

# The Branding Stable Analysis Pattern

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# Concept Overview

- Branding is a concept that spans multiple areas of application.
- Branding's origin references to the earliest shepherds that branded their cattle to identify them and differentiate them from other shepherds' cattle.
- Nowadays, this activity has found great acceptance in areas as diverse as Marketing and Biometrics.

# Concept Overview

- Branding satisfies the needs from a caller/client when requiring
- A distinctive identity for a particular thing, either real or conceptual, about which
- The caller/client needs to hold certain information.

# Concept Challenges

- To really understand that branding does not only happen in Marketing.
- To cover numerous entities with physical and behavioral differences difficult to recognize.
- To push for a standard solution that covers different branding mechanisms or processes, and a myriad of entities and identity types to address different needs.
- To acknowledge that there is wide variance in knowledge and resources used to brand any entity.

# Concept Realization

- We cut through this concept's complexity and challenges by extracting the core knowledge of branding.
- We use Software Stability Models "SSM" to do extract this core knowledge.
- The concept will be represented in terms of Enduring Business Themes (EBTs) and Business Objects (BOs).
- The core knowledge will be realized as a Stable Analysis Pattern.

# Stable Analysis Pattern

- Pattern Name: Branding Stable Analysis Pattern
- Pattern Intent: To provide a standard solution that can be utilized to handle any branding need in different domains.

# Stable Analysis Pattern

- Pattern Context: Branding is explicitly and implicitly used in different areas, such as Security systems, HCI, Marketing, Game industry, Virtual Reality, etc.
- For instance, branding is used in security systems, especially in clearance systems, to assure a unique individual's identity. This identity will be validated by means of using certain physical and behavioral features, such as retinal patterns, fingerprints, iris patterns, voice, etc.
- In Virtual Reality, especially in virtual collaborative environments, branding is used to identify an immersed user in a virtual world and differentiate this user from his/her peers.

# Stable Analysis Pattern

- Pattern Problem: The addressing of this subject in one particular domain is different than in other domains due to different requirements or needs i.e. in HCI, branding supports the creation of intuitive and user-centered user interfaces, and
- in the Game Industry, where games are developed with certain capabilities that allow players to changed the physical and behavioral features of their selected game characters at will.

# Stable Analysis Pattern

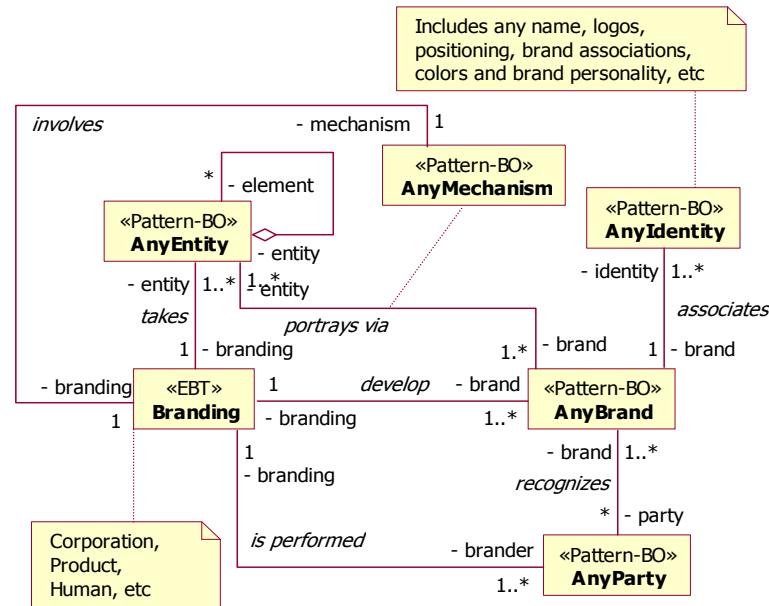
- Pattern Problem: (continue)
- As you have seen, each of the examples targets a different context with different needs, but they all address, implicitly or explicitly, directly or indirectly, the same necessity - branding.
- So, can we have a standardized branding solution for a set of branding recurrent problems?

# Stable Analysis Pattern

- Pattern Solution:
- Our solution focuses on the branding concept, and tries to extract its main components, leaving domain-specific aspects away from the model. These components are general enough, so they can be used by developers to satisfy certain needs.

# Stable Analysis Pattern

- Pattern Solution: (continue)



# Stable Analysis Pattern

- Pattern Participants:

## ***Classes:***

- Branding: Represents the Branding specification class. The class contains structure and behaviors that regulate branding realization.

