This research provided many valuable insights and served as the basis for many strategic decisions. For instance, we learned that the quality of the service is as important as the quality of the product. That the installation isn't viewed only as the product's installation, but it is something that clients take into account when evaluating the product's quality. We also understood the bigger picture. Stationary conference spaces are a drain on the client's resources, therefore modularity and movability are of paramount importance. Finally – it's hard for users to find suitable furniture for these silent spaces, therefore it'd make sense to offer furniture as an extra feature.

User research input became the foundation for a powerful product and service as well as the brand, it became their core and source of the unique value they offer. Silen, a new brand with a simple and user friendly language was born. We invested a lot of time and brainpower on the design of such innovative digital solutions like product configurator (configurator.silenspace.com) and augmented reality application Silen AR + and on their development. The energy and enthusiasm were out of this world, both for Silen and us.



What changed?



"Collaboration with the designers has changed the entire work culture of Wallenium. We changed from a production-centric company into a user-centric company, which bases its actions on knowledge, not on assumptions. We couldn't have succeeded in making such a big jump if we'd stuck to tinkering on our own."

The CEO of Wallenium and Silen, Endrus Arge, describes the success story in words we'd like to copy on posters and hang on our office walls.