



DESIGNING WINNING EXPERIENCES – PART 2

Tal Florentin | Summurai

1

5

Sharing audience insights with

USER PERSONA

2



COFFEE WITH MR. ALAN COOPER

3



SPEND SOME TIME ON THE STREET

4



IDENTIFY STORIES

5

IDENTIFY STORIES AND CREATING PROFILES



6

IDENTIFY STORIES AND CREATING PROFILES

LUXURY USER



GABRIEL
BIG BOSS, 58



Frequency: Monthly

%?

Percentage

%?

Importance

PROFILE

- Divorced, 2 adult kids
- Founder/CEO at constructing consultancy firm
- Professional, Established in Career
- Household Income: \$200K+, High Disposable Income
- Emotionally stable, calm
- Critique, Self discipline
- Cigar smoker, enjoys fine whiskey

MOTIVATIONS & NEEDS

- Ease and comfort
- Relaxed traveling experience
- High connectivity

TRAVELING HABBITTS

- 1-2 times per month (Frequent Traveler)
- Same destinations
- Same hotel / Hotel chain (Frequent Visitor)

DIGITAL PRESENCE AND ACTIVITY

Productivity – Email, Chats, Project Mgmt., Business

Mobile Apps

Social Networks

PRODUCT CATEGORIES

Comfort & Care (Neck pillows, Eye masks, Ear plugs, etc.)

Connect & Charge (Adaptors, Chargers, Power Banks)

Electrical Range (Headphones)

Security (Money Belts, Pad Locks, etc.)

Pouches, Pockets, Bags, Folding Bags, etc.




7

6

Revealing your audience with
FEATURE RANKING




8

FEATURE RANKING

				Total
% of audience				
% of value				
Feature A				
Feature B				
Feature C				




9

FEATURE RANKING

				Total
% of audience	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	
% of value	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	
Feature A	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Feature B	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●
Feature C	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●

10

FEATURE RANKING

				Total
% of audience	●●●●●	●●●●●	●●●●●	
% of value	●●●●●	●●●●●	●●●●●	
Set Appointment	●●●●●	●●●●●	●●●●●	●●●●●
Pregnancy Forum	●●●●●	●●●●●	●●●●●	●●●●●
Get Insurance	●●●●●	●●●●●	●●●●●	●●●●●

11

THE 4 GROUPS OF FEATURES



IMPORTANT FOR EVERYONE



IMPORTANT FOR THE IMPORTANT AUDIENCE



IMPORTANT FOR NON-IMPORTANT AUDIENCE



NOT-IMPORTANT FOR ANYONE

12

7

Revealing your audience with
EXPLORING TIMELINES

13

| **MEET JULIAN, 57**



**“I think I need a website.
Julia said I should try Wix”**

14

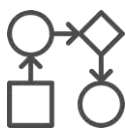
QUESTIONS TO ASK

- Audience: How many “Julians” do we have?
- Business: What’s their \$\$\$ value?
- Usage: What do they do?
- Motivation: What do they want?

Have you seen a “Julian” in action?

15

USER TIMELINE – 4 POINTS OF VIEW



**TASK
WORKFLOW**



**USER
JOURNEY**



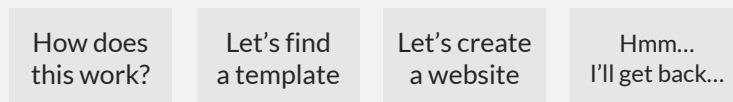
**DEVICE
SWITCHING**



**MOOD
BOARD**

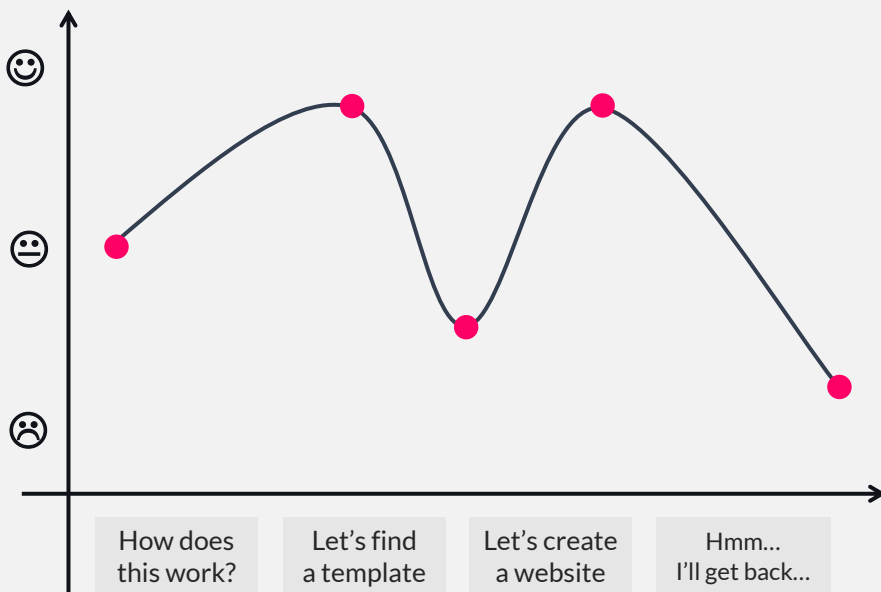
16

TASK WORKFLOW



17

MOOD CHART



18










19



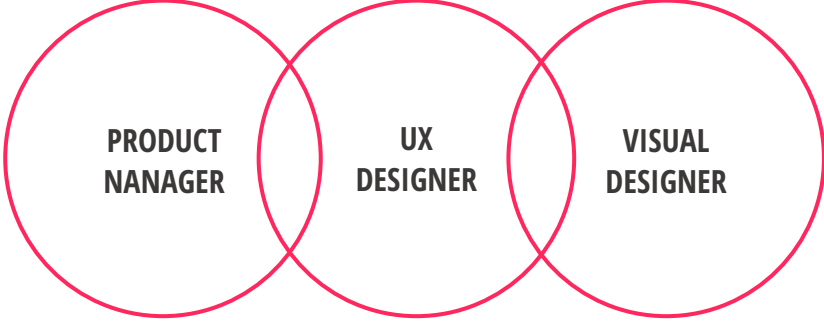
20

THE TEAM

 BUSINESS	 UX DESIGNER	 VISUAL DESIGNER	 QA
 PRODUCT		 DEVELOPER	 TRAINING

21








THE PERFECT TEAM



A Venn diagram consisting of three overlapping circles arranged horizontally. The left circle is labeled 'PRODUCT MANAGER', the middle circle is labeled 'UX DESIGNER', and the right circle is labeled 'VISUAL DESIGNER'. The circles overlap in pairs and in the center.











22

THE TEAM

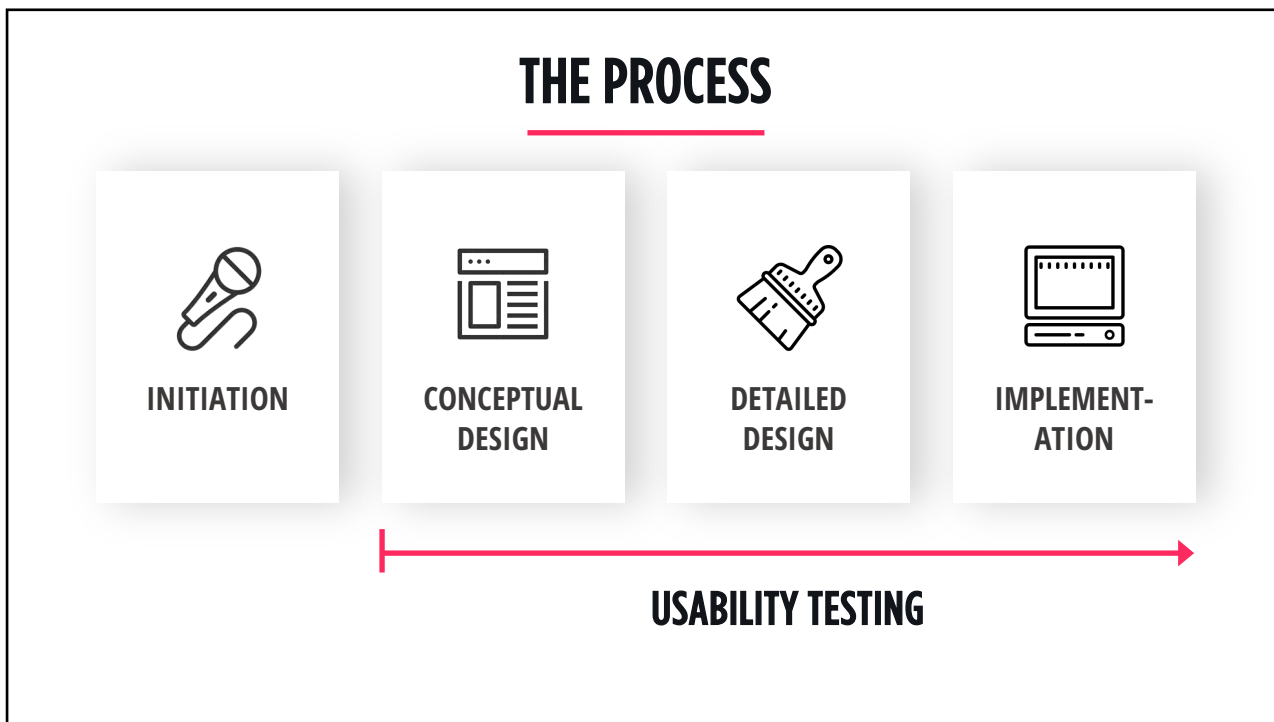
 BUSINESS	 UX DESIGNER	 VISUAL DESIGNER	 QA
 PRODUCT		 DEVELOPER	 TRAINING

23

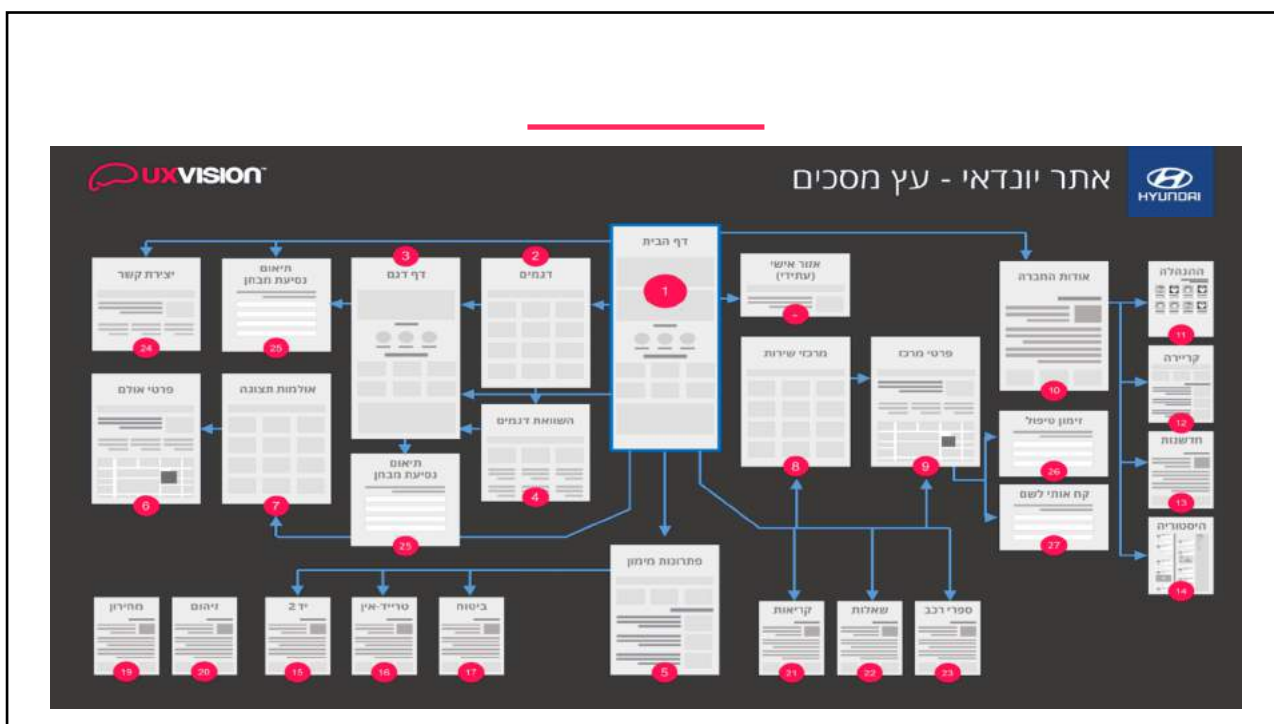
THE TEAM

 BUSINESS	 UX RESEARCHER	 VISUAL DESIGNER	 QA
	 UX DESIGNER		
 PRODUCT	 UX WRITER	 DEVELOPER	 TRAINING
	 USABILITY TESTER		

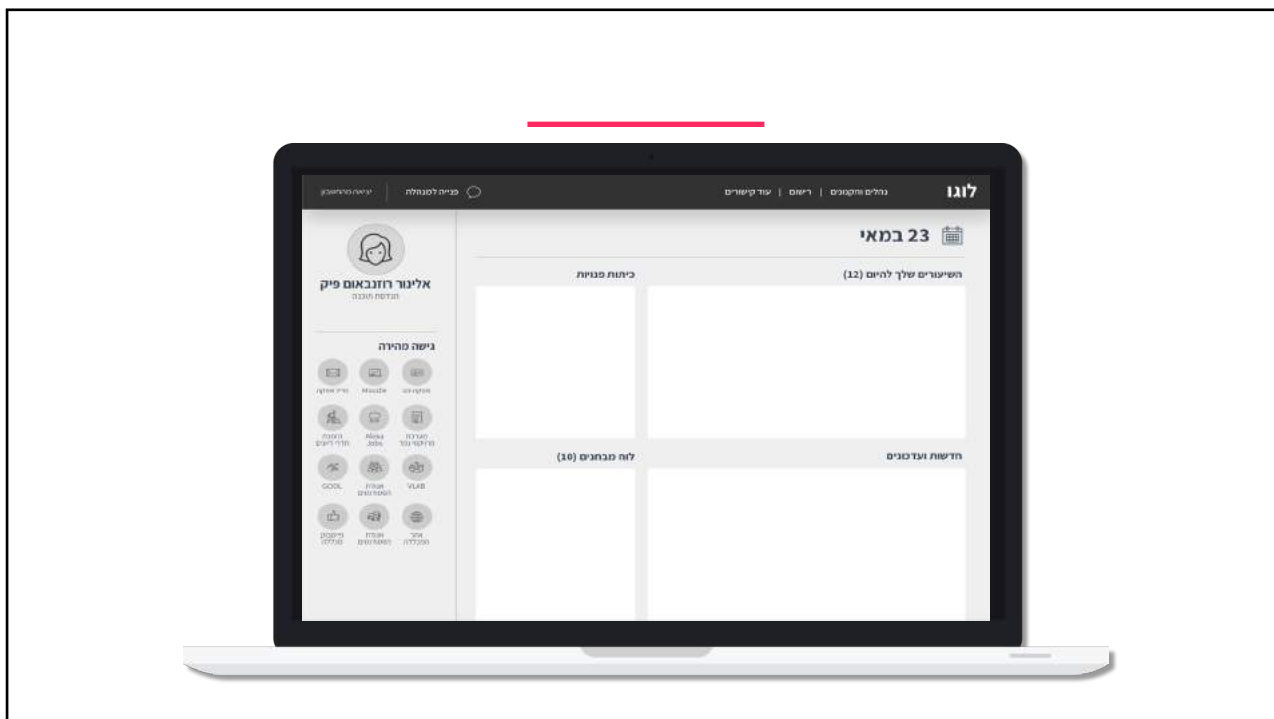
24



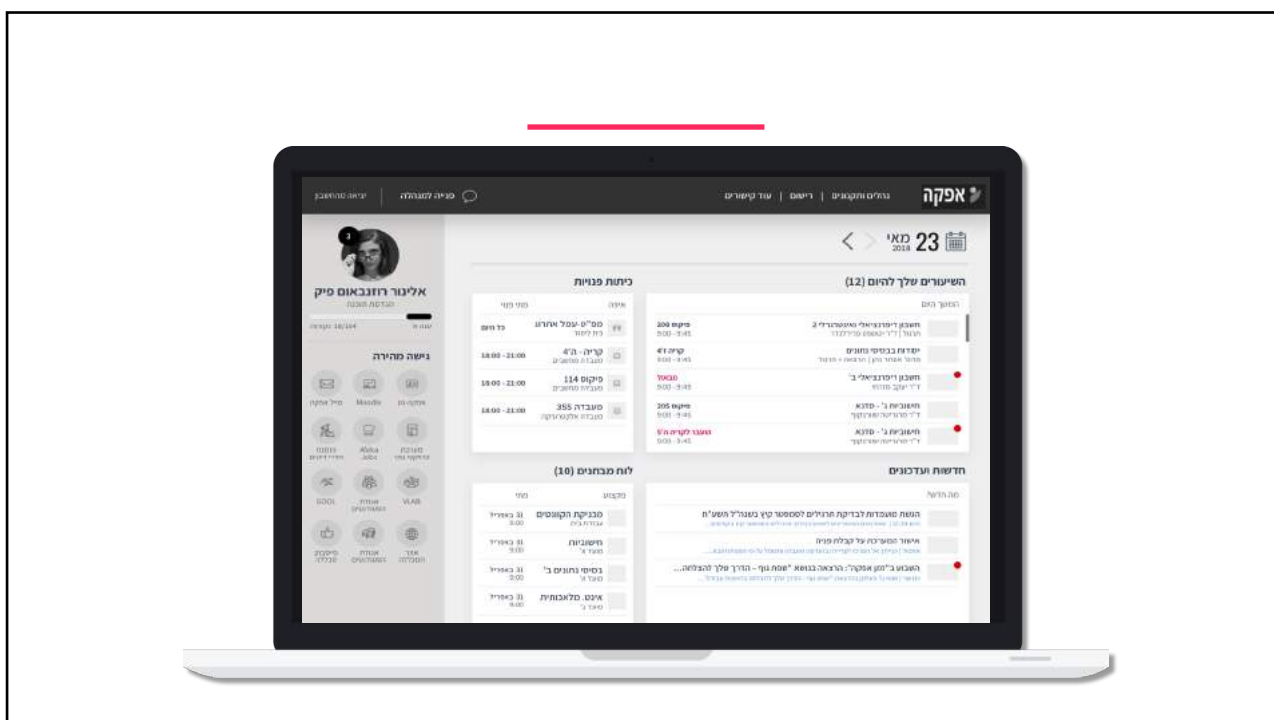
25



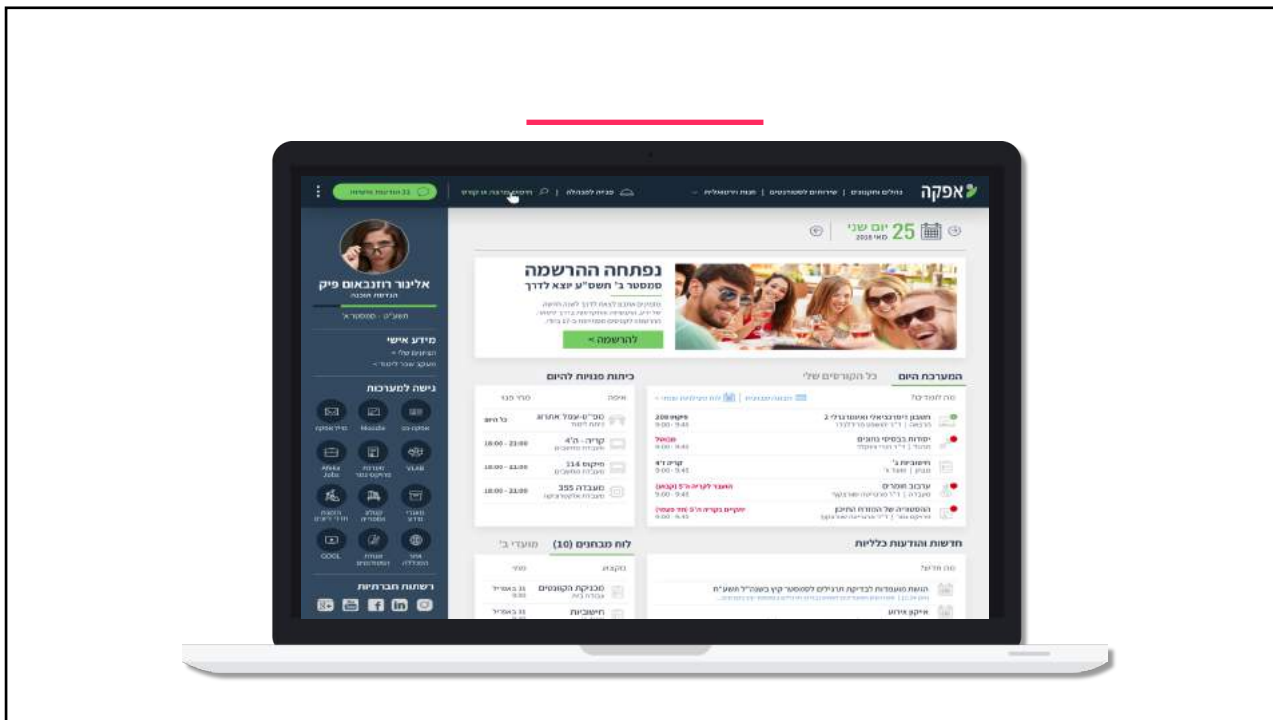
26



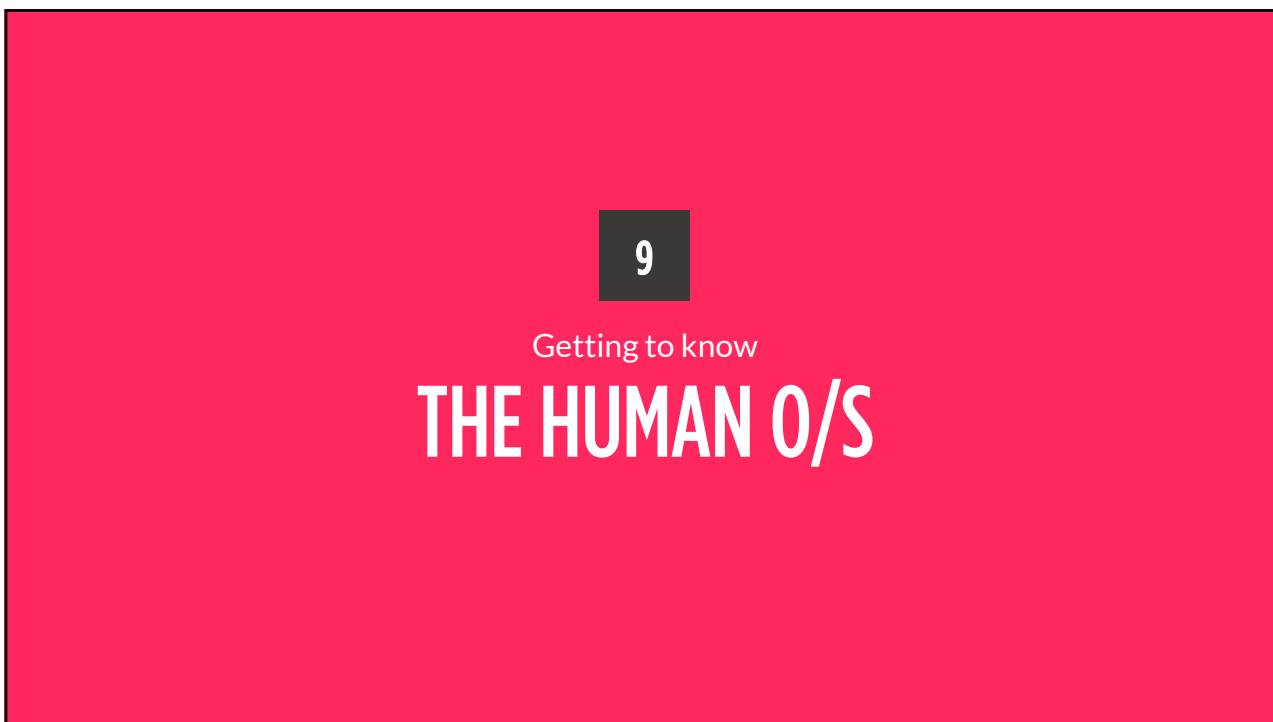
27



28



29



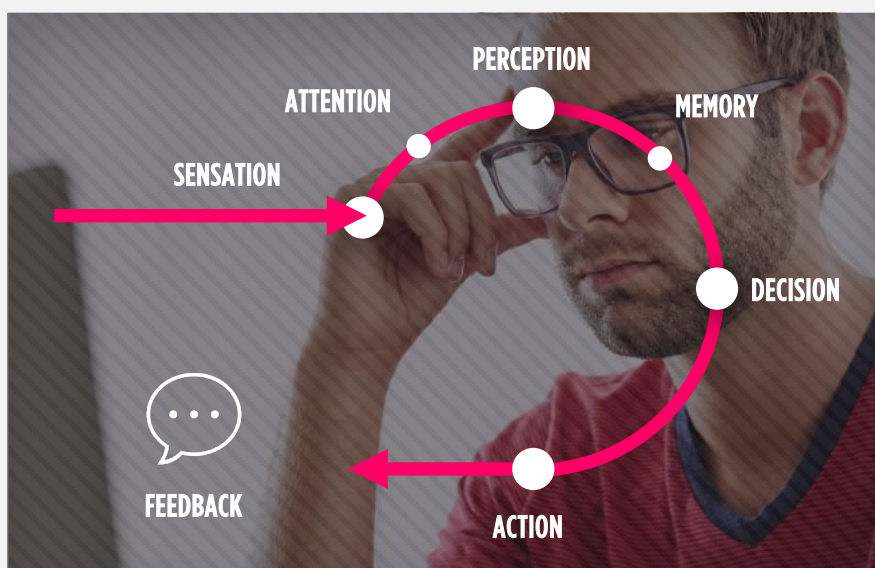
34

THE COGNITIVE CYCLE (WICKENS & CARSWELL)

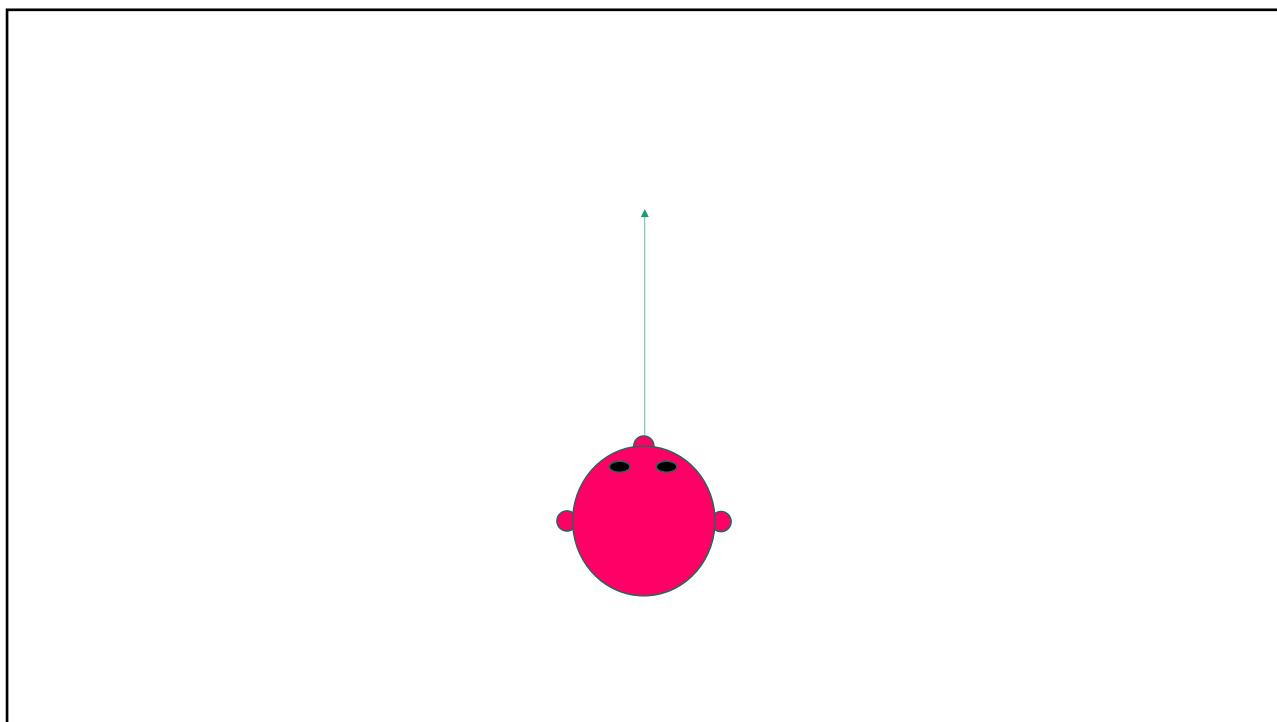


35

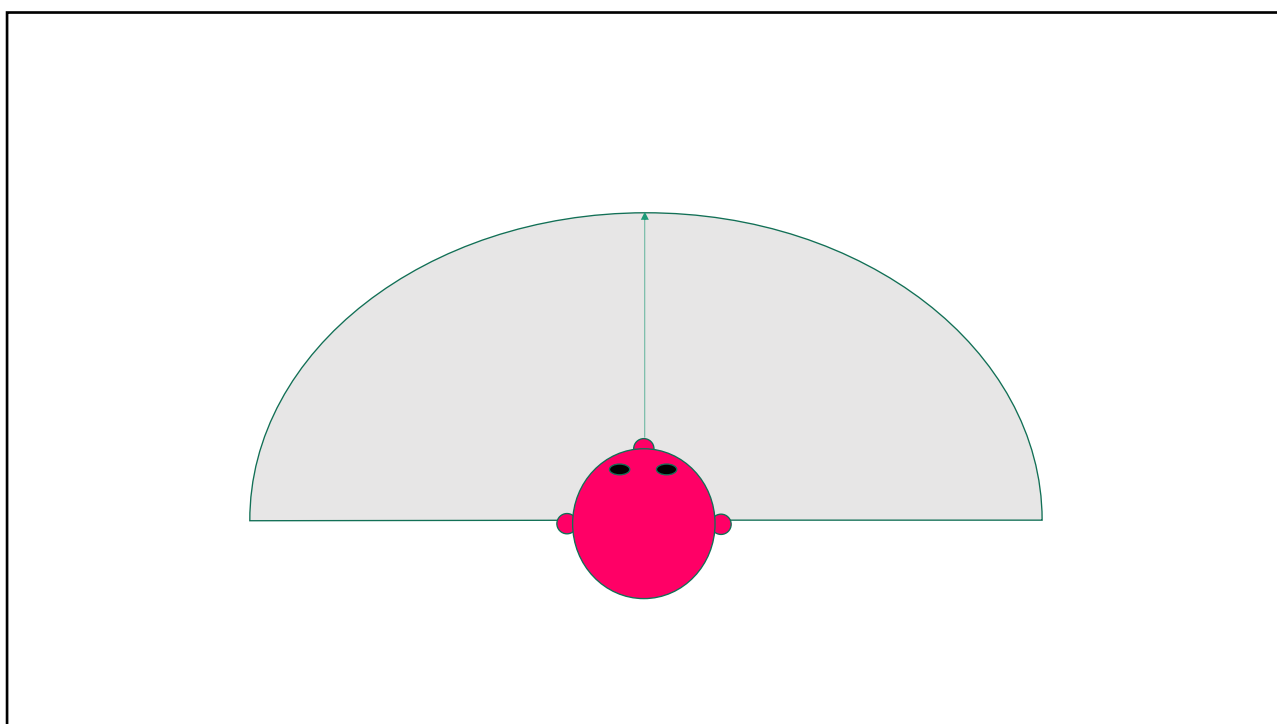
THE COGNITIVE CYCLE (WICKENS & CARSWELL)