## ***Patterns:***

- AnyEntity: Represents any significant thing, real or conceptual, which will be associated with a determined brand.
- AnyBrand: Represents the key workhorse for branding realization.
- AnyIdentity: Represents the sum of all characteristics, tangible and intangible, by which an entity is recognized or known.
- AnyMechanism: Represents any particular mechanism(s) that creates an identifiable brand.
- AnyParty: Defines the different roles that a specific party, in the branding process, can take.

# Stable Analysis Pattern

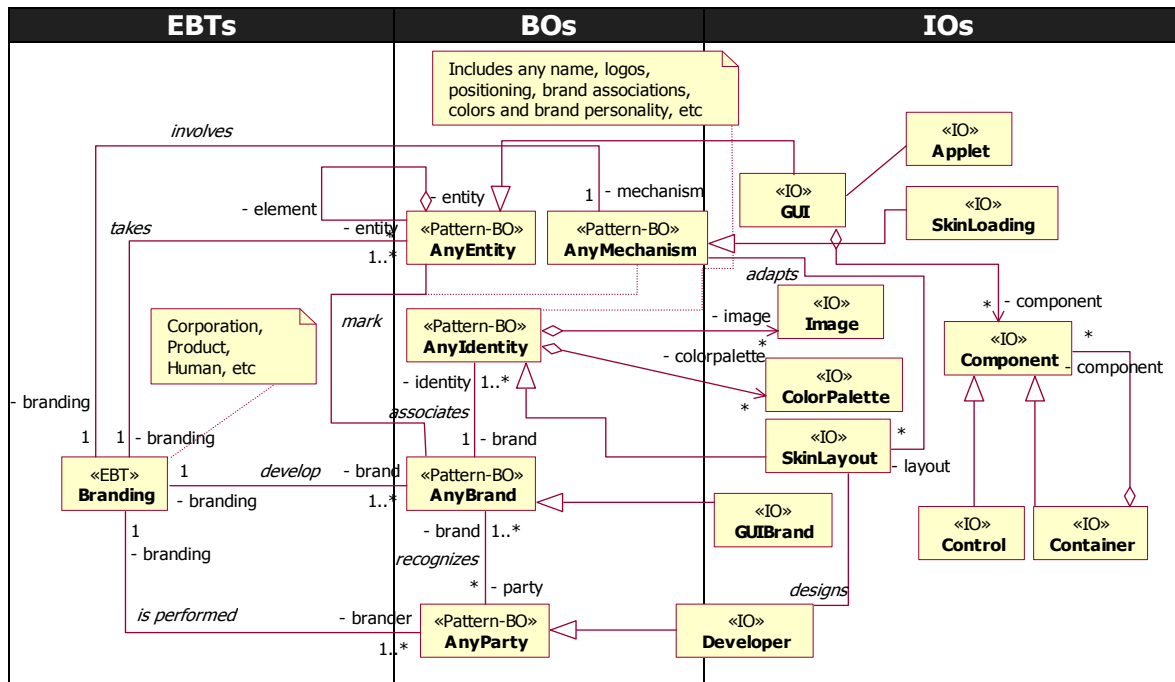
- Pattern Examples:
- In order to illustrate the use of the Branding Analysis Pattern, we provide two examples. Each one of them is different in nature and in the number of requirements involved. The first scenario concentrates on showing the use of dynamic branding for user interfaces. The second scenario describes the process of branding in DNA Fingerprinting detection system.

# Stable Analysis Pattern

- Pattern Example 1:
- *Dynamic Branding for GUIs [7]:* A skin is a collection of images and a definition file, which together describe an application interface. On Windows, Linux, and other operating systems, an increasing number of applications (and games) allow users to completely change the look and feel of the user interface. Why should we use skins? There are some technical and marketing considerations to answer this question. The first consideration allows handing over of full control of your GUI layout, and second represents a big selling point for branding practitioners, since after branding any application's GUI for any company, it is possible to re-brand the same application for another company by easily changing the skins.

