

Territorial Brand Graphic Interface Management in Mobile Applications Focused on User Experience

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Abstract. As well as the products and services, territories and places compete for investments, businesses, tourists, residents, and other factors. The concept of Territorial Branding has as main feature the development of representative identities in order to encourage people to engage with them, from strategies and techniques that seek to empower a place to develop their potential. The identification and validation of the DNA of a brand is manifested as a possible tool in developing a unique identity to a territory. After identifying the DNA of the brand, it is necessary to integrate communication and the senses to produce experiences and memories to it. The present study aims to investigate the Branding dimension of territorial brands in mobile applications with a focus on the user experience, from the analysis of the cities of Barcelona, London and Berlin official guide applications.

Keywords: Branding and DUXU issues/trends, Territorial branding, User Experience, Mobile Applications.

1 Introduction

A brand can be felt and experienced by the people, for more than a sign or symbol related to a product or service, a brand is a set of associations, memories that impact consumers in a remarkable manner [1], [2]. Branding, is characterized as the set of actions that, taken with knowledge and expertise and built from the inside out, lead brands beyond their economic nature, making them part of the culture and influencing people's lives. Branding is therefore the ongoing management of the brand, through a process of co-creation, so that the existing meanings behind each brand reach their consumers, making experiments to experience [3].

In the territory context when it comes to attracting visitors, businesses and investments, people who choose a place to move, inevitably are buying the experience of that particular brand. [4] Thus, the territorial branding, has as main feature, the development of representative identities in order to encourage people to engage with them, from strategies and techniques that seek to empower a place to develop their potential.

To develop a regional brand management that effectively connect consumers, it is necessary for the brand to carry the users' characteristics that help make the most

vivid brand, in other words, its "DNA". To be able to integrate communication and senses to produce experiences and memories to it. In this integration we find the applications to mobile devices, especially smartphones.

Mobile applications become relevant tools capable of collaborating with branding experiences, in the sense that enhance consumer-brand interaction, to the extent that cause them to become involved with the content provided. For this, the interfaces must be designed so that the user can perceive in its composition the elements according to their importance, so that at any time you feel lost or need greater effort to understand and beyond that, be able to identify the characteristics of the mark, in order to compose the image in the same universe.

This study focuses primarily on investigating the extent of territorial branding brands in mobile applications with a focus on user experience, from the analysis of the official guide applications of the cities of Barcelona, London and Berlin taking into account some development assumptions of an interface for smartphones.

The survey has a systemic character, first a bibliography research in order to find the main concepts related to the topic, such as smartphones, mobile applications, a categorization for the applications as well as to understand the importance of usability and an analytical study of the applications, as a case analysis [5]. Its relevance is based on the development of interpretive nature because it seeks to describe and understand the subject presented generating useful knowledge for the area of Design, User Experience, and Usability.

2 Smartphones and Mobile Applications

The smartphone[6], can be considered a smart phone with a screen, if we consider its literal meaning 'smart' which means 'intelligent'. You can also take into account the marketing approach of the term as a selling point, in the sense that such devices are more than simple phones. They incorporate features pertaining to personal computers, such as operating system, wireless Internet access, access to social media, the ability to sync data with other devices, video camera and photo, possibility of installing software of all kinds and use of personal use or for entertainment applications, called apps, downloaded directly on the device [7].

The need for a greater experience for users became evident and the improvement of mobility and accessibility technologies that were already available to cooperating to meet this demand and opened space for applications or apps.

App or Application is a software that helps the user to perform tasks, functions or simply pass the time from entertainment activities such as reading stories or playing. Applications already existed long ago, but it was with the popularization of smartphones and tablets that the term became known [8]. The basic assumptions that must be considered when developing a user interface application for smartphones: a) the increase in man-machine interaction, b) the junction with mobility and collaboration through design to current questions c) interfaces should be designed with the principle of mobility, and d) how the user finds and shares information within the interface [9].