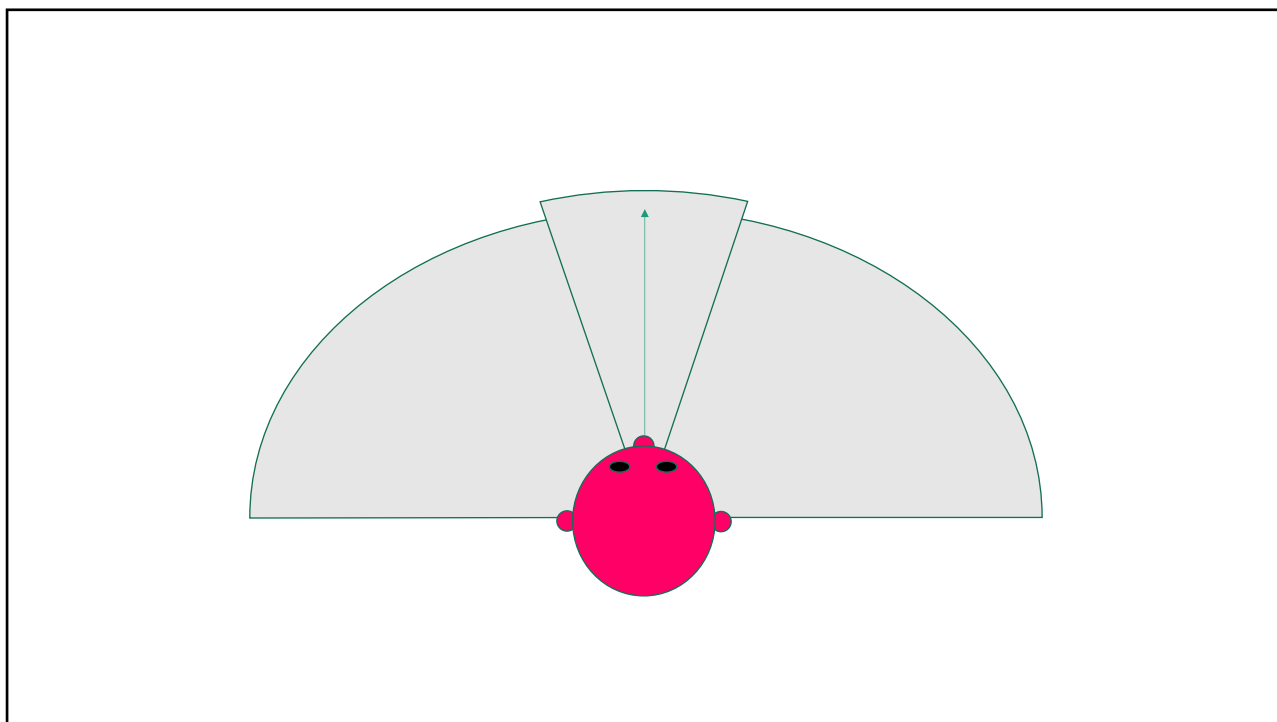
36



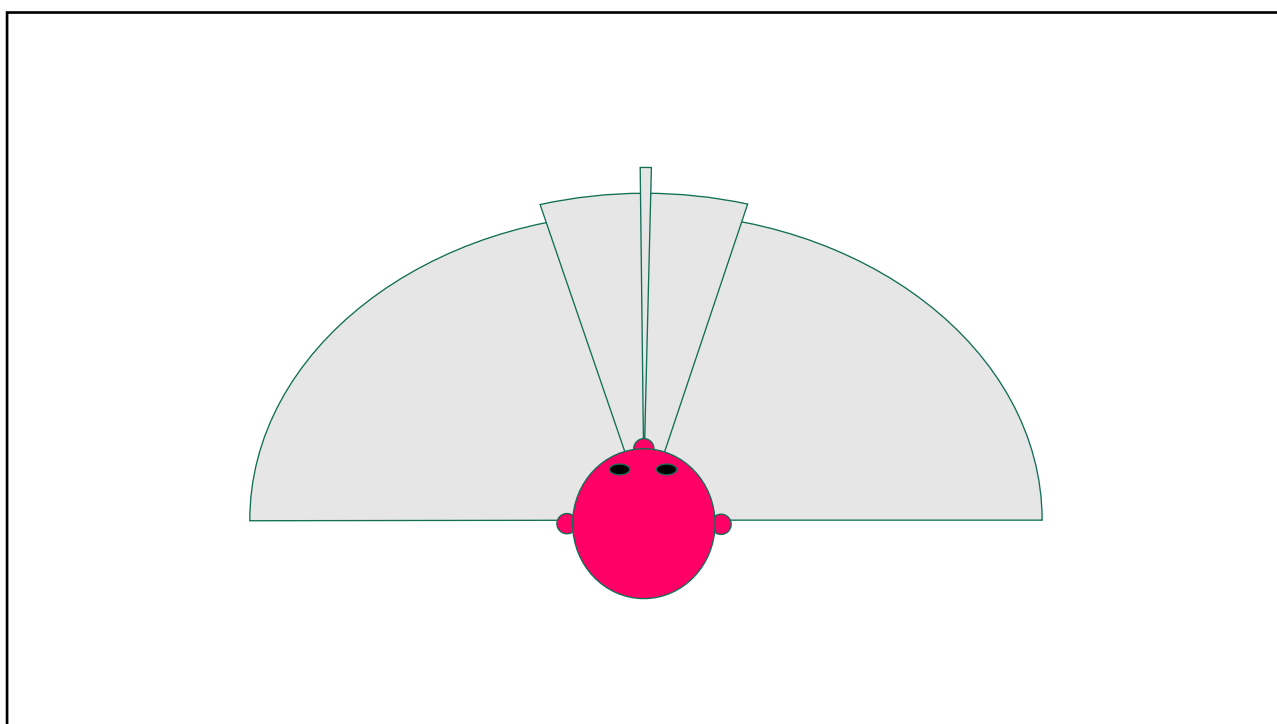
37



38

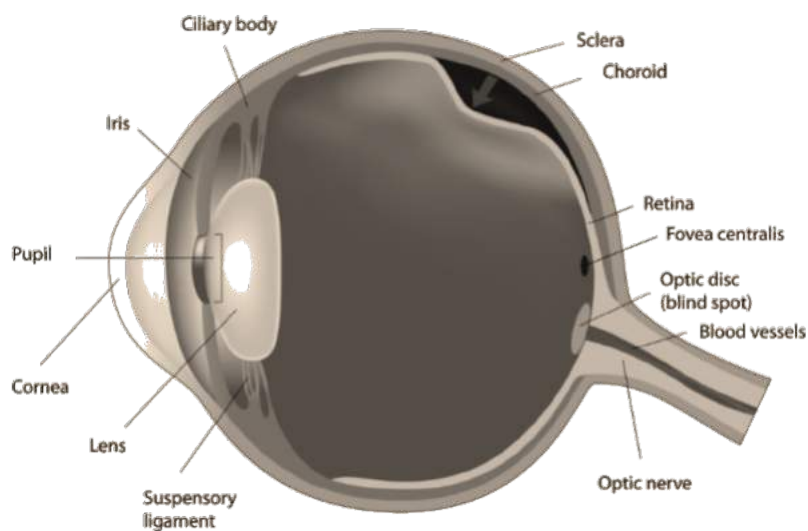


39



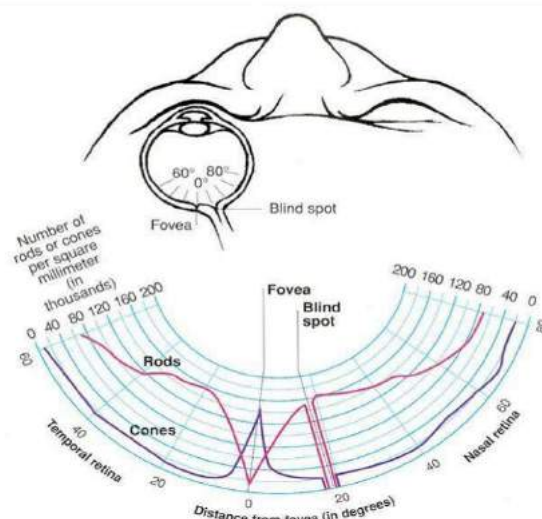
40

YOUR EYES



41

DISTRIBUTION OF RODS AND CONES



42

| EYE TRACKING



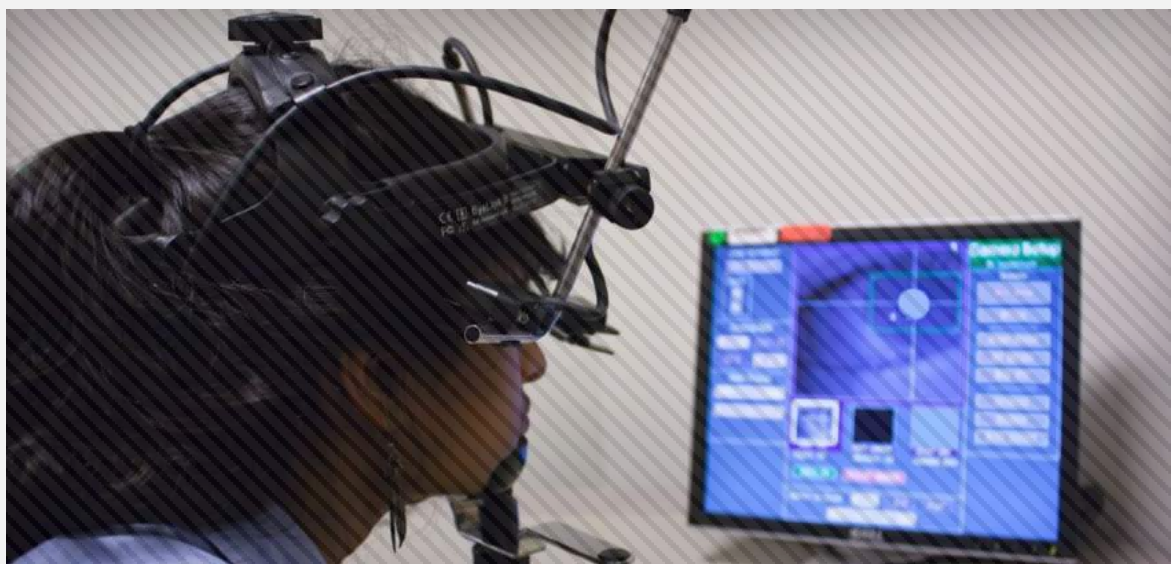
43

| ATTENTION

COGNITIVE PROCESS OF FOCUSING
ON ASPECTS OF THE ENVIRONMENT
WHILE IGNORING
THE REST

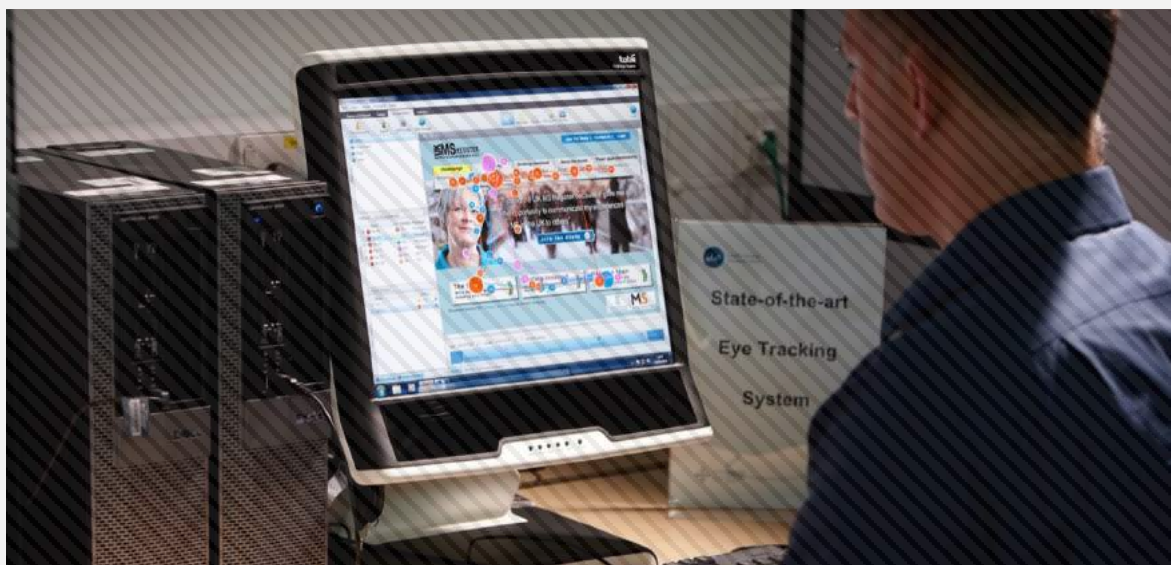
44

EYE TRACKING



45

EYE TRACKING



46

GAZE PLOT



47

HEAT MAP



48

| LET'S GIVE IT A TRY...

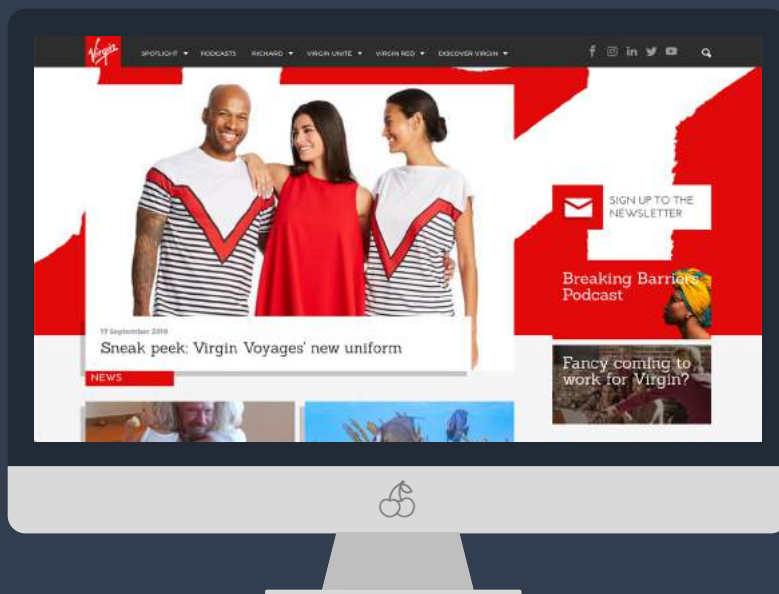
49

| WELL, WHAT DID WE HAVE?

The diagram shows a form layout on a light gray background. On the left, there is a large white rectangular area representing a form. This area is divided into a top header section and a main content section. The main content section contains four horizontal lines, representing input fields. To the right of this large form area, there are three vertically stacked square boxes, also representing input fields.

50

VIRGIN.COM



51

EYE TRACKING



52

EYE TRACKING



53

EYE TRACKING



54

BANNER BLINDNESS

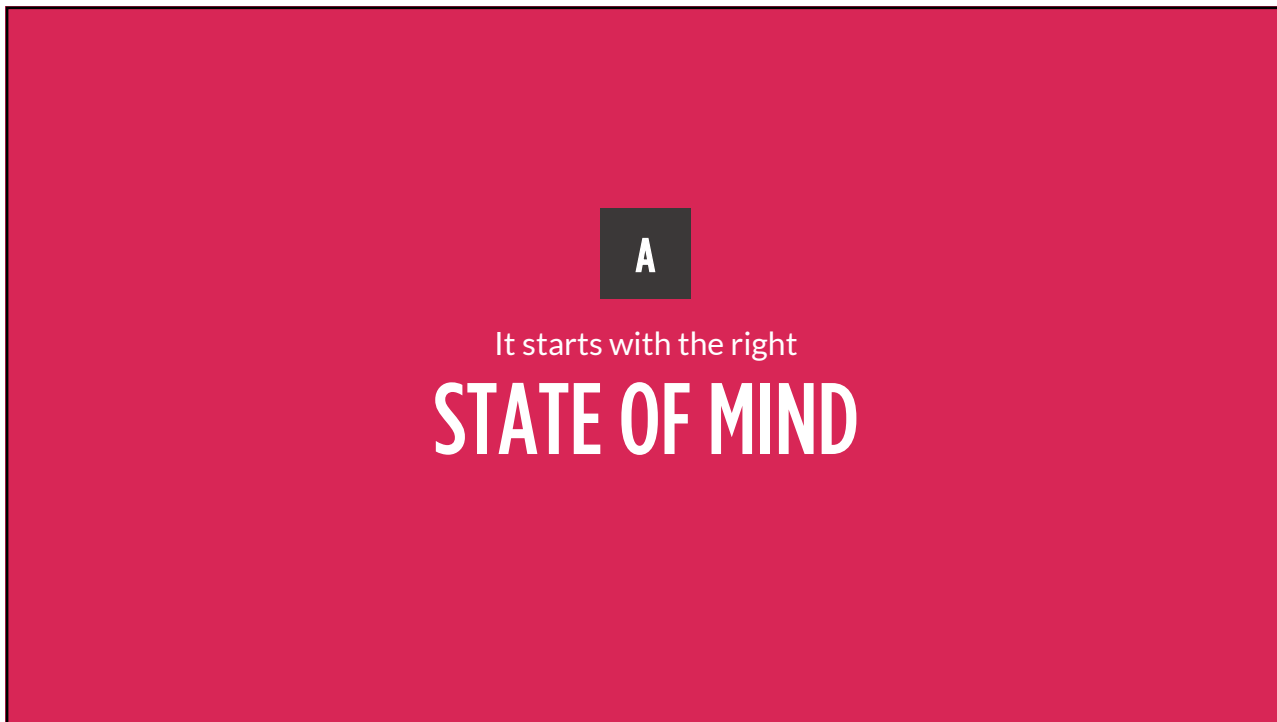


55

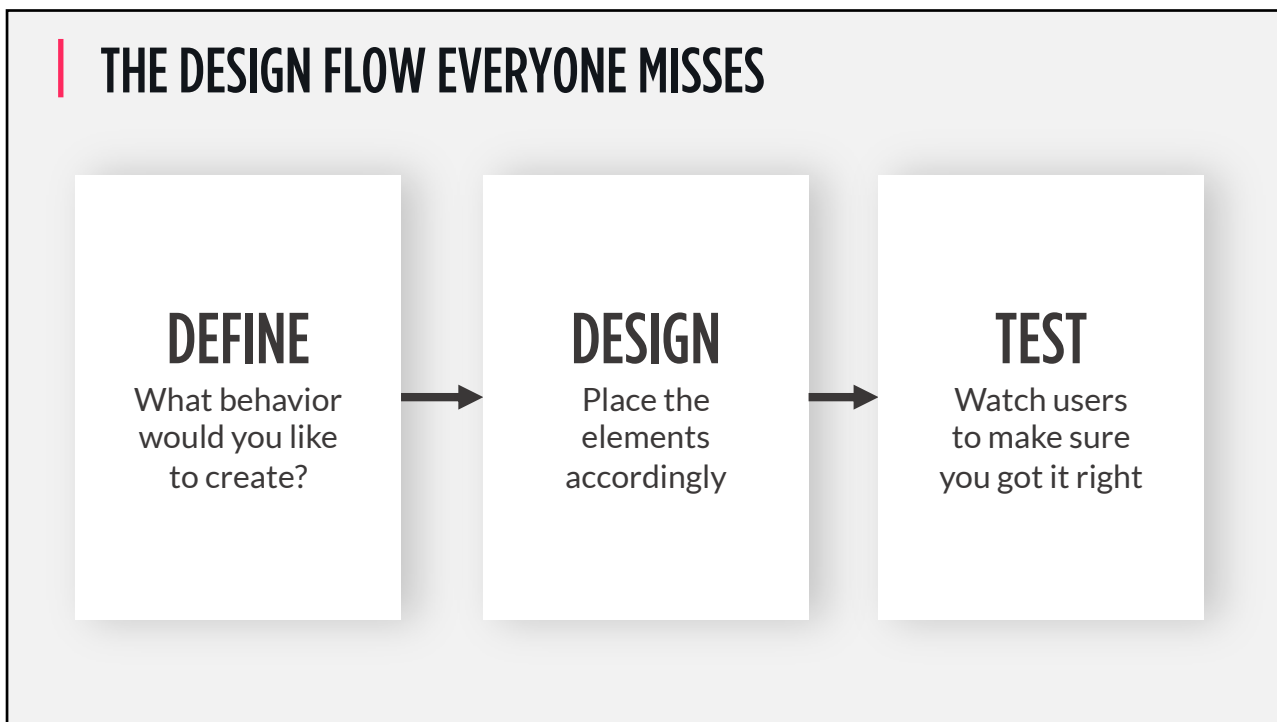
10

Designing the
PERFECT SCREEN

56

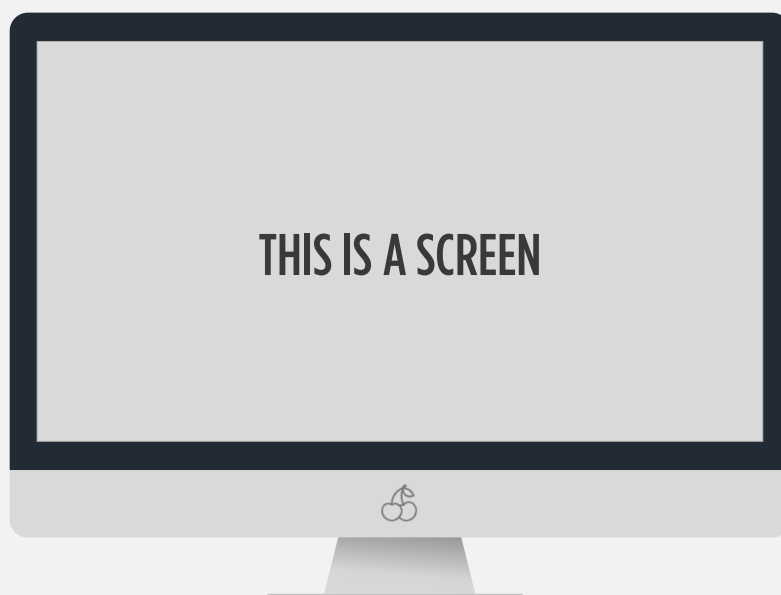


57



58

| SETTING EXPECTATIONS



59

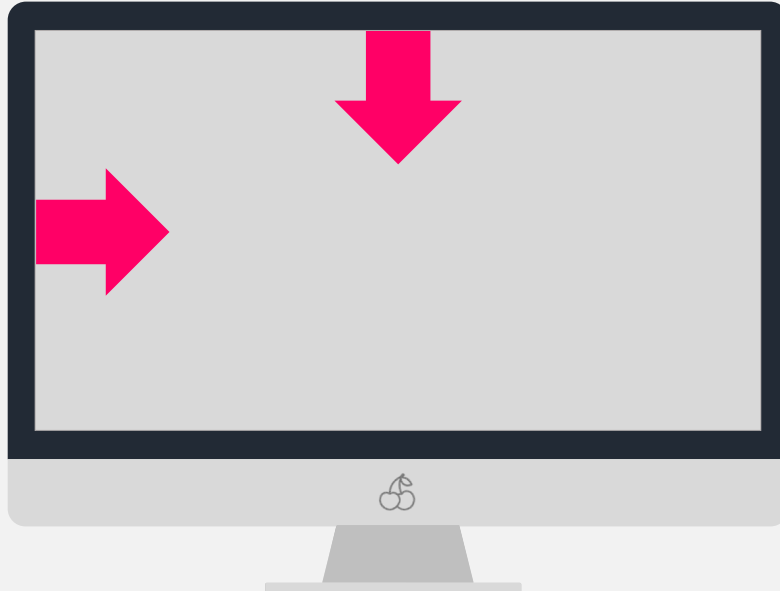
B

Understanding physics and

FORCES

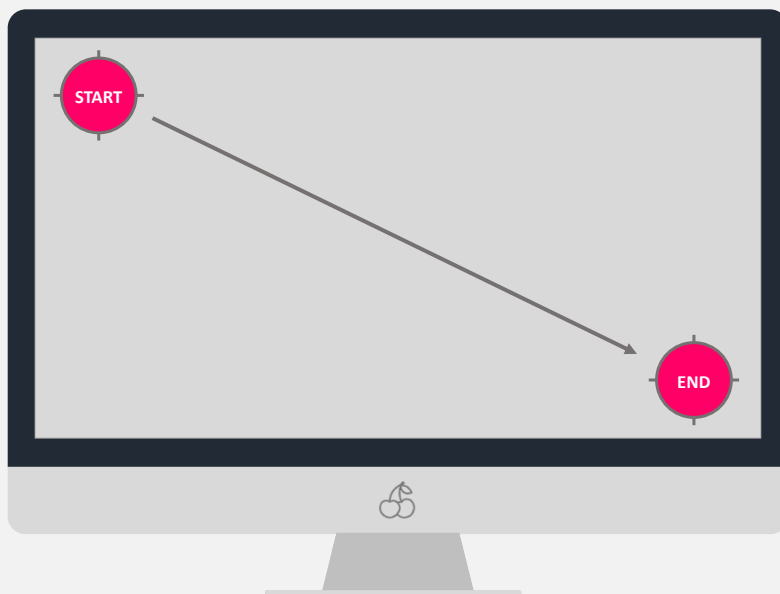
60

| 2 FORCES



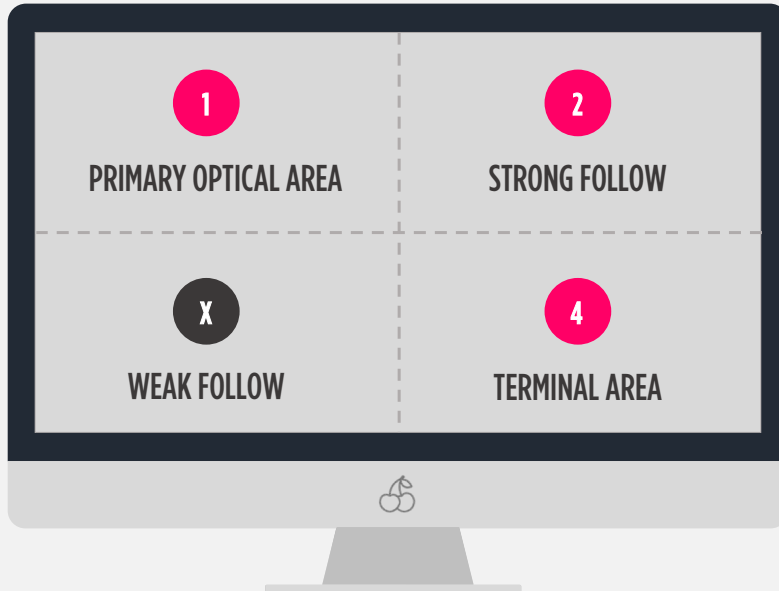
61

| MAIN HEIRARCHY AND FLOW



62

CONTENT PLACEMENT PATTERN



63

CONTENT PLACEMENT PATTERN



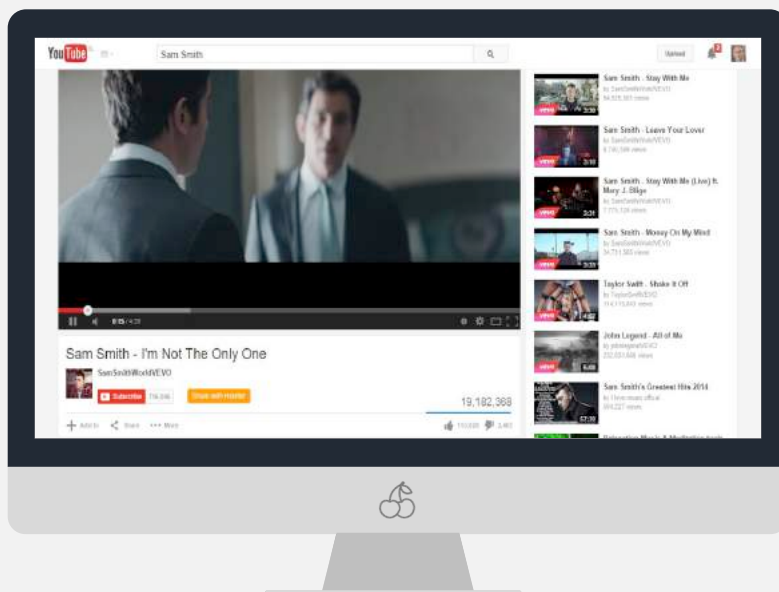
64

CONTENT PLACEMENT PATTERN



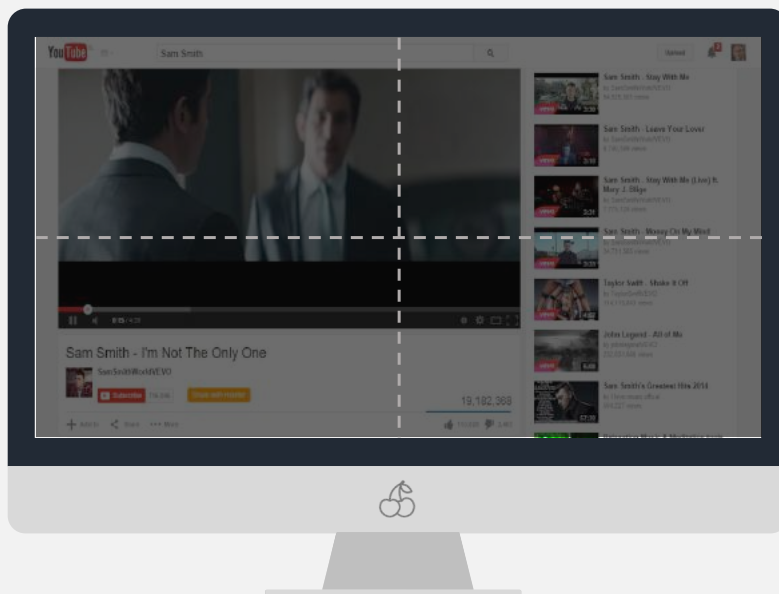
65

CONTENT PLACEMENT PATTERN



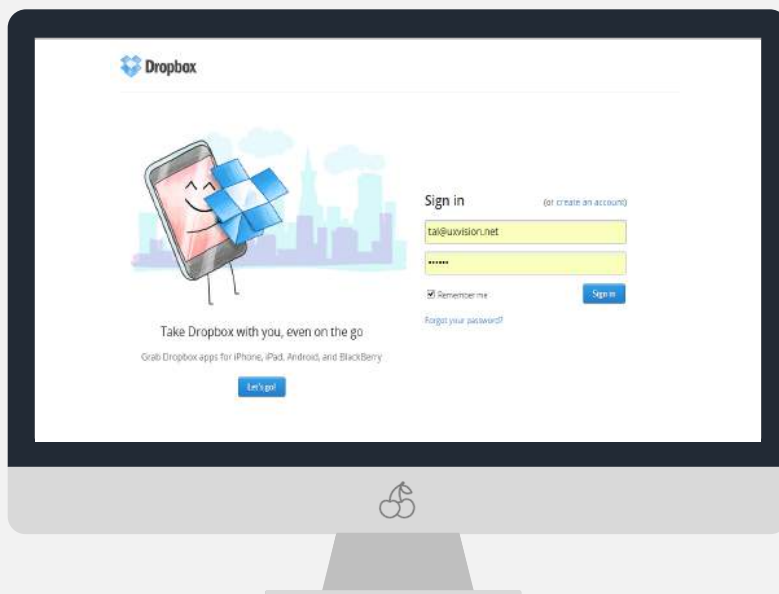
66

CONTENT PLACEMENT PATTERN



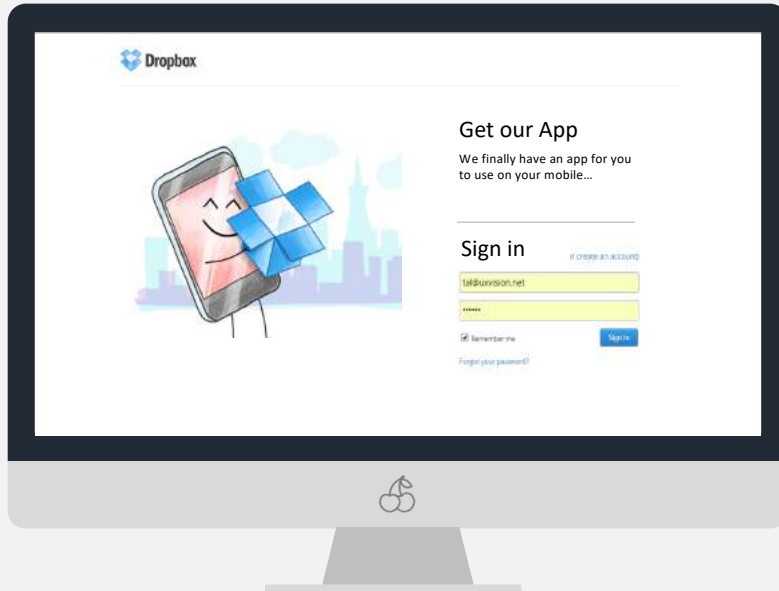
67

CONTENT PLACEMENT PATTERN



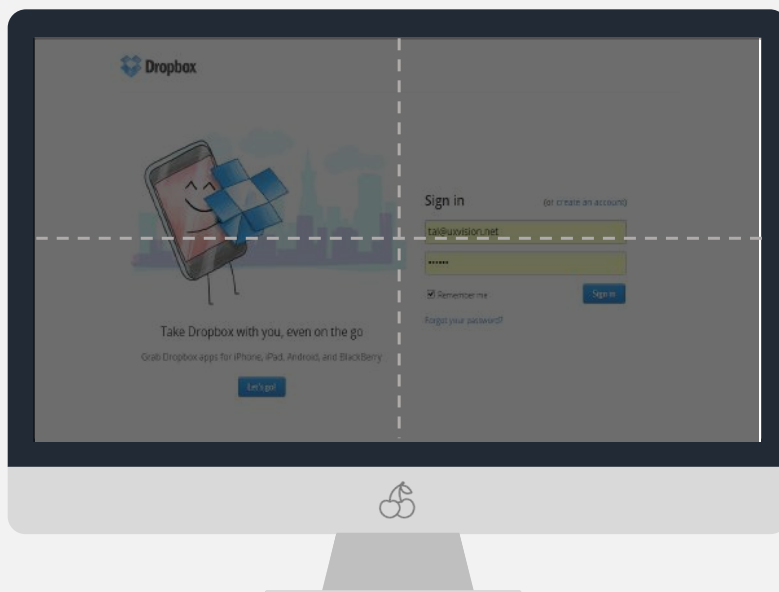
68

CONTENT PLACEMENT PATTERN



69

CONTENT PLACEMENT PATTERN



70



WAIT!

