Brand in the age of UX & IxD

Hoshedar Bamji
May 10th 2018
The desired set of experiences or associations an organization wants customers to make with its products, services, or identity.

- Steve Baty

The UX Process

Where is the brand?
DESIGN THINKING

Where is the brand?
UX is the Brand
The Other Side of The Coin

What about offline products?

What about online products that want to be in the market for the next 10 years?
we invest in Relationships
The success of every new experience we create is largely dependent upon the past experiences & newer expectations of the end user.

- Hemant Sapre
Shake the Dispenser

https://vimeo.com/196673383

Shake the Web

http://orangina.eu/
"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

- Don Norman

https://www.nngroup.com/articles/definition-user-experience/
Thank You