Considering the aspects related to the development of the interface, it is crucial to analyze some elements that resulted in positive user experiences. These elements are mainly from the visual design and navigation design. It is also necessary to understand the different specificities in classification and application development, in accordance with the objectives and with the experience that you want to develop.

You can define three broad categories of applications: utility, productivity, immersion. These styles are based on visual and behavioral characteristics, the type of information and experience you want to offer the user, and from these subcategories of applications are defined [10].

Table 1. Application categories [10]

Category	Informations	Layout	Length of stay	Examples
Utility	Small amount Used to quickly see a small amount of information.	Simple; minimum settings; elements of the standard interface.	Low (few minutes)	Climate; traffic report; sporting performance
Productivity	Big information amount. Allows browsing on multiple levels.	Simple and organized; Hierarchy of information; display of details; diverse navigation.	Medium / High (varies according to the task)	Emails; social networks; to do lists
Immersion	Big amount of information. Used to play or perform specialized tasks.	Complex; personalized content, focus on user experience, development of own environments.	High / Very high (varies with the immersion of the user)	Games; Social networks; specialized task apps

Source: Elaborated by the author.

In the development of applications for mobile devices, especially smartphones, the choice of a particular type of application, or even the choice of a combination of styles, depend on the needs of users, the type of experience that is aimed to get and the application content [7].

3 Territorial Branding

Brands need to create emotional links and propose a meaningful experience to its users, it will be through these links and meanings that will determine the loyalty of an individual which influence directly in his image [11]. These meanings must be constantly worked, because without meaning, a brand is nothing. It is in this perspective that the work in branding serves. All the strategies developed from the

methodologies that seek branding experiences created and made available by the brands to reach the goal of communicating the meanings [12].

It is from a powerful connection with the senses that brand management will make that new information and experiences are connected with other existing in the universe of consumers. In this perspective, branding is much more than naming the brand, it is to make a promise about an experience in full performance level [13]. Brands serve as symbolic devices that allow consumers to design their own image, turning the world into an intangible and immaterial universe.

The work in branding can be developed from different methodologies. However, what most of them have in common is the definition of the essence of the brand, its 'brand DNA', i.e. the definition of the core brand.

From the use of a metaphor that brands, like people, have unique characteristics that are responsible for their differentiation, it is understood that the DNA of a brand is constituted as the DNA of a living being. In the DNA we can find the most important part of the cell and that's where the information passed from generation to generation are contained. Moreover, it also charges the concepts that define how the brand will relate to society [14].

As in humans, the DNA of the brand will load all its features, reflecting each position, concept, reaction, or even how society sees it. Briefly, what describes the DNA is its brand distinction, innovation and its attributes [15]. Because of internal concepts that define how the life of the brand will be, the DNA must be constructed and validated from the inside out, with the participation of stakeholders, through co-creation. Only then, it will be able to represent the real fashion brand identity, both internally and externally.

From the understanding that the configuration of territories in present scenario awakens to new forms of performance and image management, it is introduced the proposal for development of strategies focused on territorial branding, that is, a continuous process of maintaining the territory brand so that it fully meets the desires and expectations of its audience, which is renewed every time.

In this context, the territories are faced with the urgent need to develop strategies for affirmation, promotion and mobilization of resources and expertise, it is understood that when people elect a place to which they move, as residents, workers, investors or visitors are inevitably 'buying' experience at this place [4].

The territories have the need to assert its individuality [16] and its local identity. In this sense, the author contributes to the definition of this identity as a fundamental asset for competitiveness in the global scenario. Territories and people feel the need to differentiate among themselves in order to assert their individuality in the pursuit of a common goal [17]. In designing and creating identity management territories and locations, we seek to understand the management of brands in order to create a unique identity, from strategies and techniques that seek to empower a place to build their capabilities, creating meaning and build future identity.

