

### Form a Cross-Disciplinary Team

Interaction designers are playing an increasingly larger role in providing brand resonance. Set up a brand-oriented design team that thinks both digitally and physically. Working in parallel, industrial and interaction design develop innovative ideas for a visual brand language and for a look and feel that is unified across all modes.

<http://www.bresslergroup.com/blog/interaction-design-for-the-inter-net-of-things/> by Bill Horan Creative Director, Interaction Design

### Understand Your Brand

How will your brand's values, mission, vision, and character inform the experience? Brand values created for corporate marketing and communications guidelines often don't translate easily to tangible design attributes. Through collaborative stakeholder reviews, seek to define the values and that differentiate your products from a physical and experiential perspective.

### Branded Interactions

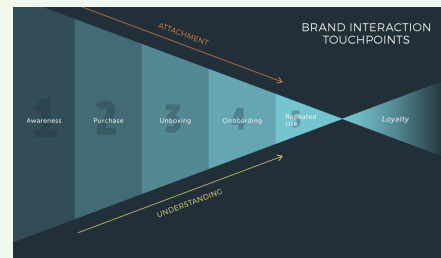


### Think Experientially

Develop tangible design attributes that align with and consistently reinforce your brand values through defined form, color, materials, finish, and interaction elements. Move beyond visual to encompass a range of distinct sensory elements. Think big and small: How will you create major, impactful moments? Inject delight into small, repetitive uses and interactions? The best branded interactions have the following four traits in common:

- **Emotion:** They evoke emotions that are positive and memorable, and that strengthen the relationship between a person and a brand.
- **Authenticity:** They tie directly back to brand values, and faithfully express brand personality. They demonstrate to a customer what a brand considers to be important and worthwhile.
- **Consistency:** Building trust is crucial to a brand. Without consistent interactions, customers won't know what to expect. Consistency of interaction across all touch points is difficult to pull off, but when done well, it's extremely powerful.
- **Technology:** Most wouldn't be possible without relatively recent technology such as touch-sensitive surfaces and ambient experiences enabled by sensors.

### Touchpoints



Awareness > Purchase > Unboxing > Onboarding > Repeated Use = Loyalty

### Consider the End-to-End Customer Journey

Where are your opportunities to make an impact? A customer's journey begins with Awareness and ends with Advocacy. In between are Purchase, Unboxing, Onboarding, and Repeated Use. As customers move through this funnel, there are key points where brands can create impactful interactions.

During the journey, two things happen: The customer develops an emotional attachment to the brand based on the experiences and interactions. And as the customer's understanding of how to interact with the product or service increases, he moves from novice to expert to evangelist.

### Most of All, Craft a Great Story

What story will your customer perceive from experiencing the end-to-end journey? Plain and simple: Make it great.