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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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distributing the
design to the
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sections show what
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interactions look like.

The BlxD process is
presented in five

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phases: Discover,
Define, Design,
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branding and design.

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unique and cohesive

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vital in order to

create a strong brand

in today ' s digital

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

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fills the gap between UX and information 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 strategists, planners, and practitioners alike

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within the German
speaking professional
community."

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Facebook, a company
with a very robust
brand identity, has
many other
interactions to
choose from, but one

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notable series

enlivens its

Messenger app,

which, says

electromechanical

engineer Nick McGill,

“ uses some really

enjoyable popping

sounds and dings to

let the user know

when they ’ ve sent

their message; when

it ’ s been

successfully

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delivered; and when
the other person has
read the message. ”

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interface, delivering a quality product, and distributing the design to the marketplace. All the sections are packed with real-world examples, case studies and interviews with experts from leading brands and interactive agencies.

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Flighthouse is a
leading brand in
digital entertainment
for the next

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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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