The territorial brand or competitive identity [18] is acquired through a comprehensive strategy that takes into consideration all the factors that influence the brand of the place and allow it to have unique identity and personality, which will be aggregated with the brand management strategies, providing the public meanings and

unique experiences. Thus, influence the audience to think and act positively in relation to products and associated to a specific territory/place services.

The aspects relating to brands and its tangible and intangible emotional attributes [1] in branded products and services, are also present in the brand characteristics of places and territories. In this perspective, it is necessary to take into consideration that a territorial brand should be developed to disclose the values and attributes inherent to its existence. It represents more than a concept, it must be endowed with meaning and experienced by people who are part of it.

The construction of territory brands [19] works similarly to goods or service brands, making it just different in relation to the complexity of creating its identity, so that it understands all actors involved and all spheres that the brand can reach. Territory brands should be treated similar to branded products and services, adding that the construction of both should take into consideration the participation of stakeholders [16], [19].

In addition, a brand must continually seek territorial marketing with an integrated offer in different areas, offering opportunities and assets, while respecting its general concept, continuously stimulating, through its most vivid characteristics, its 'DNA', creating experiences and communicating its meanings in the short, medium and long term.

The territorial brand or competitive identity [19] cannot be built only through a logo, branding or promotional campaign communication. For the author, the brand identity of the territory must be acquired globally, taking into account all the factors that enable it to acquire a distinct identity. Such placement reinforces the idea that on a territorial level, people should be taken into consideration in order to enhance brand management, bringing it closer to its audience and making it a consistent and lasting identity.

The definition of a territorial brand personality is a difficult task because the process of territorial branding needs to work with different assets related to internal and external brand. [19] The territorial branding focuses on the perceptions and images, placing them at the center of a series of activities concentrated in order to shape this place and its future. In this sense, the territorial branding aims to strengthen the material and immaterial physical experiences of the territories, offering unique meanings to different audiences. That is, give territories and places a unique and distinctive identity of the other ones.

What is observe today is that technology, especially from mobile phones, has allowed a greater role and an approach between brands and users, making room for new experiences. Smartphones are no longer mere tools of communication to transform into emotional tools and social facilitators, connecting users and enhancing interactions.

Therefore, it is observed that the creation of experience, from the identification of the brand DNA has become increasingly important in various segments. Today, besides products and services, spaces, places and territories have already realized the importance of this experience and its impact on the individual, finding technological tools is an efficient way to develop brand experience and to excel in the marketplace.

4 Interaction Design, Usability and UX in Mobile Applications

The interaction design [20] is understood as the design of interactive products that support the daily activities of people and it is up to the designer to create experiences that best suit the way people interact, work and communicate from these interactive products. In this sense, lies the concept of user experience or UX [21] with regard to how a product behaves and is used in the real world. The User Experience does not care to know how a product works on the inside, but how it relates to the environment and when a person comes in contact with it.

For an interface to be considered good it needs to introduce some essential characteristics [22], [23] to be effective, efficient, safe, good value, user friendly and remember how to use. Moreover, when designing an interactive system, it is necessary to seek an understanding of user needs so that we can meet with the desired objectivity and quality experience in performing the task that will be designed.

In this sense, efficiency and ease of use are considered usability goals [7]. The usability on mobile devices is much more important to secure the user's focus, i.e., it is vital to his application [24]. Thus, the usability is the quality that characterizes the use of an interactive system. It refers to the relationship that is established between user, task, interface equipment and other aspects of the environment in which the user uses the system. [25]

To meet these criteria, one can cite the characteristics that should be taken into consideration, as the best way of working to develop an interface with focus on UX. Are they: functionality, information architecture, content, design, data entry, context, usability, trust, feedback, help and marketing, with the user at the center of all these processes.

In the graphic interface development of territorial brands in mobiles applications with a focus on user experience, such characteristics of interaction design and development should be taken into consideration. In this way, it is developed an analysis that sought to verify in applications such assumptions to develop an interface for smartphones.

