No one cares about your content (yet).

A friendly PSA from Cliff Seal, UX Designer
“Satire ... is ‘a literary manner which blends a critical attitude with humor and wit to the end that human institutions or humanity may be improved.’”

*The Purpose and Method of Satire, Robert Harris*
What are you trying to say?
I’m Cliff!!!! Please let me speak???

- I was born on November 19, 1986...that means I’m 26...I’m in my 20’S!!

- I live in Cabbagetown...that’s in ATLANTA!!!...I live in a loft...a loft is a type of room.

- I’m MARRIED!!!...my wife’s name is April...we met when we were kids...that means we’ve known each other a long time...we’ve been married for three years.

- I work at PARDOT!!!!!!...it says UX Designer on my business card...UX stands for user experience...I design user experiences for Pardot. PLEASE LET ME TALK!!! PLEASE!!!11!!1
Y U MAD?
“In ordinary, non-technical Greek, logos had a semantic field extending beyond “word” to notions such as, on the one hand, language, talk, statement, speech, conversation, tale, story, prose, proposition, and principle; and on the other hand, thought, reason, account, consideration, esteem, due relation, proportion, and analogy.”

Wikipedia
Hi, I’m Cliff.

- I work at Pardot as a UX Designer (among other things).

- I’ve been working with non-profits and small businesses consistently for about four years, doing identities, web design and development, and more.

- I’m an Atlanta native and live here with my wife, April.

- I’m honored and excited to speak with you today about making more efficient connections between people and the things that they love.
Hi, I’m Cliff.

- I work at Pardot as a UX Designer (among other things). I know what I’m talking about.
- I’ve been working with non-profits and small businesses consistently for about four years, doing identities, web design and development, and more. I have experience in the area I’m talking about.
- I’m an Atlanta native and live here with my wife, April. I’m a normal human being who’s invested in others and my community.
- I’m honored and excited to speak with you today about making more efficient connections between people and the things that they love. I’m passionate about this.
“If we’re doing our job well, the computer recedes into the background, and personalities rise to the surface. To achieve this goal, we must consider how we interact with one another in real life.”

Designing for Emotion, Aarron Walter
A Structure of Conversation

**Greeting:** “Hello.” or “Hi!”, or “Hayyyyyyyyyyyyy!” or *head tilt*

**Common Ground:** “It’s nice to see you again.” or “It’s great to finally meet you.” or “You work with Ted, right?” or weird catchphrase

**Circumstance:** “What are you up to these days?” or “How is that girlfriend of yours?” or “How’s the new job?” or awkward personal questions

**Eventually, Ending:** “It was nice to meet you.” or “It was great to see you again.” or “Thanks so much for your time.” or “Please don’t operate a motor vehicle right now.”
“Our lasting relationships center around the unique qualities and perspectives we all possess. We call it personality. Through our personalities, we express the entire gamut of human emotion. Personality is the mysterious force that attracts us to certain people and repels us from others. Because personality greatly influences our decision-making process, it can be a powerful tool...”

Designing for Emotion, Aarron Walter
Conversational Assumptions

You have my attention for an indefinite amount of time.

Either I think we have something in common, or the futility of speaking with you is less awful than this silence.

Speaking with you will get me something I want—be that simple enjoyment, friendship, or a business relationship.

I understand (but may be unaware or forgetful) that you have the same motives.
Technological Assumptions

You have my attention for an indefinite amount of time.

Either I think we have something in common,
or I’m bored, or I came here by accident.

I hope that visiting this site will get me something I want—
be that entertainment, an actual product, a chance to be charitable.

I understand (but may be unaware or forgetful) that you are
either sharing with me or selling me something.
How long do you have?

Negative Weibull distribution.
“The probability of leaving is very high during these first few seconds ... People know that most Web pages are useless, and they behave accordingly to avoid wasting more time than absolutely necessary on bad pages. ... To gain several minutes of user attention, you must clearly communicate your value proposition within 10 seconds.”

*How Long Do Users Stay on Web Pages?*, Jakob Nielson
“On an average visit, users read half the information only on those pages with 111 words or less. In the full dataset, the average page view contained 593 words. So, on average, users will have time to read 28% of the words if they devote all of their time to reading. More realistically, users will read about 20% of the text on the average page.”

