


Scale factor / Screen size





# Layers of Symphony



Product personality  
Usable & Accessible

User journeys  
Interaction patterns  
UI Components  
Sound  
Motion

Imagery  
**Iconography**  
Tone of voice  
**Colour**  
**Typography**  
Layout

Scale factor  
Input methods  
Device / Screen size

Tech - Swift, TAPS, TDS  
Personalisation algorithms