5 Methodological Procedures: Analysis of Apps Territorial Branding the Cities of Barcelona, London and Berlin

For the development of this study, we proposed an analysis of territorial branding apps from official guides of the cities of Barcelona, London and Berlin. The setting for working with apps from one only device, the iPhone, took, first, because this device was the forerunner of transformations in the smartphone market, and then because it is a store of apps that make a previous selection of applications available.

By having the main focus to investigate the extent of territorial branding brands in mobiles applications, first it was picked up the official guides to contain only the brand of the city, as the second criteria, we chose apps that were free, as one of the cities had no official guide was necessary to select a different guide. After selection, the analysis was performed from the information contained in the theoretical

reference which presented the categories and assumptions of developing an interface for smartphones, such as functionality, architecture information, content, design, data entry, context, usability, trust, feedback, help and marketing, with the user at the center of all these processes.

The first application analyzed was London Official Guide, which is available for download in the App Store within the travel option. Analyzing the proposed classification in which apps can be divided into three broad categories, it can be seen that the London Official Guide is productivity within the category because it has a relatively large amount of content that is constantly updated.

The app has in the home screen (figure 1) the most current information of the day and access to other application menus. Regarding functionality, which is directly related to everything that a product can do, the app features basic functions of viewing information, access to maps, locations, and while customization, ie, the ability to share content by user, there is only one option for favorites in the best news or places can be marked and accessed faster.

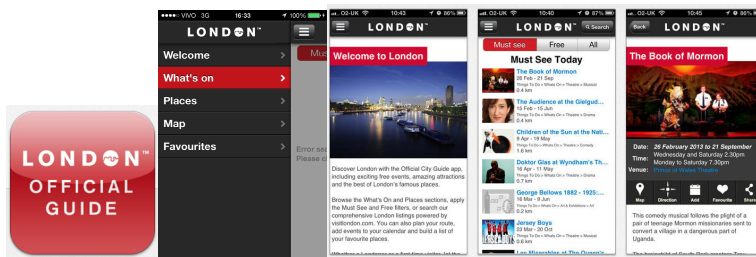


Fig. 1. Main Screens of London Official Guide app (Source: Screenshots from iPhone)

As input data, it has only the search field, where information can be entered. The answers regarding navigation are fast and allow users to understand how the application works in the very first browsing, not needing help or any tutorial.

In the context of territorial branding, a great feature of the application are the places, with a brief description, the ability to map, add the calendar as a place to visit, favorite and share on social networks. A matter to be reviewed is that the application works only focusing on the public who is already visiting the city, and it doesn't present a possibility of visitation and attraction of new tourists.

The second app to be analyzed was the Barcelona Official Guide, which is available for download in the App Store within the travel option. As a classification, we have another productivity app, but with a hierarchy and well-structured information architecture, leveraging navigation by the user.

To enter the application content navigation (Figure 2) right on the home screen you need to give a touch (click) on the screen, so it is taken to the main navigation menu with options that you can choose according to subject areas, photos and more. This touch is stimulated by a small 'button' (affordance) in the lower right of the screen, which requires user attention.

About the functionality, when the user navigates through the app, he is able to find the functions he can perform. The initial menu options provide the user a navigation

and access by: welcome information, things you cannot help seeing, themes, areas of the city, photos, favorite items, extra credits and settings options.

In all navigation categories the user can favorite, include the location as a place to visit, and later mark it as seen it, make a mark on the map and list all the items that were already favorited. This customization option increases the interaction between the user and the brand, thus enhancing the experience.