_How Little Do Users Read?,_ Jakob Nielsen
The Problem of Judgment

“Researchers found that the brain makes decisions in just a 20th of a second of viewing a webpage.”

“The researchers also believe that these quickly formed first impressions last because of ... the ‘halo effect’. [...] Since people like to be right, they will continue to use the website that made a good first impression, as this will further confirm that their initial decision was a good one.”

First impressions count for web,
BBC News
Cognitive Bias (Halo Effect)

“The halo effect or halo error is a cognitive bias in which our judgments of a person’s character can be influenced by our overall impression...” (Wikipedia)

“A cognitive bias is a pattern of deviation in judgment that occurs in particular situations, which may sometimes lead to perceptual distortion, inaccurate judgment, illogical interpretation, or what is broadly called irrationality.” (Wikipedia)

“Unless the first impression is favorable, visitors will be out of your site before they even know that you might be offering more than your competitors...”

First impressions count for web,
BBC News
The Art of Conversation

Do’s of Conversation
1. Listen more than you talk.
2. Come to an occasion armed with topics at the ready.
3. Tailor the conversation to the listener.
4. Take your turn.
5. Think before you speak.

Don’t’s of Conversation
1. Don’t interrupt.
2. Don’t talk to only one person when conversing in a group.
3. Don’t engage in “one-upping.”
4. Don’t overshare.

The Number One Rule of Conversation: Be Natural

The Art of Conversation, Brett & Kate McKay
“In the absence of detailed information, we all work from assumptions about who the user is, what he or she does, and what type of system would meet his or her needs. Following these assumptions, we tend to design for ourselves, not for other people.”

*Human Factor: Designing Computer Systems for People*, Richard Rubinstein and Harry Hersh
Lost Stork
“He took into consideration the sensitive nature of our clientele the website will reach and designed a beautiful website in a very calming and non-threatening manner.”

Meghan Swann, Lost Stork Foundation
Grok your users' experience.
“Grok means to understand so thoroughly that the observer becomes a part of the observed—to merge, blend, intermarry, lose identity in group experience.”

*Stranger in a Strange Land*,
Robert A. Heinlein
Restaurants
“Intel over instinct doesn’t mean logic over emotion. It just means [you] value the emotions of your target audiences more than [your] own emotions.”

How to Evaluate a UX Designer for Your Company, or, What Makes a Great User Experience Designer
Whitney Hess
User Persona

Cliff is a twenty-something, married man with no kids. He works at a tech company in Buckhead. He is easy-going but busy and focused, so he often sets reminders to accomplish accumulated tasks after work is complete, or does them immediately. He uses his iPhone to perform most research, schedule things, and communicate. He uses social media, but mostly to keep in touch with others and receive news and updates.
“Communicators rely on the listener or reader to invoke a context for understanding that is the same as the one they have in mind.”

Clarity in Context: Rethinking Misunderstanding,
Barbara Schneider
Context & Empathy

Grok your users, and seek to understand the circumstances surrounding their interaction with you.

Focus on the areas where your contexts overlap.

Provide a feedback mechanism (form, social media, short surveys, etc.) that you’ll respond to.
“MailChimp’s voice is first and foremost human. It’s familiar, it’s friendly, and it’s straightforward. We crack jokes and tell stories, but we know when to keep a straight face too. We’re helpful. And when we’re helping people, we use language that educates and empowers them without patronizing or confusing them. We have more than a million users [...] who experience a whole spectrum of emotions when they’re interacting with MailChimp. So we consciously adjust our tone, based on our users’ feelings.”

Voice & Tone, MailChimp
Empowerment (Delight)

Play defense against negative emotion (i.e., irrelevance or poorly-presented content creates apathetic reactions)

Seek to create the positive emotional connections that benefit both the user and you

Always be a memorable pleasure
What I want from a restaurant website:

- Menu
- Specials and happy hour info
  (Including social promotions such as Foursquare, Groupon, and Twitter specials)
- Address with a link to google maps
- Online reservation system that actually works
  (instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- Hours of operation, parking and contact info
What I get instead:

Obnoxious flash animation showing giant pictures of couples stuffing food in each other's faces.