# Stable Analysis Pattern

- Pattern Example 1:

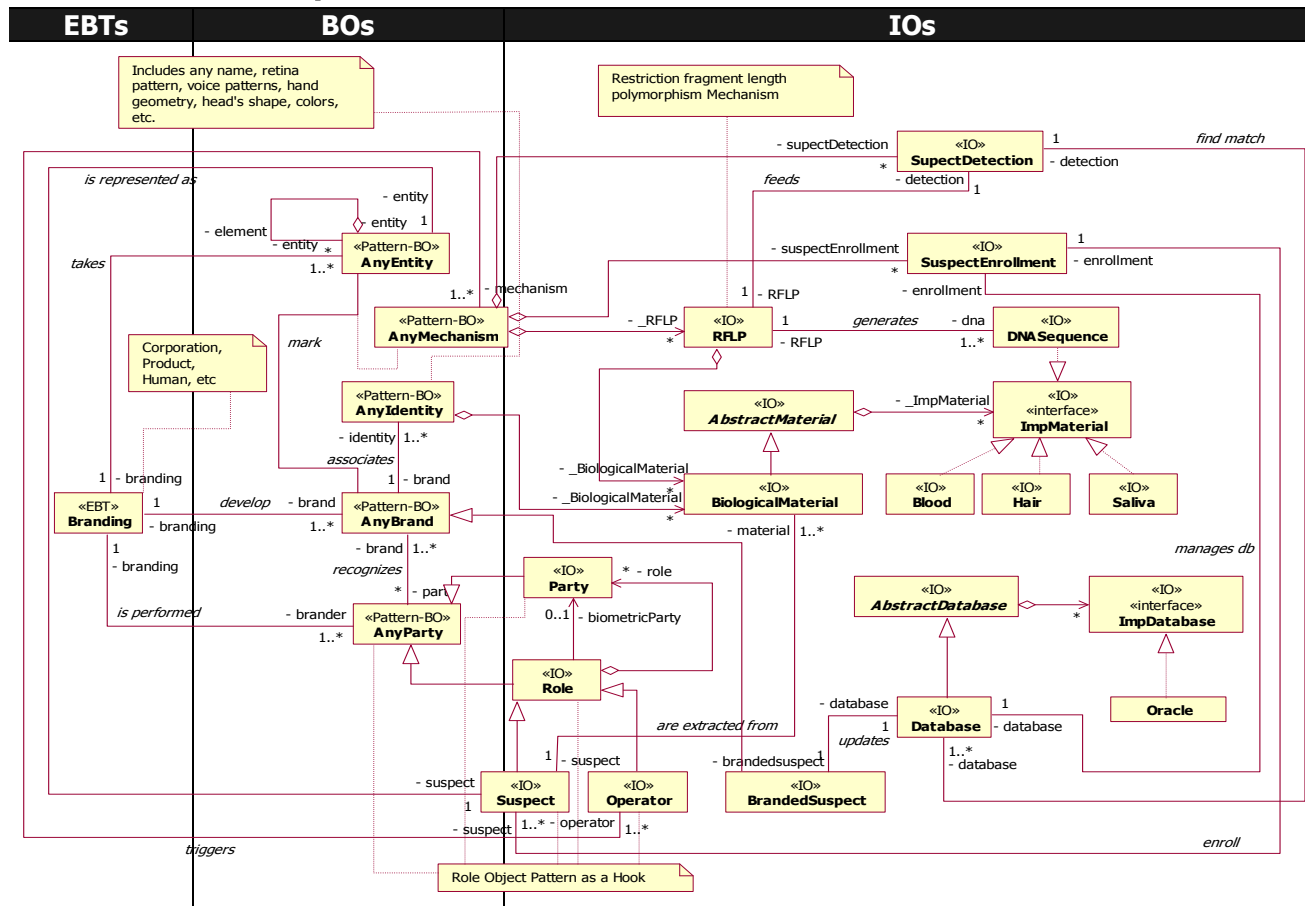


# Stable Analysis Pattern

- Pattern Example 2:
- *DNA Fingerprinting Detection Systems*: DNA fingerprinting is a technique for analyzing and comparing DNA from different sources. It is a technique used in law enforcement to identify suspects from hair, blood, and other type of biological material found on a crime scene. The DNA Fingerprinting Detection system will try to compare previously stored (Oracle Database) information or brands of a list of suspects with the biological material found on the crime scene to see if they match. The execution of this system will ease the work of federal agents to identify the actual criminal and to exonerate the persons wrongly convicted of crimes.

# Stable Analysis Pattern

- Pattern Example 2:



# Conclusion

- We are proposing a conceptual model for the branding concept.
- The objective was to cut through the complexity of Branding as a concept that is applicable to multiple domains.
- We achieved this objective by applying SSM to the analysis and discovery process.
- The branding analysis pattern has been used to model two different applications: one related to the HCI domain, and the other one related to Law enforcement and genetics.