



CASE STUDY

First Republic Bank Heritage App

CHALLENGE

First Republic Bank had recently published a corporate history coffee table book, and came to 6D Mobile to create a mobile companion piece for phone and tablet.

SOLUTION & EXECUTION

Rather than simply repeating the linear navigation of a printed book, 6D Mobile reimagined the book's content as an exploratory, interactive, and non-linear experience.

The app was custom designed and built in two formats — one for mobile phones and another for iPads and other tablet devices — to make the most of the different platforms' size, usability, and optimal orientation for readability. It is distributed in app stores and is intended to be used by interested customers and as a sales tool by bankers to describe the bank's longevity to clients.



FIRST REPUBLIC BANK

PROJECT

Develop a mobile companion piece for First Republic Bank's recently published corporate history.

TECHNOLOGY

ADOBE DPS



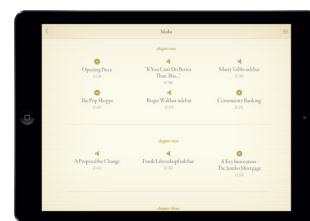
Making Digital More Human™

6Dglobal.com | labs.6Dglobal.com | info@6Dglobal.com



SOLUTION & EXECUTION (CONT'D)

A multitude of entry points was a key component of the design brief. By allowing the user to browse by chapter, theme, timeline, or media, each person can craft their own experience through the content. The navigation is straightforward and the bank's brand message is reinforced throughout the user journey.



FIRST REPUBLIC BANK
is available on the
Apple app store