Letter from the founder that no one has ever or will ever read.

Menu is only downloadable as a 10 megabyte PDF file.

Can't copy/paste anything because it's in flash.

Welcome,

I would like to take this opportunity to welcome you to Cafe MeatYummers, founded in nineteen-oh-five who-gives-a-shit. We serve only the finest, freshest ingredients straight to your mouth. Our exciting, moody atmosphere will enchant and entrance you whilst you bathe in dim candlelight, which can also help make your date look better if he or she is ugly as hell.

Our warm, welcoming staff will treat you as nothing short of family — because if they don’t we'll report them as illegals.

Anything is possible at Cafe MeatYummers. The only limit is yourself.

Love,
Phil Meaty
Owner

Menu is only downloadable as a 10 megabyte PDF file.
THINGS ON THE FRONT PAGE
OF A UNIVERSITY WEBSITE

CAMPUS PHOTO
SLIDESHOW

ALUMNI
IN THE
NEWS

PRESS RELEASES

STATEMENT
OF THE SCHOOL'S
PHILOSOPHY

VIRTUAL TOUR

PROMOTIONS
FOR CAMPUS
EVENTS

LETTER
FROM THE
PRESIDENT

FULL
NAME OF
SCHOOL

THINGS PEOPLE GO TO
THE SITE LOOKING FOR

LIST OF FACULTY PHONE
NUMBERS AND EMAILS

CAMPUS
ADDRESS

ACADEMIC
CALENDAR

APPLICATION
FORMS

CAMPUS POLICE
PHONE NUMBER

DEPARTMENT/
COURSE LISTS

PARKING
INFORMATION

USABLE
CAMPUS
MAP

VIRTUAL
TRIPOD
Power off

Device will now shut down

Yes  Cancel
Make your content **accessible to everyone through best practices**. This is no longer optional.

**Stop with the ‘click here’.** Tell the user what to expect when they click to avoid negative surprise, and use title tags. You might get an SEO boost as well. You can read one of countless articles and opinions on this.

Avoid ‘dirty magnets’ like “Resources”, unless it links to exactly what it states.
Guide & Entice Your Users

Clearly state your unique value proposition and give an obvious action.

Appeal to the user’s emotion by creating opportunities for gut decisions.

Use lines and ‘line of sight’, contrast, and action terms, to direct the user’s attention to specific areas, especially along their normal eyesight path.
PLAY Stonerider
You’re good. Get better.
Test all the things!
Test All Your Assumptions

Make a list of assumptions about your target user, and argue and update that list often.

Test calls-to-action and headlines using A/B testing or multi-armed bandit algorithms. Then, optimize and re-test.

Constantly challenge the assumption that you know what you are assuming and that you’re correct in those assumptions.
Some people will not like your personality.

This is OK.
Don’t get hasty.
The Supreme Court has struck down the individual mandate for health care.

Mandate struck down

High court finds measure unconstitutional

Justices' ruling overturns requirement that Americans must buy health insurance. The decision will affect you, generations of Americans and this fall's presidential race.

FULL STORY

- Five scenarios: Health care options
- A lot on the line for small business
- Attention quickly turns to Congress
- LIVE: Crowd gathers outside court
Y U NO TALK SEO YET
Social media conversations are the backlinks of the future (today).

You can use these same techniques on various social media networks. Immerse yourself in them, engage others in the way they want to be engaged, test, and adapt.
“Content doesn’t just get created in a vacuum. For it to be useful and a helper/catalyst for change, it needs underlying vision, structure and strategy. In other words, we need to be careful about throwing dozens of different, disparate ideas at the web (no matter how interesting they are by themselves), expecting them to be successful.”

*Some Thoughts on Web Content Strategy*, Joshua Blankenship
END OF SHOW

WAIT FOR SOMEONE ELSE TO INITIATE CLAP
@cliffseal
#NoOneCares
#WCPHX
Logos-Creative.com/WCPHX