Don't fall in love with that concept

73

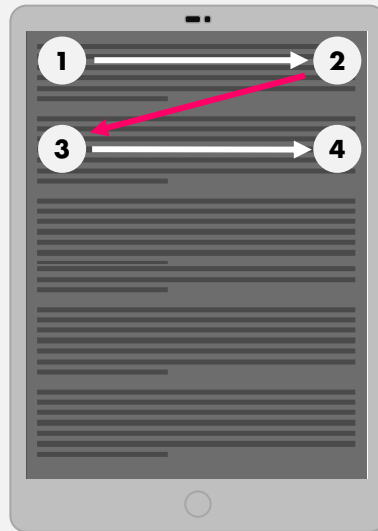
C

Following the eyes with

SCANNING PATTERNS

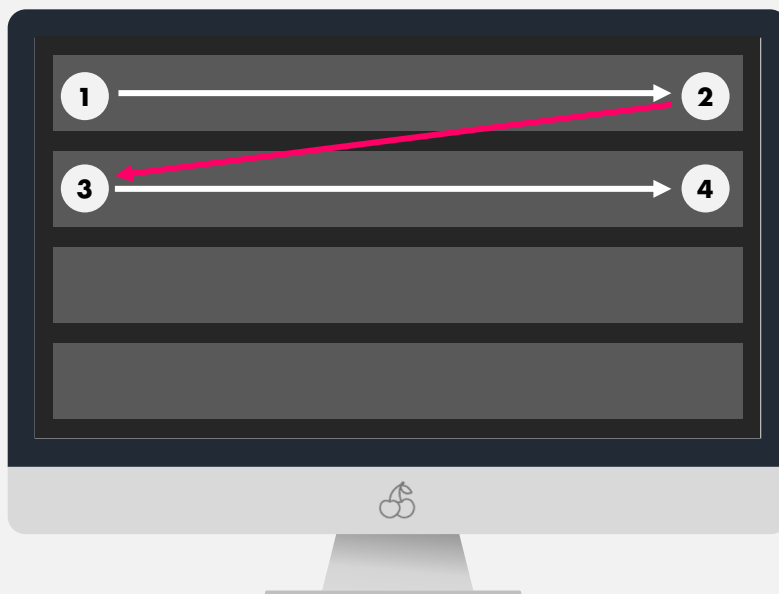
74

Z-PATTERN READING FLOW



75

Z-PATTERN READING FLOW



76

| WHAT USERS WANT...