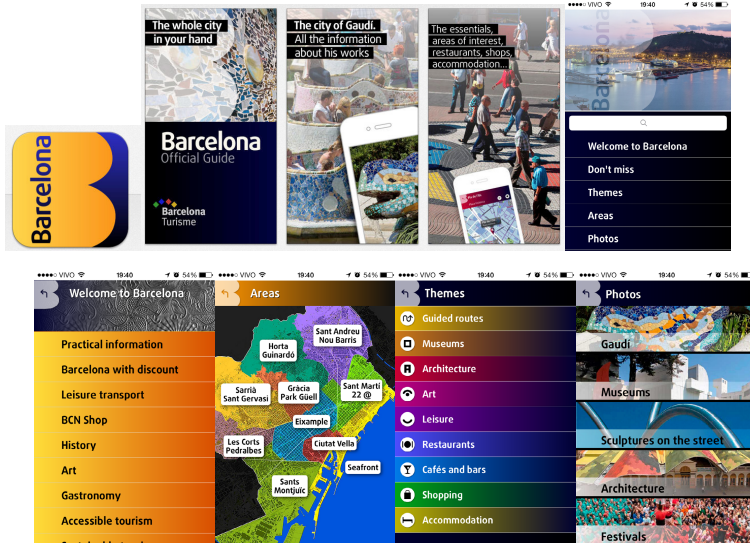


Fig. 2. Main Screens of Barcelona Official Guide app (Source: Screenshots from iPhone)

The application contents provide the user a general knowledge of the city, about the language, currency, transportation, food, history, art, consulate, among other things, assisting tourists who are visiting the city, and future visitors interested in knowing more about Barcelona.

All application areas have a distinctive design, that takes the art of Gaudí as a way to enhance its branding, and utilizing the color as an element of differentiation between screens, making it a more attractive and pleasant navigation for users.

In terms of usability, the application presents a satisfying result, rapidly responding to user actions, being easy to use, efficient in its execution and easu to memorize. Since the first access the user is already able to access information quickly and then locate them in the app.

Regarding the territorial branding, the application knew how to explore the content in a way to maximize local identity, as the authors mentioned in the theoretical framework proposed. Furthermore, it is possible that even those who are not in the city may have an experience in relation to the Barcelona brand from the navigation and interaction with the official city guide.

The last app examined was from the city of Berlin, which was the only one that wasn't found in any official application available for free download in the app store, so the application chosen for analysis was the PocketGuide Berlin. The application has a free part and a paid premium personalized content, and it is available for download in the App Store. It is classified as a productivity application because it has a lot of content and a hierarchical information organization.

Because it is a PocketGuide application, to get into the content it is necessary to select the city (Berlin) on the opening screen, only after the selection is that the user will access the features. Since this is an app with paid content, navigation is restricted in many areas.



Fig. 3. Main Screens of PocketGuide Berlin app (Source: Screenshots from iPhone)

The application has audios describing the location of the main attractions, which enhances user navigation, makes it more interesting and attractive, and affordable. In the Home menu are the most general navigation options like settings, report problems, and access to the main starting points for content. As customization, the user can take pictures and include a 3D tour of sites to share with friends, and can forward emails.

Regarding the territorial branding, few things are observed in relation to the Berlin brand, this can be linked to the fact this is not an official app and thus it's more focused on the commercialization of contents which are 'closed' than actually in the construction of the city identity brand.

6 Conclusion

This study aimed to investigate the extent of territorial Branding brands in mobiles applications with a focus on user experience. To achieve this goal, we first developed a bibliographic research, in which it was possible to raise the ideas of the authors on the topics of research.

It was found that mobile applications today are potential tools for building brand experiences, provided that the interfaces of such applications are developed from the basic assumptions of interaction design, usability and UX.

From the analysis of the official guide of the cities of Barcelona, London and Berlin applications, we found that both are in the category of utility apps, by having large amounts of information, hierarchical organization and defined goal, enhance knowledge about locations, mainly in the city attractions. Simple-and-easy-to-learn navigation. The application of the city of Barcelona stands out as the better quality navigation, interface design, usability and hence the dimension of territorial branding.

This study highlights that smartphone apps have now increased our performance and closeness between brands and users, making room for new experiences. Smartphones are no longer mere tools of communication to transform into emotional tools and social facilitators, connecting users and enhancing interactions. However, we could observe a gap in the construction of scientific knowledge of this subject, which leaves an open space for a new research.

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