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Creating The Digital Branded Interactions is designed to guide the reader through the process of digital brand design in five key phases: discovering a demographic, defining an action plan, designing an interface, delivering a quality product, and distributing the design to the marketplace.

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The brand-oriented design of interactive applications goes beyond visual design. The challenge of shaping digital touch points fundamentally changes the profession of design. Branded

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The importance of
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an action plan,
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Good Practice sections
show what successful
branded interactions

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look like. The BIXD process is presented in five phases: Discover, Define, Design, Deliver, Distribute. Good Practice sections show what successful branded interactions look like.

About the book;
Content; Praise;
Branded Interactions
Creating the Digital
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Interactions

Branded Interactions is
about the intersection of
branding and design.

Spies describes how a
unique and cohesive
user experience is vital
in order to create a
strong brand in today's
digital world. My
understanding of

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Branded prior to reading this book was of corporate visual identities (including colors, typography, logo).

Amazon.com: Customer reviews: Branded Interactions ...

"Branded Interactions fills the gap between UX and information

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architecture know how
and digital brand
strategy, tied together in
a concise and thought-
through process. As
such the book has easily
become the standard
reference for brand/UX
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Praise - Branded
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Facebook, a company with a very robust brand identity, has many other interactions to choose from, but one notable series enlivens its Messenger app, which, says electromechanical engineer Nick McGill, “uses some really

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enjoyable popping sounds and dings to let the user know when they've sent their message; when it's been successfully delivered; and when the other person has read the message.”

Our 15 Favorite
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Accelerator Blog

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The importance of mobile apps for smartphones and tablets has grown exponentially in recent years, while interactive touch points and billboards are increasingly found in the real world. The interface is now the brand. Branded Interactions is a practical handbook for professional digital

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designers and those just starting out.

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by Marco Spies

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an action plan,
designing an interface,
delivering a quality
product, and distributing
the design to the
marketplace. All the
sections are packed with
real-world examples,
case studies and
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demographic, defining
an action plan,
designing an interface ...

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starting out. It is

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Flighthouse is a leading brand in digital entertainment for the next generation. At just 22 years old, Jacob Pace is already the founder of a new production house with more than 26 million fans ...

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An invaluable source of inspiration for anyone involved with or interested in the design of interactive brands

Experience

This illustrated, extensively updated guide focuses on branded interaction design (BIXD), the brand-oriented design of interactive applications.

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How the most successful businesses are creating value and igniting smart growth

Most businesses today focus on competition and disruption instead of collaboration, participation, and engagement. They focus on transactions instead of interactions. They seek to optimize or extract value rather than

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share it. They build assets and thrive on enormous scale, huge distribution networks, and brand recognition. But then along comes a rival that doesn't care much about your brand and your other assets, and it either rushes past you or mows you down. In The Interaction Field, management expert and professor Erich

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Joachimsthaler explains that the only way to thrive in this environment is through the Interaction Field model. Companies who embrace this model generate, facilitate, and benefit from data exchanges among multiple people and groups--from customers and stakeholders, but also from those you

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wouldn't expect to be in the mix, like suppliers, software developers, regulators, and even competitors. And everyone in the field works together to solve big, industry-wide, or complex and unpredictable societal problems. The future is going to be about creating value for everyone. Businesses

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that solve immediate challenges of people today and also the major social and economic challenges of the future are the ones that will survive and grow.

Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the

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supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-

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disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of

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users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and

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conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and

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stakeholders alike.

Brand the Change is a guidebook to build your own brand. It contains 23 tools and exercises, 14 case studies from change making organisations across the world and 7 guest essays from experts.

Describes effective approaches to

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interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

It's the little things that turn a good digital product into a great one. With this practical book, you'll learn how to

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design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message?

Through vivid, real-world examples from today's devices and applications, author Dan Saffer walks you

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through a
microinteraction's
essential parts, then
shows you how to use
them in a mobile app, a
web widget, and an
appliance. You'll
quickly discover how
microinteractions can
change a product from
one that's tolerated into
one that's treasured.
Explore a
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structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences

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or modify a
microinteraction Extend
a microinteraction's life
with loops, such as "Get
data every 30 seconds"

Experience

Bridge the gap between
business and design to
improve the customer
experience Businesses
thrive when they can
engage customers. And,
while many companies
understand that design is

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a powerful tool
forengagement, they do
not have the vocabulary,
tools, and processes that
are required to enable
design to make a
difference. Experience
Design bridges the gap
between business
and design, explaining
how the quality of
customer experience is
the key to unlocking
greater engagement and

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higher customer lifetimevalue. The book teaches businesses how to think about design as aprocess, and how this process can be used to create a betterquality of experience across the entire customer journey. Experience Design also serves as a reference tool forboth designers and business leaders to help teams collaborate

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more effectively and to help keep focus on the quality of the experiences that are put in front of customers. Explains how to use experience-centric design for better customer engagement Offers a framework for thinking and talking about "experiencedesign," from a company and

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customer perspective

Authors Patrick
Newbery and Kevin
Farnham are the

Chief Strategy Officer
and CEO of Method
respectively,

an experience design
company that solves
business

challenges through
design to create
integrated brand,
product, and service

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Branded Experiences Improve the quality of the interactions experiences customers have with your company and watch engagement soar.

Interaction for Designers shows you how to connect a product with its users, whether it's a simple toaster, a complex ecosystem of intelligent

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devices, or a single app on your smartphone.

This book covers the entire design process so you can start with an idea and carry it through to an engaging final design. It carefully leads you step by step and richly illustrates each stage with examples drawn from business communication, social media and the social

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economy, consumer electronics, architecture and environments, health care, psychology, art and culture, education, athletics, automotive design, entertainment, fashion, the family home, and a wealth of others. You'll learn how to brainstorm ideas, research them, explore them, evolve them into finished

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designs, pitch them, all with the goal of helping you make things that people love. Includes over 200 color images, a glossary, and links to web resources highlighting design concepts and designer interviews.

Content is king... and
the new kingmaker...
and your message needs

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to align with your model and metrics and other mumbo jumbo, right?

Whether you're sloggng through theory or buzzwords, there's no denying content strategy is coming of age. But what's in it for you? And if you're not a content strategist, why should you care?

Because even if content strategy isn't your job,

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content's probably your problem—and probably more than you think.

You or your business has a message you want to deliver, right? You can deliver that message through various channels and content types, from Tweets to testimonials and photo galleries galore, and your audience has just as many ways of

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engaging with it. So many ways, so much content... so where's the problem? That is the problem. And you can measure it in time, creativity, money, lost opportunity, and the sobs you hear equally from creative directors, project managers, and search engine marketing specialists. The solution is content strategy, and

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this book offers real-world examples and approaches you can adopt, no matter your role on the team. Put content strategy to work for you by gathering this book into your little hands and gobbling up never-before seen case studies from teams at Johns Hopkins Medicine, MINI, Icebreaker, and more.

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Content Strategy at Work is a book for designers, information architects, copywriters, project managers, and anyone who works with visual or verbal content. It discusses how you can communicate and forge a plan that will enable you, your company, or your client get that message across and foster better user

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experiences. Presents a content strategy framework and ways to implement in both in-house marketing departments and consultancies Includes case studies, interviews, and lessons learned from retail, apparel, network television, business-to-business, automotive, non-profit, and higher ed brands

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Details practical sales
techniques to sell
content strategy and use
content strategy
processes to sell other
services and larger
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