77

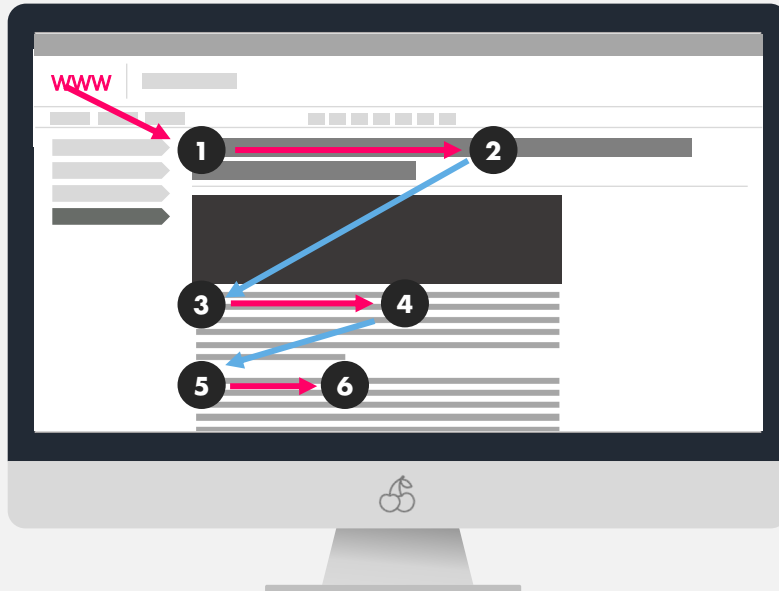


MOST PEOPLE JUST WANT TO
GET IN, GET IT
and **GET OUT.**

JAKOB NIELSEN

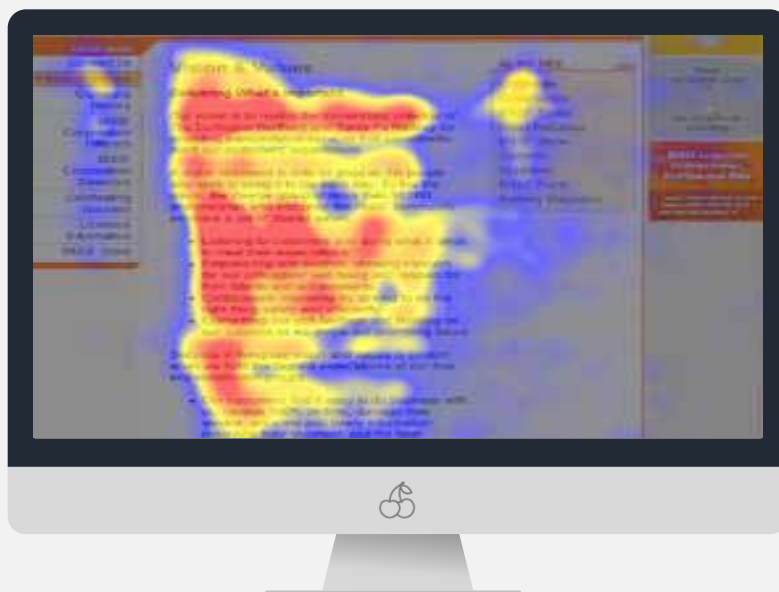
78

F-PATTERN SCANNING FLOW



79

F-PATTERN IN EYE-TRACKING



80

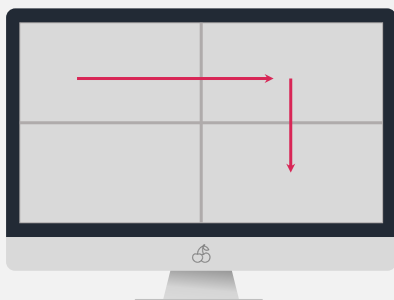
F-PATTERN IN EYE-TRACKING



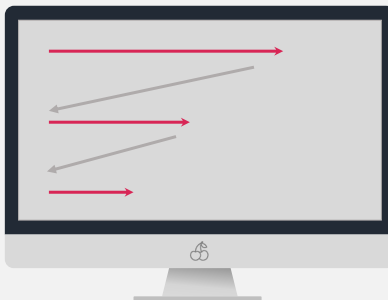
81

3 OPTIONS

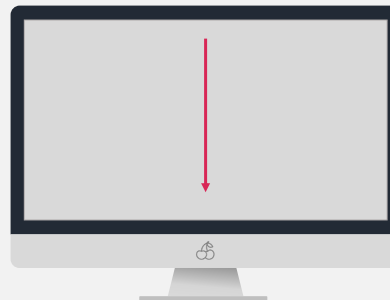
1>2>4



F Model

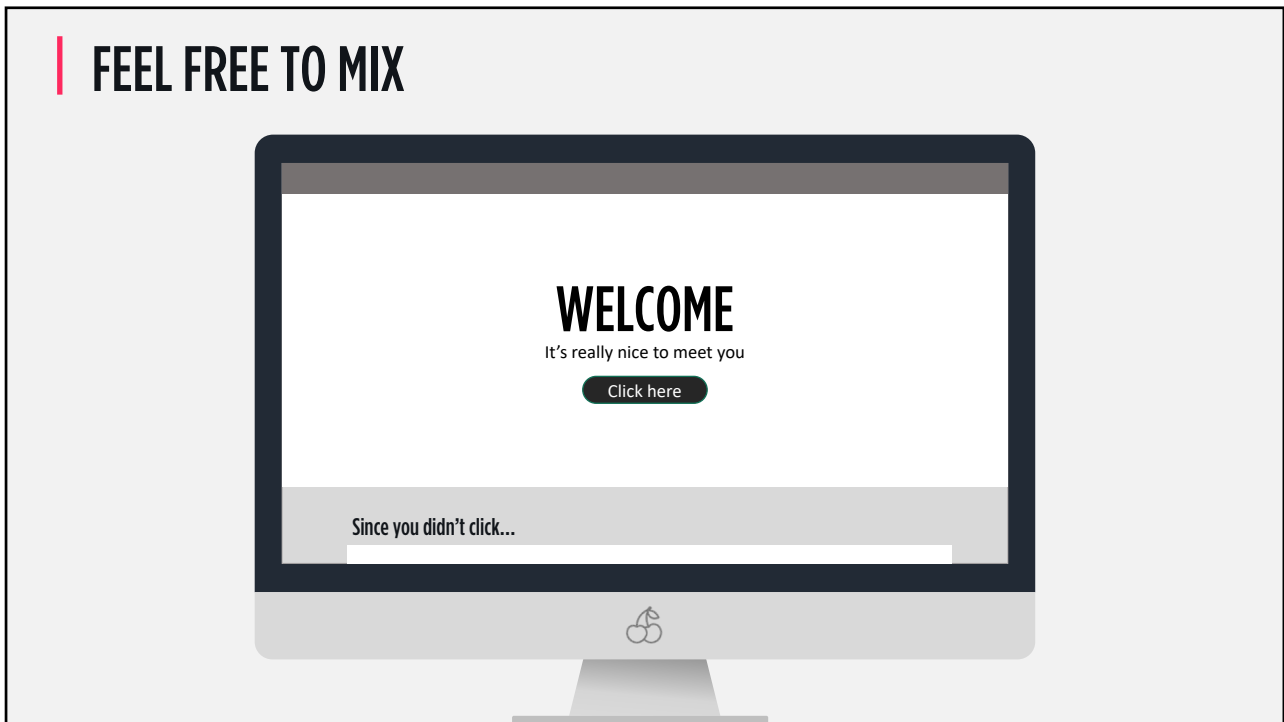


Align center

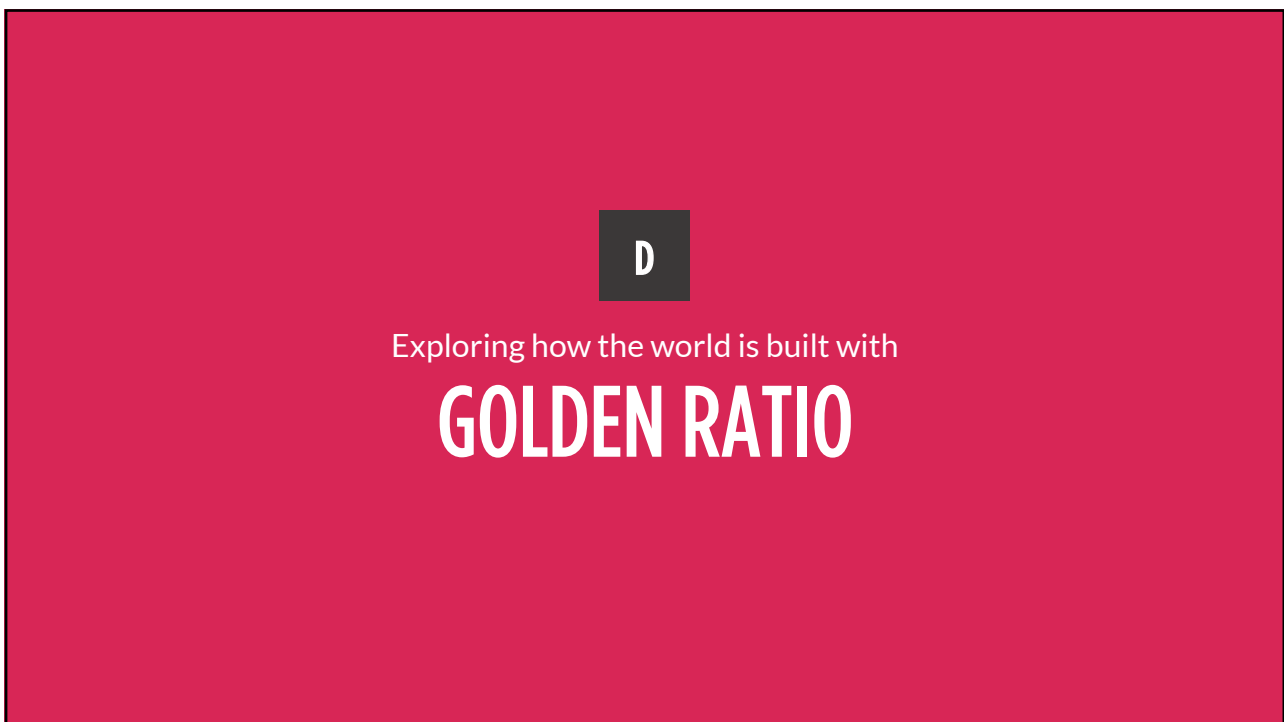


DON'T

82

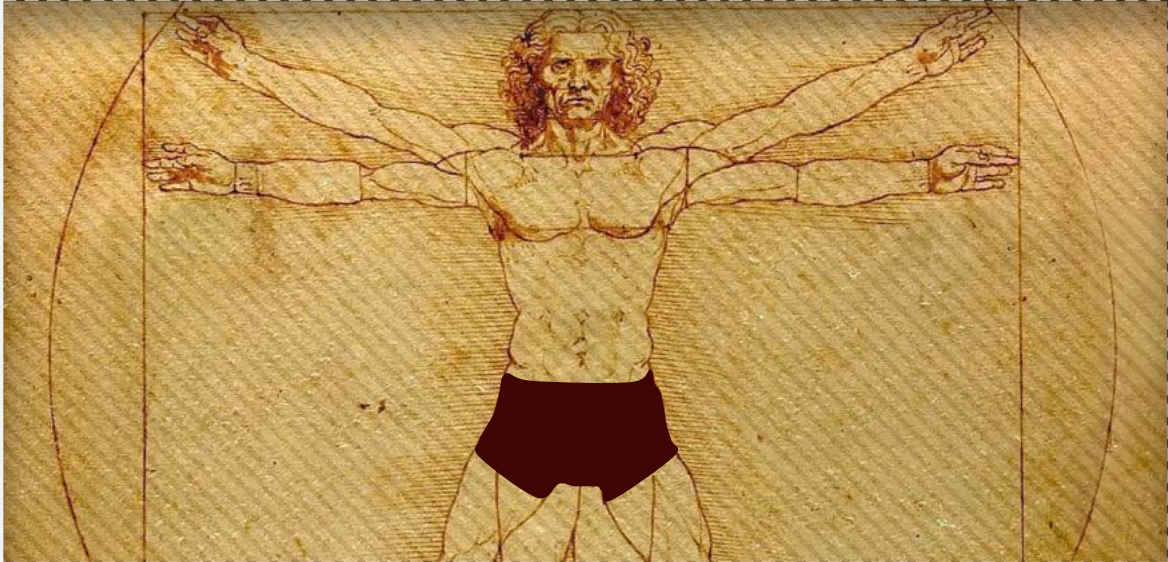


83



84

GOLDEN RATIO



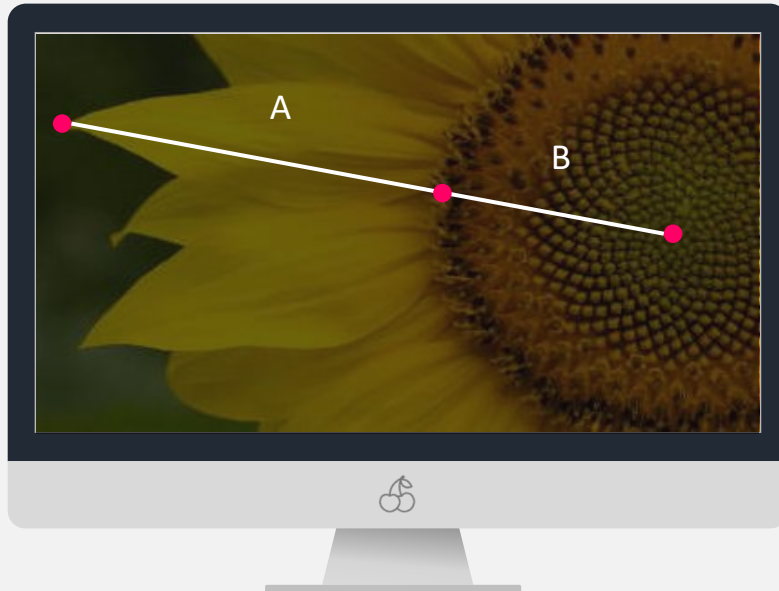
85

GOLDEN RATIO

$$\Phi = \frac{1 + \sqrt{5}}{2} = 1.618033988\dots$$

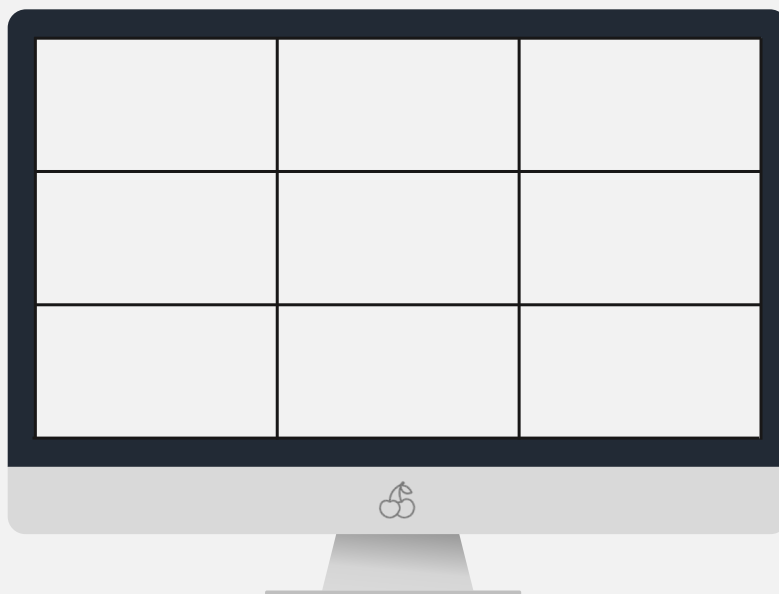
86

| GOLDEN RATIO IN NATURE



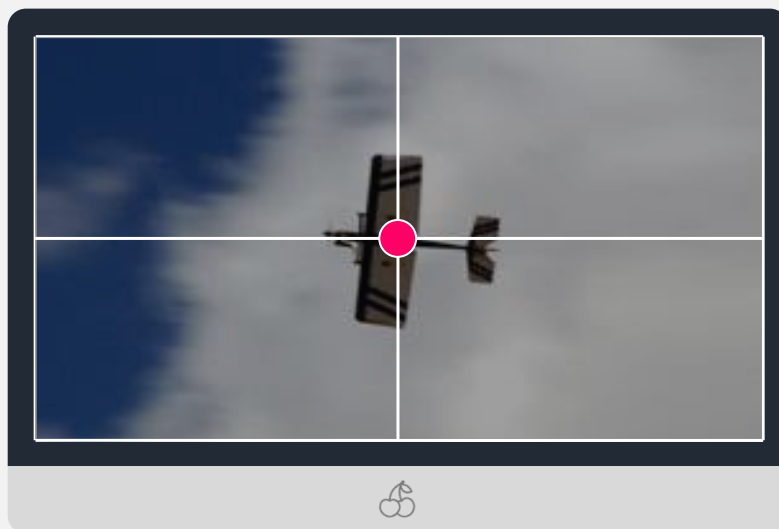
87

| RULE OF THIRDS



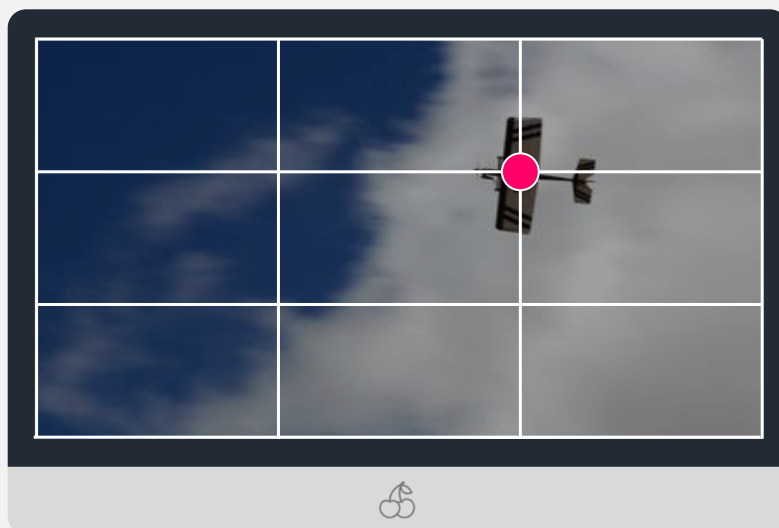
88

PHOTOGRAPHY 101



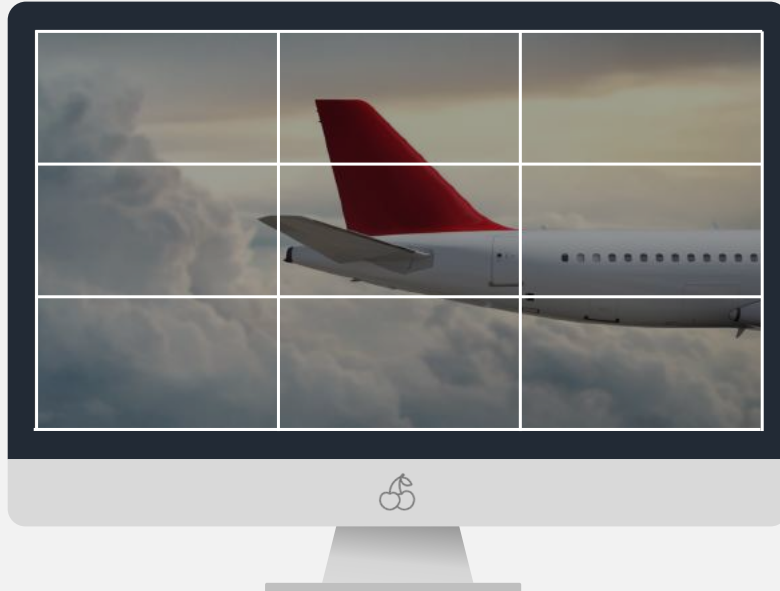
89

PHOTOGRAPHY 101



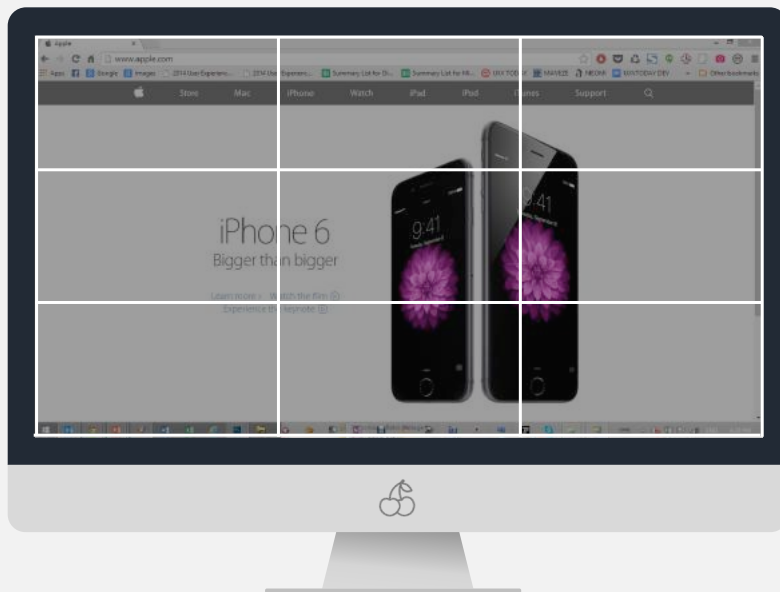
90

| PHOTOGRAPHY 101



92

| THE POWER OF THE THIRD



93

| GOLDEN RATIO SPIRAL MODEL



*Photo Credit: WallpaperUp

98

| SPIRAL CHART IN NATURE



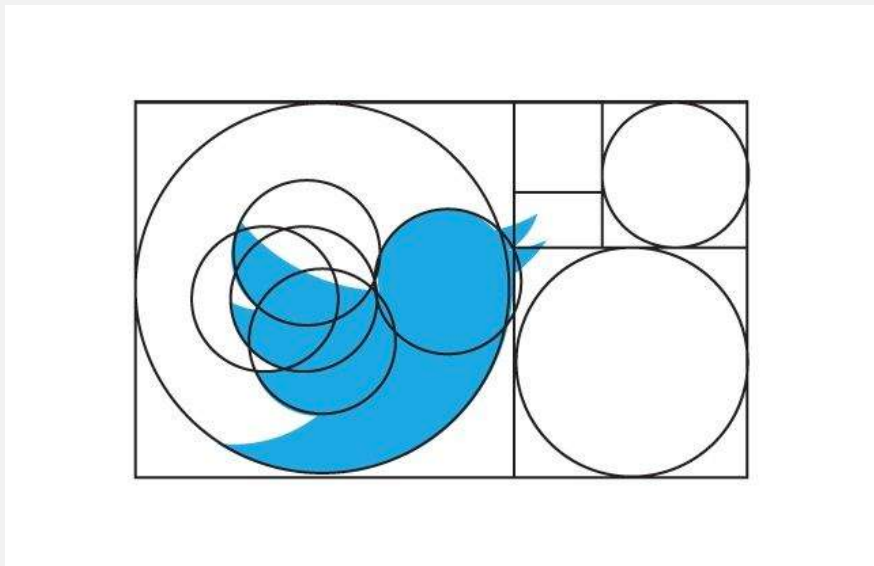
99

| SPIRAL CHART IN NATURE



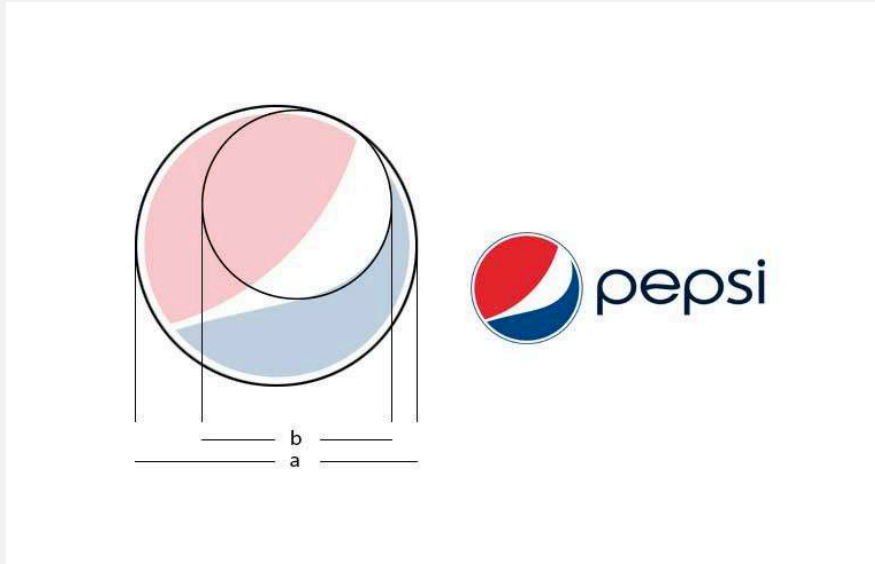
100

| BACK TO LOGO DESIGN



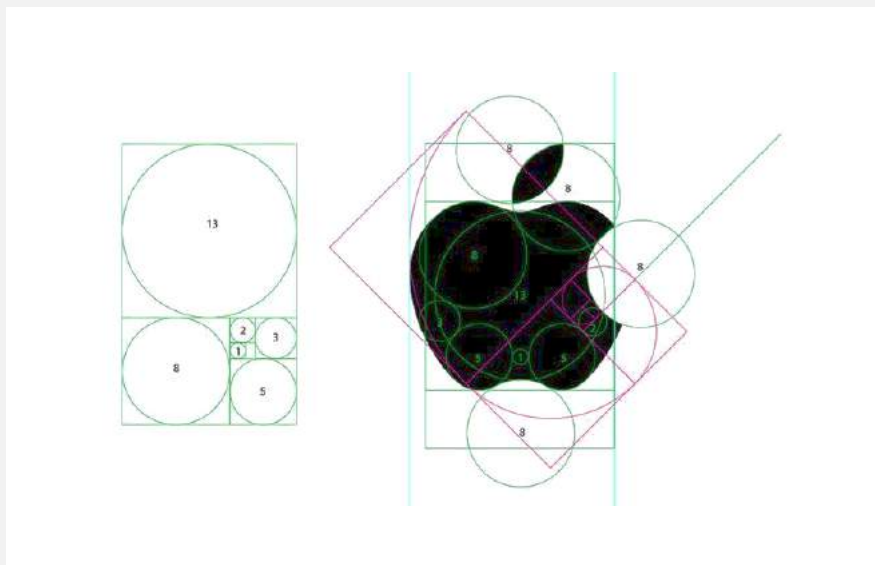
101

BACK TO LOGO DESIGN



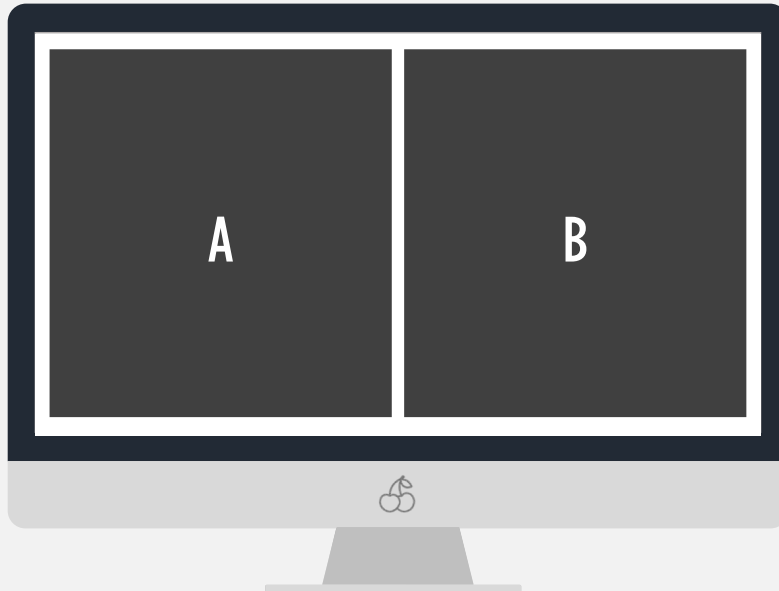
102

BACK TO LOGO DESIGN



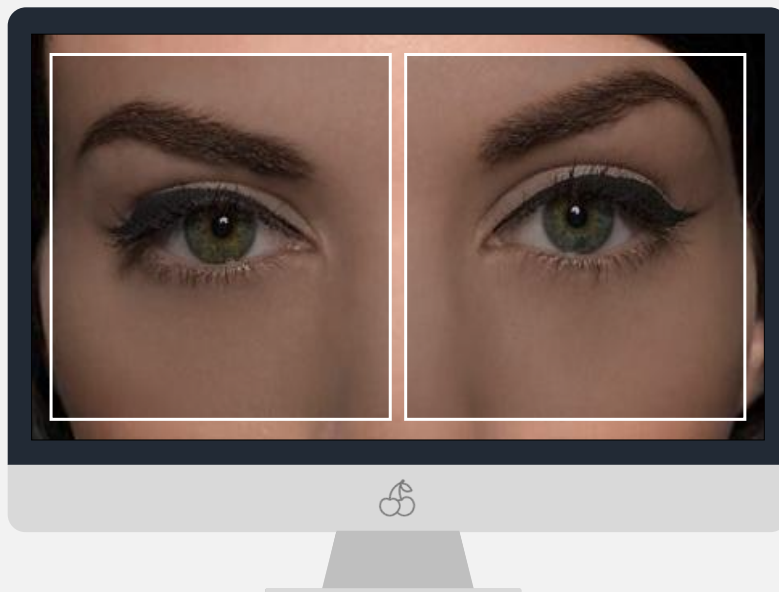
103

| NEVER SPLIT HORIZONTALLY



104

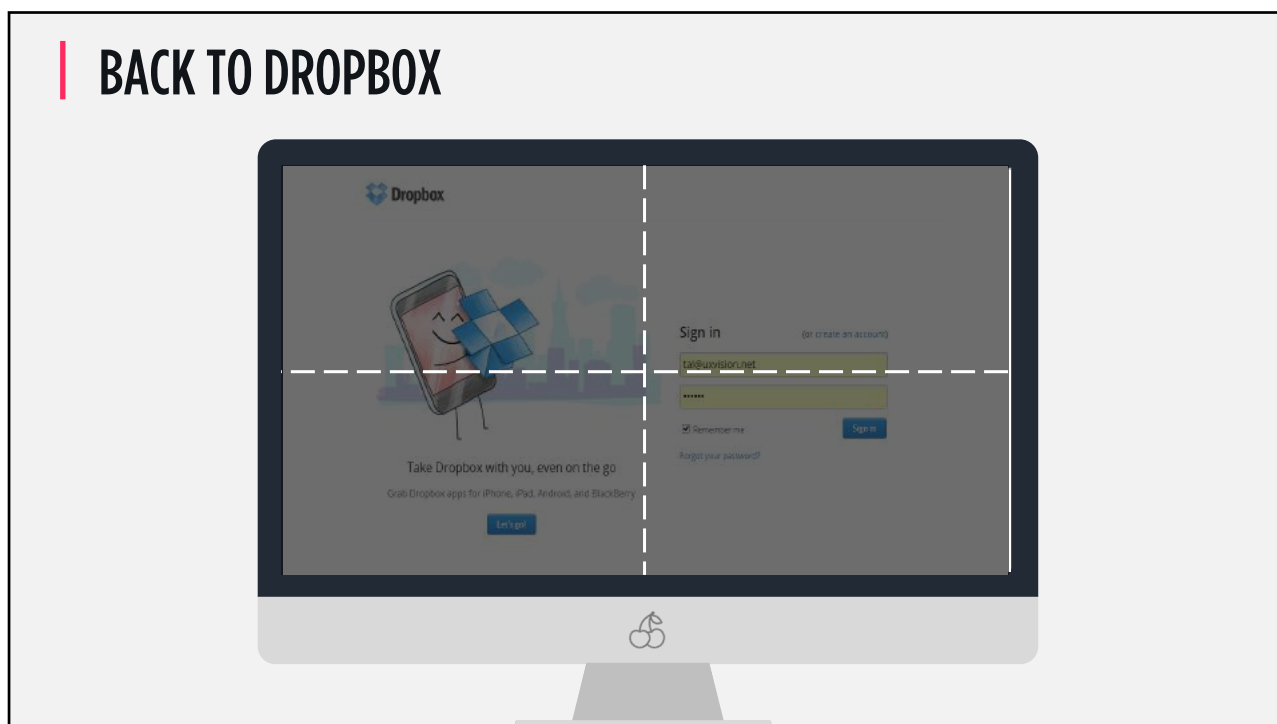
| NEVER SPLIT HORIZONTALLY



105

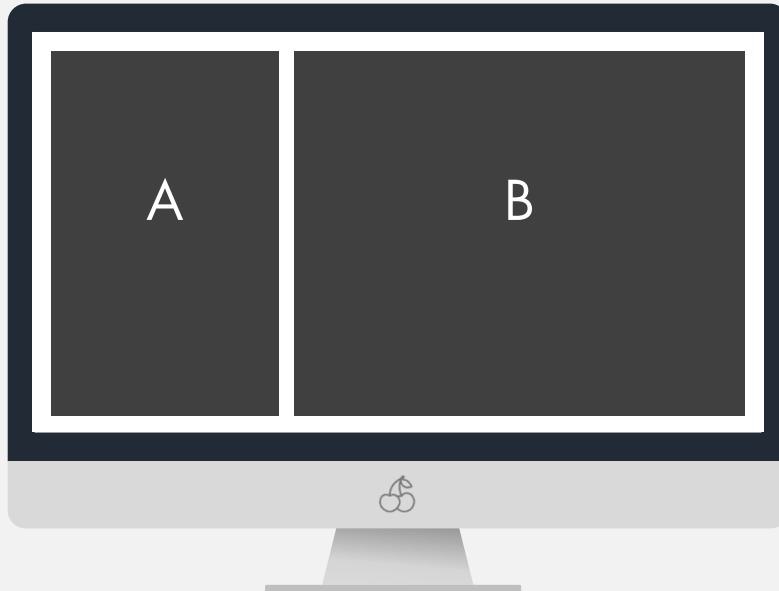


106



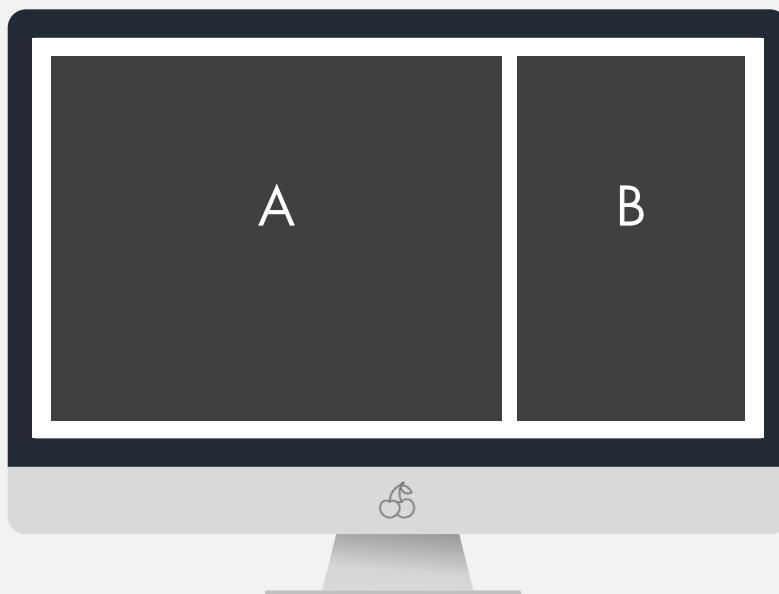
107

| HORIZONTAL HIERARCHY

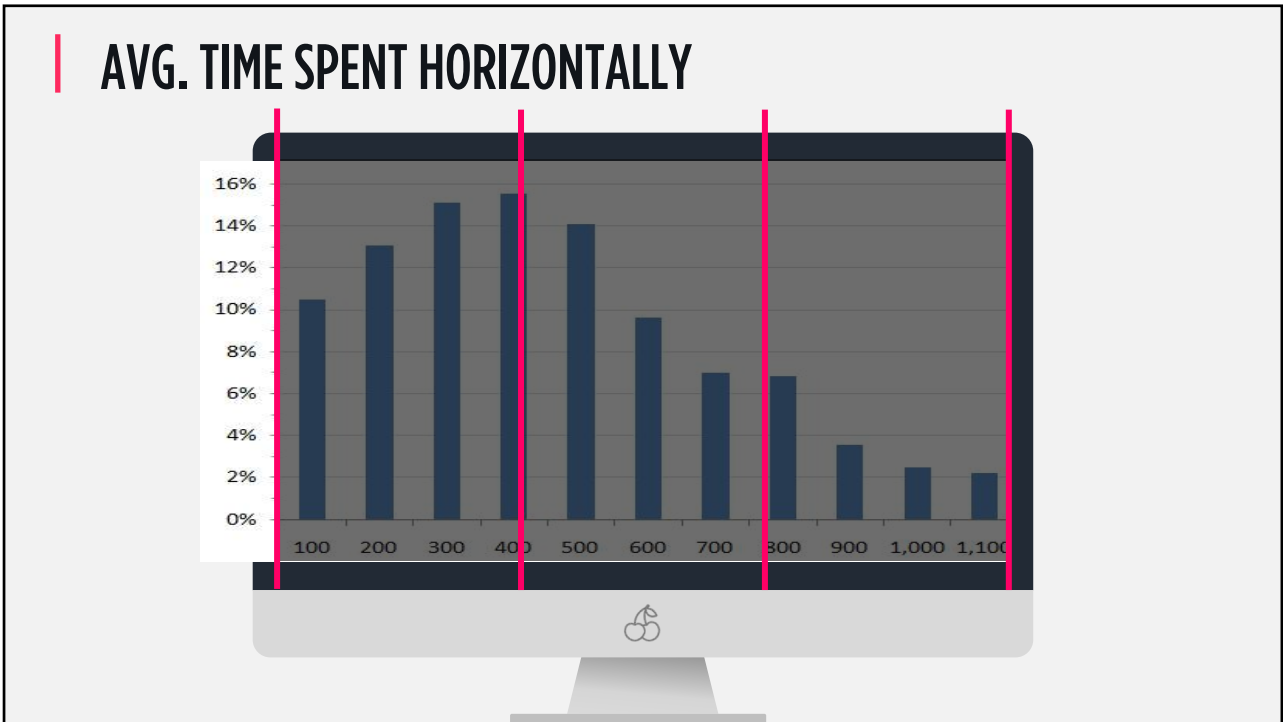


108

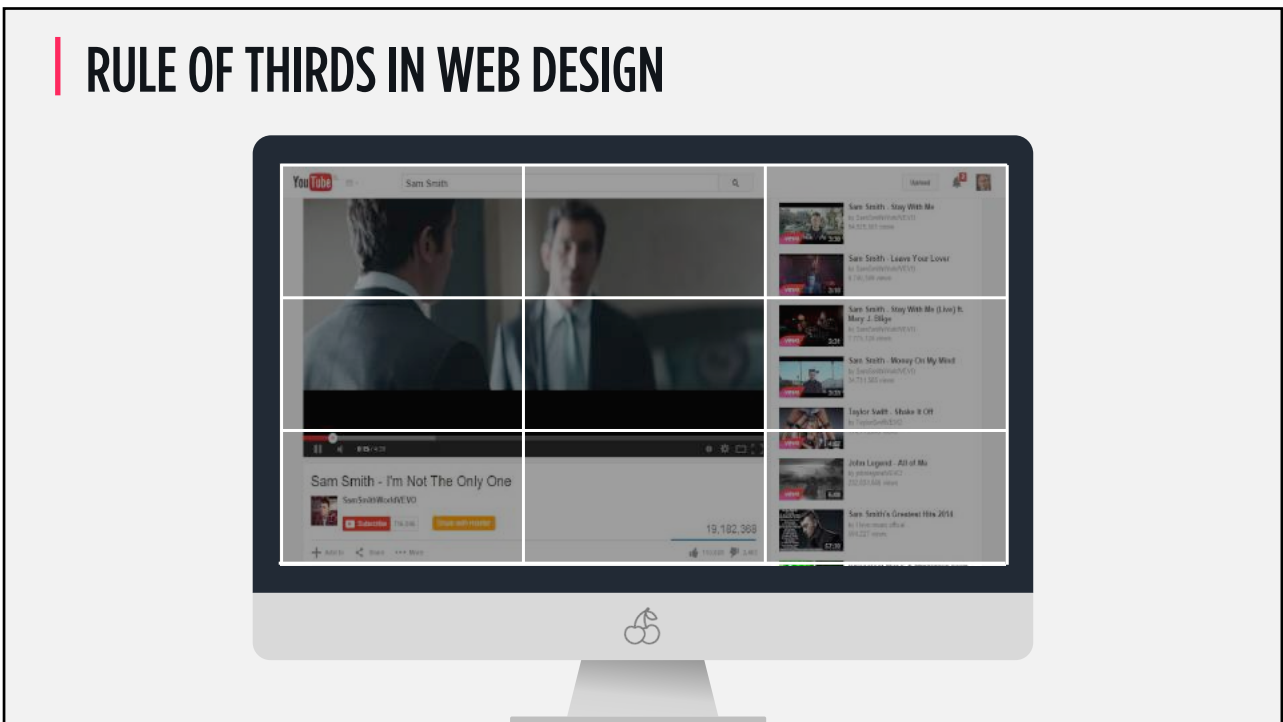
| HORIZONTAL HIERARCHY



109

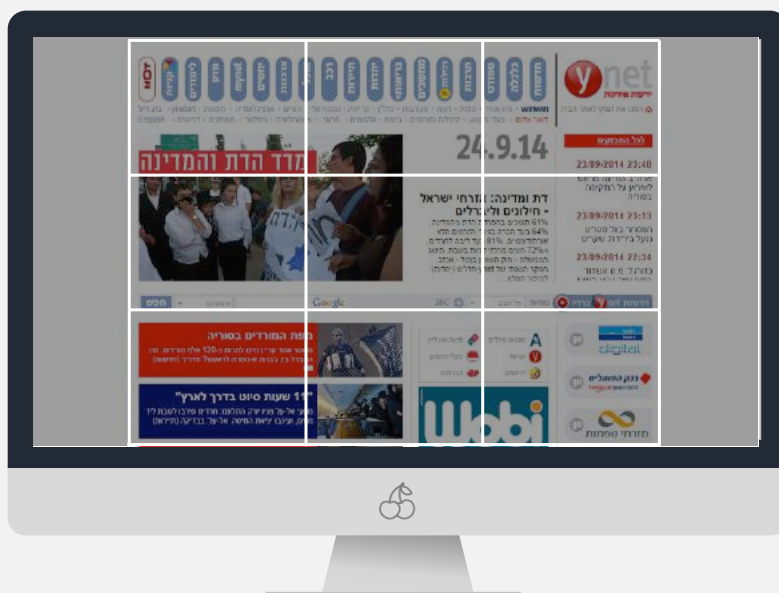


110



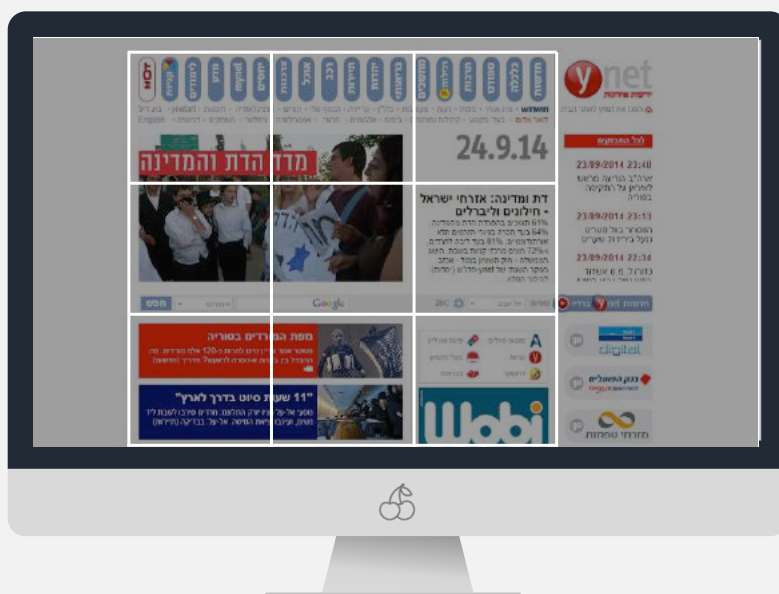
111

RULE OF THIRDS IN WEB DESIGN



112

RULE OF THIRDS IN WEB DESIGN



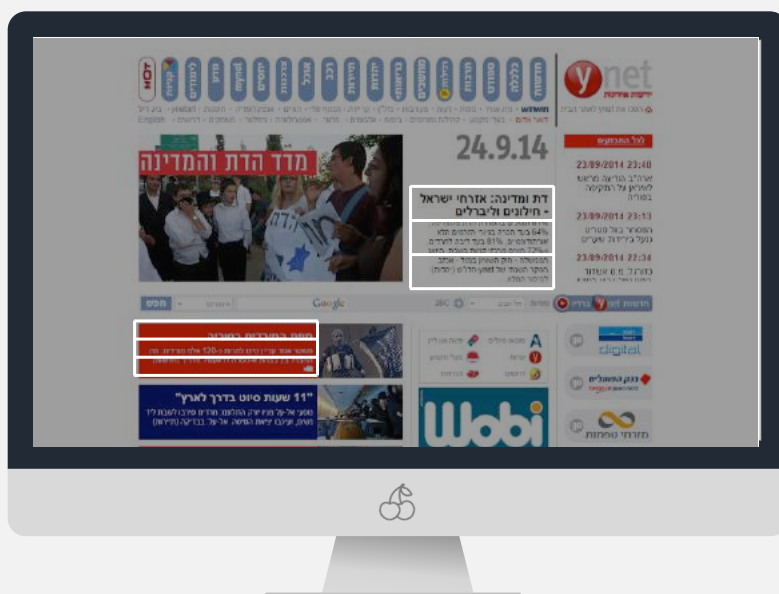
113

RULE OF THIRDS IN WEB DESIGN



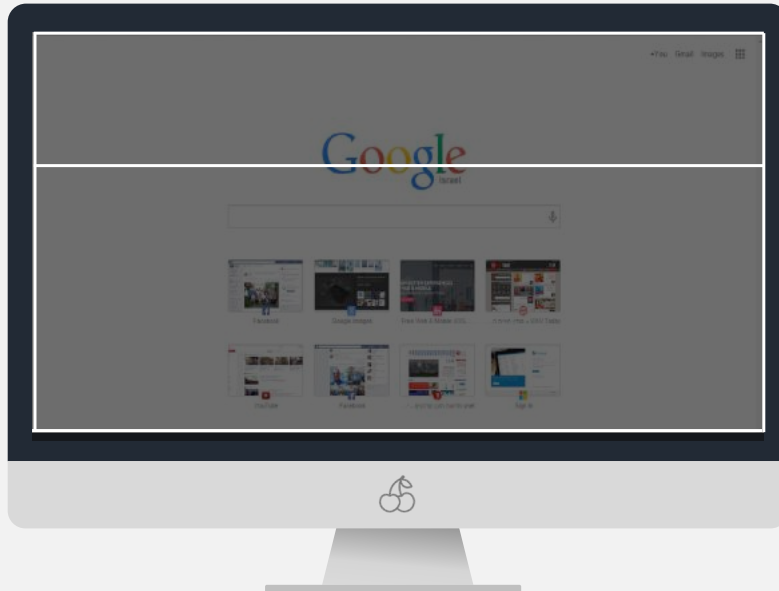
114

RULE OF THIRDS IN WEB DESIGN



115

RULE OF THIRDS IN WEB DESIGN



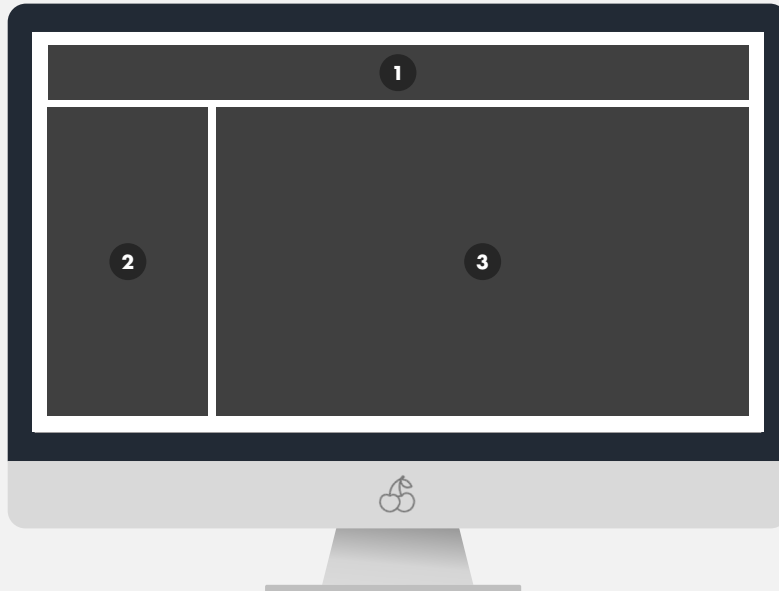
116

E

Placing elements and
PLAYING LEGO

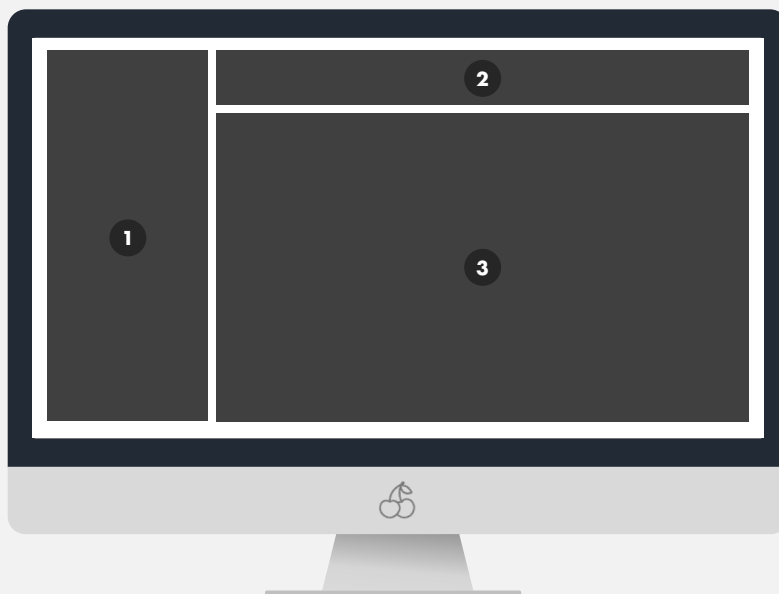
117

DESIGNING THE RIGHT FLOW



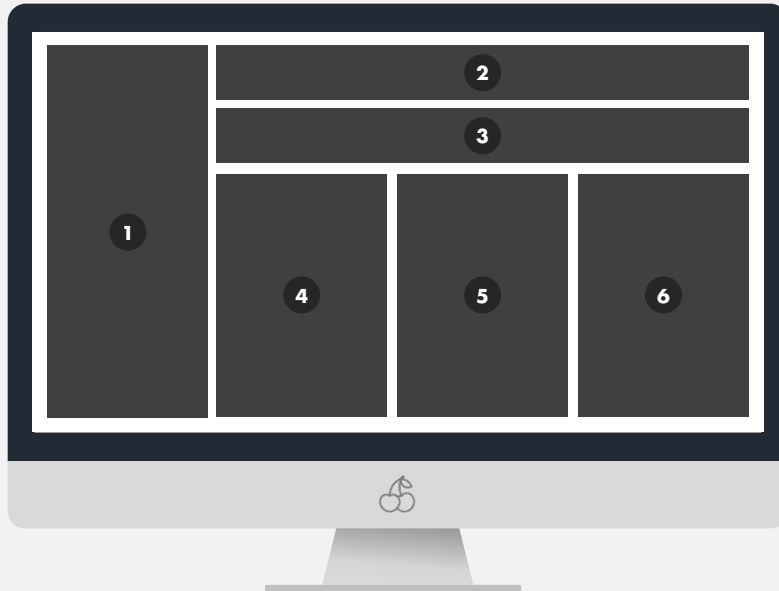
118

DESIGNING THE RIGHT FLOW



119

DESIGNING THE RIGHT FLOW



120

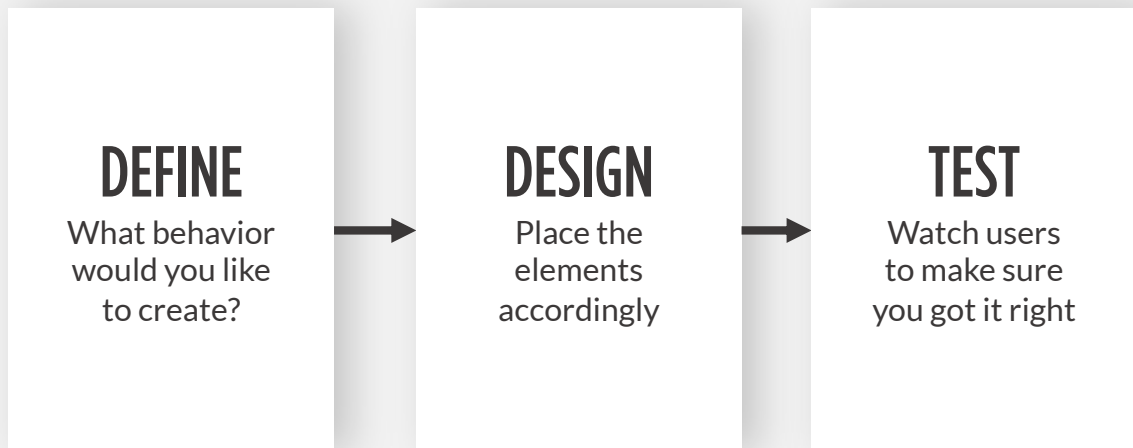
A-F

Before we start, let's

CATCH UP

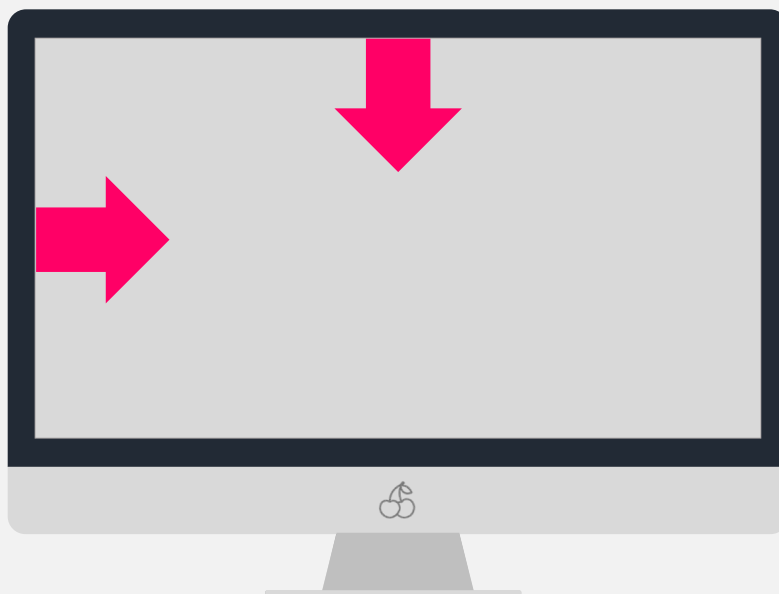
121

| THE DESIGN FLOW EVERYONE MISSES



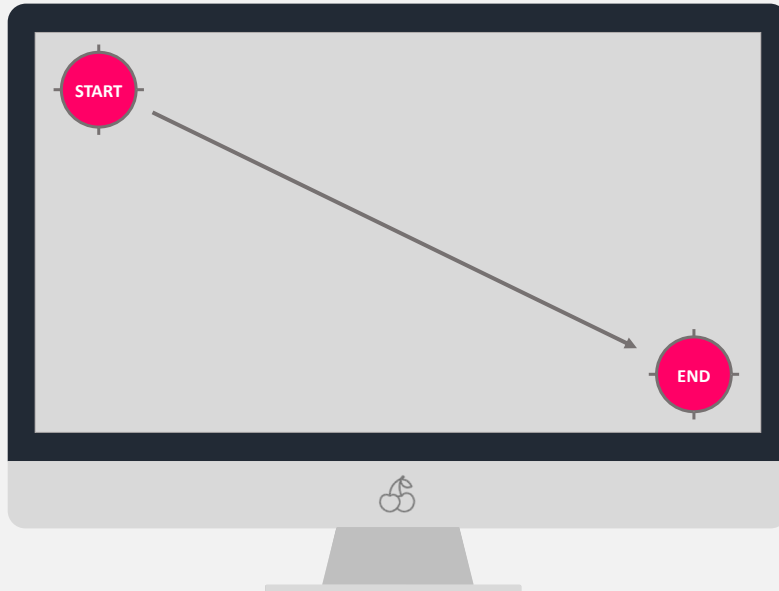
122

| 2 FORCES



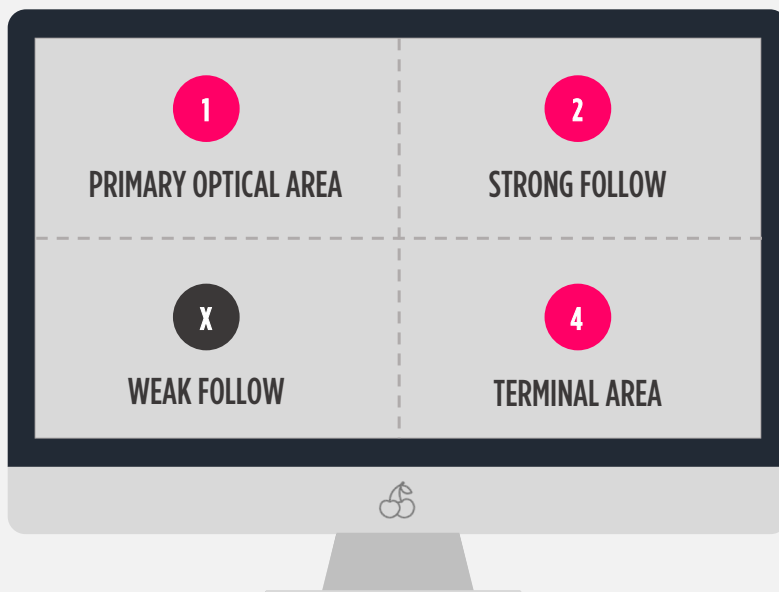
123

| MAIN HEIRARCHY AND FLOW



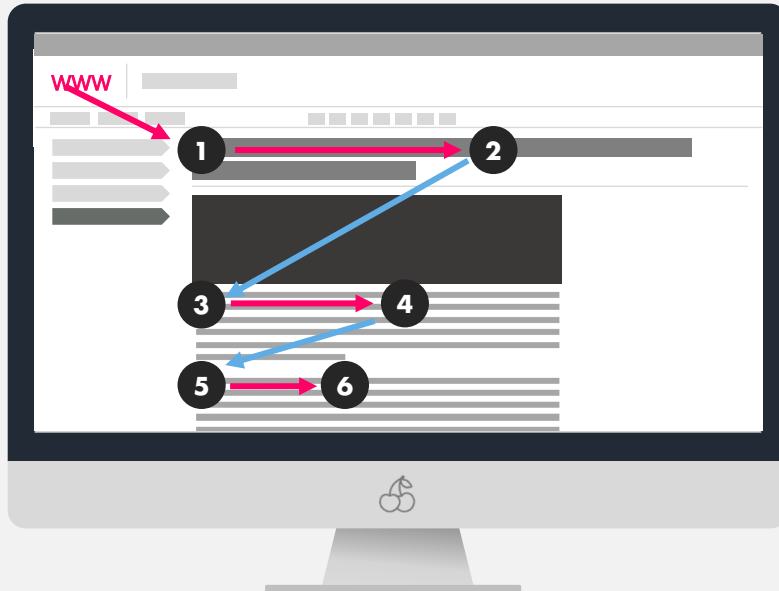
124

| CONTENT PLACEMENT PATTERN



125

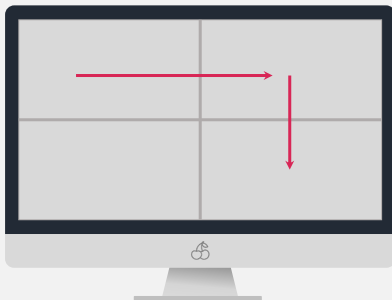
F-PATTERN SCANNING FLOW



126

3 OPTIONS

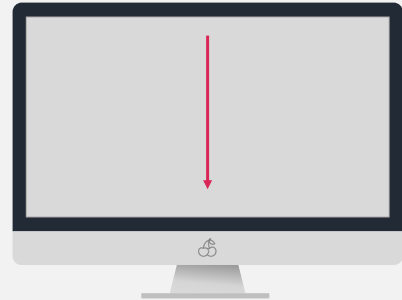
1>2>4



F Model



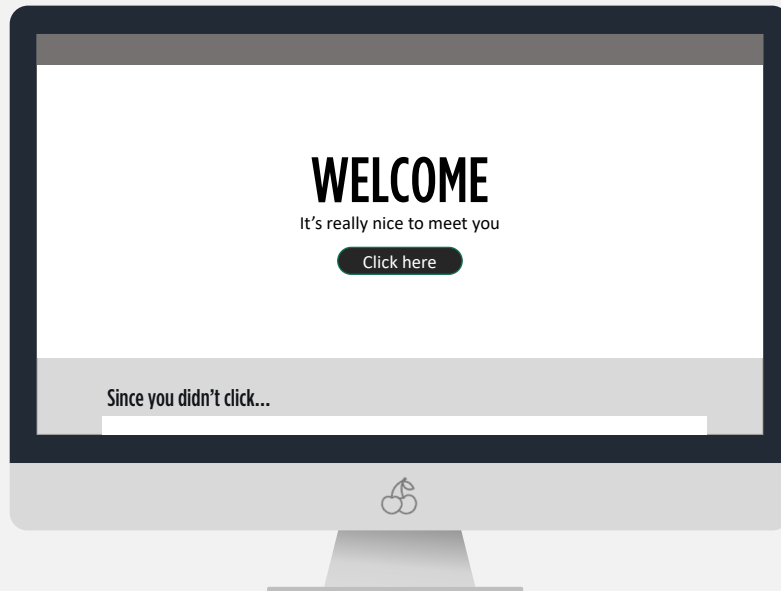
Align center



DON'T

127

FEEL FREE TO MIX



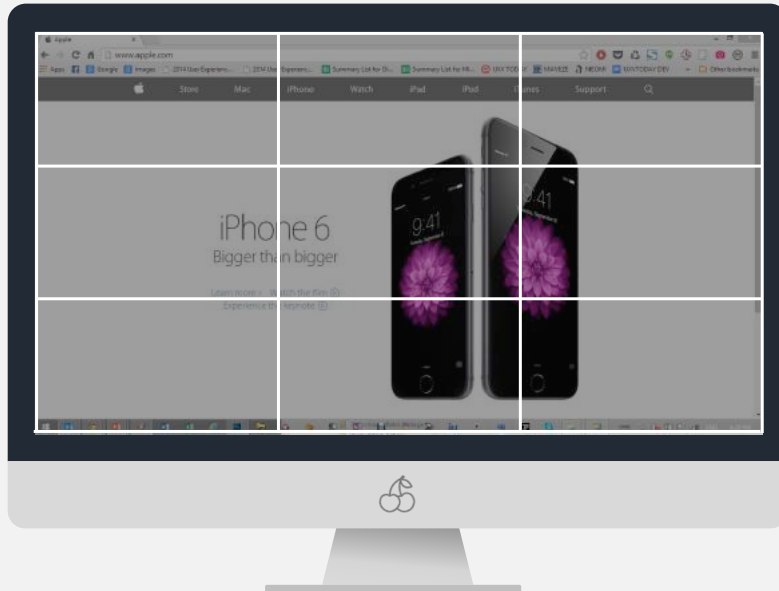
128

GOLDEN RATIO

$$\Phi = \frac{1 + \sqrt{5}}{2} = 1.618033988\dots$$

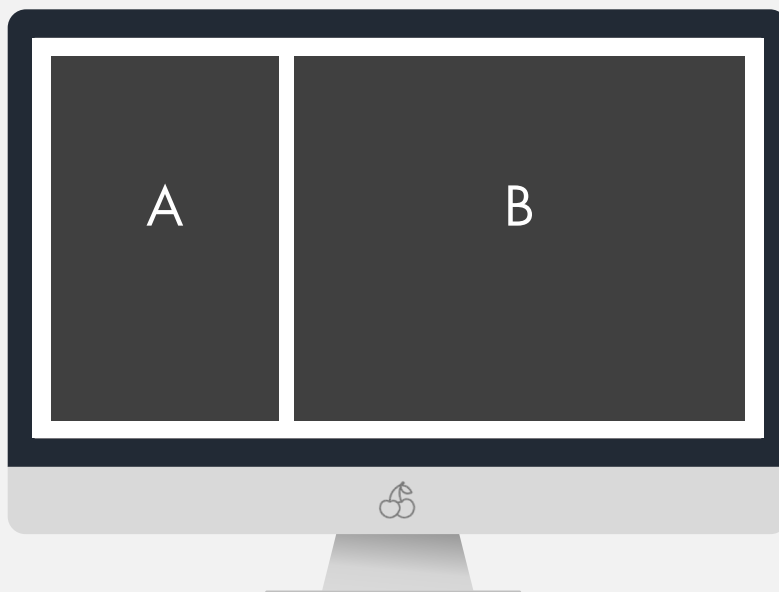
129

| THE POWER OF THE THIRD



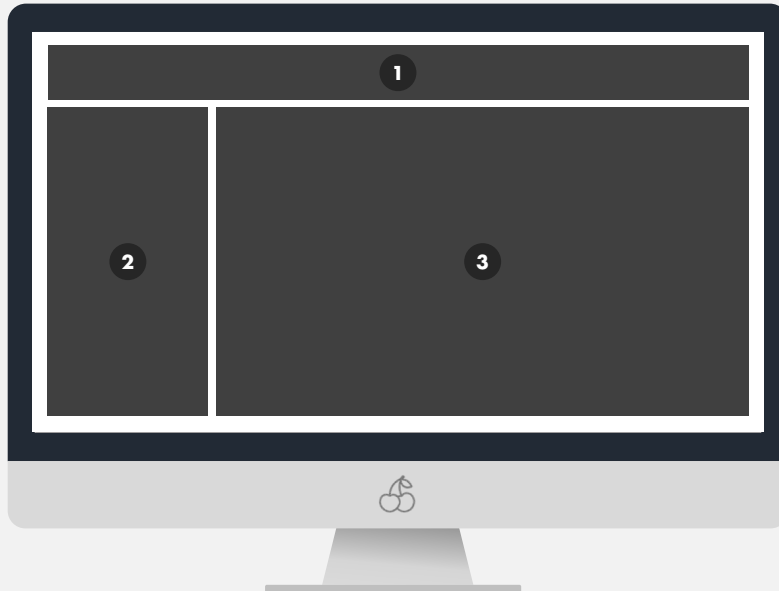
130

| HORIZONTAL HIERARCHY



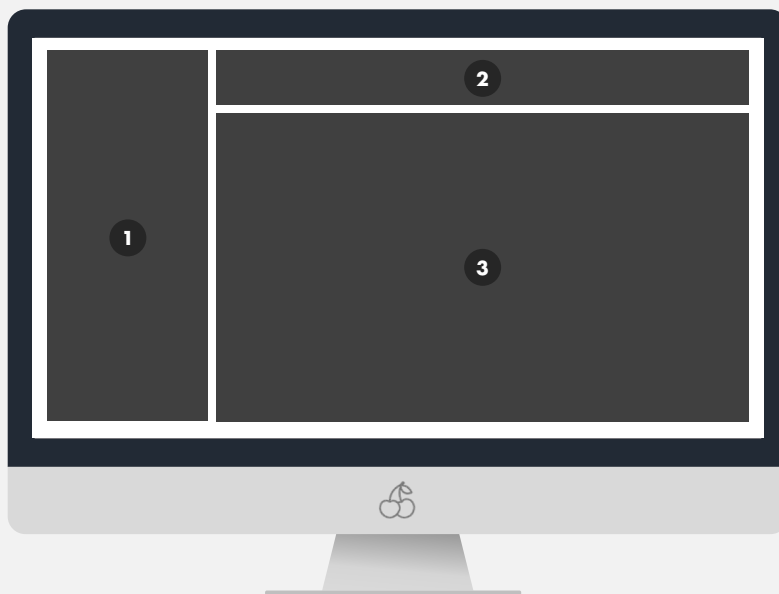
131

DESIGNING THE RIGHT FLOW

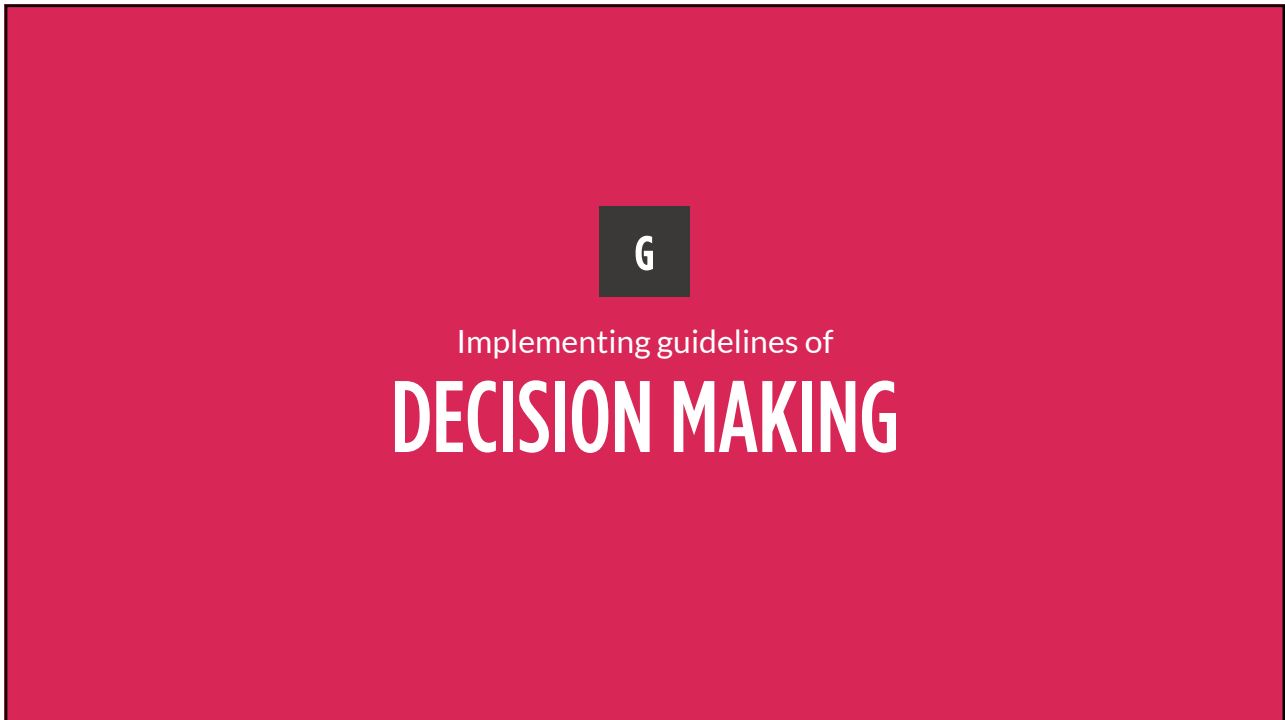


132

DESIGNING THE RIGHT FLOW



133



134





135



136

PART 1

	DAY 1 6 TYPES	30% VISITS 30% PURCHASES
	DAY 2 24 TYPES	40% VISITS ↑ 3% PURCHASES ↓

137

PART 2



DAY 1

6 TYPES



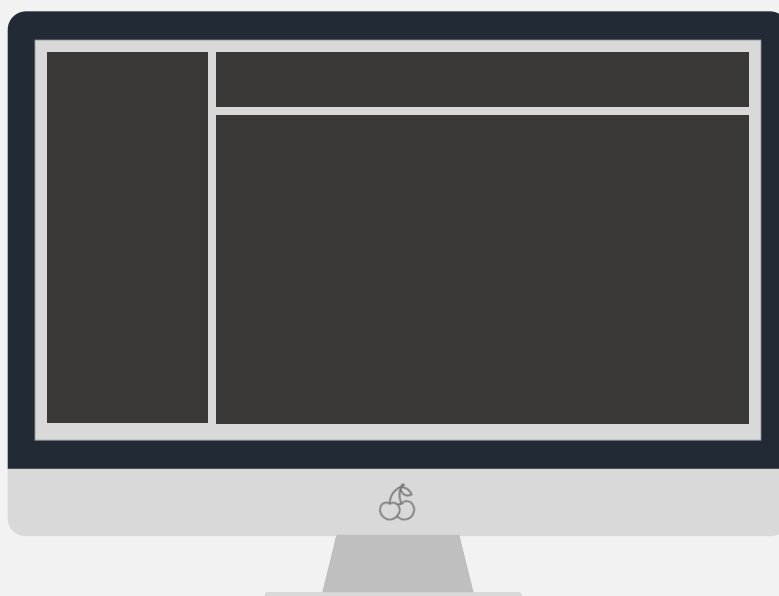
DAY 2

24 TYPES



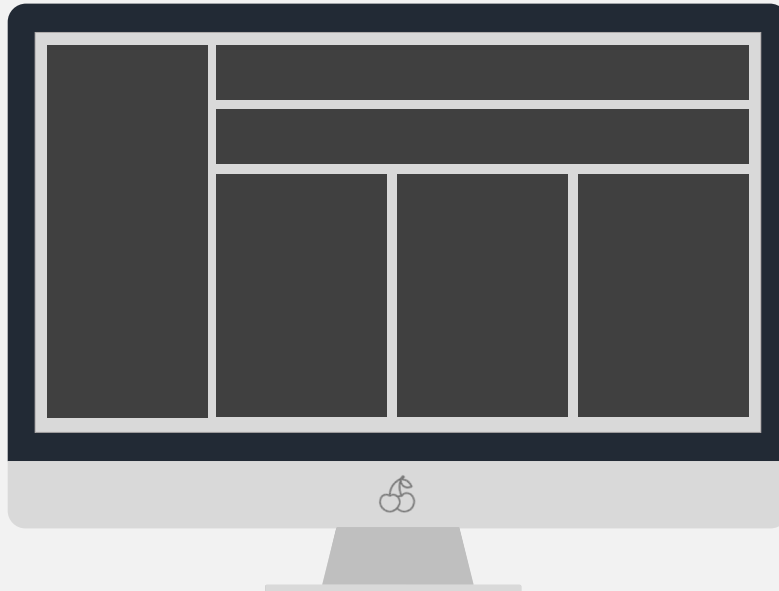
138

