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Ubuntu: Why the first impression matters

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We believe that the first impression matters, especially when it comes to introducing a new product to a user for the first time. Our aim is to delight the user from the moment they open the box, through to the setup wizard that will help them get started with their new phone.

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[1] <http://www.tuxmachines.org/taxonomy/term/121>

[2] <http://design.canonical.com/2015/09/why-the-first-impression-matters/>