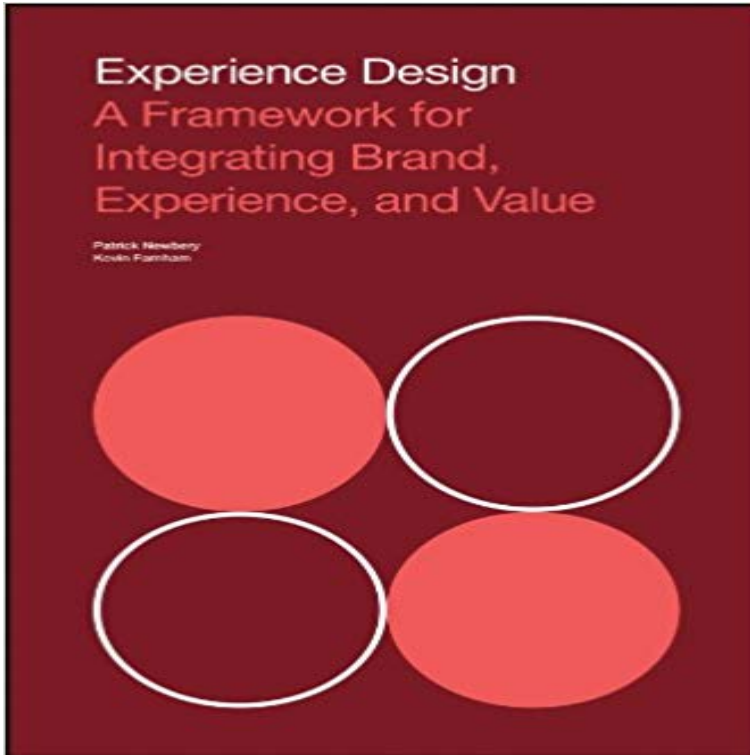


Experience Design: A Framework for Integrating Brand, Experience, and Value



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 a powerful tool for engagement, 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 higher customer lifetime value. The book teaches businesses how to think about design as a process, and how this process can be used to create a better quality of experience across the entire customer journey. Experience Design also serves as a reference tool for both designers and business leaders to help teams collaborate 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 experience design, from a company and customer perspective. Authors Patrick Newbery and Kevin Farnham are the Chief Strategy Officer and CEO of Method respectively, an experienced design company that solves business challenges through design to create integrated brand, product, and service experiences. Improve the quality of the experiences customers have with your company and watch engagement soar.

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