| IS THIS EASY TO USE?



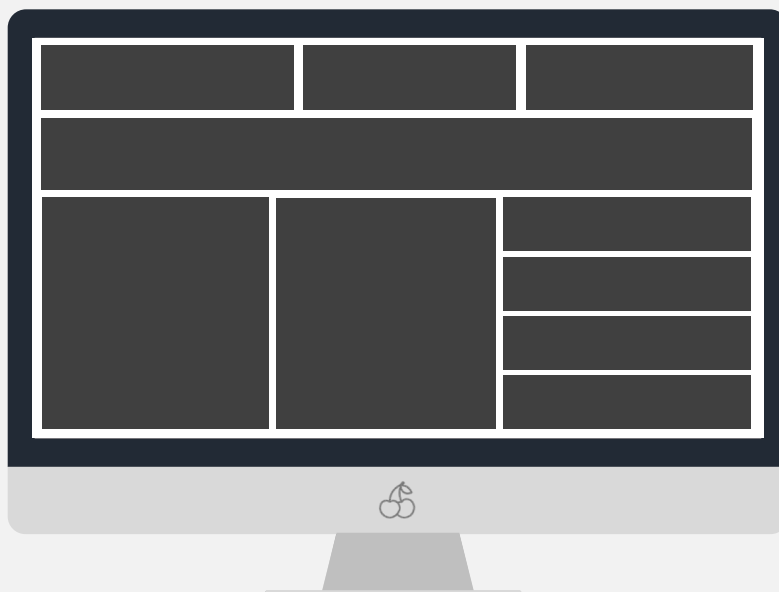
139

| IS THIS EASY TO USE?



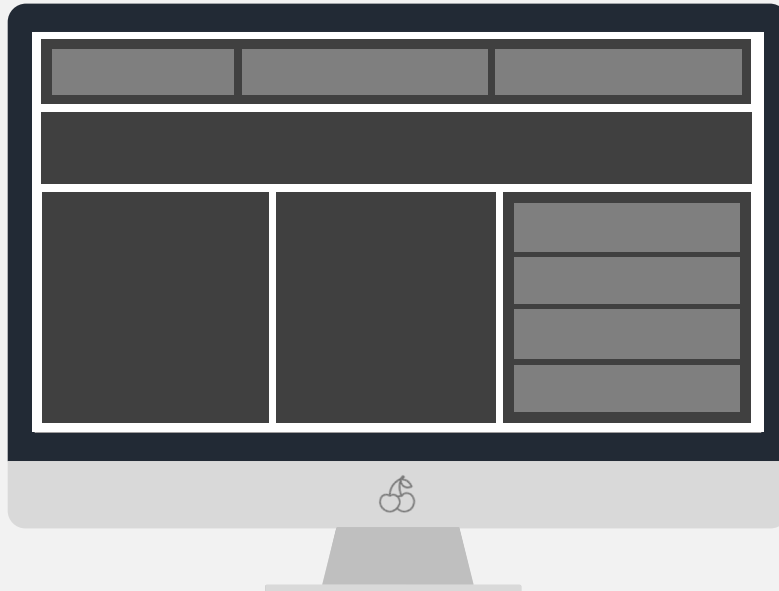
140

| IS THIS EASY TO USE?



141

| APPLYING HIERARCHY



142

| GEORGE A. MILLER'S LAW OF 5+/-2



143

THE 7 SECOND LAW



144

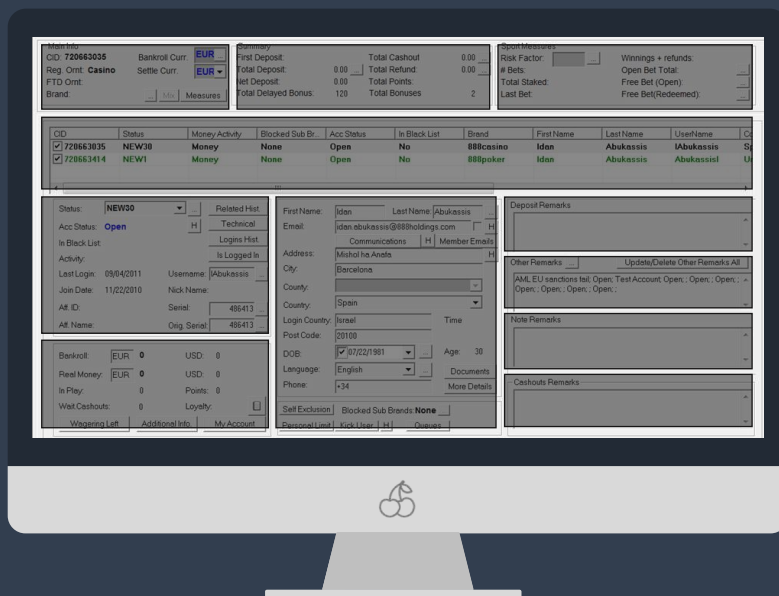
Main Info CID: 720663035 Bankroll Curr: EUR Reg. Orm: Casino Settle Curr: EUR FTD Orm: Brand: Measures:		Summary First Deposit: Total Cashout: 0.00 Total Deposit: 0.00 Total Refund: 0.00 Net Deposit: Total Points: Total Delayed Bonus: 120 Total Bonuses: 2		Sport Measures Risk Factor: Winnings + refunds: # Bets: Open Bet Total: Total Staked: Free Bet (Open): Last Bet: Free Bet (Redeemed):	
--	--	---	--	--	--

OID	Status	Money Activity	Blocked Sub Br...	Acc Status	In Black List	Brand	First Name	Last Name	UserName	Cc	
<input checked="" type="checkbox"/>	720663035	NEW30	Money	None	Open	No	888casino	Idan	Abukassis	IAbukassis	Sp
<input checked="" type="checkbox"/>	720663414	NEW1	Money	None	Open	No	888poker	Idan	Abukassis	Abukassis	Ur

Status: NEW30 Acc Status: Open In Black List: Activity: Last Login: 09/04/2011 Username: Abukassis Join Date: 11/22/2010 Nick Name: Aff. ID: Serial: 486413 Aff. Name: Orig. Serial: 486413	First Name: Idan Last Name: Abukassis Email: idan.abukassis@888holdings.com Address: Mishol ha Aneta City: Barcelona Country: Spain Login Country: Israel Time: Post Code: 20100 DOB: 07/22/1981 Age: 30 Language: English Phone: +34 Self Exclusion Blocked Sub Brands: None Personal Limit Kick User Queues	Deposit Remarks Other Remarks Update/Delete Other Remarks All AML/EU sanctions fail; Open; Test Account Open; Open; Open; Open; Open; Open; Open; Open; Note Remarks Cashouts Remarks
--	--	---

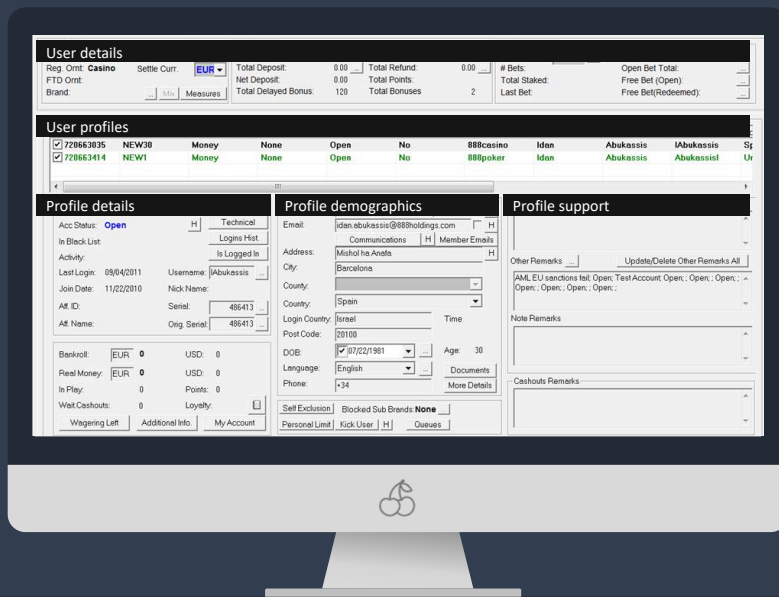
145

WHAT DID YOU SEE?



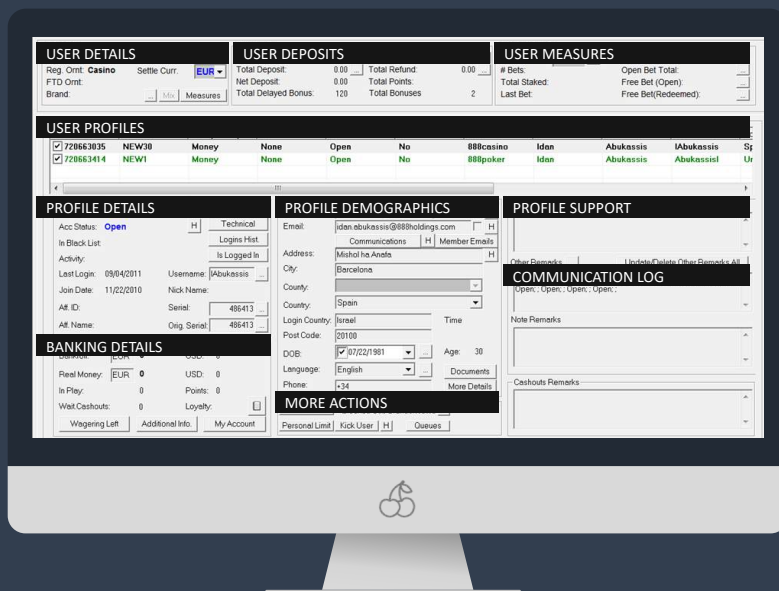
146

LABELING IN ACTION



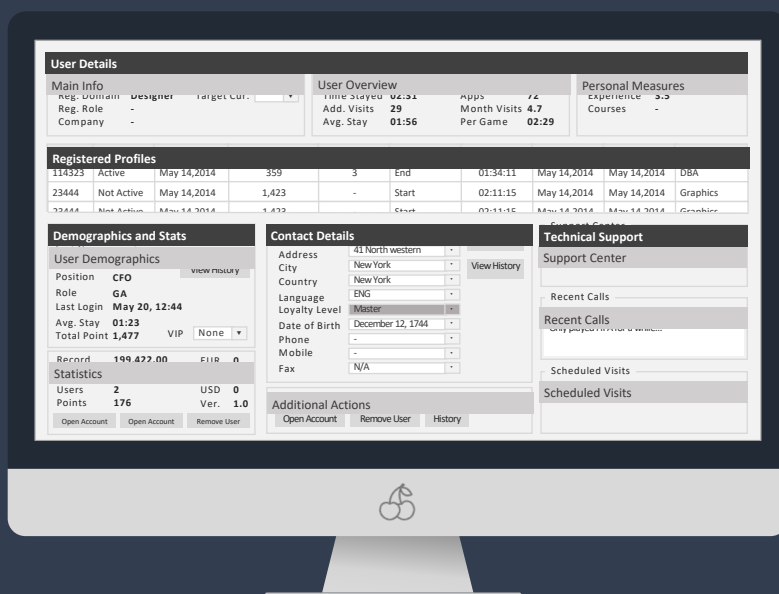
147

WITHOUT MILLER'S LAW...



148

APPLYING HIERARCHY



149

FIXING THE SCREEN

The screenshot displays a user account management interface. At the top, there are sections for 'Main Info' (CID: 720663035, Bankroll: EUR, Reg. Omt: Casino) and 'Summary' (Total Deposit: 0.00, Total Cashout: 0.00). A 'Sport Measures' section shows Risk Factor, # Bets, Total Staked, and Last Bet. Below this is a table with columns: CID, Status, Money Activity, Blocked Sub Br., Acc Status, In Black List, Brand, First Name, Last Name, and Username. The table lists two accounts: 720663035 (NEW30, Money, None, Open, No, 888casino, Idan, Abukassis) and 720663414 (NEW1, Money, None, Open, No, 888poker, Idan, Abukassis). The bottom section contains detailed account information including 'Status' (NEW30), 'Acc Status' (Open), 'First Name' (Idan), 'Last Name' (Abukassis), 'Email' (idan.abukassis@888holdings.com), 'Address' (Mishol ha Anata, Barcelona, Spain), 'DOB' (07/22/1981), and 'Age' (30). There are also sections for 'Deposit Remarks', 'Note Remarks', and 'Cashouts Remarks'.

150

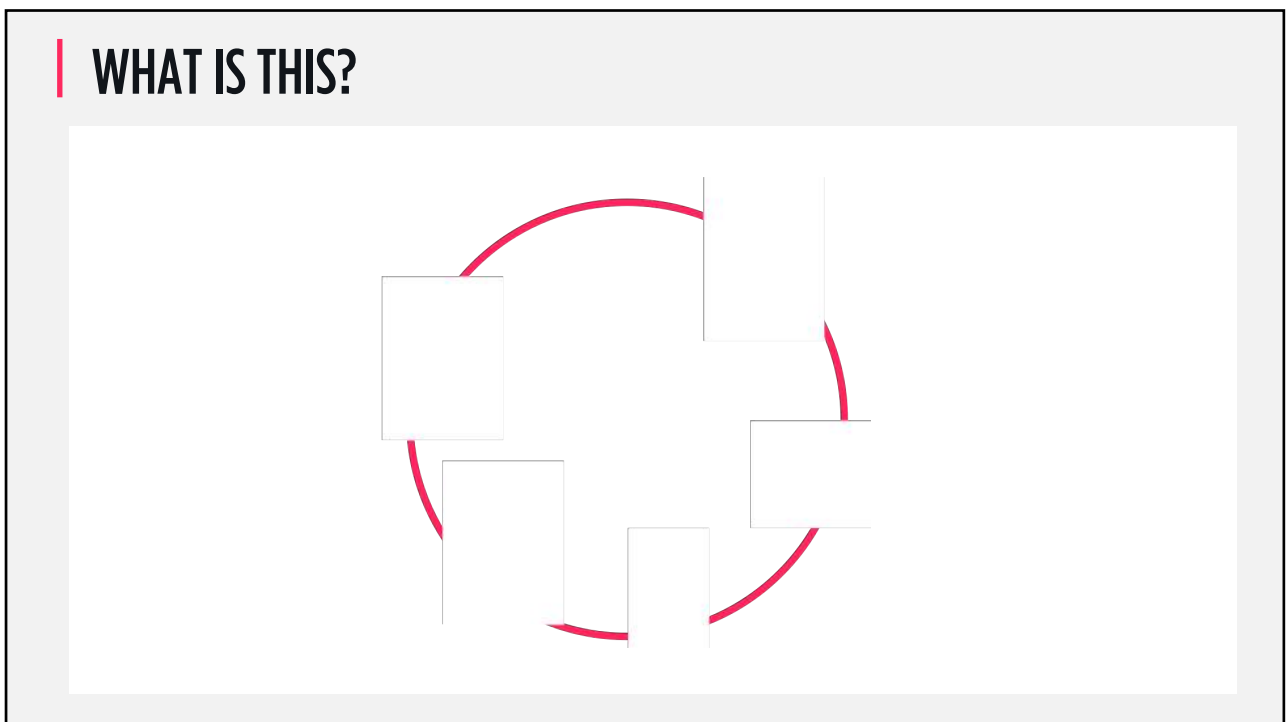
FIXING THE SCREEN

The screenshot shows a user account management interface with a grid layout. The top section is 'User accounts'. Below it are two main columns: 'Account details' and 'Support info'. The 'Account details' column is further divided into 'Demographics' and 'Contact details'. The 'Support info' column contains an 'Add into' section. At the bottom of the 'Account details' column, there is a row of seven 'Action' buttons, with the last one being a dropdown menu. The 'Support info' column has an 'Action' button at the bottom.

151



152



153

COMPLEX IMAGES



154

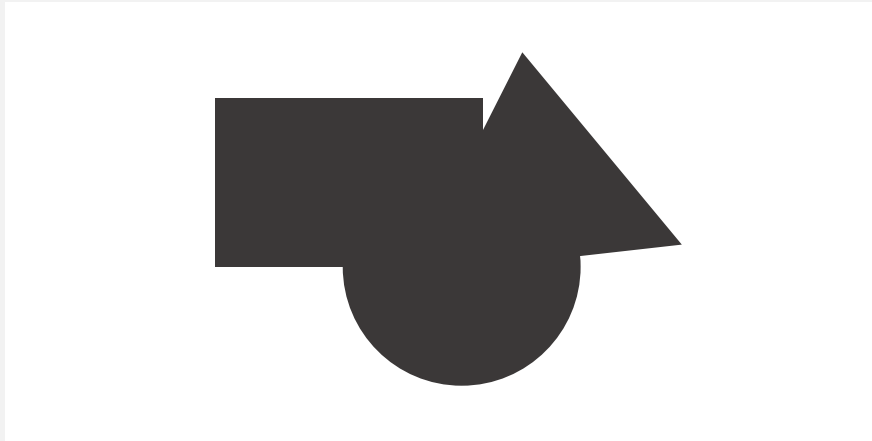


PEOPLE WILL PERCEIVE AND INTERPRET
AMBIGUOUS OR COMPLEX IMAGES AS
THE SIMPLEST FORMS
POSSIBLE.

CHRISTIAN VON EHERNFELS

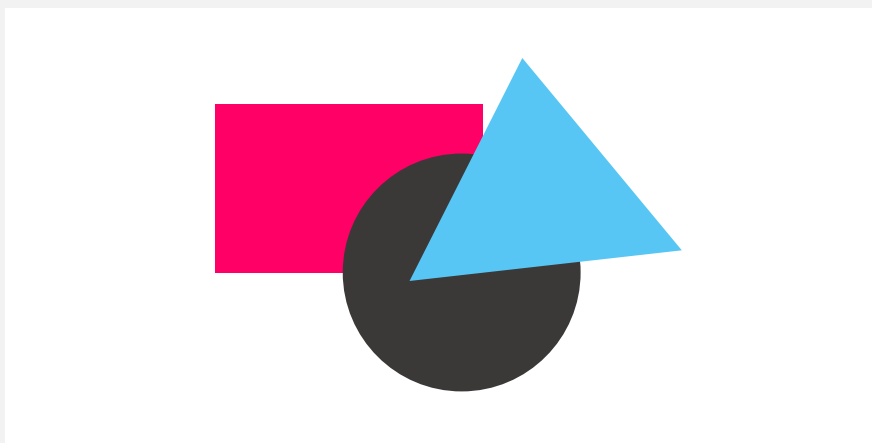
155

| SIMLEST INTERPRETATION



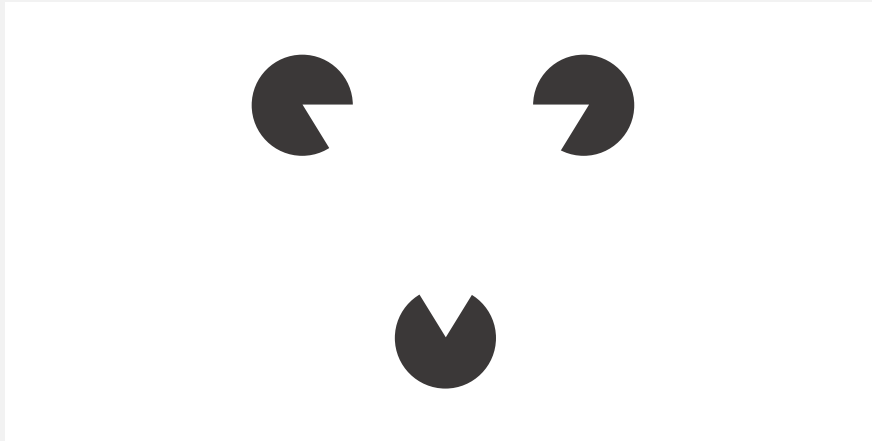
156

| SIMLEST INTERPRETATION



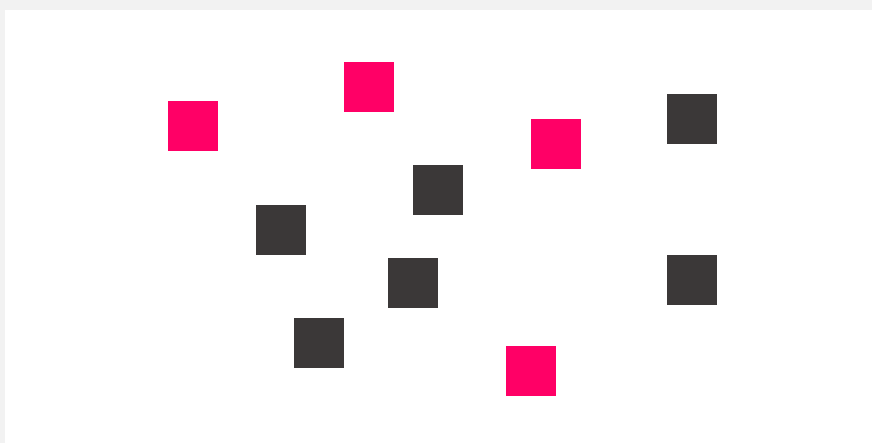
157

| NEGATIVE SPACE



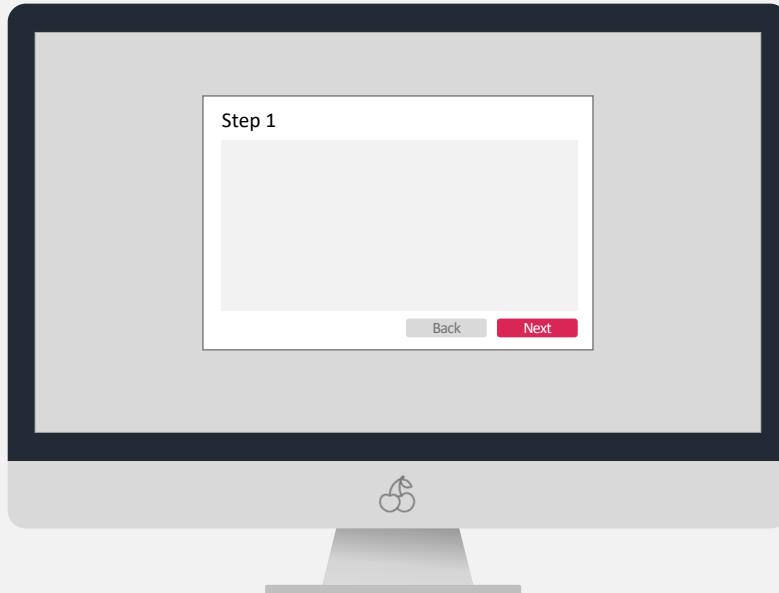
158

| SIMILARITY



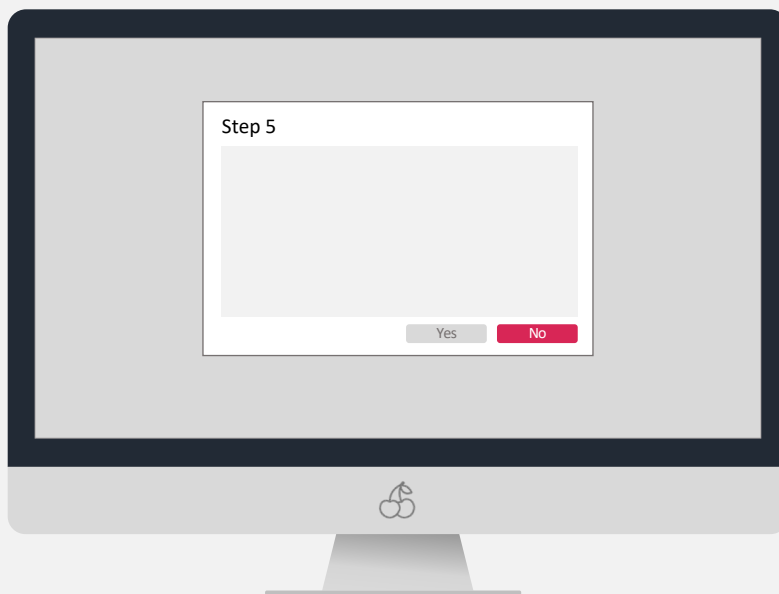
159

| SIMILARITY



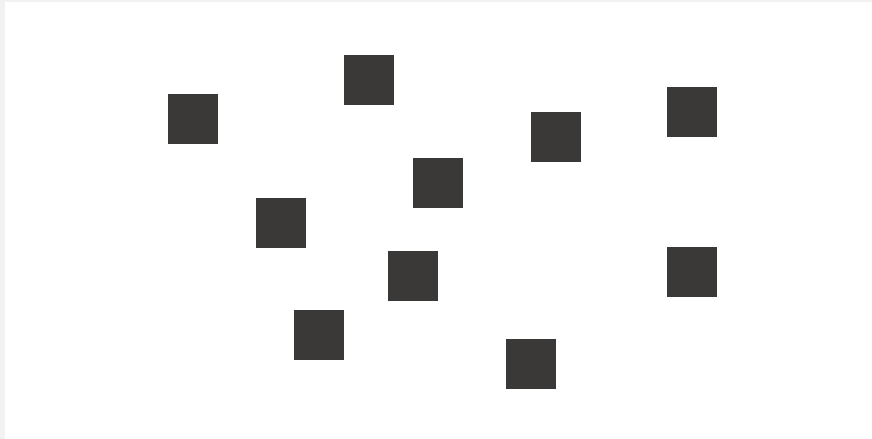
160

| SIMILARITY



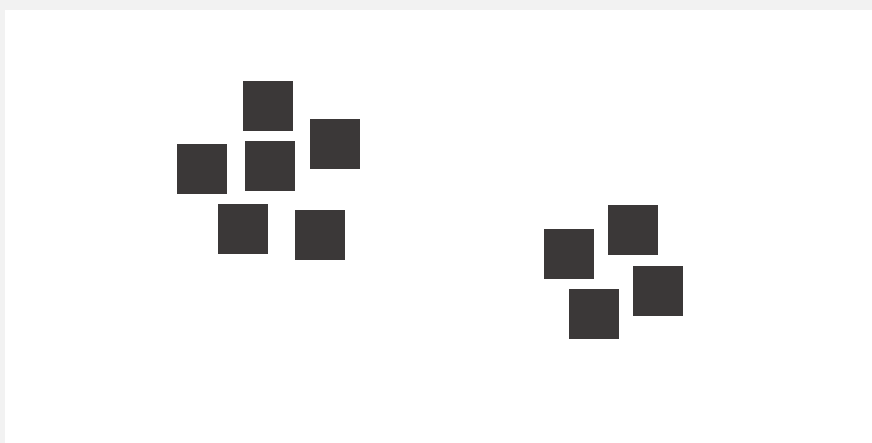
161

| SIMILARITY



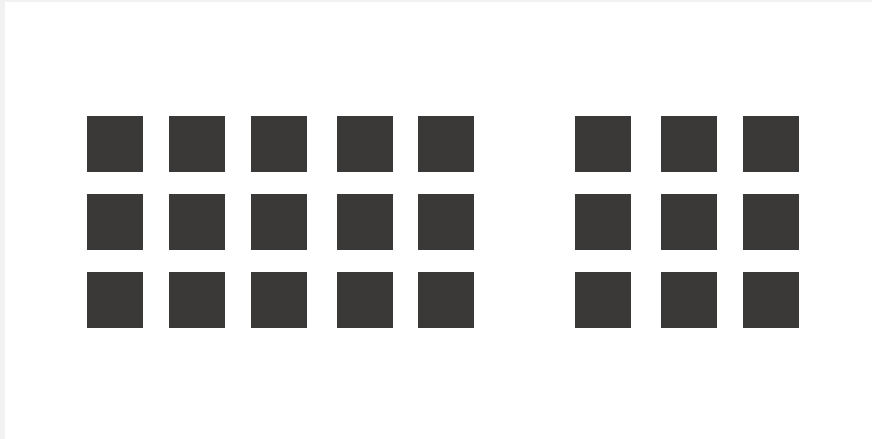
162

| PROXIMITY



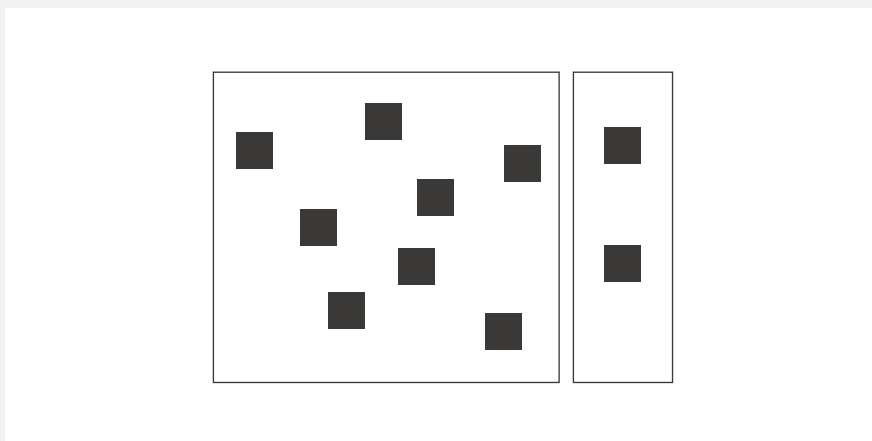
163

| PROXIMITY



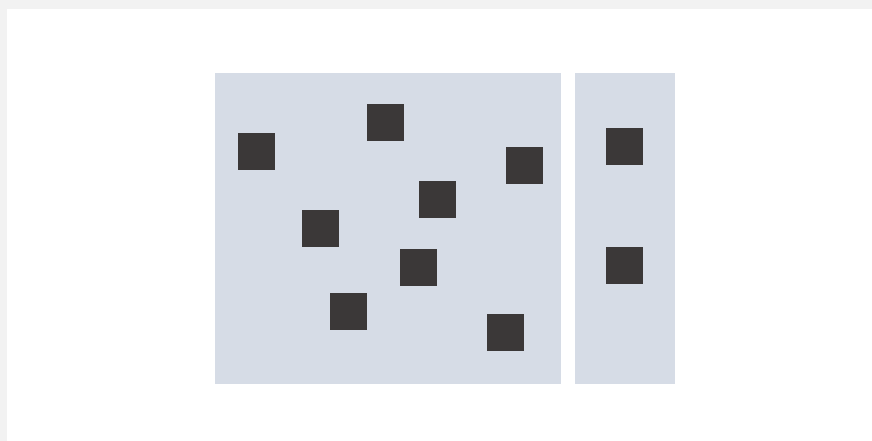
164

| COMMON REGIONS - BORDERLINE



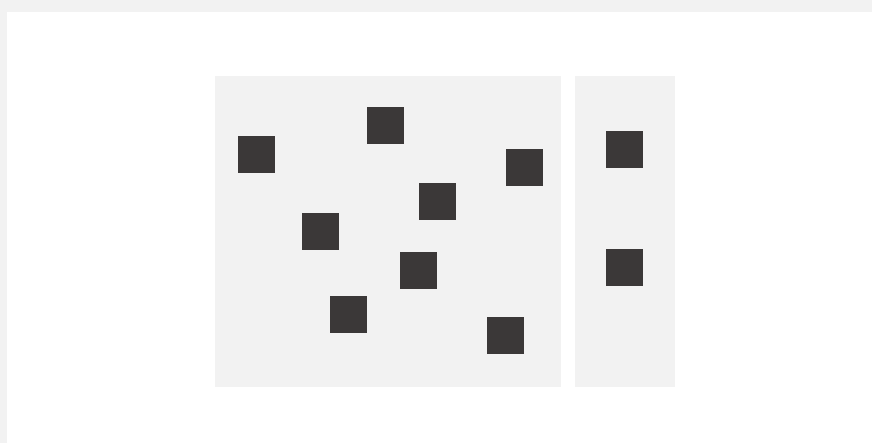
166

COMMON REGIONS – BACKGROUND A



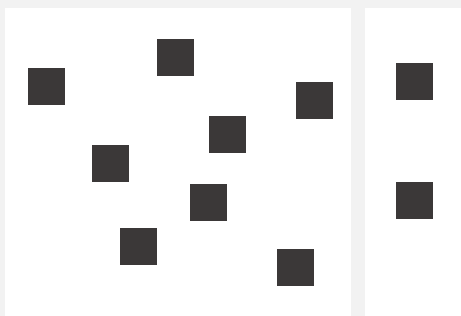
167

COMMON REGIONS – BACKGROUND B



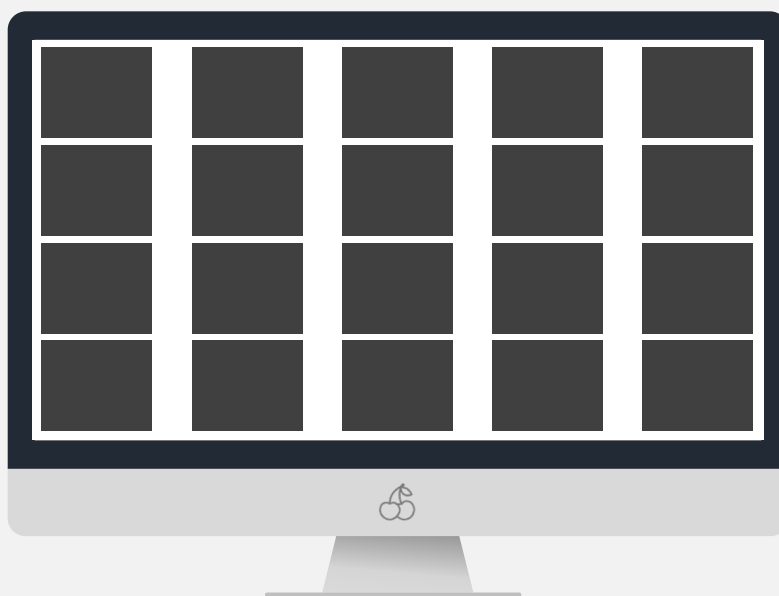
168

| COMMON REGIONS – BACKGROUND C



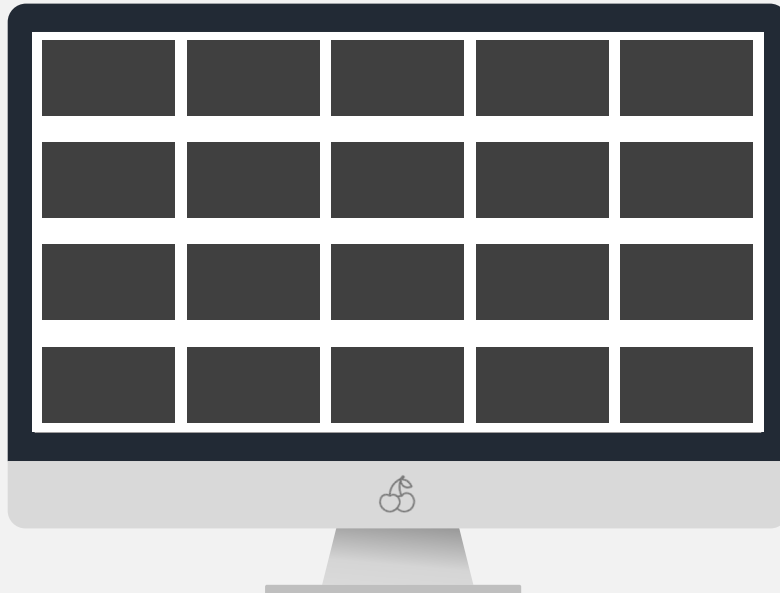
169

| DESCRIBE WHAT YOU SEE



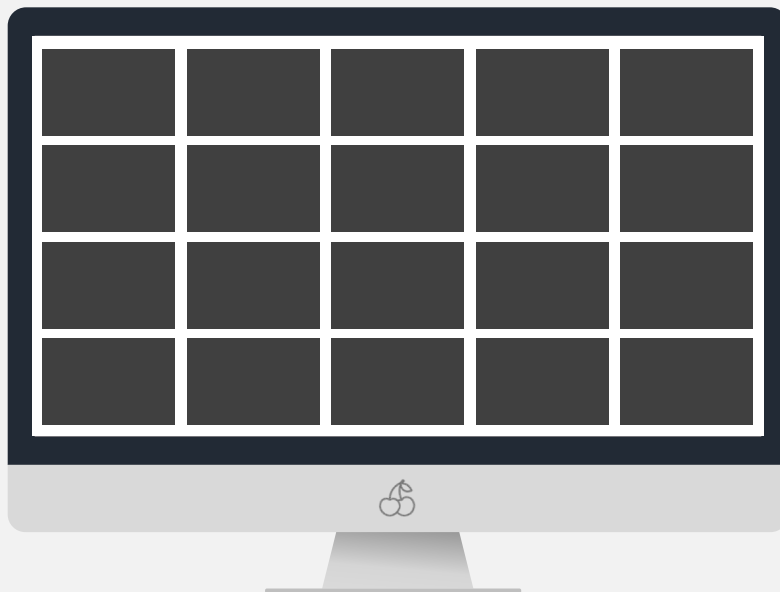
176

| WHAT DO YOU SEE NOW?



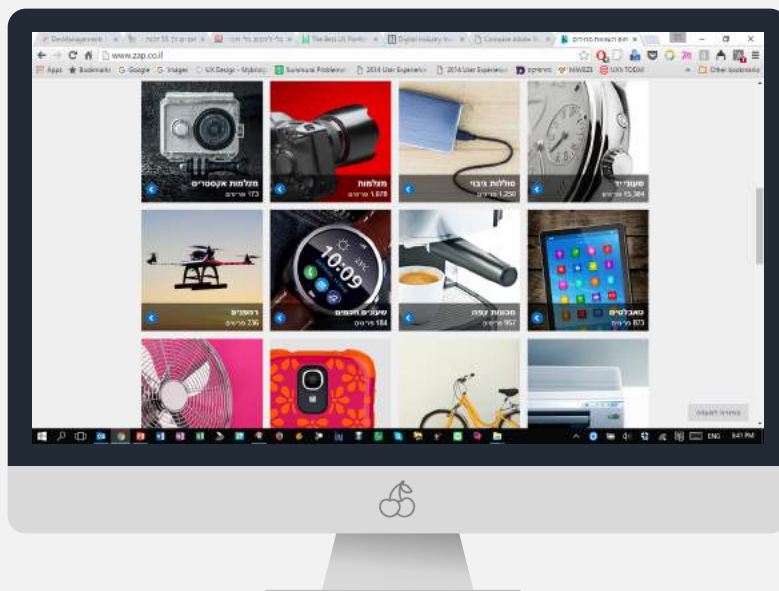
177

| AND NOW?



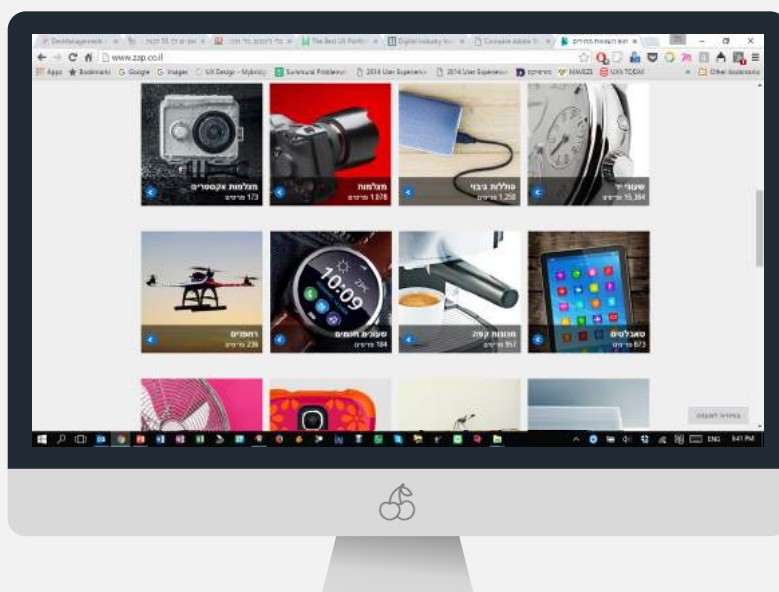
178

ZAPPING



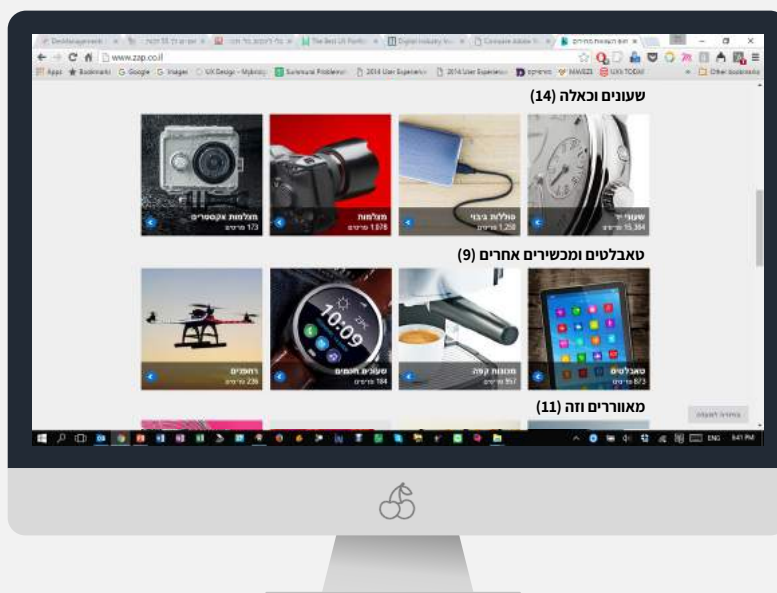
179

ZAPPING



180

ZAPPING



181

MAKING FORM FLOW INTUITIVE

USER DETAILS	SHIPPING DETAILS
First Name <input type="text"/>	Field A <input type="text"/>
Last Name <input type="text"/>	Field B <input type="text"/>
Address <input type="text"/>	Field C <input type="text"/>
Phone <input type="text"/>	Field D <input type="text"/>
PAYMENT DETAILS	CONTACT DETAILS
Field A <input type="text"/>	Field A <input type="text"/>
Field B <input type="text"/>	Field B <input type="text"/>
Field C <input type="text"/>	Field C <input type="text"/>
Field D <input type="text"/>	Field D <input type="text"/>

Submit

183

MAKING FORM FLOW INTUITIVE

USER DETAILS		SHIPPING DETAILS	
First Name	<input type="text"/>	Field A	<input type="text"/>
Last Name	<input type="text"/>	Field B	<input type="text"/>
Address	<input type="text"/>	Field C	<input type="text"/>
Phone	<input type="text"/>	Field D	<input type="text"/>

PAYMENT DETAILS		CONTACT DETAILS	
Field A	<input type="text"/>	Field A	<input type="text"/>
Field B	<input type="text"/>	Field B	<input type="text"/>
Field C	<input type="text"/>	Field C	<input type="text"/>
Field D	<input type="text"/>	Field D	<input type="text"/>

Submit

184

MAKING FORM FLOW INTUITIVE

USER DETAILS		SHIPPING DETAILS	
First Name	<input type="text"/>	Field A	<input type="text"/>
Last Name	<input type="text"/>	Field B	<input type="text"/>
Address	<input type="text"/>	Field C	<input type="text"/>
Phone	<input type="text"/>	Field D	<input type="text"/>

PAYMENT DETAILS		CONTACT DETAILS	
Field A	<input type="text"/>	Field A	<input type="text"/>
Field B	<input type="text"/>	Field B	<input type="text"/>
Field C	<input type="text"/>	Field C	<input type="text"/>
Field D	<input type="text"/>	Field D	<input type="text"/>

Submit

185

MAKING FORM FLOW INTUITIVE

The image shows a computer monitor displaying a form with four sections: **USER DETAILS**, **SHIPPING DETAILS**, **PAYMENT DETAILS**, and **CONTACT DETAILS**. Each section contains several input fields. A red **Submit** button is located at the bottom right of the form.

USER DETAILS		SHIPPING DETAILS	
First Name	<input type="text"/>	Field A	<input type="text"/>
Last Name	<input type="text"/>	Field B	<input type="text"/>
Address	<input type="text"/>	Field C	<input type="text"/>
Phone	<input type="text"/>	Field D	<input type="text"/>

PAYMENT DETAILS		CONTACT DETAILS	
Field A	<input type="text"/>	Field A	<input type="text"/>
Field B	<input type="text"/>	Field B	<input type="text"/>
Field C	<input type="text"/>	Field C	<input type="text"/>
Field D	<input type="text"/>	Field D	<input type="text"/>

186

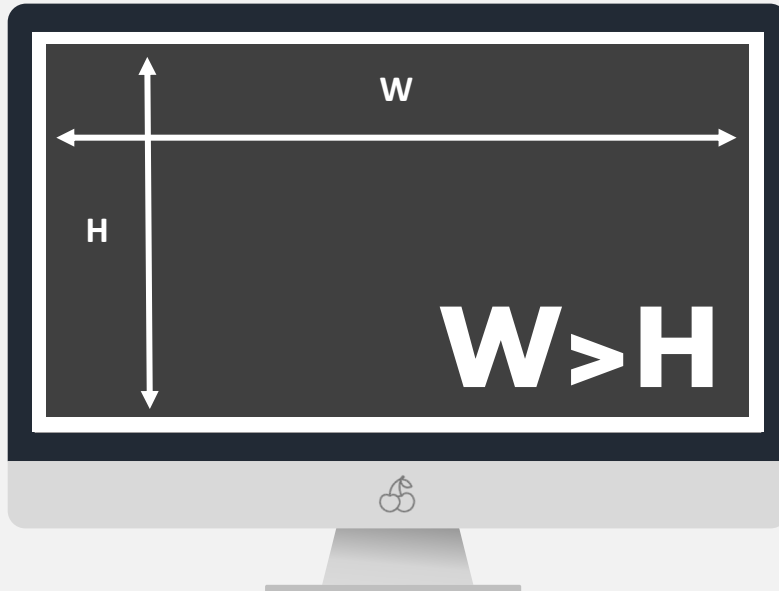
I

Correct use of

HEIGHT & WIDTH

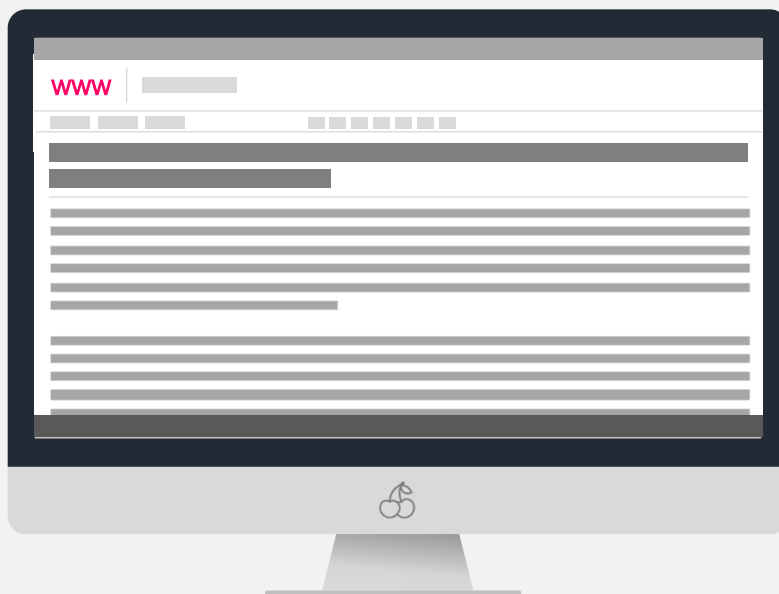
187

| UNDERSTANDING WIDE SCREENS



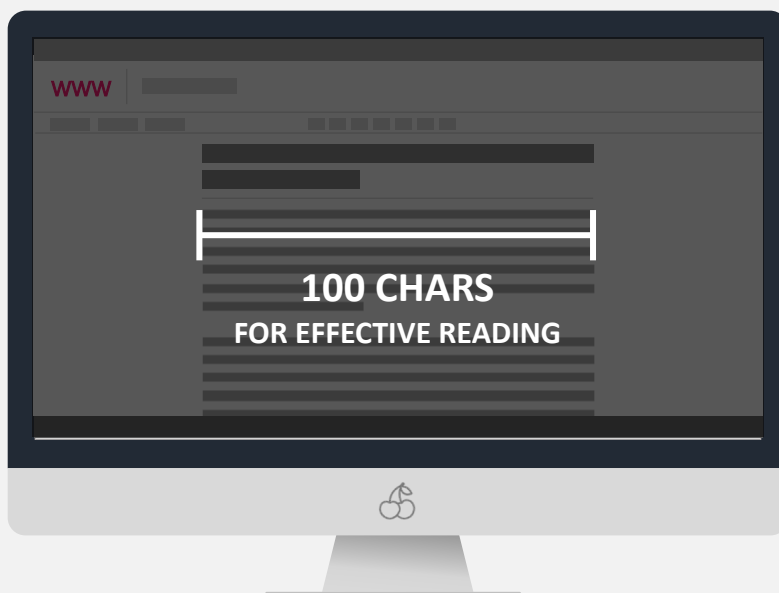
188

| EFFECTIVE READING EXPERIENCE?



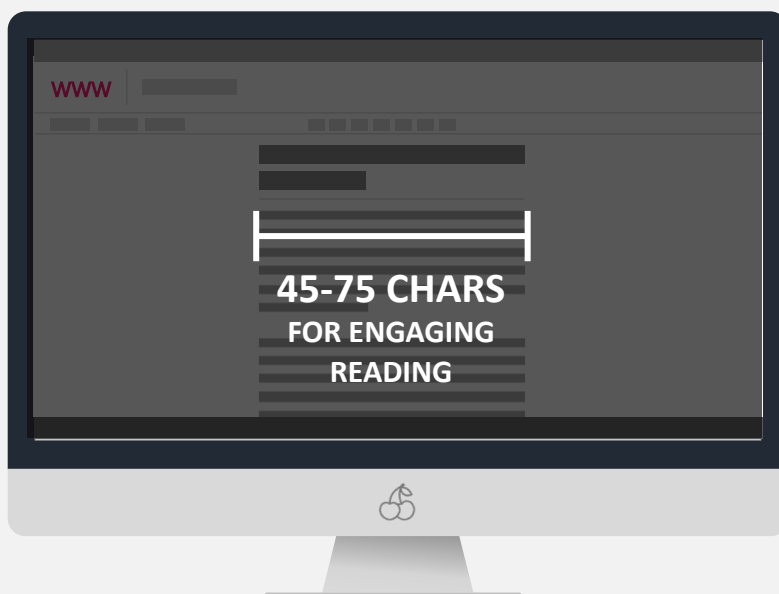
189

| EFFECTIVE READING



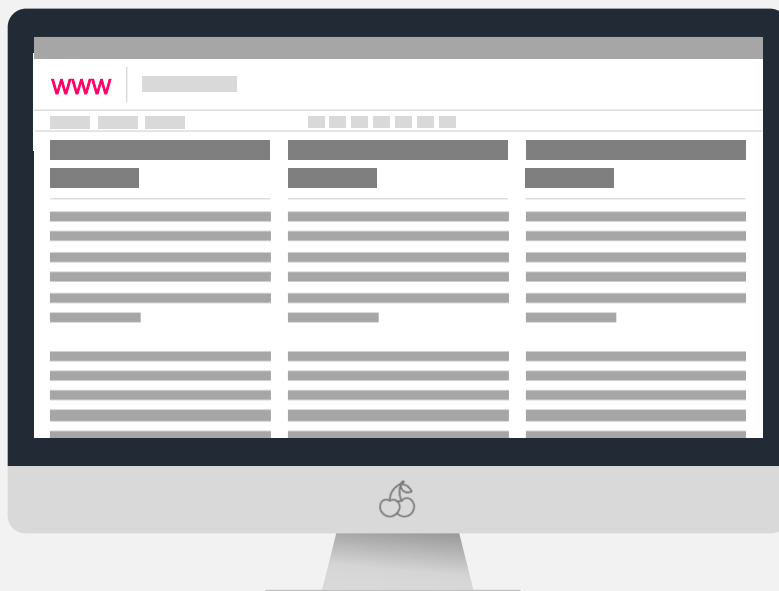
190

| ENGAGING READING



191

| USING THE FULL WIDTH



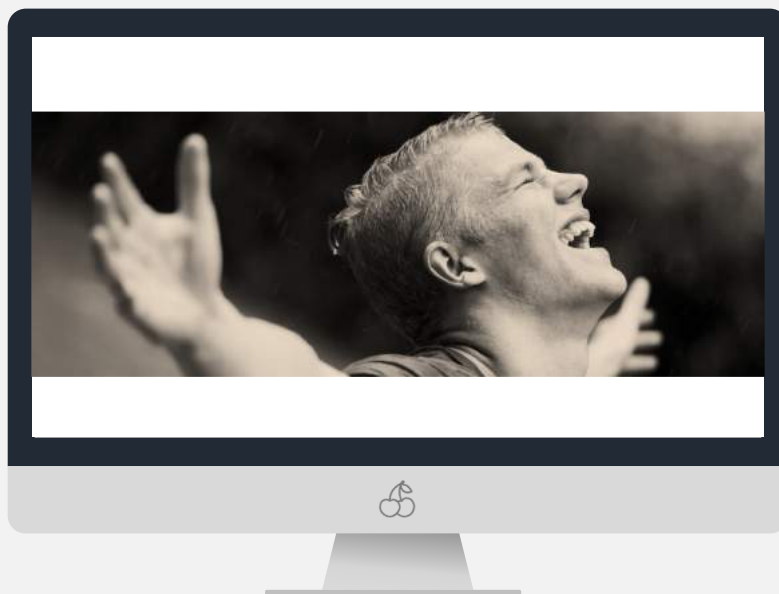
192

| READING VS. BREATHING



193

| READING VS. BREATHING



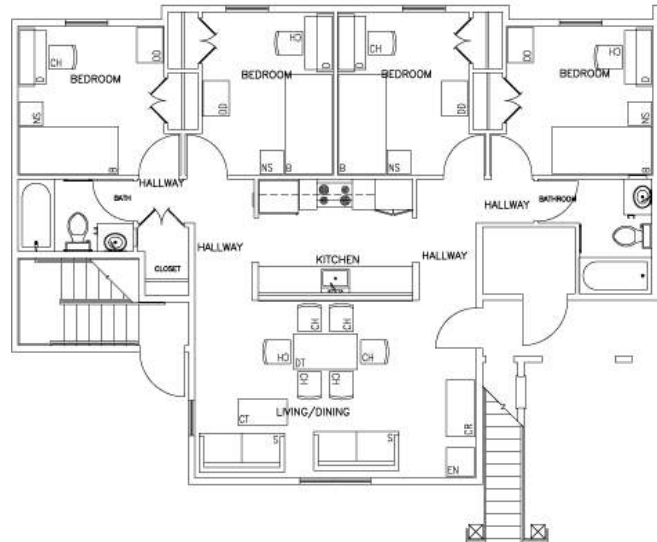
194

J

Creating consistency by
SETTING GRIDS

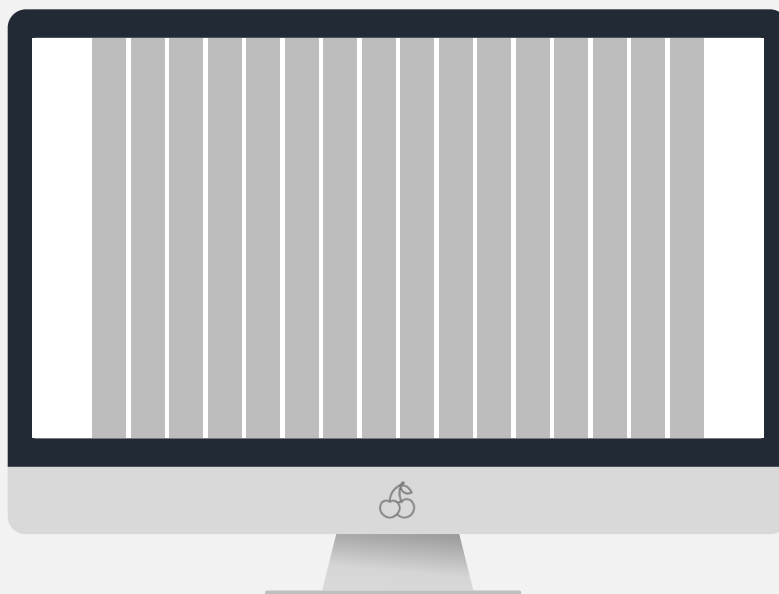
197

APARTMENT



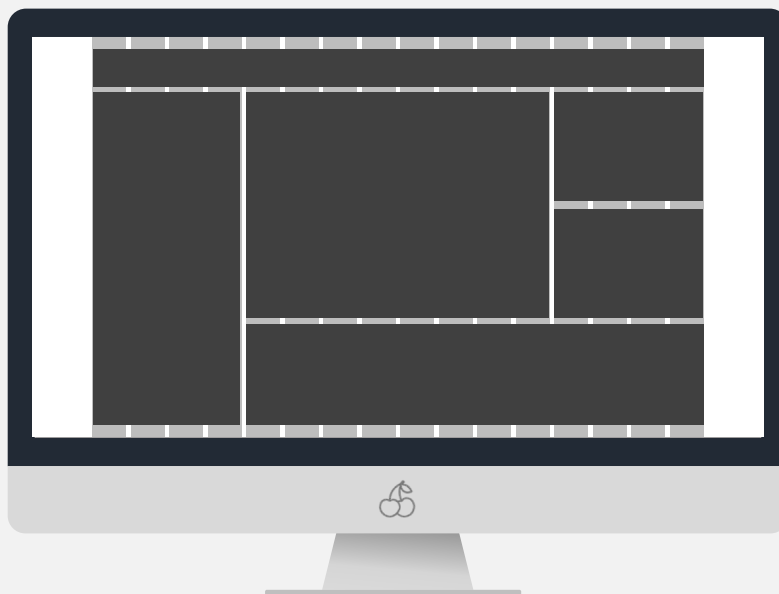
198

CREATING A GRID SYSTEM



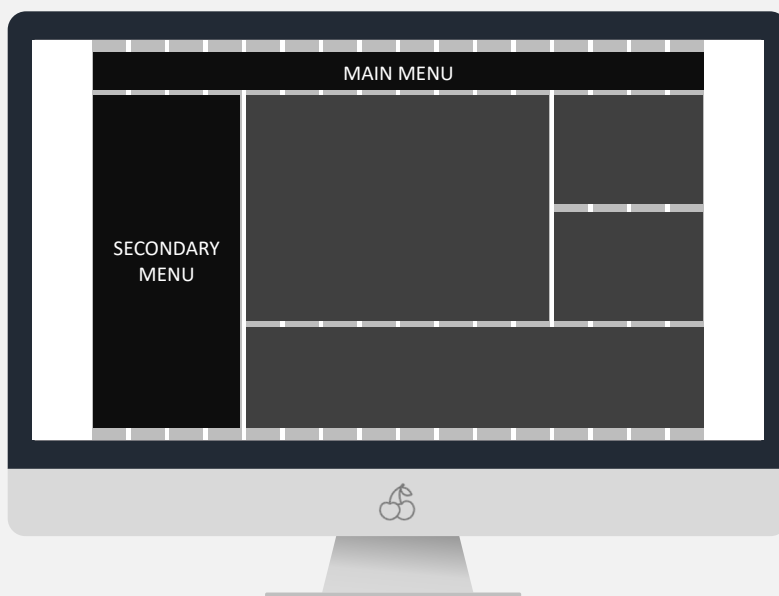
199

CREATING A GRID SYSTEM



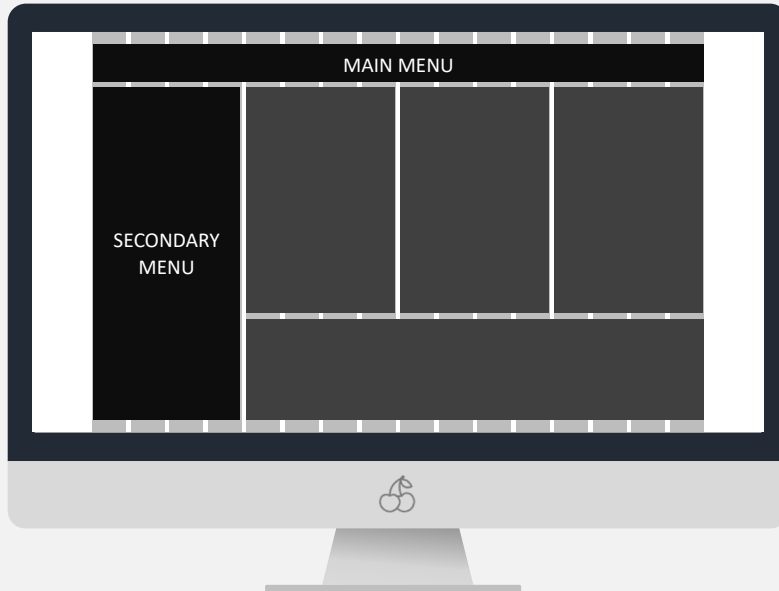
200

CREATING A GRID SYSTEM



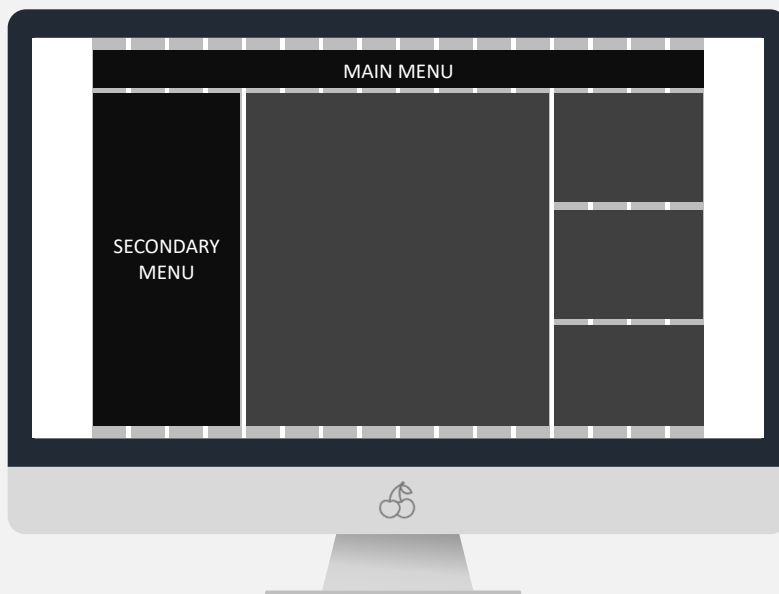
201

CREATING A GRID SYSTEM



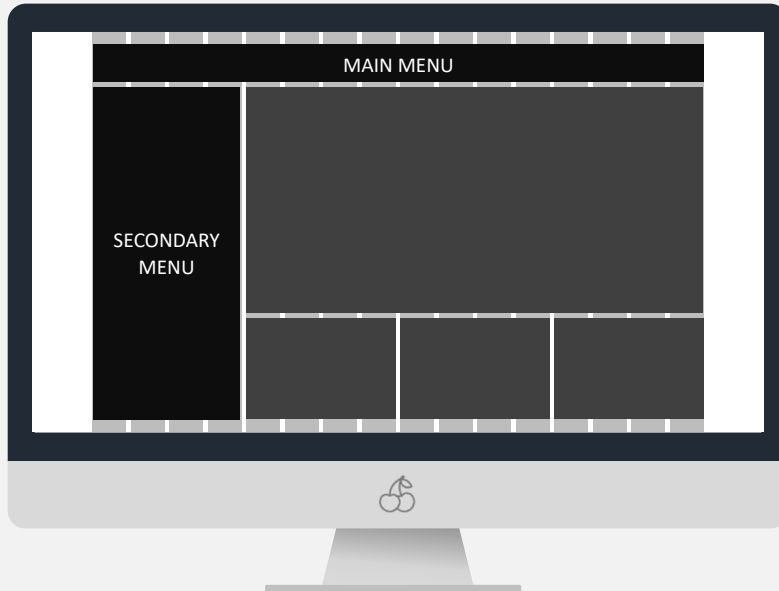
202

CREATING A GRID SYSTEM



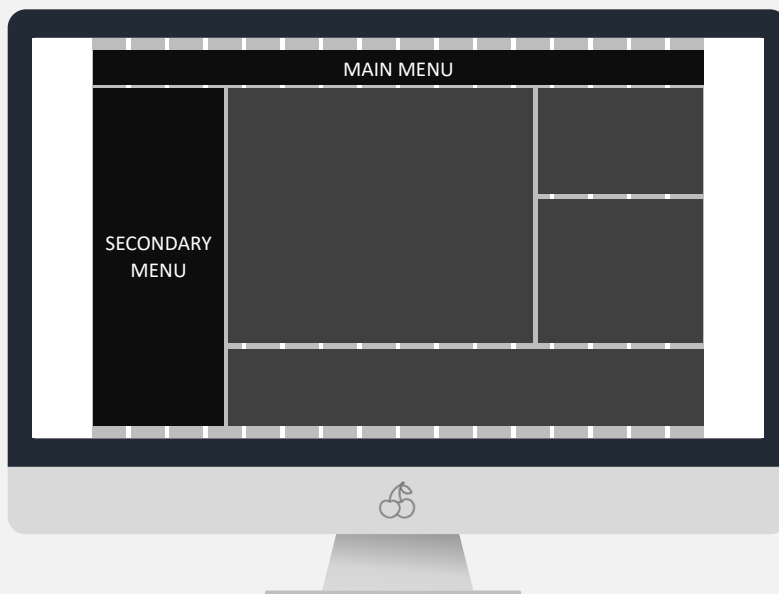
203

CREATING A GRID SYSTEM

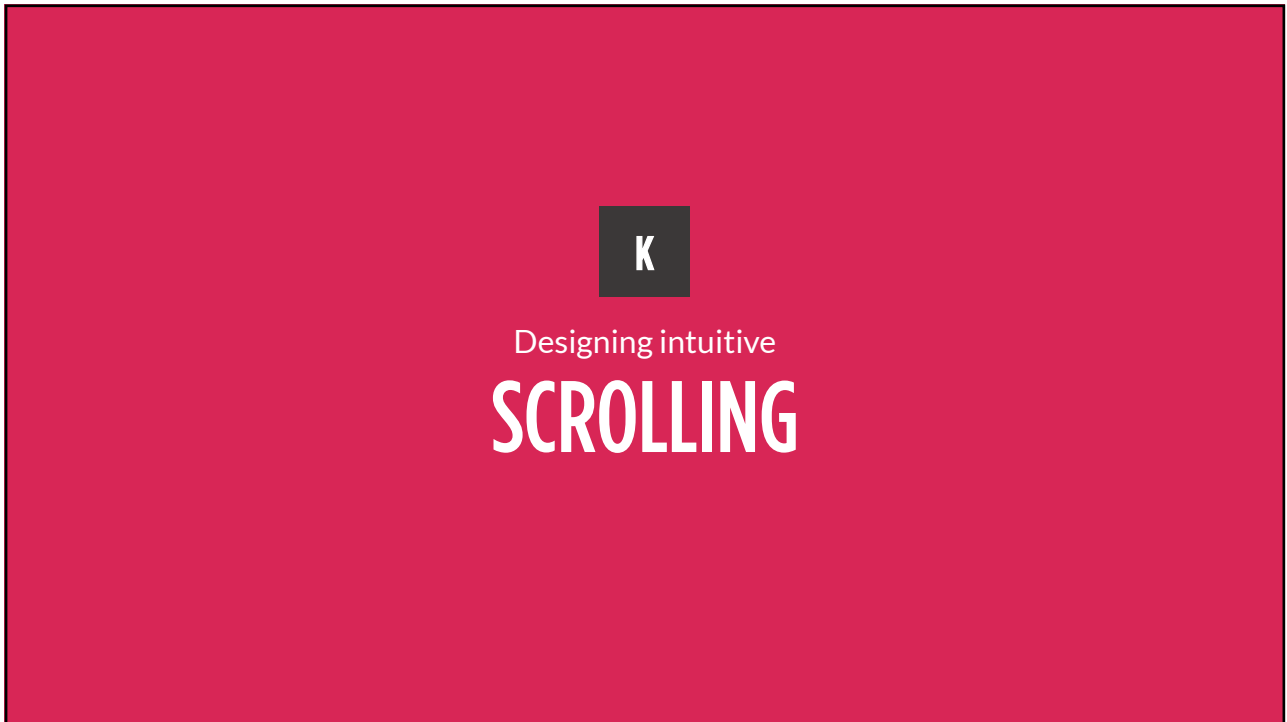


204

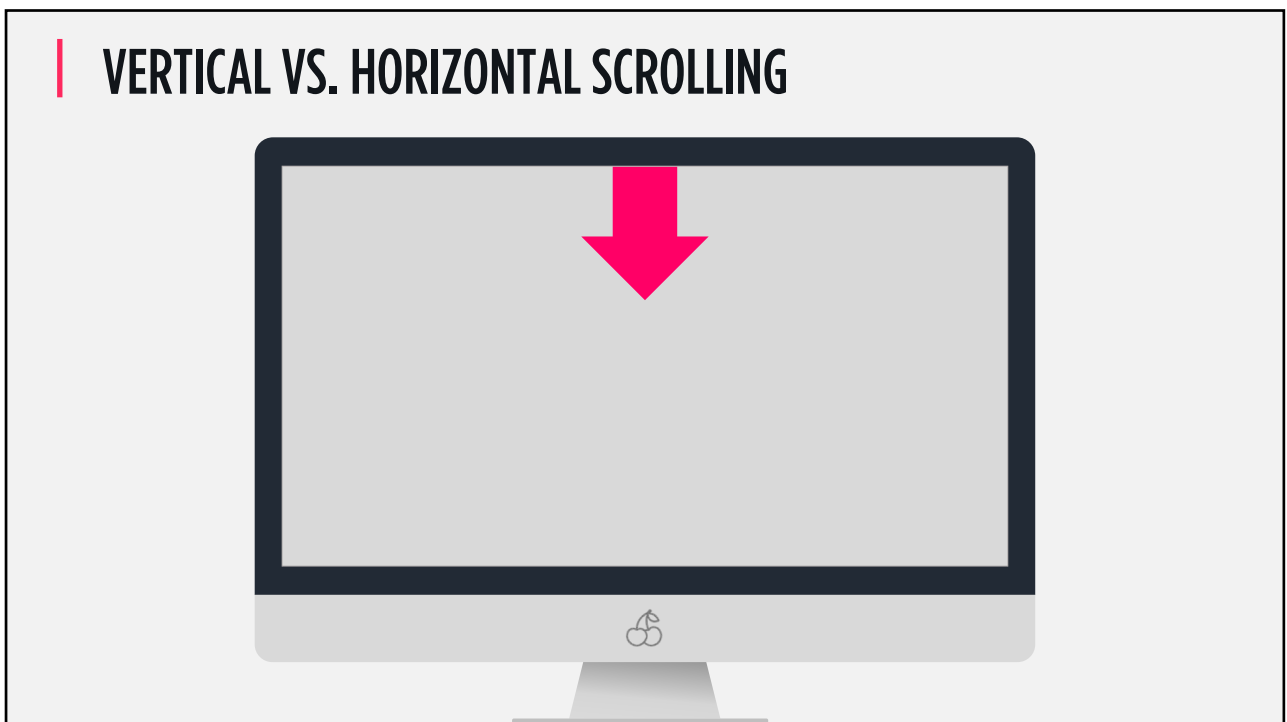
CREATING A GRID SYSTEM



205

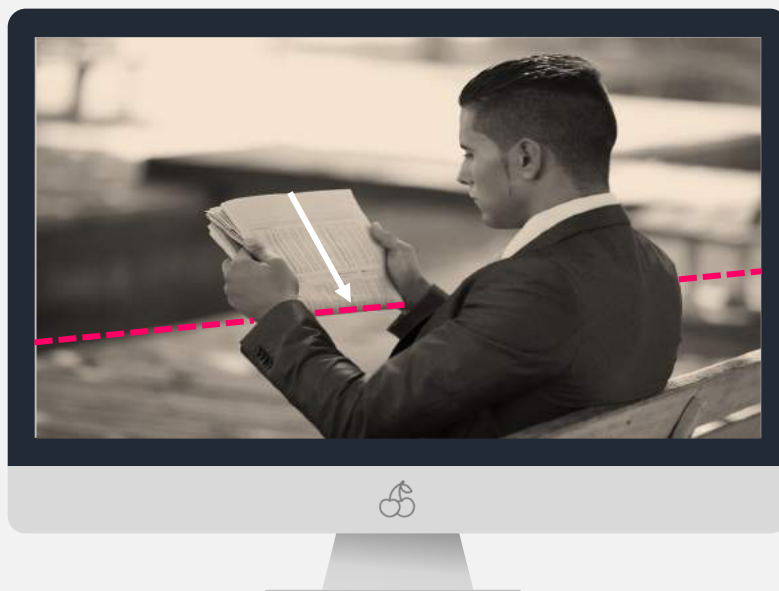


206



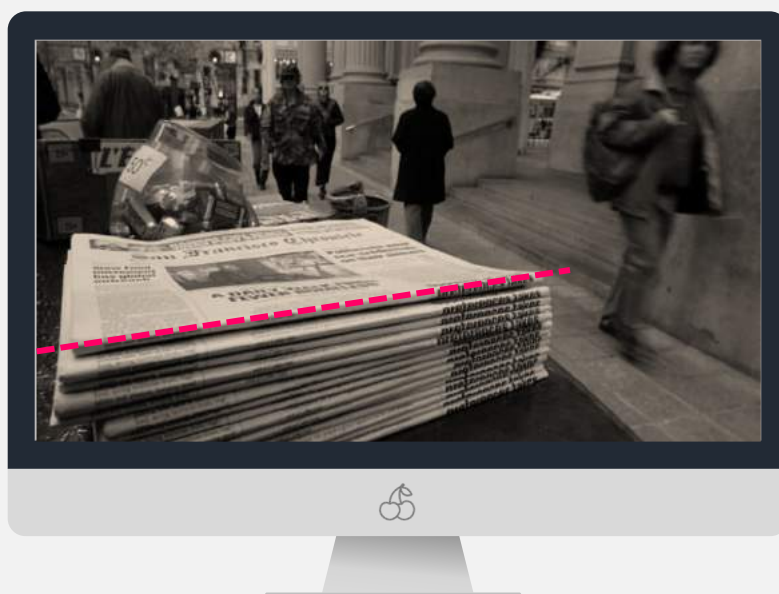
207

MEET THE FOLD LINE

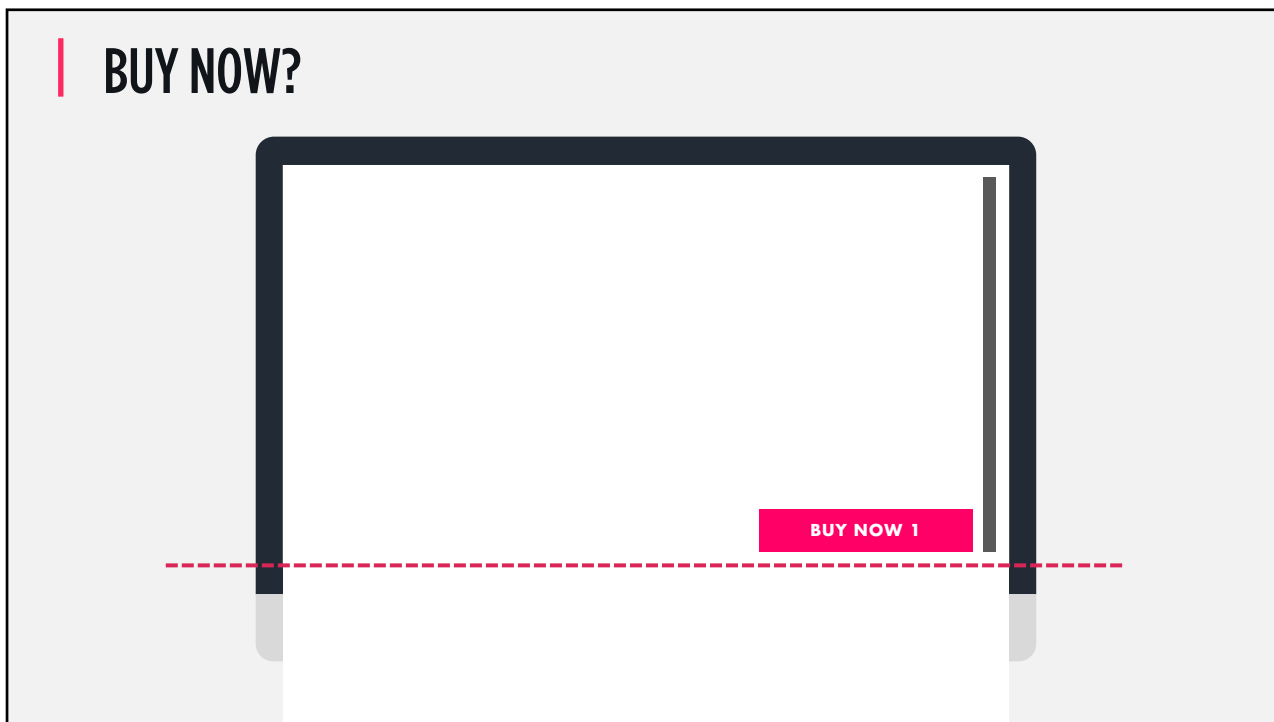


208

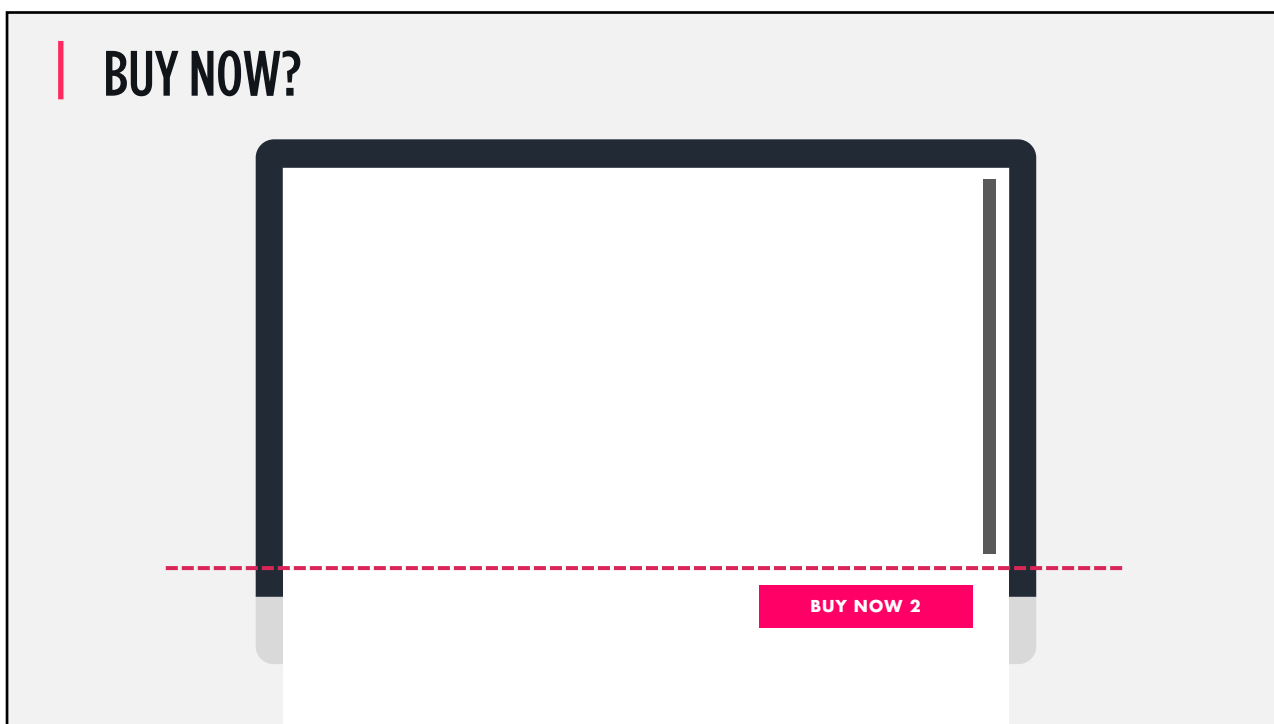
MEET THE FOLD LINE



209

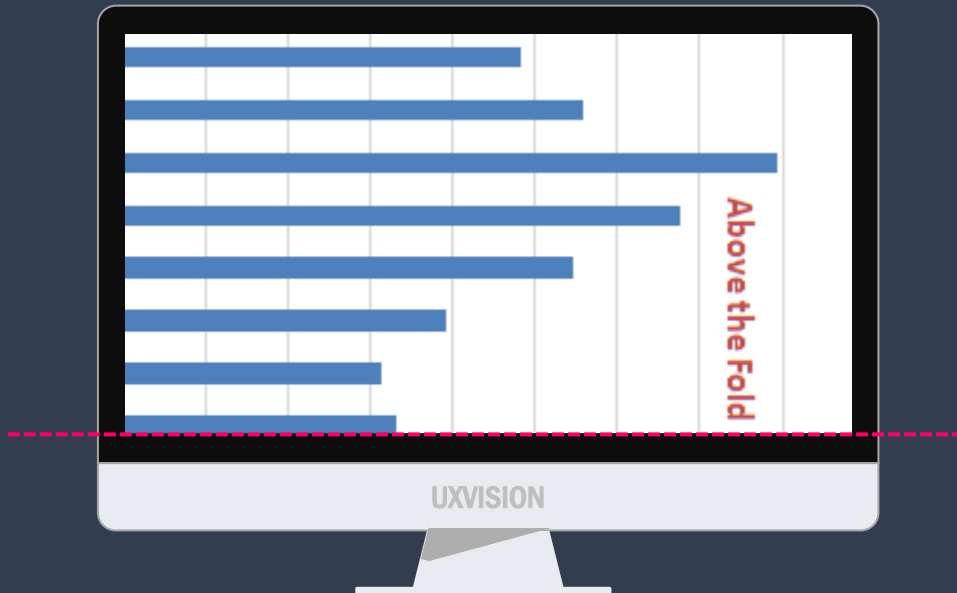


210



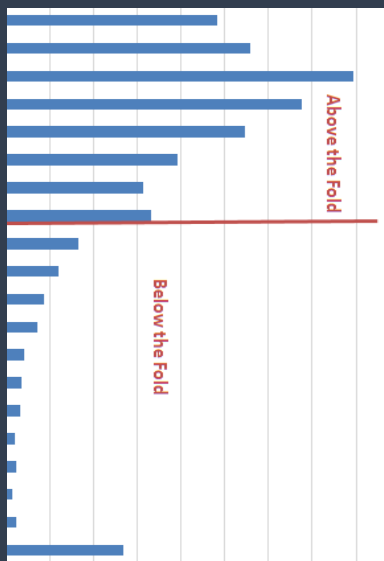
211

ABOVE THE FOLD



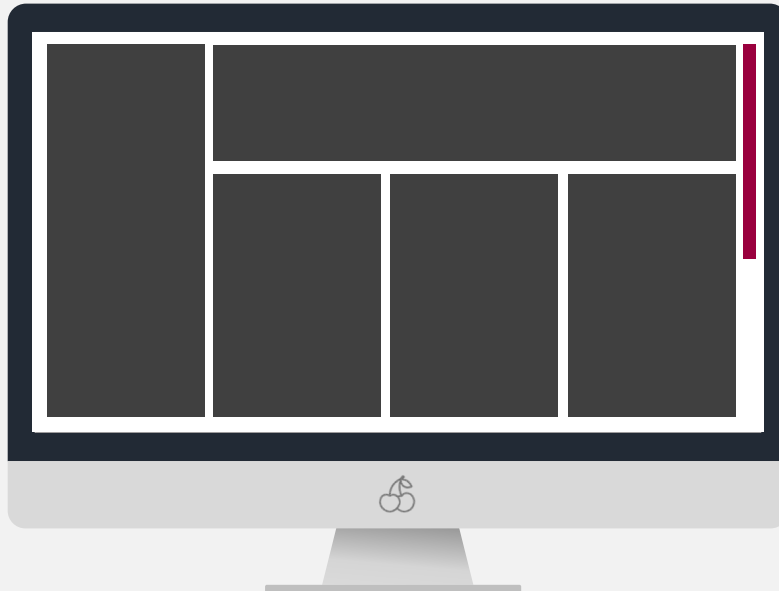
212

MEETING THE FOLD



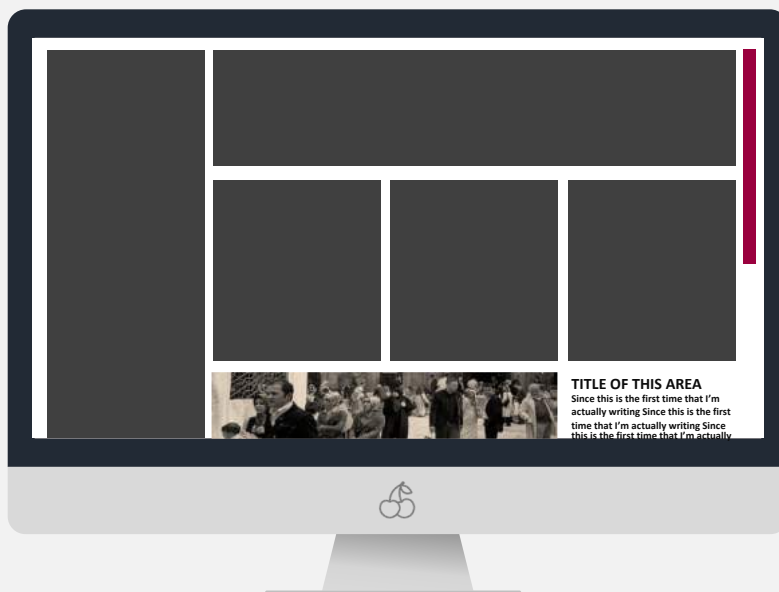
213

MAKING SCROLLING INTUITIVE



214

MAKING SCROLLING INTUITIVE



215

11

The art and science of
TALKING TO USERS

216

A

Understanding
COGNITIVE EFFORTS

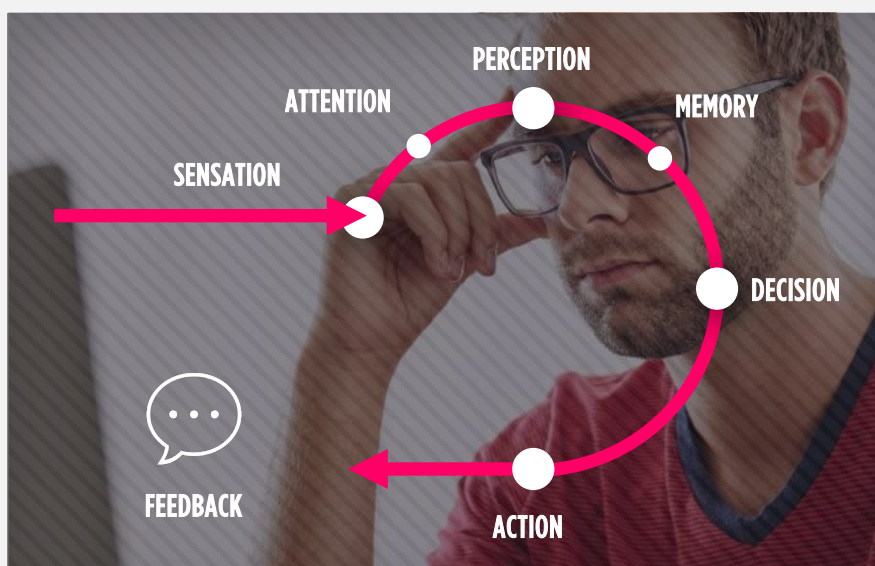
217

THE COGNITIVE CYCLE (WICKENS & CARSWELL)



218

THE COGNITIVE CYCLE (WICKENS & CARSWELL)



219

GUIDELINE #1
TEXTS ARE HARD.

220

IT TAKES UP TO
x60,000
FOR THE BRAIN TO DEAL WITH TEXTS

221



222



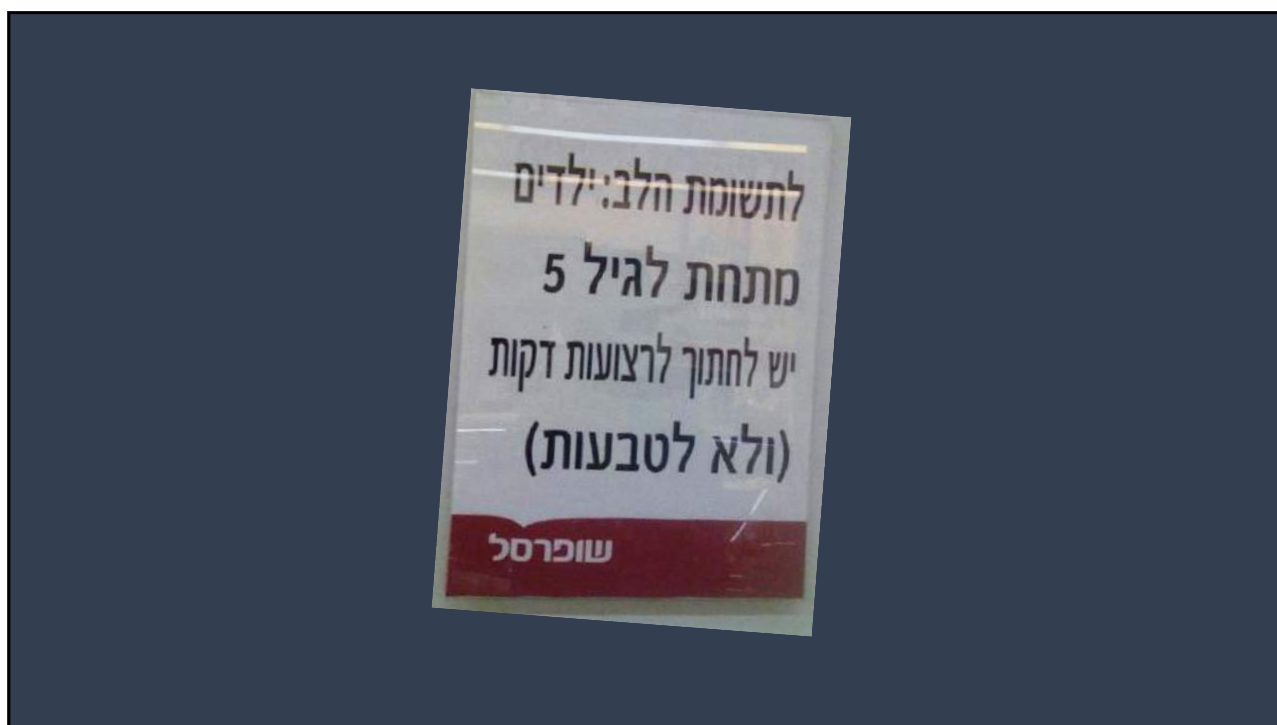
223

GUIDELINE #3
IT GETS WORSE WHEN WE WRITE

224






225



226

EVOLUTION OF READING

 RTFM	 TMI	 TL;DR
---	--	--

227

TL;DRING

TL:DR

Fresh tools for UX designers that want to move faster, while providing developers information early and often. Influenced by the Atomic Design concept, UX'ers can craft systems with the same principles & components. We should deliver component systems to our friends the devs.

Basic tools/stages:

1. Understand—separate needs, wants & desires, then write them down.
2. See|Do—define the relationship of actions and interactive content.
3. Atom Gathering—define what are your base parts.
4. Into The Gray—layout where components work together.
5. Interaction Models —illustrate how it works, and behaves.

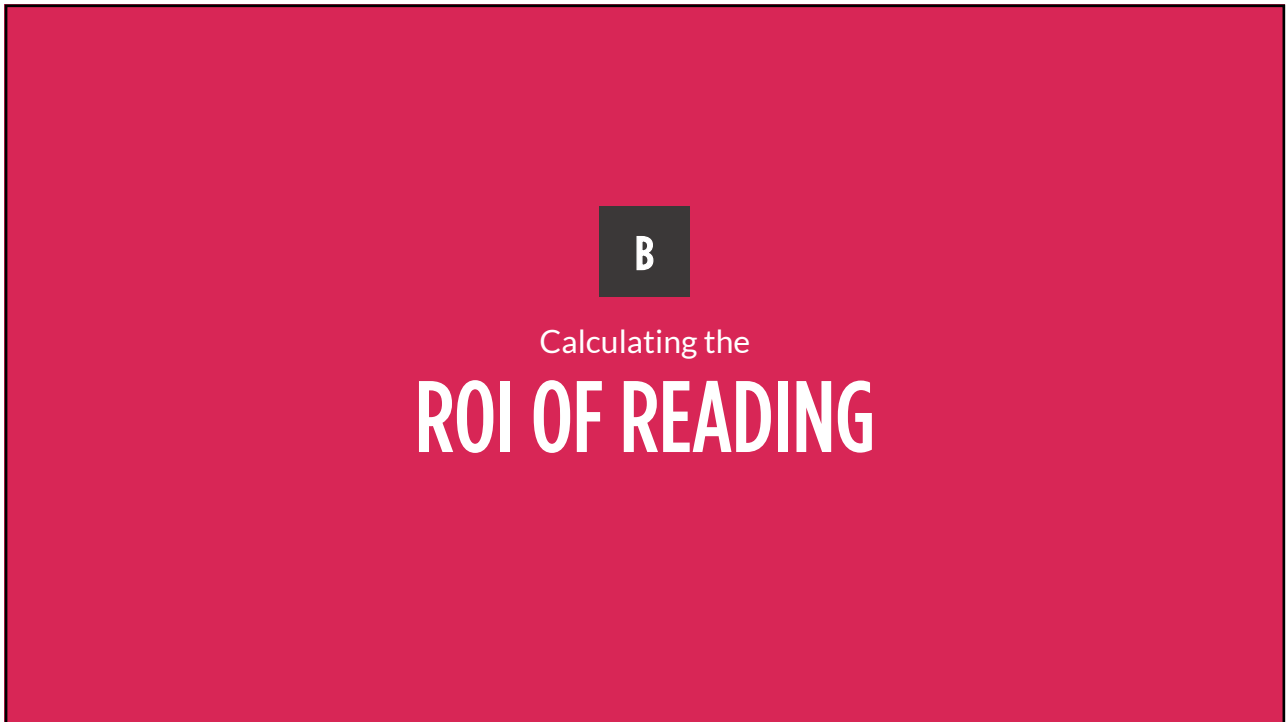
228

CNN'S STORY HIGHLIGHTS (2016)

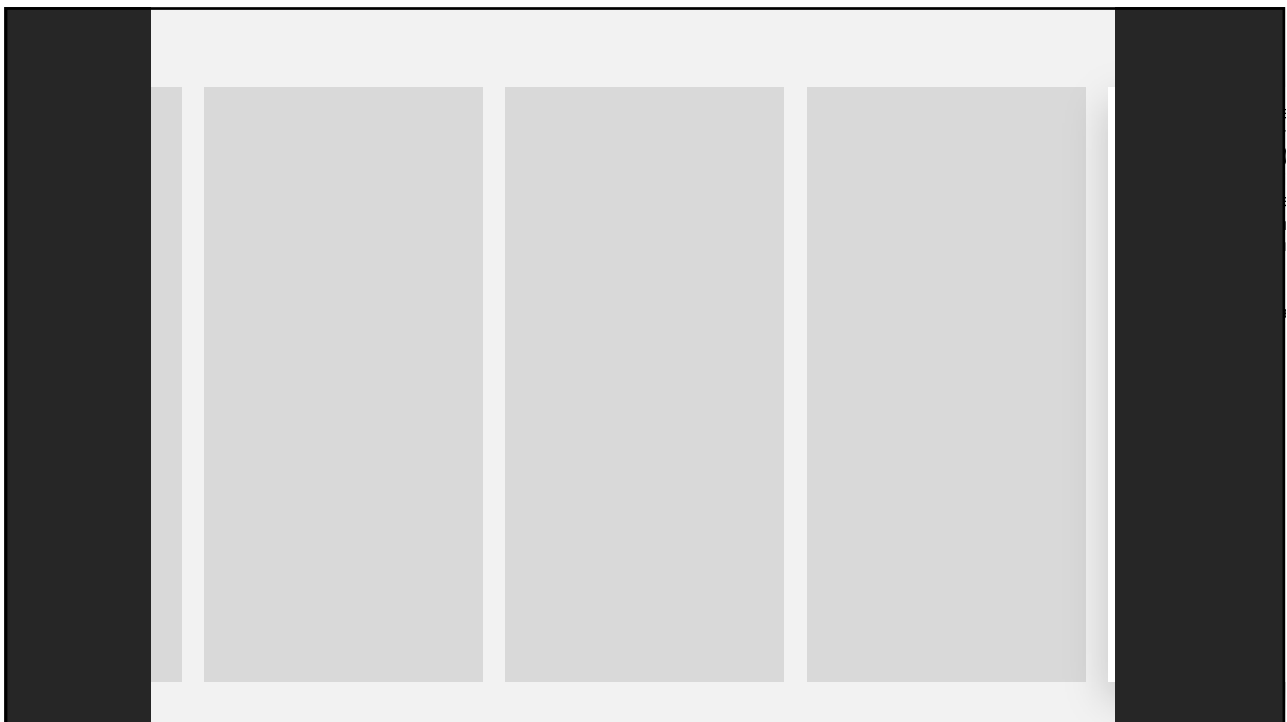
The image shows a screenshot of a CNN article page. The main article title is "On patrol with the Reindeer Police" by Elizabeth Fletcher, CNN, updated on December 21, 2016. The article discusses the Reindeer Police in Norway's northernmost counties. A callout box titled "Story highlights" contains the following text:

- The Reindeer Police is a unit in Norway's northernmost counties
- Photographer Gianmarco Maraviglia spent time with the group this year
- The Reindeer Police is a unit in Norway's northernmost counties
- Photographer Gianmarco Maraviglia spent time with the group this year

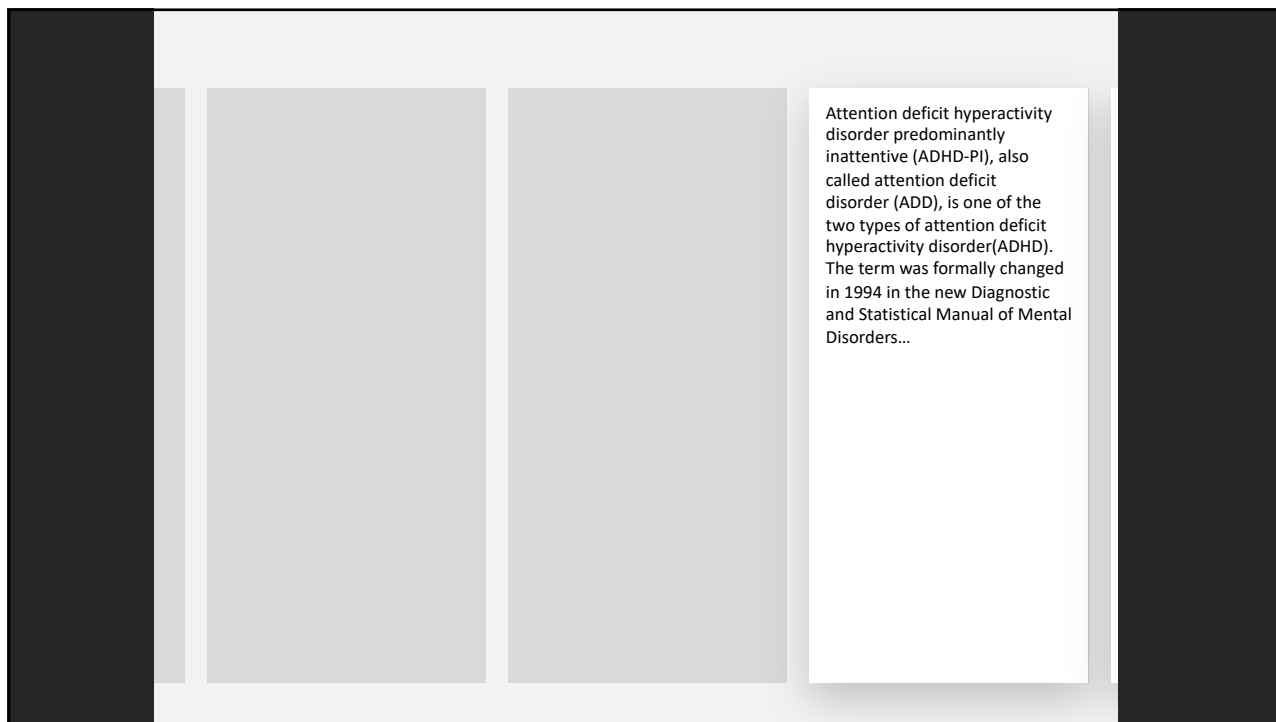
229



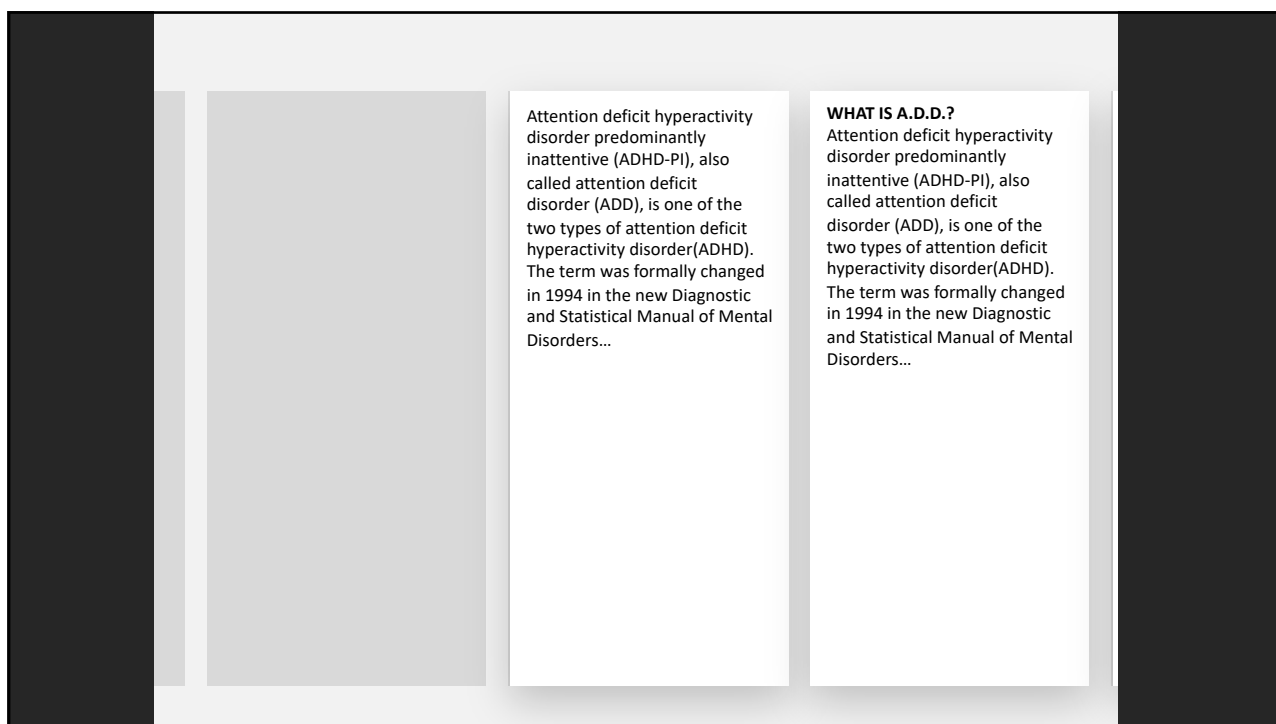
230



231



232



233

<p>Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>
---	--	--


234

<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). SOURCE OF THE TERM The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>
--	--	---

235

<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD). The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD).</p> <p>SOURCE OF THE TERM The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD).</p> <p>WHERE IT ALL BEGAN? The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>
--	---	--

236

<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD).</p> <p>SOURCE OF THE TERM The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	<p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD).</p> <p>WHERE IT ALL BEGAN? The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>	 <p>WHAT IS A.D.D.? Attention deficit hyperactivity disorder predominantly inattentive (ADHD-PI), also called attention deficit disorder (ADD), is one of the two types of attention deficit hyperactivity disorder(ADHD).</p> <p>WHERE IT ALL BEGAN? The term was formally changed in 1994 in the new Diagnostic and Statistical Manual of Mental Disorders...</p>
---	--	---

237

HOW TO HELP THEM READ?



**BIGGER
FONTS**



**SHORTER
PARAGRAPHS**



**SUB-TITLE
MOTIVATIONS**



**VISUALS
BREAKS**

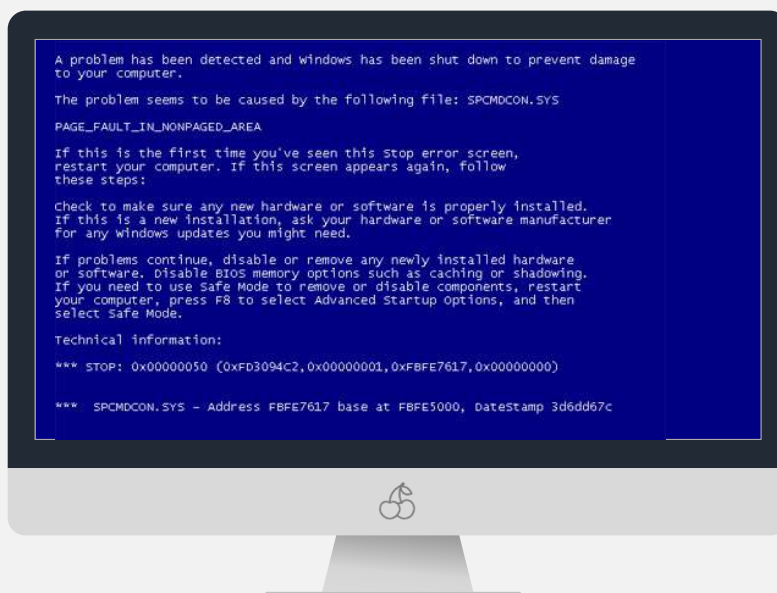
238

WOULD YOU EVEN TRY?



239

HOW'S THIS?



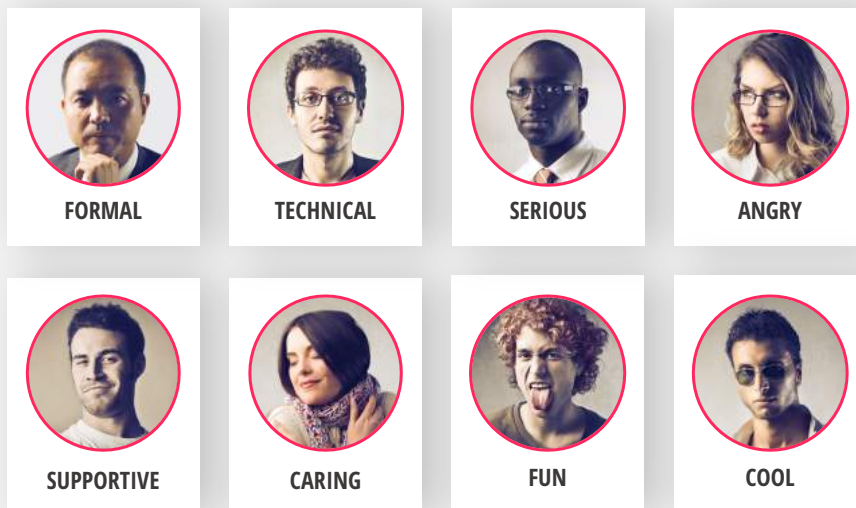
240

C

Finding your
TONE OF VOICE

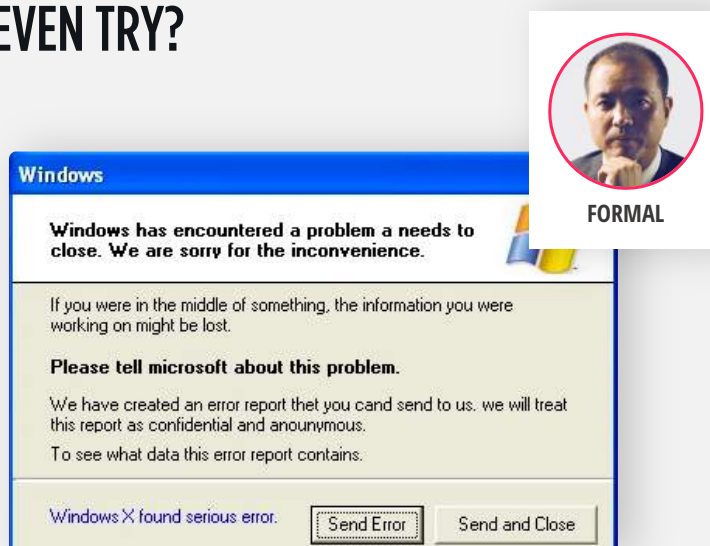
242

WHO'S SPEAKING?

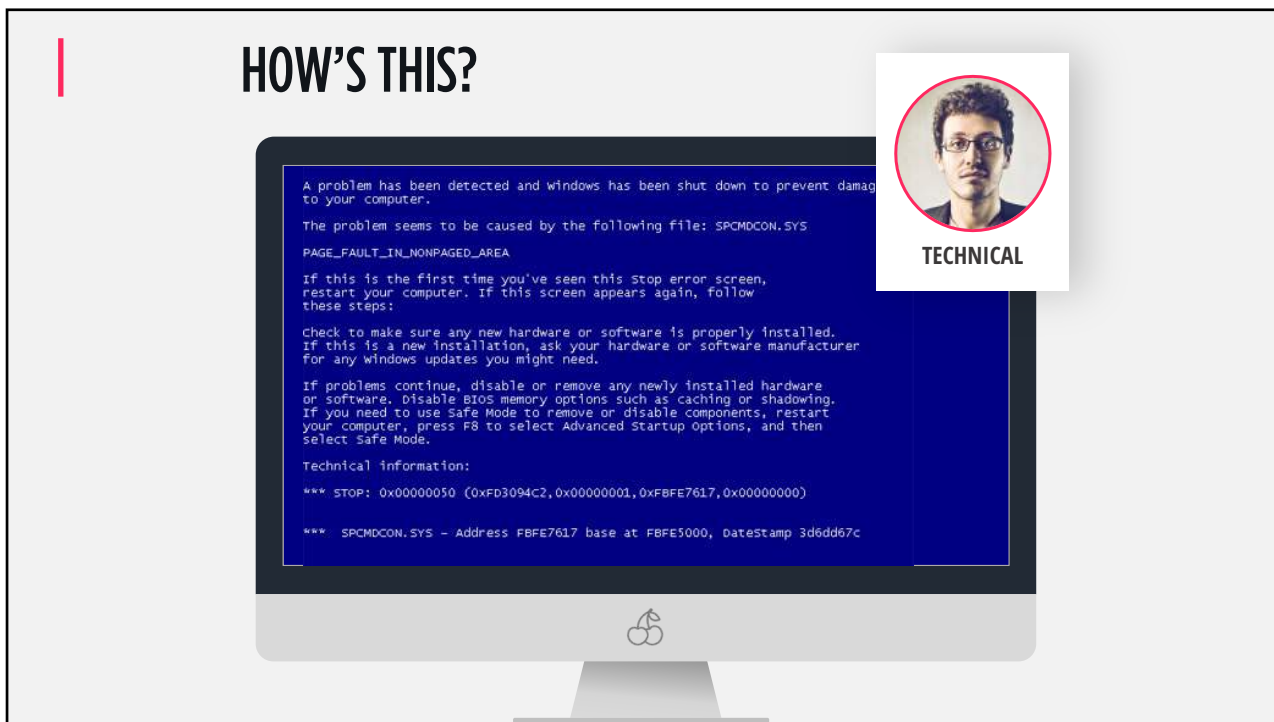


243

WOULD YOU EVEN TRY?



244

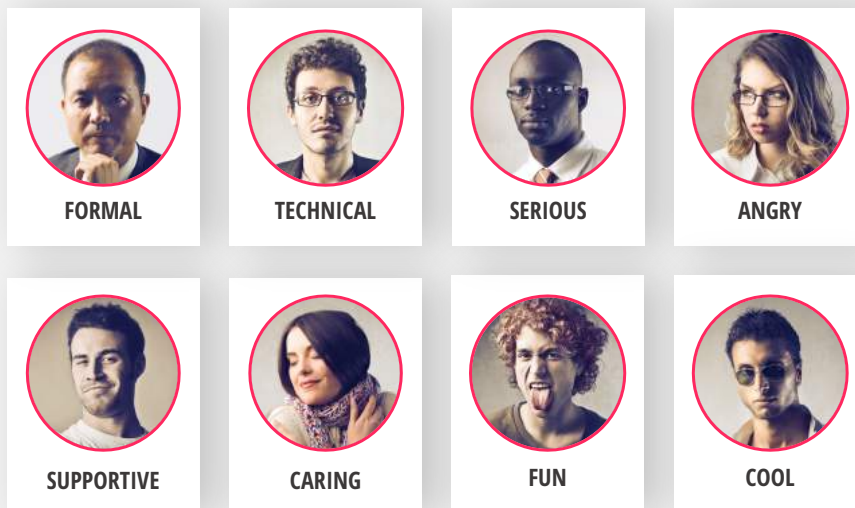


245



246

WHO'S SPEAKING?



247

BE THAT GIRL.



- NATURAL
- FRIENDLY
- CONCISE
- SMILE

248



Make the experience
LIKE A FRIENDLY CONVERSATION.

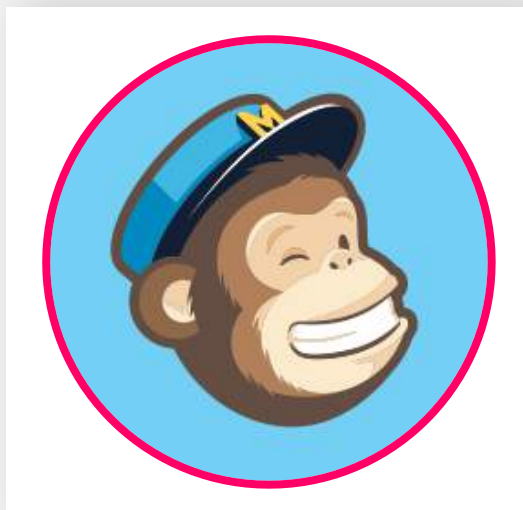
249



- Think of your UI as a conversation between you and your target users.
- Suppose you're looking over a user's shoulder and he asks, "what do i do here?"
- Think about the explanation you would give... the steps, their order, the language you'd use, and the way you explain things.
- Think about what you wouldn't say.

250

| MEET FREDY



251



MAILCHIMP'S VOICE IS HUMAN.
It's familiar, it's friendly, and it's straightforward.

252



- Sure, we crack jokes and tell stories, but our priority is to explain MailChimp and help our users get their work done and get on with their lives.
- We use language that educates and empowers people without patronizing or confusing them.

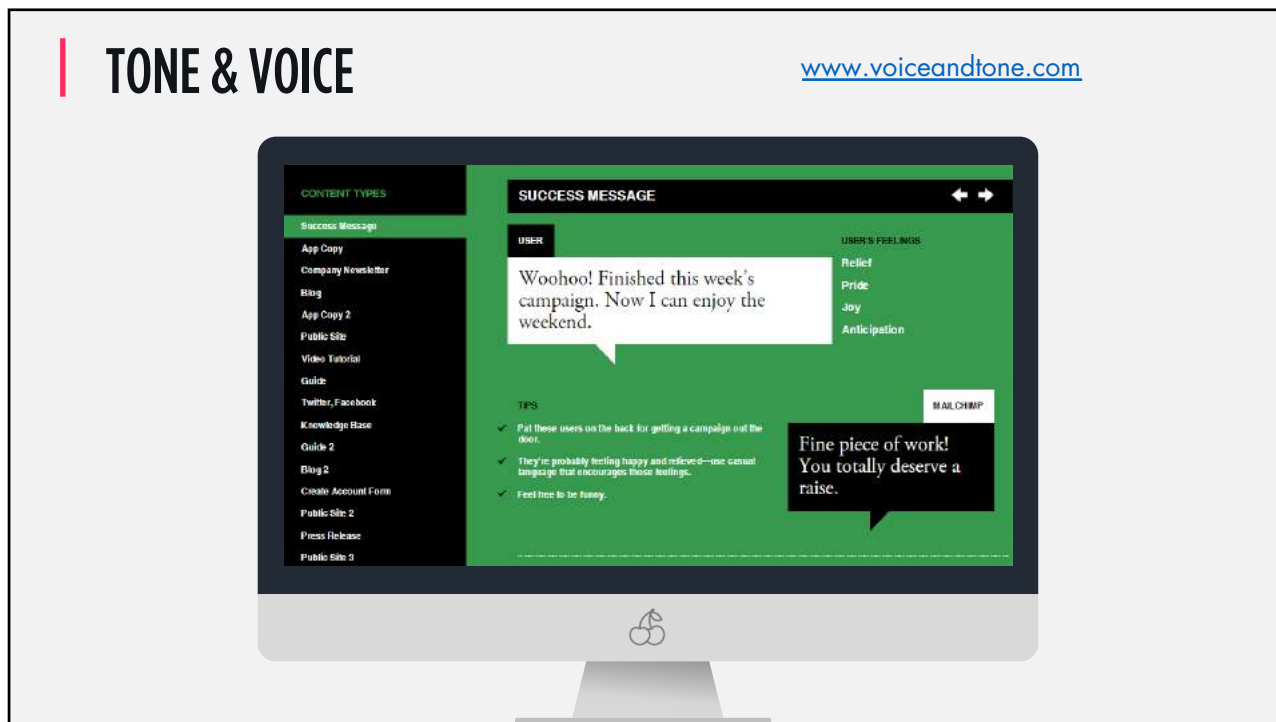
253

MAILCHIMP IS:

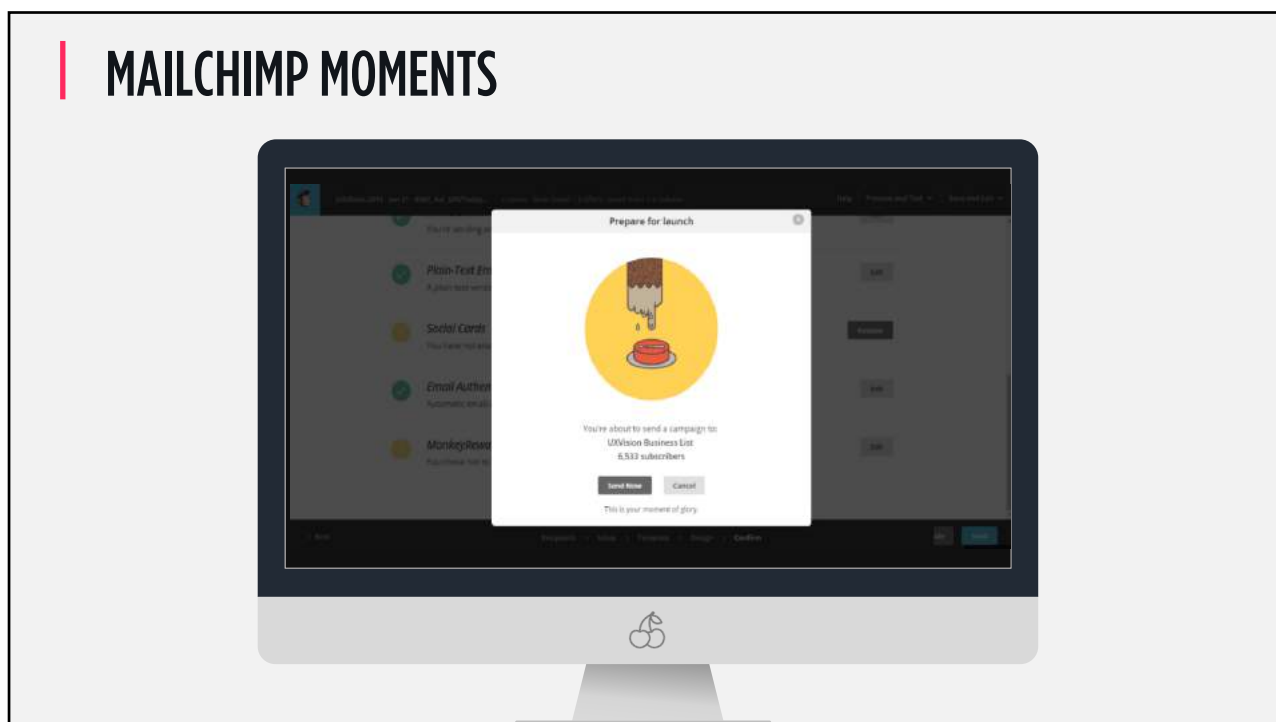


- Fun but not childish
- Clever but not silly
- Confident but not cocky
- Smart but not stodgy
- Cool but not alienating
- Informal but not sloppy
- Helpful but not overbearing
- Expert but not bossy
- Weird but not inappropriate

254

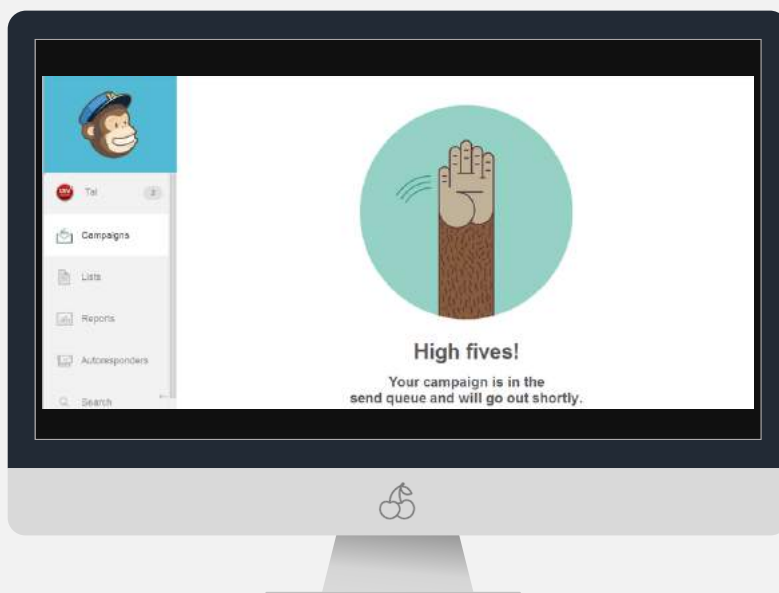


255



256

MAILCHIMP MOMENTS



257

TO BE CONT.



258